

Eno on the go



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A specially-constructed 20m high Primedia Outdoor billboard with a larger-than-life mannequin is being used to drive home Eno's pay-off line. The 3D creative depicts a high-rise building, a suspended window cleaner's gantry and an 'overall-dressed' model cleaning the high-rise's windows. The slogan "When you're on the go" and Eno's pay-off line "Gets to work in 6 seconds" are prominent and emphasise the creative on the billboard.

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