



Iklan Layanan Masyarakat (ILM) **Ambient Media**

Ambient Media

Merupakan **media periklanan** yang **memanfaatkan lingkungan** (environment) dengan **cara yang unik**.

WWF – Save Paper – Save the Planet







**Junk foods are not
for you!**

<https://www.who.int/>



AFRAID TO TRIM SENSITIVE NOSE HAIR

With thousands of sensory nerve fibers in the nostrils, trimming nose hair can be as risky as cutting live wires. We used billboards around actual electric wires and poles to amusingly yet convincingly dramatize the need for the Panasonic nose hair trimmer's "safety cutting system".

**A CLEAN RIVER
IS A FUN RIVER.**

donate at milwaukee.riverkeeper.org



natural water outflow





FISCH FRANKE - THE LIVING POSTER / FILLED WITH WATER AND REAL FISH





Challenge

A local petstore chain with limited budgets needed to push their range of flea-ticking products. They needed a solution that was affordable yet impactful.

Solution

The insight – you may be close to your pet but totally blind to flea infestations. Huge 225 sqmeter stickers, across 3 malls crawling with people were used citywide to highlight their leading product range.

Result

The amusing, memorable and surprising use of simple ambient media made JakPetz and its Frontline products get more attention than any expensive ATL campaign. The outcome? Less Fleas more sales. Happy dogs, even happier clients!





Tugas Individu

Buatlah ILM dengan pendekatan melalui ambient media, sesuai fenomena sosial.

1. Tentukan tema yang saudara sukai, namun ambillah tema yang hangat
2. Tentukan dimana media akan ditempatkan
3. Renungkan dan galilah ide perancangan ILM media ambient; berdasarkan tema, tempat, audience, desain, bahan media dan teknik yang akan digunakan, dan sebagainya.
4. Konsultasikan ide , konsep, dan desain saudara pada dosen pembimbing
5. Rancang dan aplikasikan sebaik-baiknya disertai konsepnya.

Timeline: Pertemuan 11-15

Terima Kasih