





NIKE'S SPOT

Made by Marco Barbati, Elena Malavolta, Alice
Ghedini and Laura Berend



68

LICEO SCIENTIFICO STATALE
ALESSANDRO TASSONI
MODENA

66

INGRESSO VIETATO
PRIMA DELLE 07:50
(DAL 10 STUDIO AUTOMOBILI
DALL'11:00)

NO SMOKING
DAE
Dipartimento di Sanità Pubblica



PARLIAMO EUROPEO

Parole per riconoscersi
cittadini d'Europa



Comune di Modena



EUROPE DIRECT
Modena



DIRITTI

RISPETTO

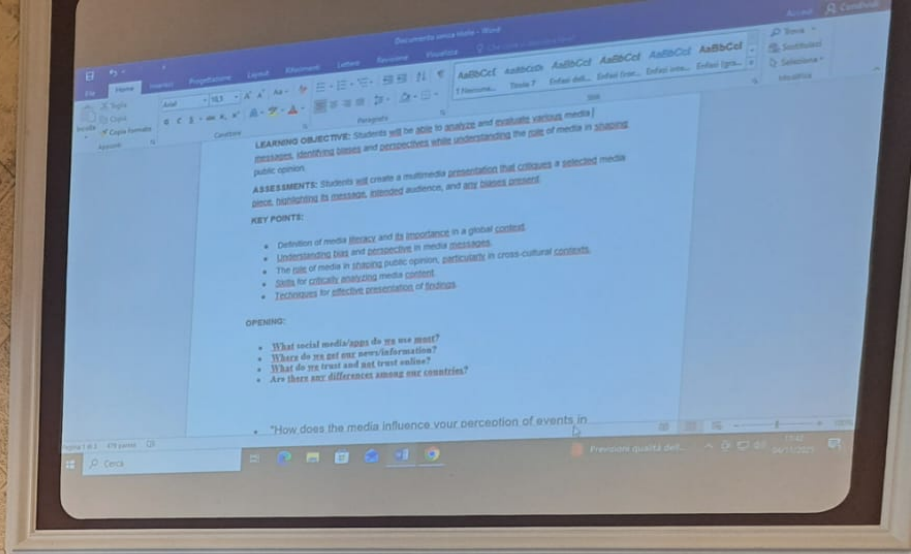
VERITÀ

Truth is stranger than fiction

















Introduction to the advertisement

The ad shows a situation where a little child enters a shop and asks the cashier (probably the store's owner) for a bar of chocolate to give to her mother.

But she doesn't really have the money for it so she tries to buy it with some buttons and a unicorn figurine.

The cashier is moved by that, so then he feels empathy for her and made it on the house (he just takes the buttons and not the unicorn figurine because he understands how important it is for her).

Cadbury







