

# MOTHER COCA-COLA PICCADILLY CIRCUS

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INFORMATION  
#0623



**COCA-COLA IS NOW BLUE AND YELLOW, OR** black and orange – depending upon which football team you support – as Coke are the new sponsors of the Football League. Edgy ad agency Mother have painted the classic logo in all 72 team colours and Fibre brought these to life on the new 32m super-wide-screen LED display at Piccadilly Circus. The designers seamlessly linked all the teams, their nicknames and club badges by designing custom transitions such as a Mexican wave of placards and lo-fi stadium graphics.

**‘FULL OF GREAT IDEAS, PRODUCED QUICKLY AND WITH STYLE’**

Rob Potts and Andy Jex – Mother

This project was commissioned for Coca-Cola by Mother



FOR MORE INFORMATION CONTACT

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