









## Everyone is going on a Virgin Holiday

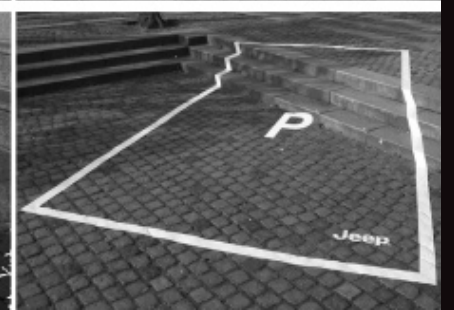
To make aware of the very attractive offerings from Virgin Holidays branded suitcases were placed around London.





























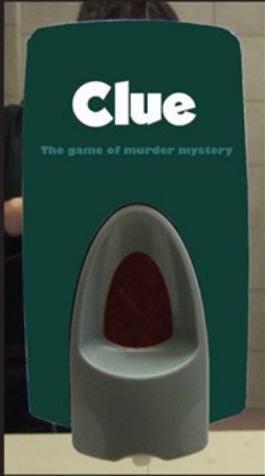
## DISCOVERY CHANNEL SHARK WEEK

RAPP Collins Sydney has taken to Australian beaches creating a buzz around the awesome documentary series SHARK WEEK – which appeared exclusively on AUSTAR's Discovery Channel in Australia. Over seven sun-filled days in January, the team scattered a number of “shark-bitten” surfboards around well-known Sydney beaches. They then sat patiently – and watched and waited – while a frenzy of curious beach-goers came to ‘feed’ on this simple ambient idea.

DM Agency: RAPP Collins Sydney  
Art Director: Ryan McKay  
Copywriter: Max Kitchen  
Production: Andy Robilliard, Brett Griffiths  
Client: Austar/Discovery Channel







Soap dispensers in public washrooms are filled with a blood red coloured soap. When a person washes, it creates the image of cleaning blood off their hands.



















WHERE'S  
YOUR CHILD?

WATCH  
AROUND  
WATER



**DON'T LET THIS BE  
OUR FUTURE.**  
SAVE OUR RAINFOREST, STOP GLOBAL WARMING.









