

Švaros Broliai. Turd face

CHALLENGE

Lithuania is tricky minded.
Cars are hugely a status symbol here, although rarely clean.
Mainly because the weather is unpredictable
and it's the inside that matters more than the flashy outside.
Right?

That's why, in the springtime, the biggest car cleaning center chain in Lithuania,
wanted to address it in a bold billboard.

SOLUTION

Spring is the return of the birds or the return of the turds season -depending on your point of view.
We have used it to remind that turds can make you look bad,
and that people judge you based on your looks.