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## Top Ad Ideas: Moustache ride



### Credits

**advertiser:** [Movember.com](#)

**agency:** [Smak](#)

**VP/CD:** [Alan Bedingfield](#)

To promote [Movember](#), a moustache-growing charity event that raises awareness of and donations for prostate cancer research, Smak conducted guerrilla 'stachings around Toronto, Vancouver, Calgary and Edmonton.

### Tags

[OOH](#), [guerrilla](#), [smak](#), [movember](#), [moustache](#)

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