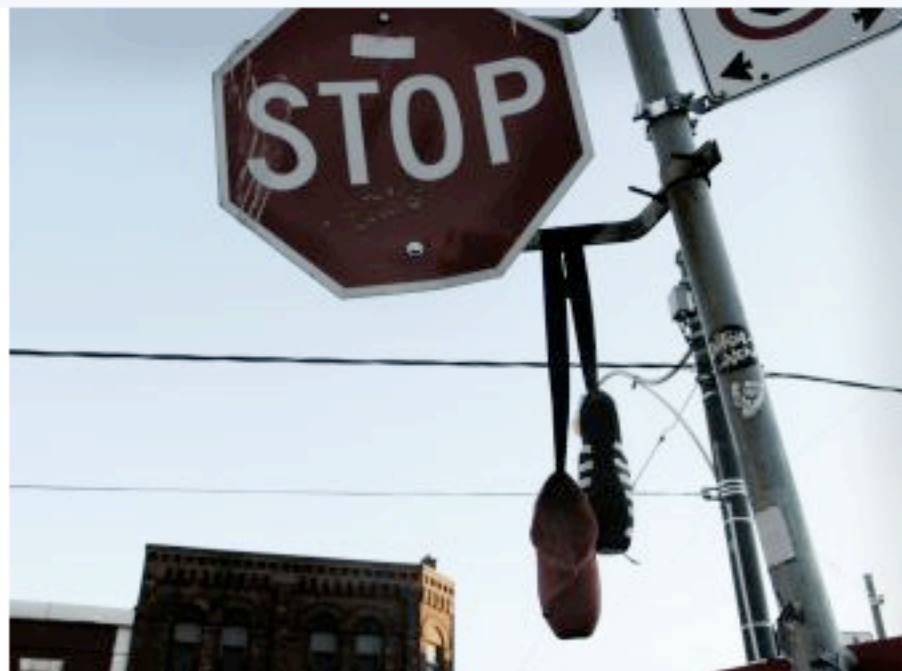


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Top Ad Ideas: Bizarre ballet



The National Ballet of Canada employed Leo Burnett to promote its unconventional ballet *In the Upper Room*. The agency teamed up with Smak to stage interesting guerrilla executions in Toronto's Queen West neighbourhood. They involved chalk art, ballet shoes, big red doors against buildings and its very own "upper room." Campaign elements directed consumers online to a microsite, www.intheupperroom.ca.

Tags

OOH, guerrilla, national, Canada, leo, burnett, ballet, queen, slippers, upper, room

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