

McDonald's bee hotels billboard

Around a third of all the bees in Sweden are at risk of dying out. To raise awareness of this problem and to provide these insects with a home, McDonald's in Sweden developed billboards with the slogan "Always open" that, at first glance, invite people into the restaurants. But there's a trick. The billboards also serve as a nesting box for the bees, which can burrow into the inside of the panels through numerous holes.

Documents

media report (german)

Details

Video:	https://www.youtube.com/watch?time_continue=4&v=Mm5MA80fZ5A
Year:	2019
Product:	Billboard Hotels
Industry:	Food
Customer:	McDonald's
Origin:	JCDecaux
Categories:	Use of Media Special Builds
Implementations:	Poster breakthrough
Agency:	Nord DDB
Areas:	Sweden
Standard Formats:	Billboard

