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BILLBOARDS DOUBLE AS ROADSIDE BEDS FOR PAKISTAN'S HOMELESS LABORERS

 TELECOMMUNICATIONS

MoltyFoam has created the Billbed — a billboard made of foam, which advertises the company during the day and transforms into a roadside bed at night.

In every major city of Pakistan, there are an estimated 500,000 homeless individuals. Most of them are out of town laborers who have no choice but to sleep on the street at night, which then affects their work the next day. Hoping to provide a better alternative to the hard rock beds they currently make do with, **MoltyFoam** has created the Billbed — a billboard constituting a foam body, which advertises the company during the day and flips horizontally to transform into a temporary bed at night.

https://www.youtube.com/watch?v=999p_zAC3v4

MoltyFoam — who have been producing consumer mattresses for over 50 years — have already installed 150 Billbeds throughout Pakistan, and the advertising firm behind the initiative, BBDO, recently won a Bronze Lion at Cannes. We have previously seen billboards double as [water filters](#) in Peru, and [makeshift walls](#) in Thailand. How else could outdoor advertising have the added use of benefiting communities?

29th July 2015

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