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BILLBOARD REST-STOP PROVIDES TEMPORARY BEDROOM FOR TIRED DRIVERS

 WORK & LIFESTYLE

The Sodimac Resting House billboard guides tired drivers to a decorated one-car garage, where they can nap for free.

Tiredness behind the wheel is one of the major causes of road accidents globally. We have already seen the [Harken project](#), from Spain, which places sensors into seatbelts and car seats to track drivers' alertness and an [Attention Powered Car](#) from Australia, which slows down automatically when the driver's attention starts to wander. Now, [Sodimac](#) — a homecentre in Peru — has launched a campaign to tackle the same problem. The Sodimac Resting House billboard, which was created by McCann Lima, doubles as an advertisement and a temporary sanctuary for tired drivers traveling on the Panamericana Sur Highway.

Rather than simply advertise the store, the Sodimac billboard features a lit up arrow that points travellers towards the temporary rest-stop. Drivers simply have to pull off the road and drive into the temporary single-car garages, which have been decorated to resemble the interior of a bedroom. There is free wifi and security around the clock, and visitors are even given eye-masks and hot drinks.

sodimac-1-homecentre-marekting-road-safety-sleep

The Sodimac Resting House billboard is the latest example of billboards being used for more experiential marketing. We have even seen them used as [temporary roadside beds](#) by Pakistan's homeless laborers. Could the Sodimac Resting House be replicated in other countries?

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Website: www.sodimac.com.pe

Contact: www.sodimac.com.pe/contacto