



The 360-display used high-definition 3D Hologprojection technology | Photo source [Havas Media](#)

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360-DEGREE HOLOGRAM ADS PROMOTE NEW PUMA TRAINERS



ADVERTISING & MARKETING

The athletic shoe giant tapped into growing customer interest in holograms and out-of-home advertising to build momentum for its latest trainers

Spotted: PUMA recently projected a 360-degree hologram over cars in Chicago to promote its latest line of trainers. The life-like hologram was the first of its kind, [according to the company](#).

A hologram of the Sky Dream sneaker and a PUMA-branded basketball [were projected](#) on the roof of parked cars near Chicago landmarks.

The 360-display used high-definition 3D Hologprojection technology, developed by [Firefly](#) and [HYPERVSN](#). The projector spins 30 frames per second, resulting in a near life-like 3D hologram experience.

The campaign ran from 14-16 February. Puma partnered with [Havas Media](#) for the campaign, which was created with the support of [Whisk](#).

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Email: <https://twitter.com/havasmedia>

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Takeaway:

Puma's hologram campaign reflects companies' increased efforts to create advertising that engages with consumers. The trend is **boosting sales in out-of-home advertising**, traditionally known for its billboards. But the use of technology is **becoming increasingly popular** in advertising. The Puma campaign illustrated how targeted usage can broaden product awareness and appeal.