

Abstract

Ambient advertising strategies aim to highlight the unusual in the usual, the unexpected in the expected. It offers strategies through which pedestrians encounter enigmatic installations of various kinds within the public spaces of towns and cities. It could be described as the 'Brand' displaying its advertising message in three-dimensional form. Using material strategies to engender curiosity, wit and likeability to engage the pedestrian, it is a non-traditional method of creating an advertising campaign. Ambient advertising is designed to disrupt, intrigue, entertain and be memorable. It exists outside the normal rules of engagement of traditional advertising for example; digital, television, radio, poster and press all of which struggle to find a voice amongst the thousands of brand messages that fight for the attention of consumers everyday. In this thesis I investigate three brand case studies; *De Beers*, *Pepsi Max* and *John Lewis*. I then examine the case studies through three parameters; Visual Impact, Environmental Impact and Pedestrian Interpretation via the application of semiotic theory and through the ideas of anthropological and space theorists.