

Tweeter, etc. wanted to promote Panasonic's newest unskippable ShockWave Personal Stereo to the teen market during the retail-frantic, back-to-school season. A bus wrap was chosen as the medium to "drive" the edgy message – an appeal to students' preferred extra curricular past time.



■ **Copy:**

Skip classes – not your music.

The Panasonic joggable CD player is here now.

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