

Leo Burnett'i agentuur on jaganud õunu alates 1935-ndast aastast. 2011 jõuludel saatsime klientidele ja sõpradele 100+ pudelit spetsiaalselt valmistatud õunaveini. Tekst pudelil kirjeldab reklaamitegemise lõputut, korduvat ja müstilist lugu, räägitud läbi õunaveini valmistamise protseduuri.

Apples have been saying “welcome” to Leo Burnett Advertising Agency visitors since August 5, 1935. We still offer them to every visitor, and our employees as well.

In Christmas 2011 we sent 100+ specially designed bottles of apple wine to our customers and friends. Label on the bottle tells the endless and cyclic story about creating ads, told through the wine making procedure.