

Aviva 15m StratoSphere

LM Productions travelled to Paris with a 15m StratoSphere, in order to stage Aviva's new inventive concept for its new marketing campaign, "You are the Big Picture"; a three year project running in cities around the world including London, Warsaw, Singapore, Delhi and Mumbai.

The StratoSphere, complete with HD 360 degree projection, was installed at the foot of the iconic Grande Arch in the Parisian business district, La Defense. Every evening, the StratoSphere came alive with images creating a huge amount of public and media interest.



The concept was completely unique utilising Facebook and YouTube; allowing the public to get involved across the globe via email and video. People could upload an image of themselves to a gallery; their image would then be projected onto landmark buildings around the world; and a photo would be sent to them of their projection.

