



# INDOMIE AMBIENT AD ASSIGNMENT

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ART DIRECTION

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# WHAT'S MY CHOSEN BRAND?

- The brand that I have chosen to showcase is IndoMie
- The USP of this brand is how IndoMie has numerous great flavors, and how new flavors continue to be added
- Therefore, my message is how the list of flavors is something that helps make IndoMie such a popular food product
- To present this idea, I decided to present my ambient ad in a way that features an escalator with stickers of IndoMie flavors going down into a bowl of IndoMie noodles



Indomie Seleraku

## WORKS CITED

- Putri, Edira. *11 Local Brands All Indonesians Love*. Culture Trip, 3 January 2018, <https://theculturetrip.com/asia/indonesia/articles/11-local-brands-all-indonesians-love/>. Accessed 12 February 2021.