

## Ferry Stickers

Our client (a realtor on the island of Nantucket) is known for transparency and professionalism.

We got them to agree to poke fun at the industry's penchant for embellishment and BS.

For media, we created a series of tabletop stickers for the ferries that run between Cape Cod and Nantucket all summer long.

Passengers were a 'captive audience', who enjoyed the refreshing honesty of the approach on the ride over.

