



Avery® 700 and 800 series opaque films and Avery® MPI 2000 films were...used to give each beast its own distinctive design.



## Beauty and the Beast

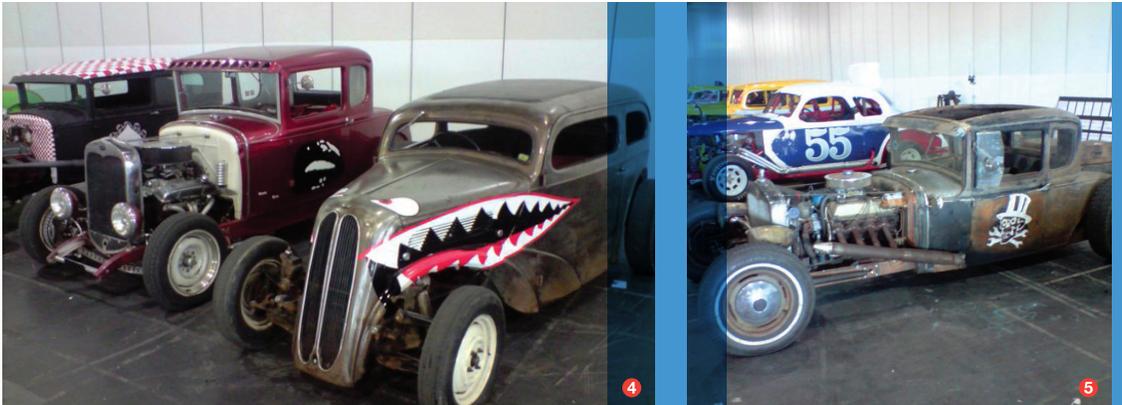
Audi wanted to create a “Beauty and the Beasts” TV ad to promote the new R8 Spyder, the Beauty. They needed to transform twenty-two beaten-up hot rod and stock cars into the beasts. Each car was transformed with a unique and striking design using a variety of Avery Dennison films.

### Preserving the Beasts

The twenty-two beaten-up beasts were sourced from the U.S. and UK and given to Pyramid Visuals, a UK-based specialist car-wrapping company. Some of the beasts sported priceless autographs that needed to be protected, and all the cars had to be transformed in just four days.

> Using Avery® MPI 1005 Easy Apply films, the only material that Pyramid Visuals was confident wouldn't leave any adhesive residue behind. The unique and striking designs were printed on HP9000 solvent printers and installed quickly and easily, because of the flexibility of Avery Dennison films, by Pyramid Visuals.

Avery® 700 and 800 series opaque films and Avery® MPI 2000 films were also used to give each beast its own distinctive design, such as skull and crossbones, and a crazy mouth with big, sharp-looking teeth.



The beasts drive furiously around, missing each other by centimeters, as the Audi R8 glides through the carnage and escapes unscathed, looking like the perfect hero.

## Success is Realized

The Hot Rods looked fantastic and perfectly contrasted the Audi R8 in the commercials. And, when the wraps came off, not a single autograph or car was damaged.

- 1 The beasts had to be transformed in four days.
- 2 Hot rod and stock cars were the beasts.
- 3 A wide range of products were used to create vivid graphics on the beasts.
- 4 Unique designs were printed on Avery digital films and easily installed.
- 5 None of the cars were damaged when the graphics came off.