

OUT OF HOME SERIES

Six sites. Seven words each. Read in under two seconds by someone who didn't choose to look — which is why there are no subheads, no body copy and no explanation anywhere in the series.

4:5 portrait · 300 dpi · print-ready

IT DOESN'T
HAVE A
HOLD.



SAY IT WRONG.
WE'LL GET IT.

THREE CARS
BACK.
ZERO
WAITING.



**THE NOISE
WAS THE
HARD PART.**



CAN YOUR AI TAKE AN ORDER?

SAY
LESS.



SITE IS PART OF THE COPY.

IT DOESN'T
HAVE A
HOLD.



AA SoundHound 11 11/11/2019 1:11

AIRPORT DEPARTURES • 96-SHEET

Read by people who have spent the morning on hold with an airline. The line lands hardest where the frustration is fresh.

SAY IT WRONG.
WE'LL GET IT.

AA SoundHound 11 11/11/2019 1:11

RAIL CONCOURSE • DIGITAL PORTRAIT

A commuter crowd is the most linguistically varied audience in the country. The promise is aimed straight at it.

THREE CARS
BACK.
ZERO
WAITING.

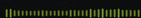


AA SoundHound 11 11/11/2019 1:11

DRIVE-TIME ROADSIDE • 48-SHEET

Placed on arterial routes near quick-service clusters, read by drivers who are about to join exactly this queue.

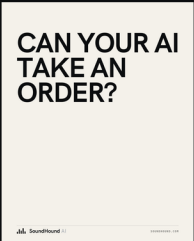
THE NOISE
WAS THE
HARD PART.



AA SoundHound 11 11/11/2019 1:11

STADIUM APPROACH • BUILDING WRAP

The loudest environment in the city, carrying a line about solving loud environments. The site is the argument.



OFFICE DISTRICT • DIGITAL PANEL

Aimed at the people who bought the AI that can't. Flipped to Bone so it cuts against every other dark panel on the street.

IT DOESN'T
HAVE A
HOLD.



 SoundHound AI

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SITE 01 – RAIN-WET BUS SHELTER, 23:40

Backlit 6-sheet. The line is aimed at people who have been standing in the rain waiting for something that was supposed to come sooner. Wet ground carries the reflection; the panel is the brightest object on the street.



SITE 02 – ESCALATOR BALUSTRADE PANELS, RAIL CONCOURSE

A sequenced run of three panels read in order at walking pace. The series only works if the panels are ordered — the media buy is part of the creative.

THE NOISE WAS THE HARD PART.



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SITE 03 – BUILDING WRAP, STADIUM APPROACH

The loudest environment available, carrying the line about solving loud environments. The site is doing the argument; the copy just names it.

THREE CARS
BACK.
ZERO
WAITING.



SITE 04 – DIGITAL ROADSIDE PANEL, SEEN FROM THE CAR

The only execution shot from the audience's actual position. Drive-time roadside near a quick-service cluster, read through a wet windscreen at a red light.