

ADWEEK

BestSpots

Saab | "Big Match"

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Lowe/New York & Lowe Brindfors/Stockholm



A man takes advantage of a rare opportunity: While every Spaniard is inside watching the World Cup on TV, he drives the deserted streets of Barcelona. In a Saab, the guy experiences the joy of motoring on roads normally snarled with traffic. He even returns in time to see the winning goal. Graphic: "Life is not a spectator sport."

Credits:

Agency/Location

Lowe/New York & Lowe Brindfors/Stockholm

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