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CP+B stunt promotes underwear you'll barely notice wearing

By [Gabriel Beltrone](https://www.adweek.com/contributor/gabriel-beltrone/) (https://www.adweek.com/contributor/gabriel-beltrone/)

| June 29, 2018



Only a handful of keen-eyed observers spotted Fruit of the Loom's hidden cash stashes.



Fruit of the Loom

Everybody ignores advertising. No surprise there. But a devious new campaign from Fruit of the Loom and agency CP+B has been capitalizing on just that fact, hiding thousands of dollars of cash—along with more than a few pairs of free underwear—in (relatively) plain sight around one of the world's biggest cities.

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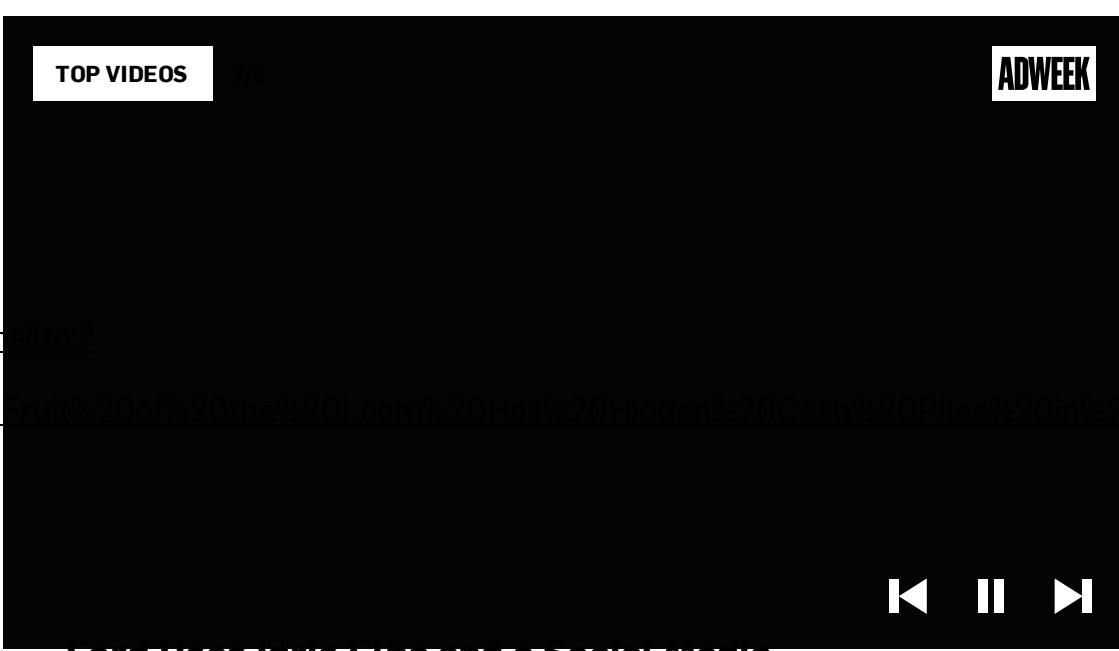


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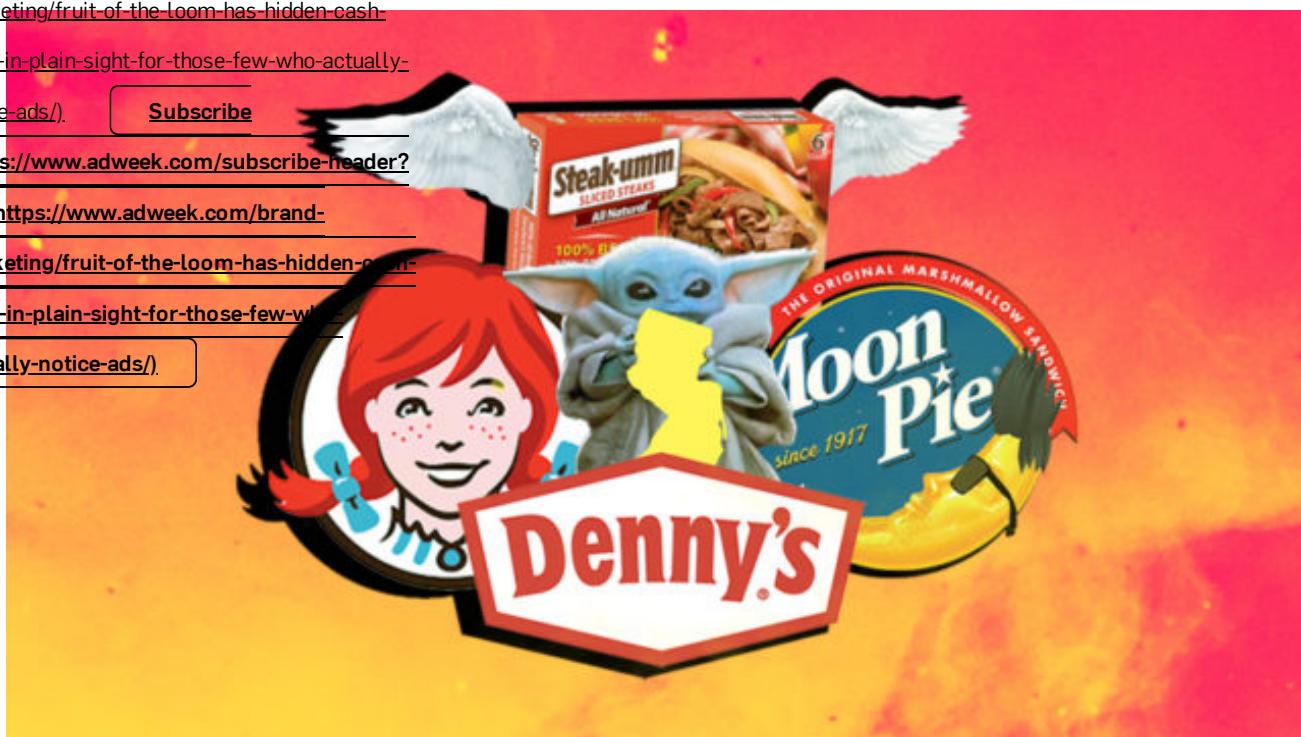
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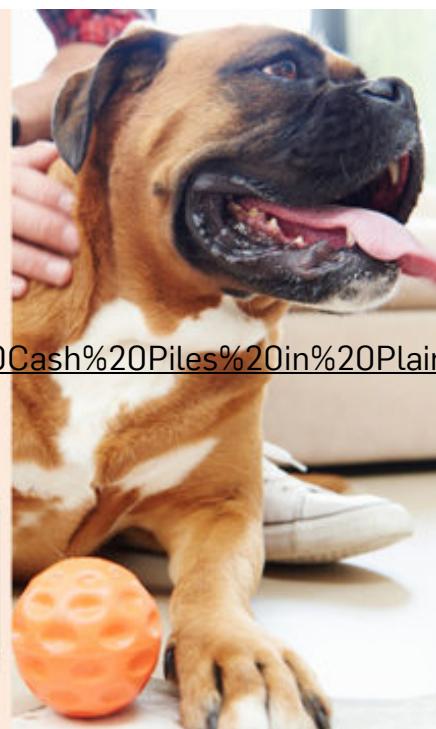
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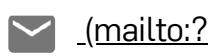
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