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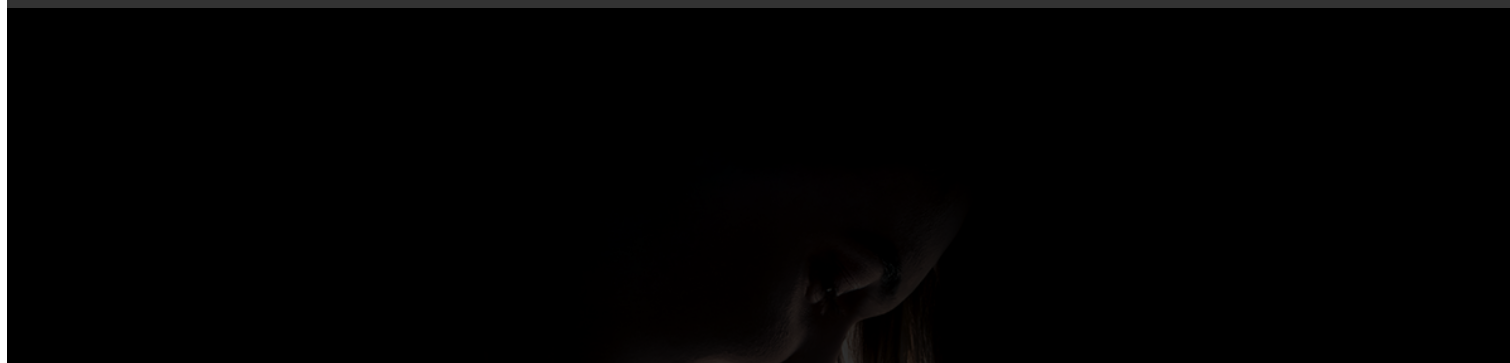# These Brilliant Ads Use Optical Illusions To Promote Pet Adoption

McCann Worldgroup, Mumbai, has come up with an ingenious print campaign for World For All animal welfare organization in Mumbai. The three ad series features portraits of a family, a couple and a pair of kids. Using clever framing and lighting techniques, the photographs also reveal the silhouettes of a dog, a cat and a rabbit in the negative space between the subjects. The tagline reads "There's always room for more. Adopt." Check out the ads below.

1. Dog

2. Cat

WORLD FOR ALL

THERE'S ALWAYS ROOM FOR MORE. ADOPT.

Visit the Pet Adoptathon on 21st Jan 2017, Sydenham College, Mumbai.

www.worldforall.co

3. Rab

Brilliant ar   y 150% compared

CREDITS
Art Director/Writer/Retoucher: Pranav Bhide
Photographer: Amol Jadhav
Finisher: Nitin Sawant, Nagesh Mithbawkar

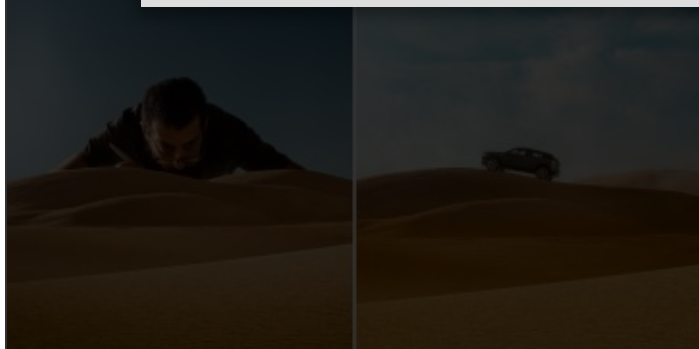Share this post with an animal lover and voice your views in the comments below.

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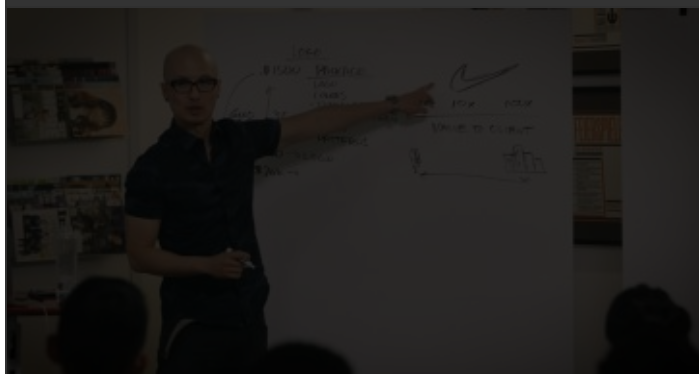
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