

Laurie Metrick of The Metrick System has a long history of creating visually stunning Outdoor. This ad for Ginger's, an upscale bath and kitchen retailer in Toronto, demonstrates how powerful a strong visual can be. Working with renowned photographer, David Drebin, The Metrick System delivers against their mission: "We create experiences for your customer to positively associate with your brand, forever." Simple is hard – running with an ad with just one word is brave but few would argue that this is anything other than completely compelling creative.



*"I love Outdoor, I think of it as street art. True – it's challenging to filter a message down to its most basic components but that's also exciting. The impact we've made over the years with a few key boards is testament to the power of Outdoor. It's a core component of our advertising strategy."*

**Laurie Metrick**  
Creative Director, The Metrick System

