

Excellent real-life marketing: Angry Birds get nasty and real in
Barcelona

Rovio's Angry Birds is one of the hottest mobile game - ever.

Not only it scored hit million-league downloads on iPhone: it's become iconic as well and you can now easily find Angry Birds merchandising around.

T-Mobile has gone a bit further this time adding an episode to its "Life's for sharing" ad campaign which began with the now-famous T-Mobile dance at Liverpool station.

This time you. play on an iPhone and balloon-sized angry birds fly and hit (or miss) the target - for real!

Campaign by Saatchi & Saatchi for DT, Luca Pannese (art director) and Luca Lorenzini (copywriter).

So great, so fun - so compelling!

Thanks to Ile for the hint!