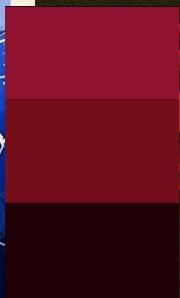
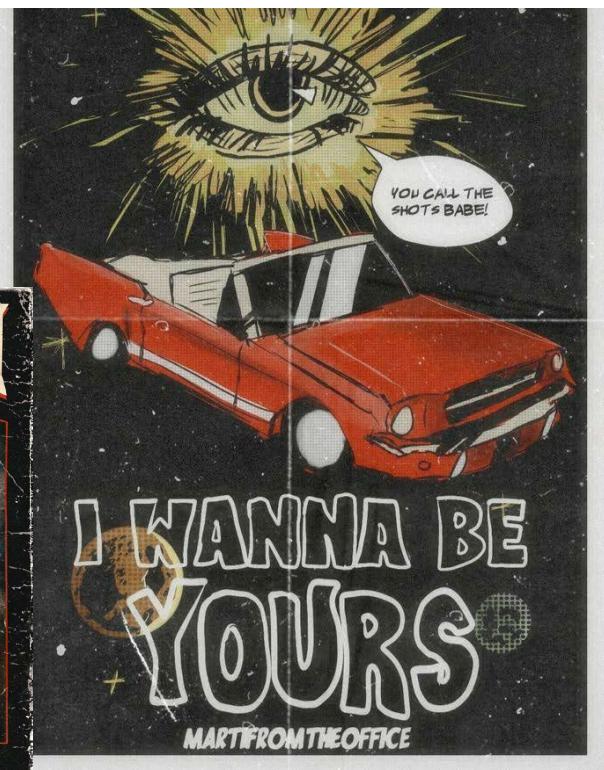


THE WEEKEND Campaign

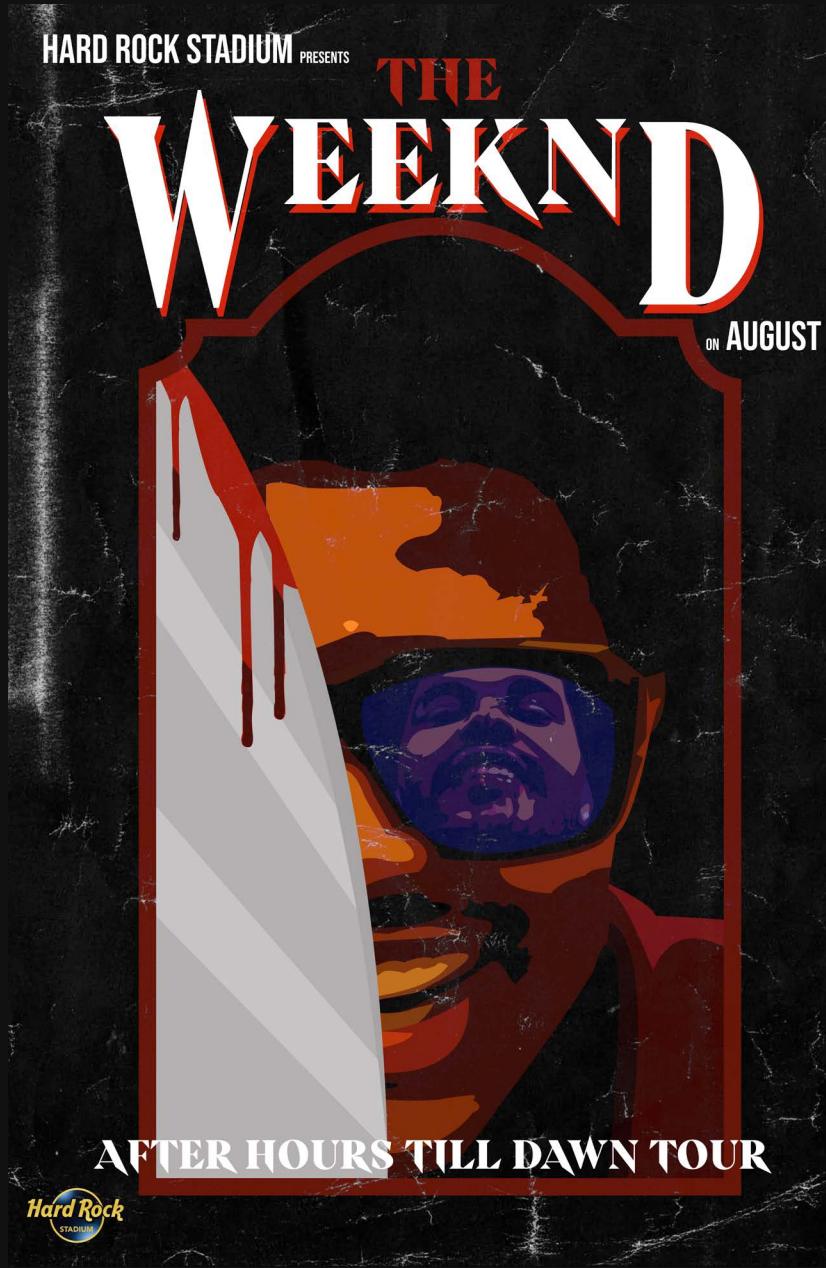
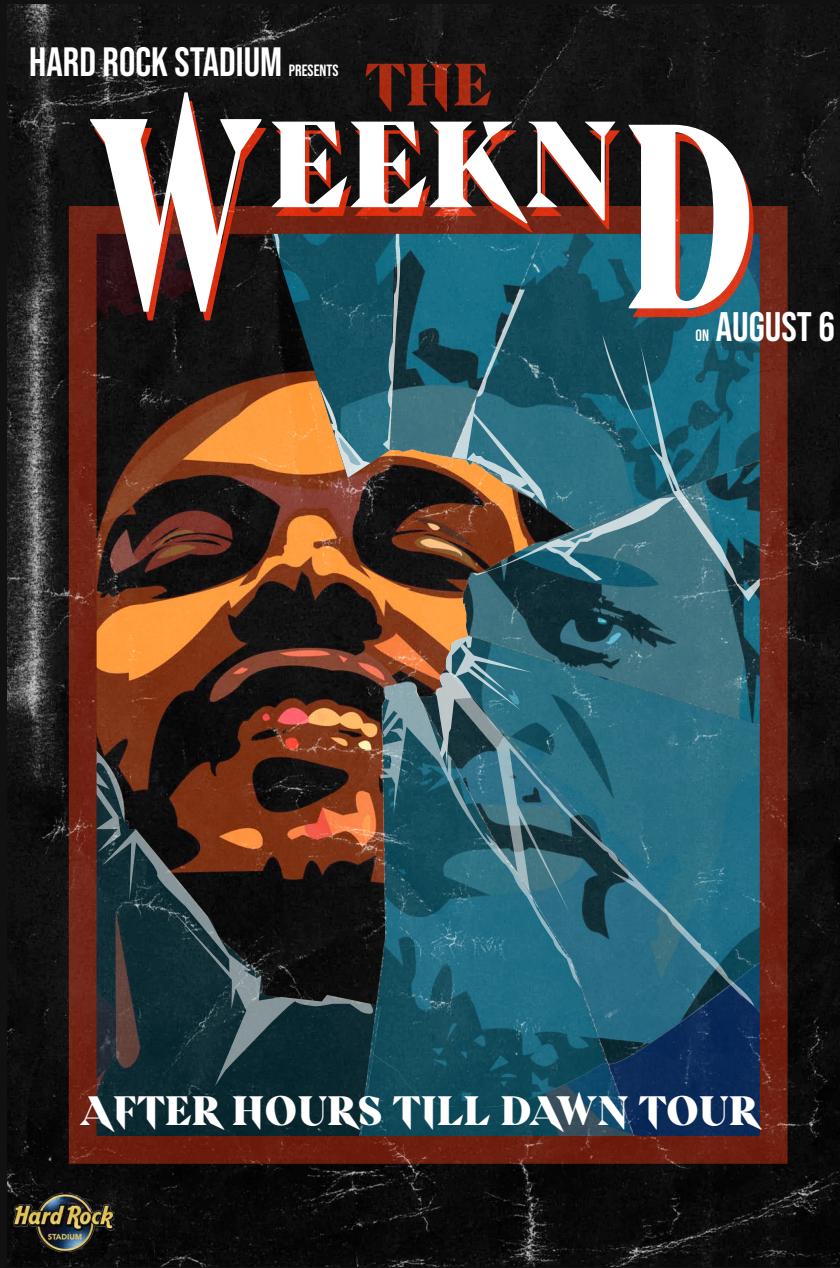
MOOD BOARD



THE WEEKND



POSTERS



BUS STOP MOCKUP #1



BUS STOP MOCKUP #2



BILLBOARDS



BILLBOARDS



BILLBOARDS



SHIRTS



SHIRTS



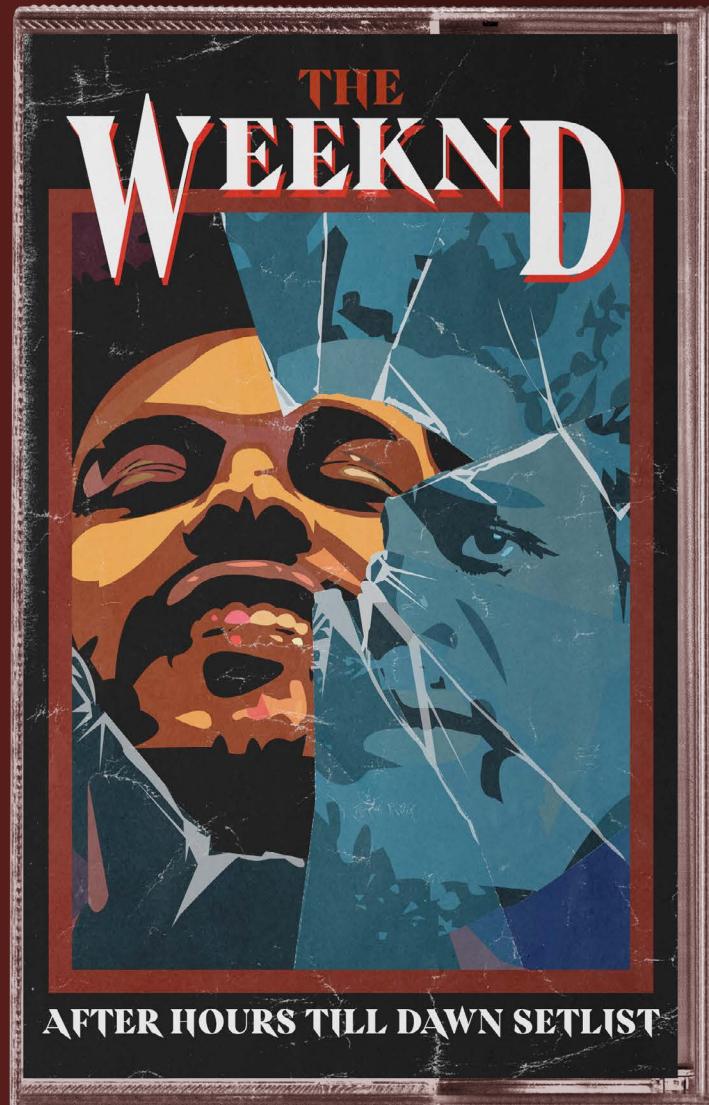
SHIRTS



MERCHANDISE



MERCHANDISE



MERCHANDISE



THANK
YOU!

THE
WEEKEND
Campaign