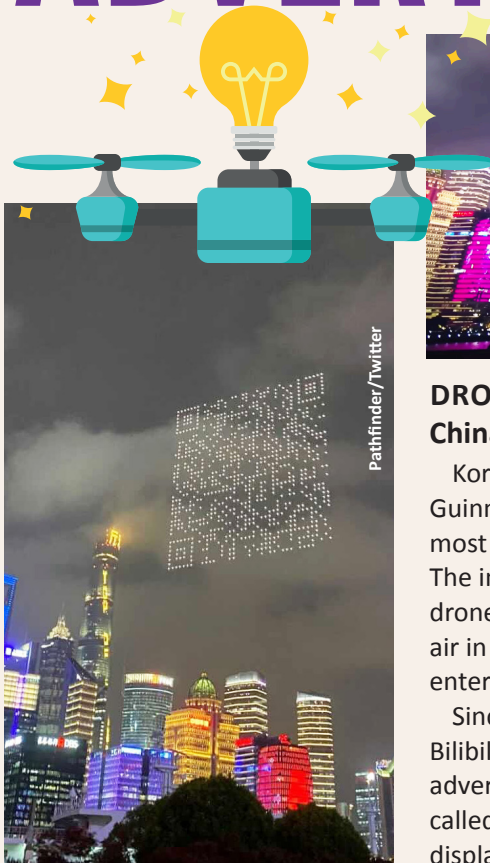




BIG NEWS

ADVERTS IN THE SKIES



Pathfinder/Twitter



Guinness World Records/YouTube

DRONE displays are being used for some expensive marketing stunts in China, but is it amazing or a step too far?

Korean car brand Genesis picked up a Guinness World Record for having the most drones in the sky at the same time. The impressive spectacle saw 3,281 drones (above) being launched into the air in Shanghai to celebrate the company entering the Chinese market.

Since then, a Chinese company called Bilibili pulled off another drone display to advertise a Japanese role-playing game called *Princess Connect! Re:Dive*. The display included a QR code (left) that you

could scan with your phone to find out more about the game.

Using thousands of individual drones to make pictures in the sky is very clever, but some people weren't very impressed.

They think we see enough advertising in the world, from billboards in the street to ads on the internet, and don't want promotion in the sky to become normal.

What do you think? Are aerial adverts a creative work of art or a smear on our skies?

ACROSS

- 2) A particular area where things are sold (noun 6)
- 6) A public event or show that is exciting to watch (noun 9)
- 7) Activities to advertise something (noun 9)
- 8) A dirty mark made by spreading something carelessly on a surface (verb 5)

DOWN

- 1) The business activity that includes finding out what customers want, then using that information to design, advertise and sell the products (noun 9)
- 3) Very large boards, often at the side of the road, covered in huge adverts (plural noun 10)
- 4) Things done to get people's attention. The word is often used in a disapproving way (plural noun 6)
- 5) In, on or from the air (adjective 6)

