**These Stella Artois outdoor ads show**

**Stella Artois outdoor ads from all over the world**

AB-INBEV plays on international fame in its home country.

Stella Artois is a Belgian beer with more than 600 years of brewing tradition. And you know how it goes with great ideas: They travel. Stella Artois became the most popular Belgian beer abroad, having travelled far and wide, becoming the reference of Belgian Beer in more than 180 countries.

This international fame is a great source of proudness for Belgians. So, in a first outdoor campaign for Stella Artois by TBWA\Belgium, we see outdoor ads from Stella Artois on iconic locations and cities around the world.

Together with the client, the agency scanned media plans worldwide looking for outdoor ads. These locations were then used in a new series of outdoor ads. The whole series is displayed in the city of Antwerp, in Belgium.