# New outdoor campaign celebrates the appeal of solitaire



Fans of the classic card game solitaire are set to enjoy a new outdoor advertising campaign aimed at celebrating the game's appeal, particularly its ability to create order from chaos. The campaign, launched by creative agency You’re the Goods, features a series of carefully curated visuals strategically placed across London and Manchester.

Inspired by the concept of “Turn chaos into order,” the campaign includes various executions that evoke the satisfaction of restoring organisation in different contexts. One notable advertisement, titled ‘Dog Park,’ showcases a dog trainer who brings a sense of calm to the park as a group of excited dogs threatens to create disorder. In another clever execution, labelled ‘Airport,’ viewers witness a baggage handler expertly transforming a chaotic pile of mismatched luggage into a neat and organized display.

Uri Pearl, vice president of marketing at Papaya, spoke to The Drum about the campaign’s concept, stating: “Great design is an impactful ingredient on an even greater experience. Solitaire became an evergreen game because it taps into something fundamental — the human need to bring order to chaos. In this campaign, we aim to capture exactly that, in a way that’s playful, fresh, and visually stunning.”

This campaign is set to run throughout the UK until March 21, inviting both fans of the game and passersby to engage with its theme and visuals.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://lbbonline.com/news/papaya-solitaire-takes-over-major-ooh-sites-for-playfully-chaotic-campaign-by-youre-the-goods> - This URL supports the claim that Papaya Solitaire is running a major out-of-home campaign, which aligns with the description of the campaign celebrating the game's appeal and its ability to create order from chaos.
* <https://www.marketing-beat.co.uk/2025/02/24/papaya-solitaire-ooh-london/> - This URL corroborates the information about Papaya Solitaire's campaign taking over UK out-of-home sites, emphasizing the game's central aim of arranging cards into neat piles.
* <https://techround.co.uk/news/piccadilly-premier-league-papayas-play-on-campaign-soars/> - This URL provides context about Papaya's broader marketing efforts, highlighting their focus on play and engagement, which aligns with the creative approach of the solitaire campaign.
* <https://www.noahwire.com> - This URL is mentioned as the source for the article but does not directly provide additional information beyond the article itself.
* <https://www.thedrum.com/news/2025-02-24/papaya-solitaire-campaign-turns-chaos-into-order> - This URL would likely support Uri Pearl's statement about the campaign's concept, but it is not available in the search results. Therefore, it is not included as a valid URL.