

Commercial National Nomination 2019 – «Digitec Community Kampagne 2019»

The digitec Community campaign shows real product ratings by real customers. Humorous, honest and sometimes moving customer opinions are shared daily on our platform. Digitec gives customers a transparent platform on which they can find all the information they need, and interact with each other. The community itself provided the inspiration for our visual.

Digitec Community Kampagne 2019

Customer Digitec

Creative agency Digitec Galaxus AG (in-house)

Media agency Digitec Galaxus AG (in-house)

Design Digitec Galaxus AG (in-house)

Text The users

Photo Thomas Kunz

Format F200 (116.5 x 170 cm)

