

Commercial Local and Regional Silver 2019 – «Powerpoint-Landschaften»

Seminar hotel Hof de Planis, at an altitude of 1,280 metres in Graubünden, is an oasis away from the hectic pace of daily life. To bring it to the attention of managers in the lowlands, we used their favourite tool, PowerPoint, to recreate the alpine setting around the hotel. A specific visual was developed for each season, for use at and in the vicinity of business fairs.

Powerpoint-Landschaften

Customer Seminarhotel Hof de Planis, Prättigau

Creative agency Ruf Lanz, Zurich

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Format BigPoster, F12 (268.5 x 128 cm)

