

Out of Home Innovations Gold 2019 – «Retard gagnant»

Due to much heavier traffic, lack of air traffic controllers, overcrowded airports, and strikes, aircraft delays accumulate the most at airports during the holiday period. Based on this truth, CANAL+ Switzerland has decided to take action by offering "Retard Gagnant", which transforms travellers' frustration into a pure moment of entertainment. The CANAL+ recipe to start your holiday off right.

Retard Gagnant

Customer CANAL+ Switzerland

Creative agency Havas Village Genève

Media agency Havas Village Genève

Design Thomas Lafourcade, Laura Cros

Text Pascal Charvet

Format ePanel (9:16), eBoard (16:9)

Laudatio

Video: <https://www.youtube.com/watch?v=x5mS0qMgOtA&feature=youtu.be>

