

Out of Home Innovations Nomination 2019 – «Busgelenke werden fürs Jodlerfest zu Handorgeln»

The media is the message: Articulated bus hinges look remarkably similar to the the moving bellows on an accordion. As such, they can be used not only as an advertising medium, but also as a quirky component of the visual. Using the “Traffic Board” as well as social media, this approach achieved wide reach. The campaign was a resounding success.

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Customer Jodlerfest Horw/Verkehrsbetriebe Luzern AG

Creative agency Rocket GmbH, Neuweg 10, 6003 Lucerne

Design Rocket GmbH

Image Rocket GmbH

Format TrafficBoard special implementation

