

## Digital Out of Home Nomination 2019 – «CaroLa Kampagne»

With this campaign, the dealer wanted to make existing customers aware of the fact that they also specialize in car body parts and paintwork damage. And that, in the event of an accident, they are the first port of call. (Excl. spaces)

**CaroLa campaign**

**Customer** BMW Zurich-Dielsdorf branch

**Creative agency** Serviceplan Suisse AG

**Media agency** Mediaschneider AG

**Design** Nicolas Stark

**Text** Günter Zumbach

**Format** eBoard (16:9)

**Video:** <https://www.youtube.com/watch?v=0MtILC-id9M&feature=youtu.be>

