

## Digital Out of Home Nomination 2019 – «CALLDOC»

In 2019, Groupe Mutuel presented CallDoc, a product that is still little-used. To change this, it is being turned into an experience. In three hyperrealistic videos, the campaign shows the “conversation” between doctor and patient. Simple, practical, confidential, and with a touch of humour – it’s like being there “live”. Its national media strategy is to distribute the videos online and as DOOH at stations.

### **CALLDOC**

**Customer** Groupe Mutuel

**Creative agency** FRANZ&RENÉ AG

**Media agency** Mediatonic

**Design** FRANZ&RENÉ AG

**Text** FRANZ&RENÉ AG

**Spot** Pumpkin Film – Götz Hudelmaier

**Format** ePanel (9:16)

**Video:** <https://www.youtube.com/watch?v=H3pbelsVNOs&feature=youtu.be>

