

Commercial National Bronze 2020 – digitec Community «Wunsch»

It's the time of year for over-the-top, glitzy Christmas posters, but digitec takes an even more deadpan approach than usual and once again turns to the digitec website for content. The campaign is designed to see people through the festive season. Instead of using the digitec community's product ratings, technical questions or discussions about specific products, the campaign curated their hopes and wishes.

digitec Community «Wunsch»

Customer digitec.ch

Creative agency Digitec Galaxus AG (InHouse)

Media agency Digitec Galaxus AG (InHouse)

Design Barbara Schuler, Alessandro Thüler, Julian Stauffer

Format F200 (116,5 x 170 cm)

