

## Commercial National Nomination 2020 – digitec Community «Corona Edit»

A classic community campaign was the original plan, and then the coronavirus arrived, giving us more time to engage with the digitec community. It became clear fairly quickly that the campaign should relate to the reality of life for our customers. In some cases there were even comments and ratings that directly referenced the pandemic. Other content was collected long before lockdown, and it only became really interesting when seen in the new context.

### **digitec Community «Corona Edit»**

**Customer** digitec.ch

**Creative agency** Digitec Galaxus AG (InHouse)

**Media agency** Digitec Galaxus AG (InHouse)

**Design** Daniel Kobi, Julian Stauffer, Alessandro Thüler und Clemence Censi

**Text** The digitec Community

**Photo** Thomas Kunz

**Format** F200 (116,5 x 170 cm)

