

Out of Home Innovations Silver 2020 – Für fast jede*n eine Überraschung

The best thing about giving presents is the moment of curiosity about what lies underneath the wrapping paper. This Christmas campaign's 17 designs, containing no text or gift tags, gives viewers a taste of this anticipation. Only when they take another look is all revealed. The present inside only shines through when it gets dark as the campaign appears on backlit posters.

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Customer Galaxus

Creative agency Digitec Galaxus AG (InHouse)

Media agency Digitec Galaxus AG (InHouse)

Design Sven Mathis, Daniel Kobi, Clémence Censi

Photo Cathrin Schön, Styling: Jeannette Blättler

Format F12 (268,5 x 128 cm), F200 (116,5 x 170 cm)

