

Poster of the Year 2020 – Galaxus Generativ

Our campaign shows our customers' purchasing behaviour by region, allowing us to compare regional shopping habits. It appears across 4,001 posters, 579 eBoards and ePanels, 6,389 hanging displays and 245 advertisements in the press. All the designs are unique – computer generated one-offs. Each one was specially created to appear in a specific location.

Galaxus Generativ

Customer galaxus.ch

Creative agency Digitec Galaxus AG (in-house)

Media agency Digitec Galaxus AG (in-house)

Design Daniel Kobi, Severin Keller, Sven Mathis

Format F12 (268,5 x 128 cm), F200 (116,5 x 170 cm), HangingDisplay, eBoard 16:9, ePanel 9:16

