

Out of Home Innovations Gold 2018 – «Happy Scanner – Das erste E-Panel, das glücklich macht»

How can colourful clothing be promoted in winter? Selfnation, Europe's leading online shop for made-to-measure trousers shows how: with the Happy Scanner. This measures the percentage of black in an outfit and offers a discount matching the same percentage on the Selfnation collection. Because colourful clothing is proven to make people happy.

Happy Scanner – Das erste E-Panel, das glücklich macht

Client Selfnation/RealLook AG

Creative agency Y&R Wunderman

Design Swen Morath (CCO), Kevin Zysset, Susanne Weeber (AD), Konstantinos Gkikas, Raphael Grob (Graphics), Marcel Berberich (Head of Technology)

Text Anna Leudolph

Format ePanel/eBoard

Laudatio

Video: <https://www.youtube.com/watch?v=N7UOzscfnJM&feature=youtu.be>

