

Out of Home Innovations Bronze 2018 – «MIGROS greets MIGOS am Open Air Frauenfeld»

In honour of the rappers MIGOS, MIGROS dropped the "R" from its name in lights above the stage during the concert at Open Air Frauenfeld and caused plenty of talk, Instagrammable content and news in 20 Minuten.

MIGROS greets MIGOS am Open Air Frauenfeld

Client Migros

Creative agency Just Live AG

Text Nico Canori

Format Name in lights

Video: <https://www.youtube.com/watch?v=SyRNMu03JwI&feature=youtu.be>

