

## Out of Home Innovations Nomination 2018 – «Häng dich rein – Costa Rica»

Clinging on was on the agenda at Zurich's main station on 4 September 2018. In keeping with the slogan "Häng dich rein" (hang on), passers-by had the chance to win free flights to Costa Rica with a little physical exertion. This involved putting on a sloth costume and hanging on to a branch for as long as possible. The stage set was designed in a 16:9 format and the films were shown at the DOOH points in the station.

### **Häng dich rein – Costa Rica**

**Client** Edelweiss Air AG

**Creative agency** thjnk Zürich

**Media agency** Mediaschneider

**Design** Alexander Jaggy (Creative Managing Director), Pablo Schencke (CD), Cocco Hess (AD)  
Lukas Frischknecht (AD)

**Text** Alexander Jaggy (Creative Managing Director)

**Format** Promotion

**Video:** <https://www.youtube.com/watch?v=g7yMnTW39jw&feature=youtu.be>

