

For the campaign «Novemberhoch» (November High) from Arosa, the weather dictates the choice of digital themes.

Weather in November often differs at high altitudes from that in the rest of Switzerland. The Arosa Tourism commercial “Fed up of fog?” spotlights this via eBoards and ePanels: There’s a way to escape the endless murk. Here, the current weather dictates the choice of digital themes communicated. When there is fog in the lowlands, the special “November sun” theme highlights the varied range of leisure activities offered by Arosa Tourism and inspires people to visit this destination.

Documents

Movie - english

Details

Year:	2018
Product:	November high
Industry:	Leisure, Gastronomy, Tourism
Customer:	Arosa Tourismus Genossenschaft, Arosa
Origin:	APG SGA
Categories:	Plannig of Media New Techonology Digital Advertising
Implementations:	DOOH
Suppliers:	-----
Areas:	D-CH
Posting Period:	Week 44-46
Standard Formats:	F12L F12 Shopping ePanel F12LR Rail eBoard

Rail ePanel

