

Sony PlayStation 360°

To mark the launch of the new Sony PlayStation, the customer placed an overarching digital and analogue Out of Home advertising campaign on busy streets and squares in an urban setting. At Zurich's main station in particular, the 360° Spiderman scene made a striking impression.

Documents

Movie

Details

Year:	2018
Product:	Sony Play Station
Industry:	Consumer electronics + Photo
Customer:	PlayStation Schweiz
Origin:	APG SGA
Categories:	Plannig of Media New Media Digital Advertising
Implementations:	360°
Suppliers:	-----
Areas:	CH
Posting Period:	7.9. - 7.10.
Formats:	APG SGA Mega Poster: Branding Zone, Mega Poster - APG SGA Interaction: aymo ReTargeting, Medium Rectangle
Standard	F24
Formats:	ePanel Escalator ePanel F12 F200 eBoard F12LR

