

Articulated bus hinges become accordions for the yodeling festival

To announce the yodelling festival in Horw, Canton Lucerne, some eye-catching vehicle advertising was implemented using a special format on articulated buses: The bus hinges were made to look like accordions.

Details

Year:	2019
Product:	Horw yodeling festival
Industry:	Events
Customer:	Jodlerfest Horw
Origin:	APG SGA
Categories:	Use of Media Special Effects
Implementations:	Special advertising format
Agency:	Rocket GmbH
Suppliers:	Castelli Werbetechnik GmbH
Areas:	Luzern
Posting Period:	May and June
Formats:	Special format

