

Leaves in poster background symbolize vegan Lattesso

For the launch of Lattesso Vegan, the Lattesso cup depicted on the F200 poster was cut out and the poster board broken through.

The green leaves in the background of the poster site thus became an eye-catching and tangible symbol of “vegan”.

Details

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|--------------------------|---|
| Year: | 2019 |
| Product: | Lattesso Vegan |
| Industry: | Food |
| Customer: | Innoprax AG |
| Origin: | APG SGA |
| Categories: | Use of Media Special Effects Special Builds |
| Implementations: | Poster breakthrough |
| Agency: | JBW Media |
| Suppliers: | APG SGA |
| Areas: | D-CH |
| Posting Period: | CW 36/37 |
| Standard Formats: | F200 |

