

“More pool fun with the pool pass”

At the start of the season, the city of St Gallen wanted to better communicate its season pass for the municipal outdoor swimming pools Freibad Lerchenfeld, Freibad Rotmonten, Gemeinschaftsbad Dreilinden and Familienbad Dreilinden. The advantages of the pass are that people go to the outdoor pool more often, thus having more fun swimming, more ice-cream, more use of the airbed, diving board, flippers, and so on. This benefit was showcased across two adjacent poster spaces with the slogan "Mehr Badispass mit dem Badipass" (More pool fun with the pool pass) .

Details

Video:	https://www.apgsa.chhttps://apg-live-50e278d904ed4aa48d66ecd1c1864-4eb0c7b.aldryn-media.com/filer_public/d6/f2/d6f2e9a4-7d03-4556-8d20-78e7c34f968b/05_arbeiten_detail_sta_baederpass_1920x1080.mp4
Year:	2019
Product:	Season ticket for all four municipal outdoor pools
Industry:	Leisure, Gastronomy, Tourism
Customer:	Stadt St. Gallen
Origin:	APG SGA
Categories:	Plannig of Media Use of Media Special Effects
Implementations:	2D / 3D
Agency:	Festland AG
Suppliers:	Jürg Zürcher Fotografie
Posting Period:	CW 20/21

Formats:

POS promotional displays,
animated
passenger ads,
other digital
advertising media
for Facebook,
Instagram and
Twitter

Standard Formats:

F12

