

More than 3,000 location-specific panel concepts

Galaxus features an ever-expanding range of products for almost every situation, from the commonplace to the completely unusual. And the biggest online department store in Switzerland proved it with a new campaign. More than 3,000 unique panel elements were individually designed for poster panels, screens and public transport formats. For APG|SGA, this meant that each concept had to be positioned or broadcast in exactly the right place, or the campaign would not work as designed. For the consulting team, logistics department and billposters at APG|SGA, this represented an extraordinary and unprecedented challenge in terms of scope.

Documents

Movie german: Afficheur - So what's a bill poster anyway?

Details

Year:	2020
Product:	Galaxus
Industry:	Personal needs
Customer:	Galaxus
Origin:	APG SGA
Categories:	Plannig of Media Special Effects
Implementations:	Campaign Design
Posting Period:	September
Standard Formats:	ePanel F12 F200 eBoard Hanging display

