

Striking, surprising double effect

Galaxus, Switzerland's largest online retailer, has based its winter campaign on the slogan 'Anticipation is the greatest happiness'. Seventeen innovative images invite viewers to guess the gifts. While they initially see a wrapped gift, a second glance reveals what's inside.

Once night falls, the light goes on and the present is revealed on the backlit posters – all thanks to an additional transparency print on the back. The analogue posters show a wrapped gift. By scanning a QR code on their phones, viewers can use augmented reality to see what's inside. Hanging Displays with lenticular images show viewers on public transport the packaging or the contents of the gifts depending on the angle.

Details

Year:	2020
Product:	Galaxus
Industry:	Online retail
Customer:	Galaxus
Origin:	APG SGA
Categories:	Plannig of Media Special Effects Interactivity
Implementations:	Campaign Design
Suppliers:	-----
Posting Period:	November/December
Standard Formats:	F200L ePanel F12 F200 eBoard Hanging display

