

Poster sites with stickers

Seven months ago, Digitec launched the digitec GIFs as a supporting measure for its Community campaign. It drew inspiration from user comments and product ratings. This resulted in over 250 GIFs of phrases such as “hot stuff” or “crap”. Users can “stick” them wherever they like on social media.

But now they can parcel out praise and blame in the offline world as well. In Swiss cities, there are various poster sites with stickers waiting to be torn off. These are meant to encourage commuters in Zurich, Lucerne, Basel and Bern to share their opinions offline as well – by sticking their ratings on products. Oh, and stickers on posters have never been done before in Switzerland.

Details

Year:	2020
Product:	Self-adhesive stickers to tear off
Industry:	Online retail
Customer:	Digitec Galaxus
Origin:	APG SGA
Categories:	Special Effects Special Builds
Implementations:	Interaction Special advertising format
Suppliers:	Richnerstutz
Areas:	Bern Basel Lucerne Zurich
Posting Period:	Week 49-50
Standard Formats:	F200

