

Poster of the Year 2015

eAd, Instagram, Rollingstar, Facebook, TV, ePanel: the list could go on and on – and shows how unbelievably densely and continually we are “fed” with new image content. The most extreme example is probably large train stations – that is, precisely where people need to travel from A to B as quickly as possible anyway. And precisely here is where the “Poster of the Year” launched its campaign, in which a likeable local figure addresses stressed Swiss lowlanders directly from the quiet, fantastically beautiful mountains of Graubünden. Connected via camera and screen, he starts to talk to busy urbanites, inviting them to visit him personally in the mountains and even presenting them with the train ticket for the journey using the built-in printer. This is an initiative that combines state-of-the-art technology with the charm of a human conversational partner and opens up brand new vistas in out-of-home advertising. Accordingly, this advertising campaign has not only delighted local viewers but caused a sensation internationally as well. The poster of the Year goes to an extremely innovative project that uses a captivatingly simple and attractive idea and even brings a smile to the faces of the people who see it. What more could we want?

THE GREAT ESCAPE

Client: Graubünden Ferien, Chur

Agency: Jung von Matt/Limmat, Zürich

Design: Samuel Christ (CD), Rob Hartmann (CD), Lukas Frischknecht (AD), Amaru Eslava (Grafik)

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Format: ePanel

Video: https://www.youtube.com/watch?v=NrZJRMU_nOw

