

1/2 Reality run

Reality run on the road and on the internet



Solution

An orange-colored "MINI John Cooper Works" is driving 30 days across Germany. On a home page every day, "encrypted" information is posted, you have to "crack" to find out the location of John. In addition, phone records with details and background noise may be useful on the Internet.

About 4 weeks before the start of reality runs ads in local newspapers can be switched.

Every day new details are published to the actual order of John. John has a mission: He is looking for employees. By the evidence, the typical range of online business mobile.de woven:

- Technology
- Finance
- Marketing
- Dealer Sales
- International Business
- Product, etc.

Who discovered John needs to give

2/2

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Creative's profile



DENKdifferent PRO

Art-Director, Mother, Survival Fighter

Creative's top 5 skills

Graphic Design, Illustration, User Experience, Communication Concept,
Service Design