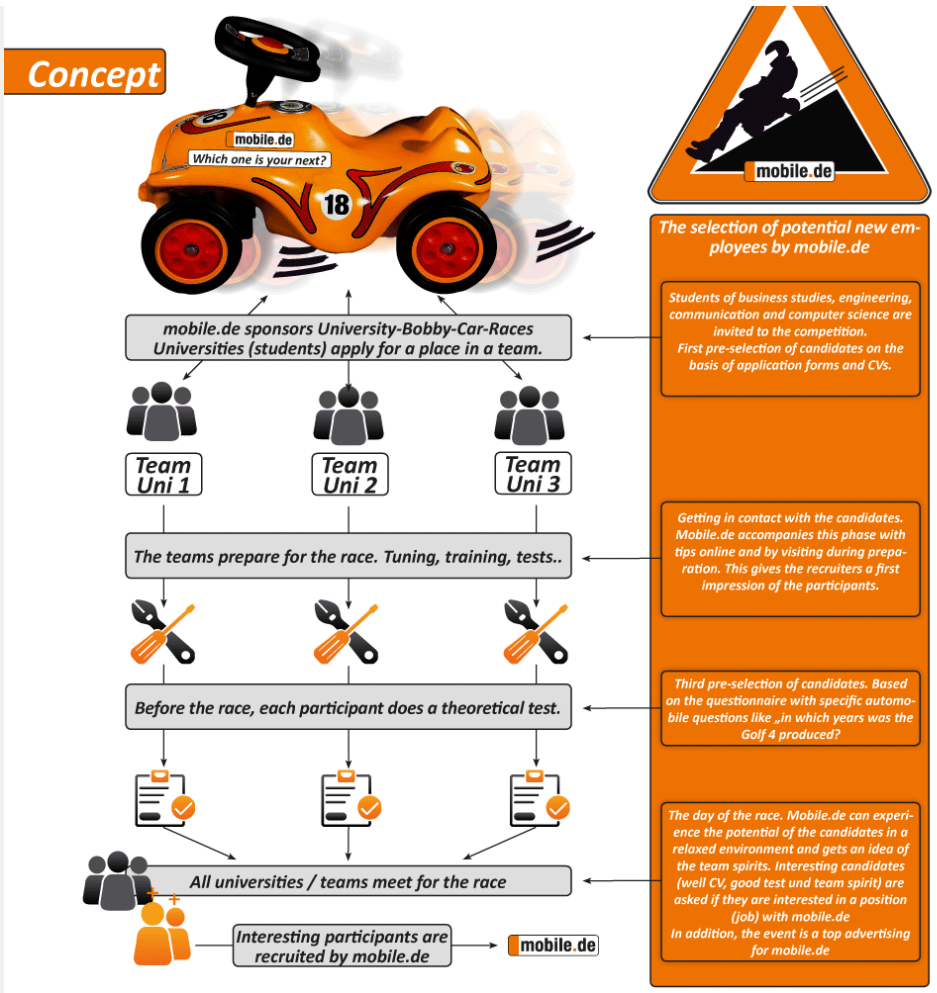


1/3 UNI Bobbycar Race ? UBC-Cup

To understand the idea - see slide 3 or read the short description (down):



Solution

Short description:

Moble.de starts a bobby car race team sponsorship for students and sponsors universities from certain fields. UPDATE: mobile.de also switch campaign (Banners) on the mobile.de webpage for car crazy people who are interested. They can join a team as well. The campaign promote the event (PR)

During the competition mobile.de gets to know the potential of prospective new employees in an uninhibited environment. That's not quite a "normal" job interview.

problem:

In a job interview, the candidates are often nervous and unnatural. In addition, certain soft skills such as team spirit are

2/3

UNI Bobbycar Race ? UBC-Cup

To understand the idea - see slide 3 or read the short description (down):

Which problem is solved by this idea?

see description

3/3

UNI Bobbycar Race ? UBC-Cup

To understand the idea - see slide 3 or read the short description (down):

Creative's profile



kaptn PRO

Putzfrau, Hobby-Chirurg Guerilla-Puzzler

Creative's top 5 skills

Graphic Design, Illustration, Product Design, Packaging Design,
Communication Concept