

1/2 **sweet discover**

Look closely, maybe something sweet for you!



Solution

This idea is based on the ambiguity of the word "sweet" in the German language. One can discover sweet on the outside of the tram, but also on the tram through the windows. How nice! ;)

Additionally could Halle are a small online website on which you could find the "sweet" tram passengers. But that is only an additional edge idea, since the message so the brand positiv charges!

Sweeten Up The Tram



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sweet discover

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Creative's profile



Tobamin PRO
Botenstoff-Aktivist

Creative's top 5 skills

Graphic Design, Packaging Design, Communication Concept