

George Clooney's passport lights up

Written by Michal Kotyk

Thursday, 28 January 2010 16:28



The traditional face of Nespresso, American movie star George Clooney, together with animated lighting [ELON Posters™](#) were the pillars of Austrian Nespresso New Year's show. Vienna CityLight Posters hosted a massive campaign in the second half of December 2009.

Two different pieces of artwork based on George's passport and V.I.P. pass were creatively animated to attract the most attention. The lighting up of a cup of coffee followed by the appearance of George Clooney's photo accompanies the slogan "Nespresso. What else?" As this project is Nespresso's second EL campaign in 2009, after the spring launch for Citiz in April, and as it has brought Nespresso some excellent results, we at Promotheum are also asking "Nespresso. What else in 2010?"

George Clooney's passport lights up

Written by Michal Kotyk

Thursday, 28 January 2010 16:28

Related articles:

[Vodafone installed a lighting Christmas tree on Prague's bus-shelters!](#)

[First ELON Posters for Orange in Bratislava](#)

[Jacobs Kröning coffee smoke shaped into a Christmas tree](#)

[T-Mobile is sending 100.000 smiles](#)

Les douleurs sexuelles sont uniquement présentes chez la [kamagra acheter](#) femme, ces troubles impliquent des douleurs lors de la pénétration sexuelle.

George Clooney's passport lights up

Written by Michal Kotyk

Thursday, 28 January 2010 16:28
