

McCann and ELON Awarded by the Bronze in Frankfurt!

Written by Pavel Beneš
Sunday, 06 June 2010 14:01



ELON Technologies from Prague, together with McCann Erickson from Berlin and JCDecaux from Hamburg prepared the project of animated CityLight Posters for GPGE Society for Pediatric Gastroenterology and Nutrition.

Photo: Pavel Beneš, MD, ELON Technologies, Prague (left) and Dieter Weber, Head of Print Production, McCann Erickson, Berlin (right) on the Awards Ceremony.

Series of CityLight Posters in Hamburg University and on the streets supported the GPGE campaign by combination of animated flames on ELON Posters with smart poster backmasking allowing the CityLights neon tubes highlight the shape of the human body.

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The idea of animated burning fire in the stomach of black human body has been awarded by the bronze GWA Production Award, the most prestigious German award in Frankfurt 29th of April.

Promotheum followed the ceremony at Frankfurter Instituto Cervantes and in accordance with GWA, we will bring you an overall coverage soon.

«Sì, solitamente è dovuto a motivazioni psico-fisiologiche, [comprare viagra super active senza ricetta italia](#) cioè quando nel sangue c'è una continua scarica di adrenalina che tiene i corpi cavernosi chiusi.