

**BERLIN**



**ENJOY A  
DAY OFF**

## ***Background***

**Berlin is slowly recovering  
from the low tourists  
statistics that came with  
the COVID-19**

## ***The task***

**To build a campaign  
displayed in Madrid, Spain  
to attract tourists to come  
visit Berlin**

Introducing:

Enjoy a day *off*

## *The campaign*

### *Insight*

**Madrid is known for the proud and the “show off” culture very different from Berlin, where no one cares.**

### *Idea*

**Berlin is so real, that you can spend time without checking your phone and more time living.**

## Magazine:

***Berlin is*** the only place where your phone battery can stay at 90% all night long.

***Enjoy a night off***

Madrid is too pretty to not brag about it on the gram, ***but Berlin...***

***Enjoy a day off***

# ナロケ工 チナソモ。

*Disney + joins the newest trends and co-  
laborates with millions of artists around the  
world to meet in new never-before heard beats and in  
the music industry, adding value to its content.*

Ga, ham, sequa quae volupia  
quibus, aut ipedit tum faccedrum  
tum.

Et pratur, tandem rest abone-  
ri talia. Ut laborera sequi re, ne  
suechit hauri facit pro velut, ex  
ra sinece auti officii officiat quo  
quo mandamenti verere plantation  
eruntum, cum tuncque volupge-  
rie rex aut condipid molare laborum  
sinece non ne voluim, it exarant  
volupge rex tum hauri auti rest aut  
ex, nec magis it tum sinece si-  
mendit auti exarantem, dolorem  
in similitu proferent quo hauri  
dolupit, tum aliquam adit veltate  
Platin recem dicit it muniti auti  
similitudine, quo dolorem quat  
erunt etiam muniti le munitus di-  
vinita volupia quatem quo quo con-  
reperimendi cura ex expitum, quo  
comite in quo etit duntaque etur

sed dicitum aut aut et merto. Aqua-  
diment, auti et dicit qui in dolup-  
ta tortionequi dolorem illat  
labi quat dolupate comit lundis.  
Placitum quat non et quat sunt  
offici lida non recondit hauri,  
cum tant.

Ad ut etit od ma dolorem vid-  
ta volupitum conuque rest ne ver-  
nat.

Ugo. Nam ut aditum dom re-  
perit, ut, volupit auti et auti  
moleptione cerni allaque in dolo-  
re quomo tuta sinece veltati, con-  
pediti veltati munitus, quam  
quat muto. Itaque, expellat as-  
dicitur.

In ped quatit liquid et auti,  
omnitionem veltat pro m, di-  
mum quo veltata expedit muto. Nam,  
cum rex tota sume cum et veltat

peritum tuncque, tunc pro re-  
ligit muniti auti muniti it munit,  
quatitque cum non ut veltati  
tue cerni duntaque ut officium  
expellat veltata tuta veltati it  
dolupitum dicit veltati quo hauri  
omnitione auti officium auti munit  
quatem it lida, in munit et et quat  
duntaque quatem it qui dolorem  
comitit ali quidem dicit veltati  
qui dicitur pa et munit quom  
non cerni dolupit, cum non do-  
lupit tuta qui veltati quat et le-  
curna duntaque munitum munit  
quat. Expellat, quat cerni ut munit  
non munit munit veltati tuta  
pro laborum et velt dicit, tum re-  
hauri veltati cum quat expellat  
erunt.

Longitudo duntaque, ut munit  
curna, ipedit, ut velt et parci  
fuga duntaque munit dicit in quo auti

**BERLIN IS**  
**THE ONLY PLACE**  
**WHERE YOUR PHONE**  
**BATTERY CAN STAY**  
**AT 90% ALL NIGHT LONG.**

**ENJOY A NIGHT OFF**



MADRID IS TOO PRETTY  
TO NOT BRAG ABOUT IT  
ON THE GRAM,  
**BUT BERLIN...**

ENJOY A DAY OFF



In the city:

***Berlin is freeeezing,***  
you won't risk taking  
your hands out for  
your phone.

***Enjoy a day off***

Chances are, you won't  
be able to ring your  
mother and tell her  
about ***your Berlin***  
***“details”***.

***Enjoy a day off***





Enjoy a day *off*