

Mini campaigns

Commercial break...

The task

To create a mini campaign for PS.

The idea

To literally just give the viewers the tool for them to imagine all what they could do with it.

The claim

“ We give you the tools,
You make magic.”

We give you the tools,
You make the magic.

Ps

We give you the tools,
You make the magic.

Ps



We give you the tools,
You make the magic



Mini Campaigns

You guessed it,
another commercial break

The task

To create a mini campaign for Iberia Airlines.

The insight

People hate when the airline lose their
luggage.

The idea

When our luggage “gets lost”, in reality,
they’re just being tourists travelling the world
with Iberia.



