Client: Geneva Airport Catégorie: Illustration - Campagnes

## **Entry Description**

After more than a year in slow motion, the airport's shops and restaurants needed fresh and positive communication to turn the page of the health crisis. The challenge was to make the airport not only a travel hub, but also a local shopping and leisure destination.

The illustration system is based on the toggle switch user interfaces, which imply voluntary actions and motion. Visitors aren't guided with ready-made images and pushy marketing but have to interpret the messages themselves. The colorful illustrations are inspired by the flags of different nations and create an uplifting and cheerful environment. They were also effective in motion design, further emphasizing their versatility.

The grid-based icons are designed to create a "construction set" of graphic pieces, inviting visitors to interpret the messages based on their own imagination and experience. Like bricks from a box of Lego, they are combined with simple, "international" English, to make the messages understandable by people from a large variety of linguistic backgrounds.

This campaign allowed the airport to promote its shops and restaurants in a fresh and exciting way, resulting in a 4.8% increase in average spending per passenger in 2022 compared to 2019 (pre-Covid).

