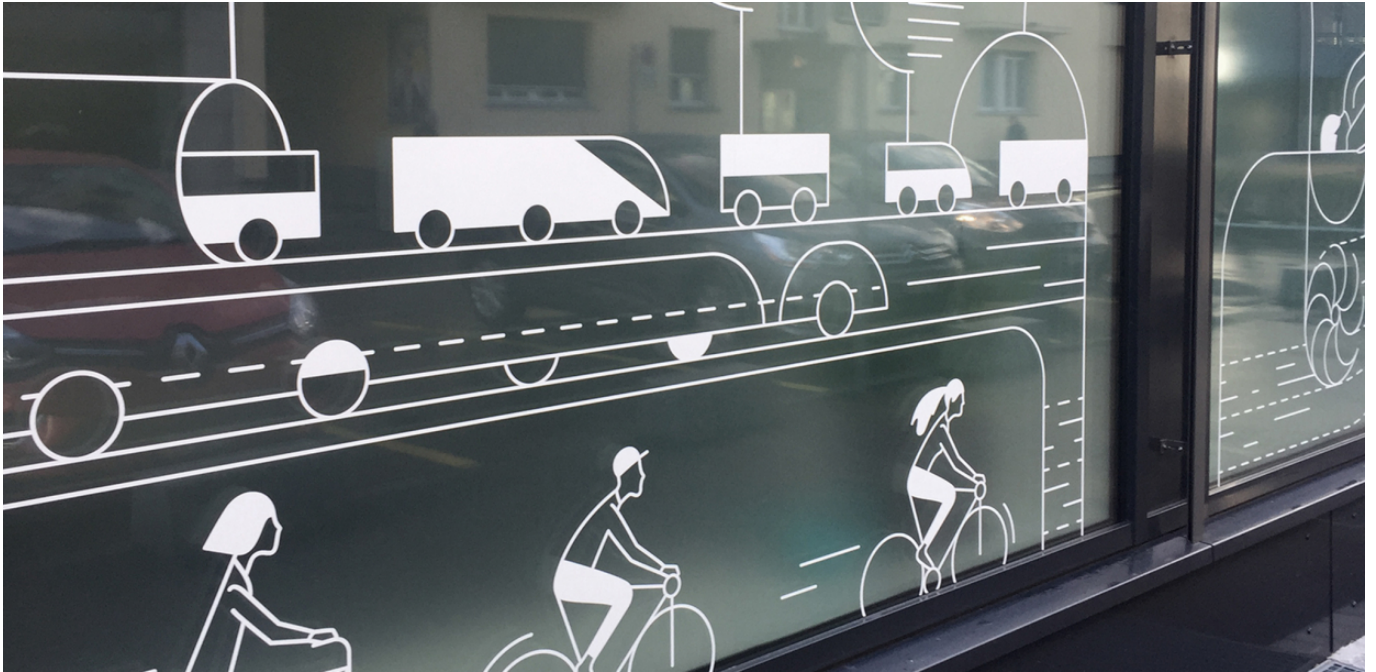


EBP deploys large building ad to display its corporate identity



EBP has deployed a large building ad at its headquarters in Zurich to boldly display its corporate identity.



Together with the company's logo, the slogan and streaming material at the company's flagship help to form the new corporate design. One building away, the large building illustration creates a compelling visual experience for passers-by while also protecting EBP employees from the glare of the sun.

Client

EBP Schweiz AG

Facts

Period	2017 - 2019
Project Country	Switzerland
Building ad length	45 meters
Screen size	98 inches

Contact persons

Monika Rohner
monika.rohner@ebp.ch

Miriam Werder
miriam.werder@ebp.ch



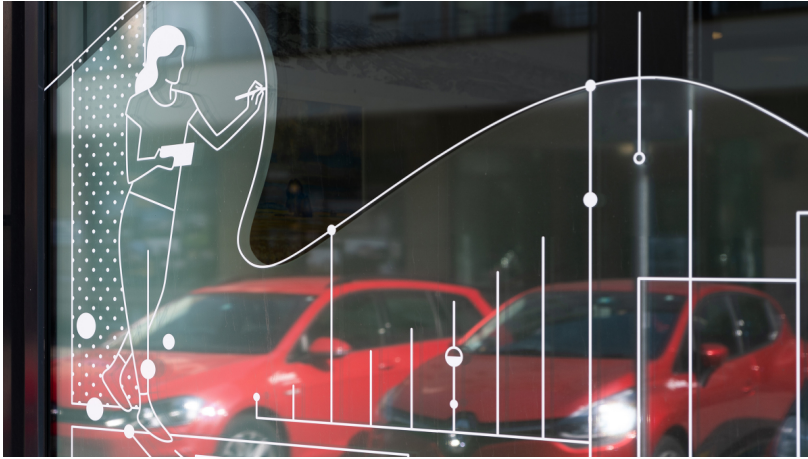
Together with the company's logo, the slogan and streaming material at the company's flagship help to form the new corporate design. One building away, the large building illustration creates a compelling visual experience for passers-by while also protecting EBP employees from the glare of the sun.



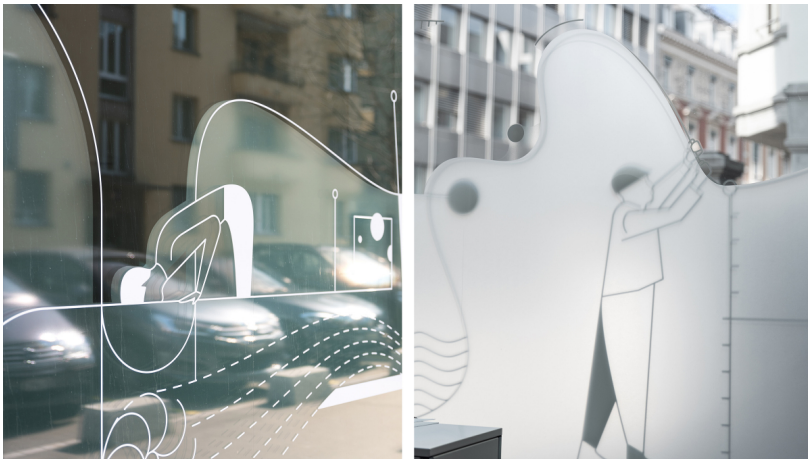
Together with the company's logo, the slogan and streaming material at the company's flagship help to form the new corporate design. One building away, the large building illustration creates a compelling visual experience for passers-by while also protecting EBP employees from the glare of the sun.



Together with the company's logo, the slogan and streaming material at the company's flagship help to form the new corporate design. One building away, the large building illustration creates a compelling visual experience for passers-by while also protecting EBP employees from the glare of the sun.



Together with the company's logo, the slogan and streaming material at the company's flagship help to form the new corporate design. One building away, the large building illustration creates a compelling visual experience for passers-by while also protecting EBP employees from the glare of the sun.



Together with the company's logo, the slogan and streaming material at the company's flagship help to form the new corporate design. One building away, the large building illustration creates a compelling visual experience for passers-by while also protecting EBP employees from the glare of the sun.



Together with the company's logo, the slogan and streaming material at the company's flagship help to form the new corporate design. One building away, the large building illustration creates a compelling visual experience for passers-by while also protecting EBP employees from the glare of the sun.

Measuring nearly 45 meter long and two meter high, the large illustration offers a striking projection of enterprise identity on

the ground floor of an EBP office building in Zurich. In addition to the large building ad, an 98 inch screen has been installed in the reception area of the company's flagship building next door so as to provide yet another means of projecting the EBP brand while at the same time displaying the company's latest projects. In deploying the building ad, EBP makes effective use of the building's central location and glass surface to call attention to its brand. Together, the two installations and their prominent enterprise slogan "shaping the future" increase EBP's visibility for clients, passers-by and prospective employees while also displaying the broad range of the company's expertise. The animation deploys the slogan "shaping the future", while also providing an effective medium for highlighting a selection of EBP's current projects. The featured projects change periodically throughout the year.

A building ad designed by EBP

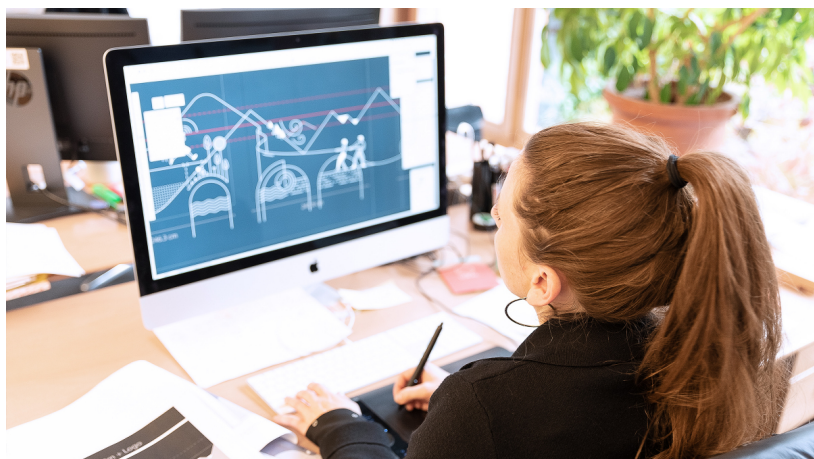
The idea for the building ad and streaming screen, as well as their design were conceived and developed by our own communications team. The aim of the installations was to project the broad range of EBP's business activities, while leaving viewers ample room for interpretation, a balancing act that succeeded.

Functional blinds and aesthetic advertising in one

Another dual challenge faced by EBP's graphic designers was to create an appealing illustration for the public while also providing protection against the glare of the sun for EBP employees. The smart attachment of adhesive film both inside and outside gave rise to a subtle 3-D effect. While the film was developed for permanent use, it can be removed at any time if necessary.



The focus of the planning phase was on evaluating the various target groups, developing design drafts, and selecting and implementing the best the draft.



The focus of the planning phase was on evaluating the various target groups, developing design drafts, and selecting and implementing the best the draft.



The focus of the planning phase was on evaluating the various target groups, developing design drafts, and selecting and implementing the best the draft.



The focus of the planning phase was on evaluating the various target groups, developing design drafts, and selecting and implementing the best the draft.



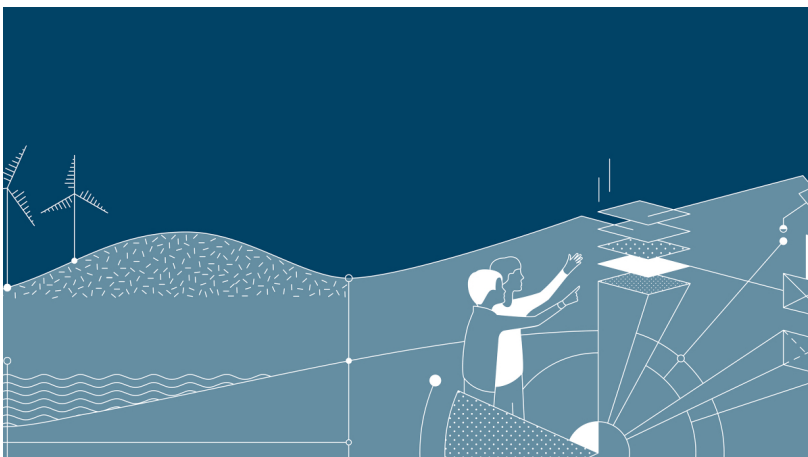
The focus of the planning phase was on evaluating the various target groups, developing design drafts, and selecting and implementing the best the draft.

Corporate screen to inform clients and passers-by

The illustration for the building ad is also reflected on the large screen in the reception area, where it attracts the attention of clients and passers-by. Concise information about the enterprise and appealingly streamed project demonstrations give viewers an insight into EBP's business activities. The associated video work was also completed by our communications team.

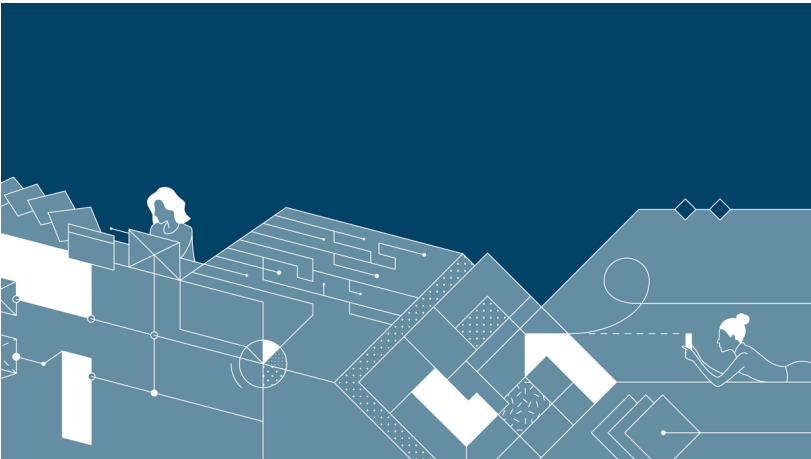


The illustration leaves its viewers ample room for interpretation, allowing them to discover their own topics of interest.

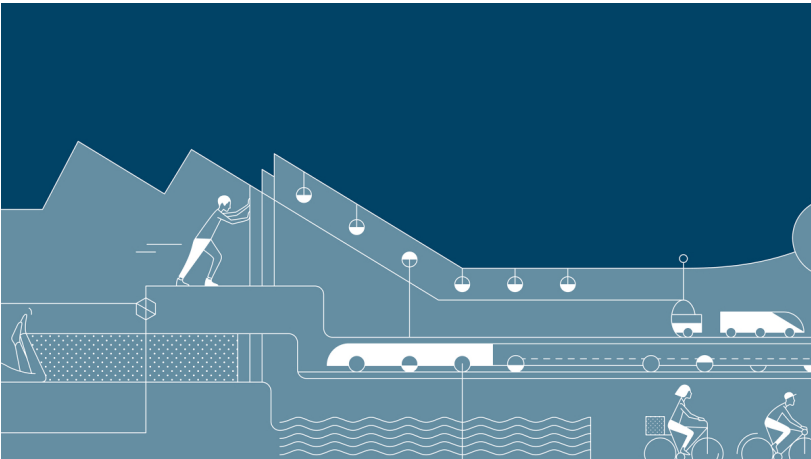


The illustration leaves its viewers ample room for interpretation, allowing them to discover

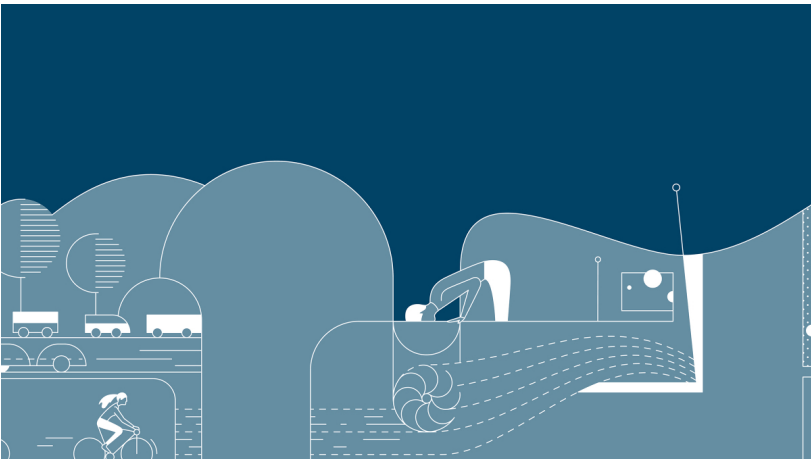
their own topics of interest.



The illustration leaves its viewers ample room for interpretation, allowing them to discover their own topics of interest.



The illustration leaves its viewers ample room for interpretation, allowing them to discover their own topics of interest.



The illustration leaves its viewers ample room for interpretation, allowing them to discover their own topics of interest.



The illustration leaves its viewers ample room for interpretation, allowing them to discover their own topics of interest.



The illustration leaves its viewers ample room for interpretation, allowing them to discover their own topics of interest.



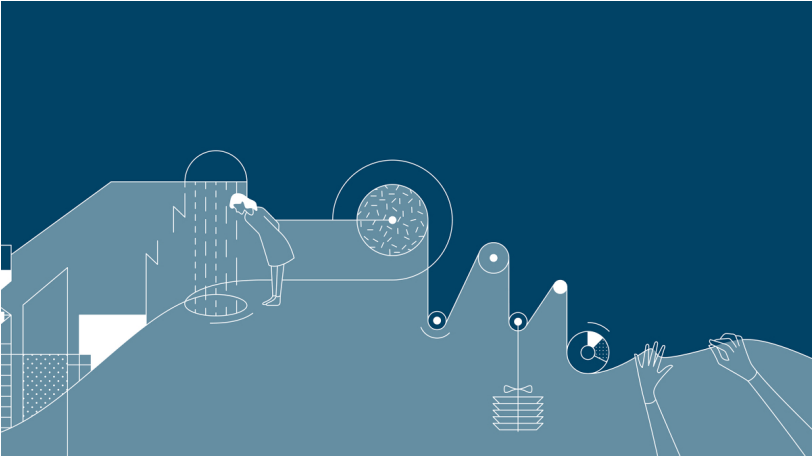
The illustration leaves its viewers ample room for interpretation, allowing them to discover their own topics of interest.



The illustration leaves its viewers ample room for interpretation, allowing them to discover their own topics of interest.



The illustration leaves its viewers ample room for interpretation, allowing them to discover their own topics of interest.



The illustration leaves its viewers ample room for interpretation, allowing them to discover their own topics of interest.