

DELAY EVERYTHING

SOPRONI IS A TRADITIONAL HUNGARIAN BEER BRAND THAT HAS BEEN BUILDING ITS COMMUNICATION ON HUNGARIAN VALUES FOR A LONG TIME. OUR CAMPAIGNS HIGHLIGHT FUNNY AND SOMETIMES STRANGE HUNGARIAN CHARACTERISTICS THAT ALL HUNGARIANS SHARE AND CAN RELATE TO.

AS A PART OF THE CAMPAIGN WE MADE FUN OF A TYPICAL HUNGARIAN HABIT: WE NEVER FINISH OUR DUTIES IN TIME. TO DEMONSTRATE THAT WE SET UP TAILOR-MADE BILLBOARDS ALL OVER THE COUNTRY. WE STUCK UP ONLY THE 2/3 OF THE ADVERTISEMENT ON THE BILLBOARDS AND LEFT THE REMAINING THIRD UNDONE FOR GOOD.



Fogyaszd felelősséggel!
Látogass el a www.soproni.hu oldalra



What we share