



Interactive displays for Winston promotions

Client JTI (Japan Tobacco International)
Austria Tabak GmbH
Branche Tobacco brands
Target group Consumers

Product realization: Concepts, Creations, System Services

Concepts

To address consumers at an increasingly overloaded advertisement environment with image communication and lotteries. Easy handling, usability, transport and (dis-) assembly were other important criteria.

Creations

NarComm developed a concept based on the new multimedia-system, generates new lottery ideas and creates the promotion content.

System Services

The system consists of a touchscreen with integrated player, which runs the content according to the background programming. Screens can be attached to the specially developed and mobile totems in no time at all and are ready for action.

Testimonial

Daniela Dorfer, Brand Manager Winston/Austria Tabak GmbH, member of the JTI Group:
"NarComm hat für uns eine kostengünstige, flexible und moderne Lösung gefunden, die für unsere Promotoren einfach einzusetzen ist. Wir sind bestrebt, in einer weiteren Zusammenarbeit das System bestmöglich zu nutzen, auszubauen und weiterzuentwickeln."

