



**Digital
outdoor
+
Social
campaign**

**AGILE
2 week
turnaround**

**ALWAYS
ON
Asset bank of
display formats**


Eurowings swap skis for skates to promote flights to Salzbergerland

The brand wanted to stage a PR event on the streets of London to simulate skiing in the mountains.

Studio90 were commissioned by SWC Partnership to organise a PR stunt on the streets of London. 20 roller skaters, speed skaters and skater boarders took part in a race, which culminated in an alpine party in central London. Sports camera men, drones and broadcast cameras captured footage of the riders racing past the Capital's famous landmarks. Within a week we edited video assets for digital outdoor social channels, incorporating sales message, call to action and variations. [Click here](#) to watch video from gallery.



Overview

 **Customer:** Eurowings

Experiential

About:
Eurowings is a German low-cost airline and a fully owned subsidiary of the Lufthansa Group.

Goal:
Gain awareness of the London to Salzburg route and increase volume of ski traffic to Salzbergerland.

Result:

- ❖ Live PR event in central London.
- ❖ Digital Outdoor campaign.
- ❖ Amplification of video on social channels.