

Title: „A warm thank you“
Client: EWE
Agency: B&F, Germany

Translation:

„A surprise
as a thank you“



Photo 1 of 4

Title: „A warm thank you“
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Translation:
Danke = Thank you
Schön = Nice
! Both together in German it is an emphatic and more personal form of saying thank you

Photo 2 of 4

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Translation:

! When the slide is pulled down, the meaning is:

„Nice and warm“

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! Behind the slider is a woolen cap with the logo EWE Business inserted. The promised surprise!

