

# Ravensburger – The Giant Puzzle Campaign



## Brief

To communicate that Ravensburger puzzles are great fun for everyone from 9 to 99.

## Solution

The oversized puzzle boxes were placed on top of piles made of bricks and pieces from freshly demolished buildings. The unusual installments were placed in various high-traffic outdoor locations and played off the natural environment. If all the puzzle pieces were put correctly together, you could have i.e. The White House in the middle of Berlin.

## Results

During the campaign phase, Ravensburger sold 5% more than on an average month. The idea spread out from people taking pictures, as the installations instantly became popular photo objects.

