



New AIDA advertising campaign surprises with special effects in 3D

August 15, 2022

First in Germany: AIDA Cruises presents digital outdoor advertising with 3D animation on a total of 100 digital screens and towers in Hamburg starting today

Together with Ströer, the nationally renowned outdoor advertising provider, AIDA Cruises is bringing the new trend of three-dimensional campaigns to Hamburg. For the first time, digital outdoor advertising with an animated 3D motif will be presented on so-called Public Video City Towers. In addition, the Public Video Giant Screens at Hamburg's main train station will be used as targeted highlights.

On the digital Giant Screens measuring up to 24 square meters and the new digital columns, viewers can expect to [see](#) a floating AIDA ship surrounded by shallow waves. The spilling water effect is particularly attention-grabbing and really captivates the observer.

Alexander Ewig, Senior Vice President Marketing at AIDA Cruises, says: "The innovative 3D advertising campaign offers us completely new creative possibilities that make the product even more realistic and lead to even more attention from the viewer."

With this exceptionally high-impact campaign, AIDA Cruises is also sending a moving message of love to Hamburg: The headline "AIDA ♥ Hamburg" crowns the brand campaign, which will be launched on Monday, August 15, 2022, in the run-up to the "Hamburg Cruise Days pur". From August 19 to 21, 2022, tens of thousands of cruise fans will make a pilgrimage to the Hanseatic city and thus experience the AIDA kissing ships not only on the water in the port, but also on land in the city.

Ströer's Giant Screens and Towers can be found in the Hanseatic city both indoors at train stations and shopping centers and outdoors at high-traffic locations. The Public Video City Towers visually correspond to the familiar City Light columns and are equipped with 3.25 square meters of light-emitting diodes in portrait format. Objects can thus be displayed free-floating and 3D illusions can be implemented. The energy requirements of the digital screens are covered exclusively by emission-free green electricity.

At the same time, AIDA Cruises is launching additional advertising campaigns in northern Germany: As part of an inspiration campaign for AIDA winter cruises, numerous posters adorn the Hanseatic city of Rostock as well as other cities in the north such as Lübeck, Kiel, Stralsund and Greifswald during the current summer season. The highlight of the campaign is a 224-square-meter traffictower on the A24 near Zarrentin in the direction of Hamburg. In addition, Cool Lite Bikes are in use with mobile advertising spaces in the various Baltic Sea resorts on the Bay of Lübeck, on Usedom as well as at the Hanse Sail in Warnemünde and at the Cruise Days in Hamburg.

Rostock, August 15, 2022