

# COMMUNICATIONS

Ogilvy –  
British American  
Tobacco SA

## Brief

Design an in-store communications solution to facilitate interaction between Shell Forecourts and noteworthy hospitality and entertainment establishments in the Cape Town City Bowl.

## Solution

The design of this touch-screen hospitality and entertainment guide is easy-to-use and highly intuitive; it allows users to access information about what's happening in their surrounds that features photography, menus, entertainment and the latest special offerings. The designs are fresh and funky with a cosmopolitan flair.

