

## SNCF (French railways) marketing: Europe? It's just next door

A brilliant campaign to promote [SNCF, French railways](#), throughout Europe.



[TBWA/Paris](#) installed coloured doors (with high-tech connected monitors) in several european cities' public squares (Milan, Brussels, Barcelona, Geneva or Stuttgart...).

Opening the door provided users a great experience of being... somewhere else, namely in another city in Europe.

Great user experience and engagement, lots of fun!