



TIASNIMBAS BUSINESS SCHOOL – SCREENSAVER

Briefing

Introduce the TiasNimbos philosophy ('Never Stop Asking') on every Tias Nimbos campus worldwide. Develop an internal communication campaign aimed at students, lecturers and campus personnel.

Solution

We created a screensaver that was installed into every computer on the TiasNimbos network, enabling direct contact with the target audience. The screensaver was designed to make computers talk to their users and stimulate them to take a walk and get some real ideas before tapping the keys of their computer.

GO AWAY...

Hello!?! Hellooo!
You, behind the desk.
Yes, you there. It's me, your computer, I am talking to you there.
Go on, take your hands off my keyboard and mouse.
Just do something you normally wouldn't.
Anything that does not involve tapping my keys is OK.
Who knows where it'll get you?
The coffee corner perhaps
Scribbling your notebooks again.
Chewing your pencils maybe?
You'll have fun.
You'll get ideas.
You'll end up with something substantial to send 24 e-mails about.
See you later.

TiasNimbos
Business School

Never stop asking