

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Herausgeber: Swiss Society of New Zealand
Band: 60 (1994)
Heft: [5]

Artikel: Max versus SPOT
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-945536>

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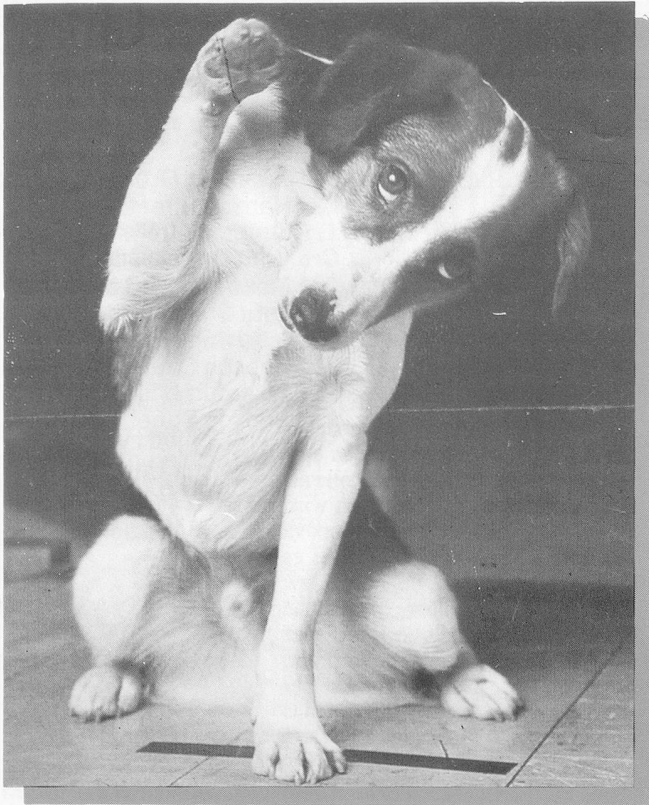
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MAX VERSUS SPOT

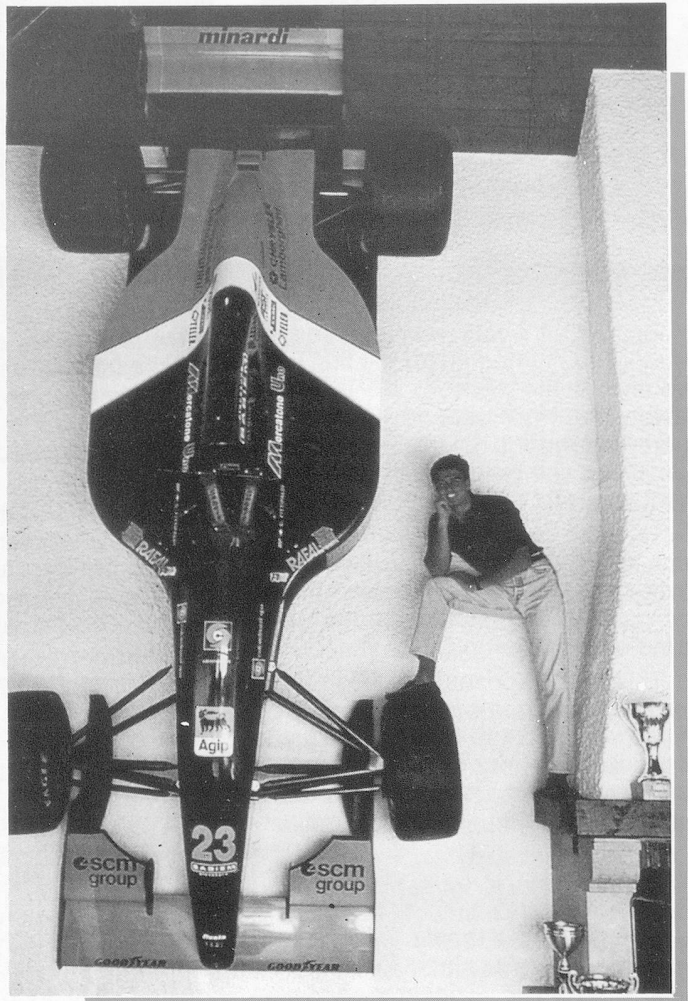
New Zealand has SPOT, the TV dog used in Telecom advertisements. His counterpart in Switzerland is called MAX. Max plays the main role in a series of Migros-TV advertising spots. Strangely enough, the advertising agency had to hunt all over Europe to find the dog they wanted and finally found MAX in an "animal academy" in Belgium. Today MAX is a TV star just as popular as SPOT is in New Zealand.



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