

# Vivo X Series by Output Wins Silver in A' Advertising Industry Awards

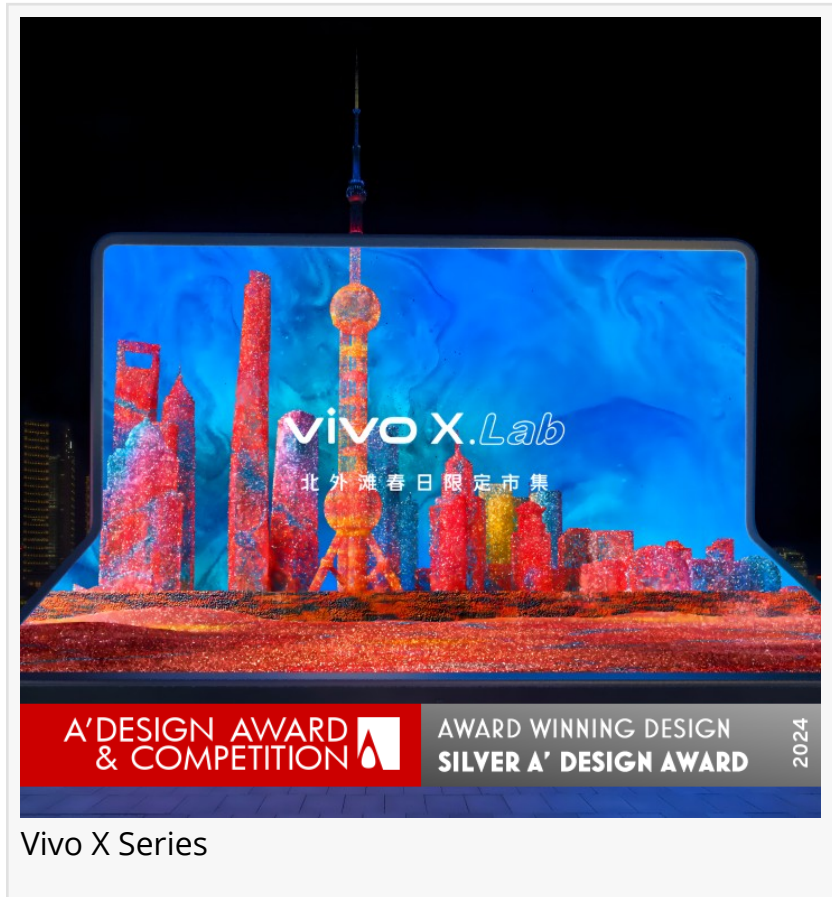
*Output's Innovative Outdoor Campaign "Vivo X Series" Receives Prestigious Silver A' Design Award in Advertising, Marketing and Communication Design Category*

COMO, CO, ITALY, September 9, 2024 /EINPresswire.com/ -- The A' [Design Award](#), one of the world's most prestigious and highly respected awards in the field of [advertising design](#), has announced [Output](#) as a Silver Winner in the Advertising, Marketing and Communication Design category for their exceptional work titled "Vivo X Series." This outdoor campaign has been recognized for its outstanding design excellence and innovation within the advertising industry.

The Vivo X Series campaign showcases

Output's deep understanding of their target audience, urban professionals and business individuals, by delivering a visually stunning and immersive experience that seamlessly blends reality and virtuality. This recognition from the A' Advertising, Marketing and Communication Design Award highlights the campaign's relevance to current trends and its potential to inspire future innovations in advertising design.

Output's award-winning installation stands out for its meticulous attention to detail and technical prowess. The campaign faithfully reproduces two Vivo X Series mobile phones at a 1:1 scale, making it one of the largest single-object mobile phone installations in the world. The design incorporates high-definition LED screens, curved LED screens, and advertising materials with varying surface textures to ensure a true-to-life representation of the devices while maintaining consistency in appearance and detail quality.



Vivo X Series

The Silver A' Design Award for the Vivo X Series campaign serves as a testament to Output's commitment to pushing the boundaries of advertising design. This recognition is expected to inspire the team at Output to continue striving for excellence and innovation in their future projects, further contributing to the advancement of the advertising industry as a whole.

Interested parties may learn more about the Vivo X Series campaign and Output's achievement at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=153807>

#### About Output

Output is a leading new digital ecological platform in China. It focuses deeply on the cutting-edge content innovation in the field of digital technology and digital content and is committed to promoting the comprehensive digital upgrading of various industries. Using professional cross-domain and cross-disciplinary full-link capabilities, integrating the exclusive signing resources of global top digital content creators to provide global digital culture lovers with the most cutting-edge digital content and digital experience information, provide the market with innovative digital experience overall solutions leading the future trend, and enable the comprehensive digital upgrading of content and experience.

#### About Silver A' Design Award

The Silver A' Design Award recognizes notable designs that demonstrate excellence and innovation in the field of Advertising, Marketing and Communication Design. Recipients are acknowledged for their significant contributions to advancing industry standards and practices through their creative and functional works. The rigorous selection process, conducted by a world-class jury panel of design professionals, industry experts, journalists, and academics, ensures that Silver A' Design Award winners represent the best in their respective categories. These designs often incorporate original innovations, elicit strong emotional responses, and make a notable impact on the improvement of everyday life within the context of advertising and communication.

#### About A' Design Award

The A' Design Award is an international, juried design competition that has been recognizing and promoting superior products and projects across all industries since 2008. With a mission to make the world a better place through the power of good design, the A' Design Award motivates designers and brands to develop innovative solutions that positively impact the global community. By celebrating remarkable achievements and showcasing pioneering designs on an international stage, the A' Design Award drives forward a cycle of inspiration and advancement. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at:

<https://competition.adesignaward.com>

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