DANSKE BANK
“How might you design a playful payment experience for young adults?”

worth IT

WorthIT is a universe of fun payment experiences.You can choose your dreams and see as you are progressing!

TYPE-FACE

YOUNG ADULTS ARE STTRESSED OUT WHEN IT COMES TO MONEY. THEY EARN THEIR OWN SALARYBUT DO NOT KNOW HOW TO MANAGE IT. THE CHALLENGE IS TO CREAT A TRUSTFUL RELATIONSHIP BETWEEN DANSKE BANK AND TEENAGERS.

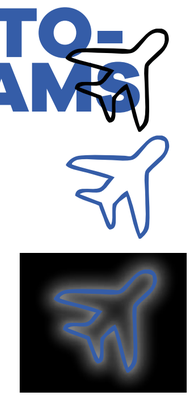
Poppins + Yang

COL-OURS

ILLUS-TRA-TIONS

no worries

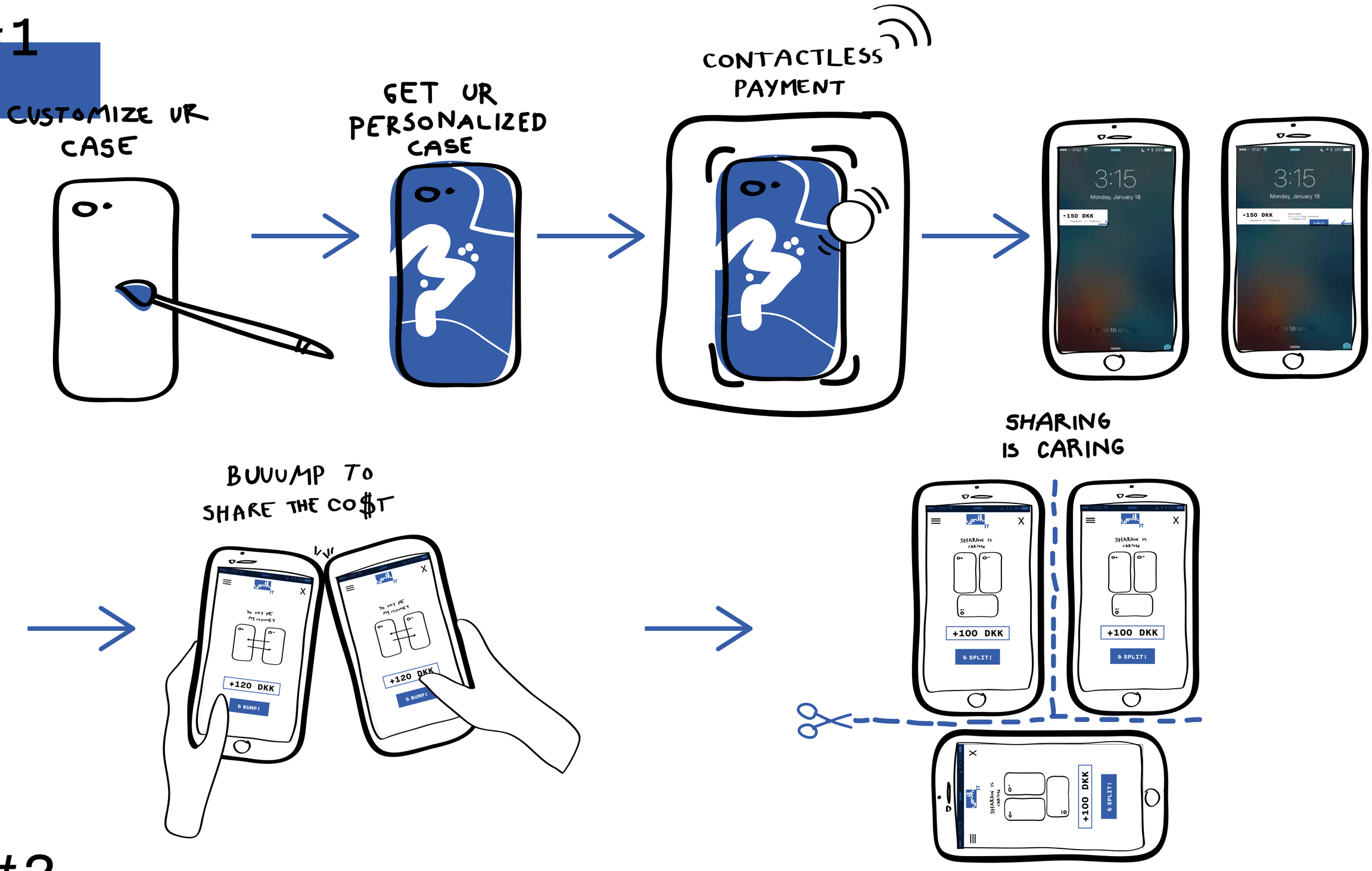
PICTO-GRAMS



IMPOR-TANT

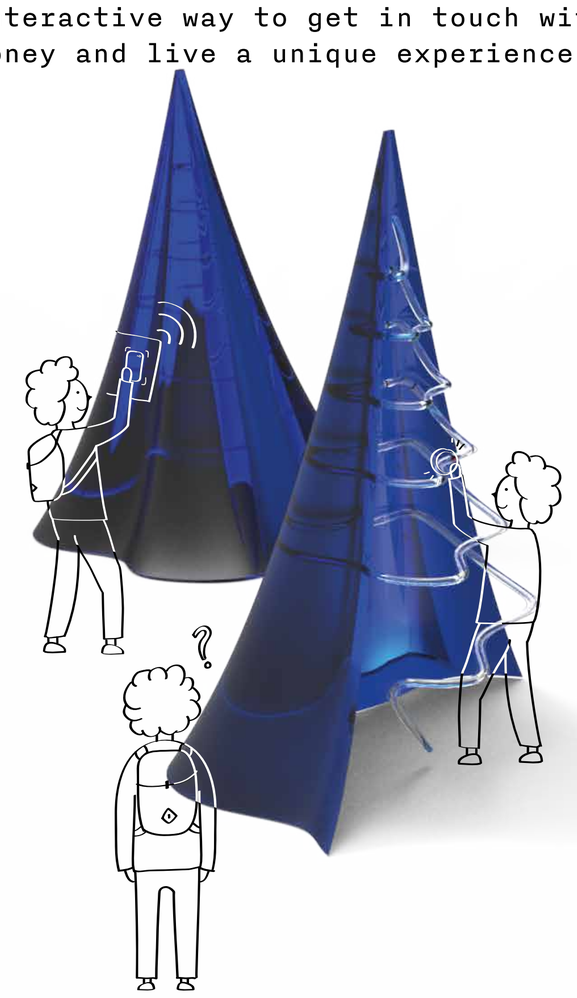
PAYMENT DONE

#1

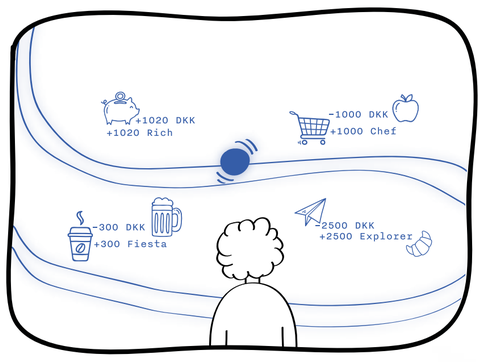


#2

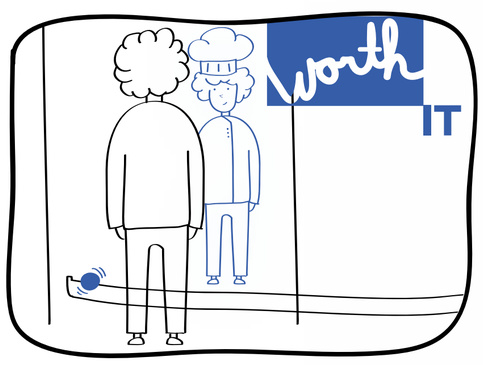
An urban installation to bring back the physical in the digital bank of today. An interactive way to get in touch with your money and live a unique experience.



HOW IS IT
CHECK UR PROGRESS

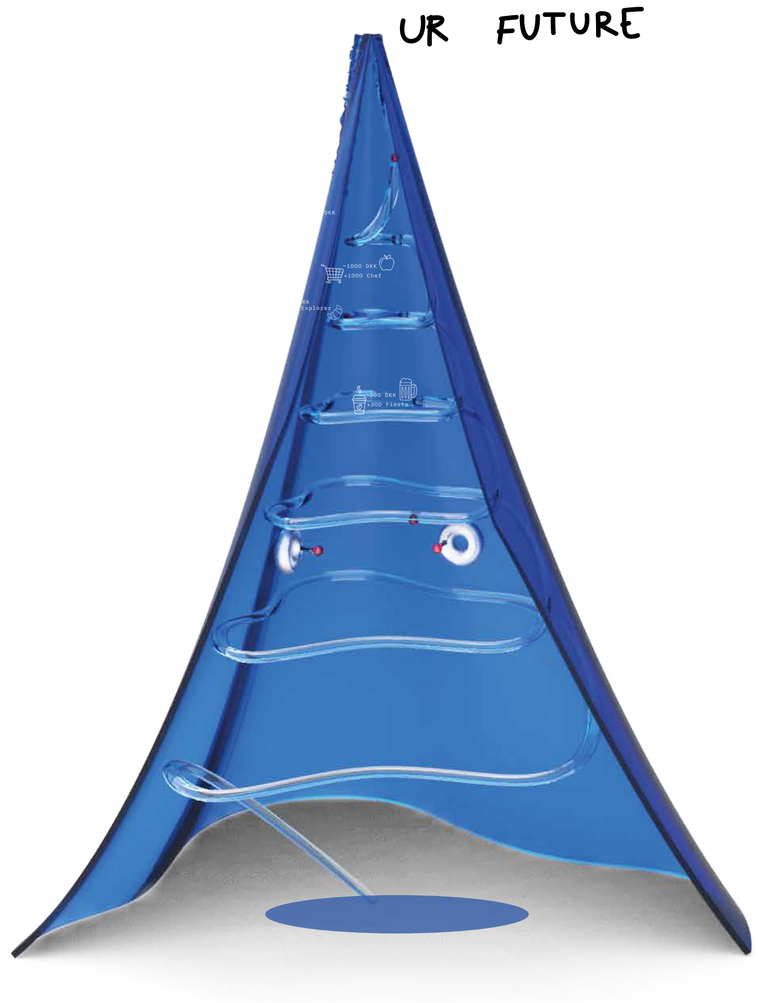


Just walk in, spin the handle and watch the neon lights showing your expenses.



look into the mirror and see who you will be, isn’t it Worthy?

EXPERIENCE UR FUTURE



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