

Commercial National Silver 2019 – «Swiss Life Markenauftritt 2»

Swiss Life helps people lead an autonomous life. To do this, it addresses the needs of each individual: with bespoke pension and financial advice. This is the core of its new brand presence. During the second wave, 30 personality types were merged with the brand. The campaign is poster-friendly, to the point, and defies imitation by competitors.

Swiss Life Markenauftritt 2

Customer Swiss Life

Creative agency Ruf Lanz, Zurich

Media agency ZipMedia

Design Danielle Lanz (CD), Markus Ruf (CD), Mario Moosbrugger (AD), Armin Arnold (Typography)

Text Christian Stüdi, Markus Ruf

Format F12 (268.5 x 128 cm), F200 (116.5 x 170 cm)

