

Commercial National Nomination 2019 – «Erwachsenen-Überraschung»

Suva shares its success with all insured businesses: with an extraordinary 170 million premium discount. This message was presented in a novel way: with two helmets reminiscent of a Kinder Surprise Egg. The helmets were not a random choice: the Swiss construction industry is insured with Suva.

Erwachsenen-Überraschung

Customer Suva, Lucerne

Creative agency Ruf Lanz, Zurich

Media agency Konnex

Design Isabelle Hauser (AD), Markus Ruf (CD), Danielle Lanz (CD)

Text Christian Stüdi

Photography Flaeck, Tobias Stierli

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

