

# Commercial National Nomination 2019 – «Swiss Life Markenauftritt 1»

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 first wave, the 350 most popular first names were merged with the brand, on more than 7,000 posters in all language regions.

## **Swiss Life Markenauftritt 1**

**Customer** Swiss Life

**Creative agency** Ruf Lanz, Zurich

**Media agency** ZipMedia


**Design** Danielle Lanz (CD), Markus Ruf (CD), Dave Schellenberg (AD), Armin Arnold (Typography)

**Text** Danielle Lanz, Markus Ruf, Thomas Schöb

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



Gabrielas Life 

Individuelle Vorsorge- und Finanzberatung für ein selbstbestimmtes Leben.  SwissLife

