

## Public Service Gold 2019 – «Eins mit Einsamen»

Every year, the Salvation Army runs a nationwide poster campaign to accompany its Christmas donation drive. This year, the focus of the campaign was a lonely elderly lady who receives help and support from the Salvation Army.

To show how close the relationship is between the Salvation Army and the people it helps, creative agency Spinas Civil Voices designed a poster that makes you look twice. Oneness with others is conveyed by a puzzling image, in which 2 people “share” one head.

### **Eins mit Einsamen**

**Customer** Heilsarmee

**Creative agency** Spinas Civil Voices

**Media agency** Spinas Civil Voices

**Design** Stephan Huwiler

**Text** Matthias Freuler

**Image** Simon Opladen

**Format** F200 (116.5 x 170 cm)

### **Laudatio**

