

Public Service Silver 2019 – «ABBA»

Zürich Public Transport brings people conveniently to concerts, musicals and other events. This poster communicates this by making novel use of text: from A to B, and back again, gives us the cult pop band: ABBA. There was a static and an animated version of the witty poster.

ABBA

Customer Verkehrsbetriebe Zürich VBZ

Creative agency Ruf Lanz, Zurich

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

Text Markus Ruf

Image editing Mario Moosbrugger

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

