

Public Service Nomination 2019 – «Keine Lust auf Qual»

No animal wants to suffer pain. This is the message of the Tier im Recht 2019 campaign. It was dramatized in an eye-catching way, by putting a cat, a dog, a cow and a parrot in BDSM costumes. Of course, no animal was harmed in any way: all four visuals were created on a computer, using sophisticated CGI techniques.

Keine Lust auf Qual

Customer Tier im Recht, Zurich

Creative agency Ruf Lanz, Zurich

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

Text Markus Ruf

CGI Carioca Studio/Visualeyes International AG, Zurich

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

