

Public Service Nomination 2019 – «Imagekampagne»

Almost every day, people end up in wheelchairs, through no fault of their own. Often, this is caused by the negligence and recklessness of other people. The image campaign portrayed five different people who are wheelchair-bound through no fault of their own, highlighting the fact that it could be any one of us.

Imagekampagne

Customer Schweizer Paraplegiker Stiftung

Creative agency Contexta AG

Media agency Mediaschneider AG

Design Contexta AG

Text Contexta AG

Image Marco Grob

Format F4 (89.5 x 128 cm), F12 (268.5 x 128 cm),
F200 (116.5 x 170 cm)

