

Digital Out of Home Nomination 2019 – «Social Media Swiss Cross»

In 2019, the Swiss people elected the National Council and the Council of States. Never before had candidates spent so much money on advertising on social networks. How does this influence the elections? This question was asked by communication magazine “persönlich”, which got people thinking with a really clever hybrid of the Swiss cross and the Facebook logo.

Social Media Swiss Cross

Customer persönlich Verlag, Zurich

Creative agency Ruf Lanz, Zurich

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Video: <https://www.youtube.com/watch?v=7fsqPrTbBWc&feature=youtu.be>

