

## Commercial National Silver 2020 – «Zoo Basel Imagekampagne von A bis Zoo»

In a few years, Basel Zoo will celebrate its 125th anniversary. Today, the institution continues to hold a special place in the public's heart. However, striking a balance between nature conservation and animal protection also presents many new challenges for the zoo.

The concept: use a range of designs characteristic to the zoo to give the organisation a more original brand positioning.

### **Zoo Basel Imagekampagne von A bis Zoo**

**Customer** Zoo Basel

**Creative agency** jjsscc.ch Basel

**Media agency** jjsscc.ch Basel

**Design** jjsscc.ch Silvana Conzelmann, Jean Jacques Schaffner

**Text** jjsscc.ch Basel

**Format** F12 (268,5 x 128 cm), F4 (89,5 x 128 cm)

