

Commercial Local and Regional Nomination 2020 – SymbioPro Caps

Biomed launched SymbioPro Caps, a capsule probiotic to prevent stomach upsets on the go. Instead of showing people clutching their stomachs with scrunched-up faces, TBWA\Zürich took a more unconventional route and used the familiar intestinal shape to depict small snippets from everyday life with bold imagery.

SymbioPro Caps

Customer Biomed AG

Creative agency TBWA\Zürich

Media agency Konnex – Agentur für Medien-Kommunikation AG

Design Bettina Klossner, Isabelle Benz, Angelo Sciallo

Text Tizian Walti, Manuel Wenzel, Lisa Bolte

Photo Fabian Gassner

Format F12 (268,5 x 128 cm), F200 (116,5 x 170 cm)

