

Public Service Gold 2020 – Nur Tiere dürfen wegschauen

Animals are the only ones that can turn a blind eye to animal cruelty. After all, they cannot stand up for their own rights, so they rely on people to take action. The awareness campaign for Stiftung Tier im Recht addresses this subject in a powerful way. The poster's subjects may be looking away, but viewers certainly won't be. The campaign comprises five designs.

Nur Tiere dürfen wegschauen

Customer Stiftung für das Tier im Recht, Zürich

Creative agency Ruf Lanz, Zürich

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

Text Christian Stüdi, Markus Ruf

Image editing Michèle Aschmann

Format F200 (116,5 x 170 cm)

Laudatio

