

Public Service Nomination 2020 – Nächstenliebe in Zeiten von Corona

The Salvation Army's campaign featuring two characters who 'share' a head wasn't necessarily meant to have a follow-up, but since the image was no longer relevant in the age of social distancing, it was quickly adapted for Covid.

Nächstenliebe in Zeiten von Corona

Customer Heilsarmee Schweiz

Creative agency Spinax Civil Voices

Media agency Spinax Civil Voices

Design Steph Huwiler

Text Matthias Freuler

Photo Simon Opladen

Format F12 (268,5 x 128 cm), F24 (268,5 x 256 cm)

