

## Public Service Nomination 2020 – Give Children a Hand Spendenkampagne

Give Children a Hand gives children with physical disabilities access to state-of-the-art prosthetic hands. The donation campaign skilfully uses the new Swiss banknotes and their defining motif – hands – to show how donations are turned into new hands for kids. A design was created for each denomination of banknote.

### **Give Children a Hand Spendenkampagne**

**Customer** Give Children a Hand Foundation, Düringen

**Creative agency** Ruf Lanz, Zürich

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

**Text** Markus Ruf, Christian Stüdi

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

