

# Digital Out of Home Gold 2020 – Corona-Risikoländer

The task: To raise awareness about the requirement on those returning to the Canton of Zurich from countries with a high risk of Covid infection to report to authorities and quarantine in summer 2020. The solution: Striking text images for each high-risk country. Dots over the i's symbolise the coronavirus and show very clearly how the virus can spread. It gets the health messaging spot on with creativity.

## **Corona-Risikoländer**

**Customer** Gesundheitsdirektion Kanton Zürich

**Creative agency** Ruf Lanz, Zürich

**Media agency** ZipMedia, Zürich

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

**Text** Markus Ruf

**Animation** RoDo Works Zürich, Gregor Szabo, Roger Koller

**Format** eBoard 16:9, ePanel 9:16

## **Laudatio**

**Video:** <https://www.youtube.com/watch?v=7NBcEtoOOIE>

