

Digital Out of Home Silver 2020 – Die Kunst, alles richtig zu verbinden.

Build Smart is the new platform for smart, networked building technologies. These experts are masters in the art of connecting everything perfectly, a fact that this launch campaign celebrates brilliantly. It takes four iconic architectural pieces and shows them being connected in a dot-to-dot style. It's a pleasure working with such clever communications.

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Customer Build Smart by Otto Fischer, Zürich

Creative agency Ruf Lanz, Zürich

Design Catherine Martin (AD), Markus Ruf (CD)

Text Markus Ruf

Animation & Illustration RoDo Works Zürich, Gregor Szabo, Roger Koller

Format eBoard 16:9, ePanel 9:16

Video: <https://www.youtube.com/watch?v=mqwl1zAZV2o>

