

## Digital Out of Home Nomination 2020 – Vergessen

Dementia frequently presents major challenges for those affected and their loved ones. In Switzerland alone, around 130,000 people have been diagnosed with dementia. This nationwide trilingual campaign aims to highlight the many different aspects of this disease.

### **Vergessen**

**Customer** Alzheimer Schweiz

**Creative agency** KARGO Kommunikation

**Format** ePanel 9:16

**Video:** <https://www.youtube.com/watch?v=jltWAdzXF44>

