

Out of Home Innovations Gold 2020 – Die VBZ Haltestelle «Bernhard Theater»

Renowned Swiss author Franz Hohler has penned a new play called “ÖV”, which stands for “public transport” in German. The piece is about and is set on public transport. For this innovative campaign, a real VBZ tram stop displaying details of the play was constructed right in front of Bernhard Theater on the renowned Sechseläutenplatz.

Die VBZ Haltestelle «Bernhard Theater»

Customer Bernhard Theater Zürich

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Media agency VBZ

Design Fabian Bertschinger/VBZ

Text Markus Gut

Format Promotion / VBZ information boards

Laudatio

