

Commercial National Bronze 2018 – «Ex Libris, Mehr Buch fürs Geld»

Ex Libris operates Switzerland's largest online media shop offering 6 million books at low prices. Hence the campaign's pithy message "More book for your money". This is illustrated by strikingly enhanced titles of well-known books. Five new visuals were added in 2018.

Ex Libris «Mehr Buch fürs Geld»

Client Ex Libris, Dietikon

Creative agency Ruf Lanz, Zurich

Media agency the Generation Media, Zurich

Design Dave Schellenberg (AD), Danielle Lanz (CD), Markus Ruf (CD)

Text Christian Stüdi

Format F200 (116,5 x 170 cm)

