

Commercial National Nomination 2018 – «Migrol Car Wash, Autos wie Ming-Vasen»

Migrol Car Wash uses only washing technology that is gentle on paintwork and the environment. As a stunning illustration of this customer benefit, cars were painted in the style of delicate porcelain Ming vases. The message was clear: we will clean your precious objects with care. The campaign comprised five visuals – ranging from a small car to a sports car and a van.

Migrol Car Wash «Autos wie Ming-Vasen»

Client Migrol Car Wash, Zurich

Creative agency Ruf Lanz, Zurich

Media agency the Generation Media, Zurich

Design Isabelle Hauser (AD), Markus Ruf (CD), Danielle Lanz (CD)

Text Markus Ruf

Photography Aschmann Klauser

Format F12 (268.5 x 128 cm)

