

Commercial National Nomination 2018 – «SPIELEN STATT GAMEN»

The M-Budget Mobile campaign motivates the Swiss to rethink their smartphone habits – and rewards those who use their phones sparingly.

SPIELEN STATT GAMEN

Client Federation of Migros Cooperatives

Creative agency Wirz Communications AG

Media agency DYNAMO – Dentsu Aegis Network AG

Design Niels Schäfer

Text Simon Smit

Photography Dan Cermak

Format F12 (268.5 x 128 cm)

