

Commercial National Nomination 2018 – «WoZ-App»

The WoZ-App campaign uses well-known conservative politicians to advertise the new app for the WOZ weekly newspaper. Even though these politicians are famed for holding opinions that are diametrically opposed to the viewpoints of the WOZ. But that's the point: the new app allows people who don't want others to know that they read the WOZ to read the newspaper. In public, no less.

WoZ-App

Client WOZ, die Wochenzeitung (weekly newspaper)

Creative agency Leo Burnett Schweiz AG

Design Martin Stulz, David Fischer, Ilija Gautschi

Text Urs Schrepfer

Photography Christian Bobst

Format F200 (116.5 x 170 cm)

