

Commercial Regional Silver 2018 – «Alles hängt irgendwie zusammen.»

The "Everything is connected somehow" concept demonstrates that each and every action of a consumer is directly linked to organic farming. To illustrate this connection, organic products bearing the Bud logo were combined with various representatives from the animal kingdom.

Alles hängt irgendwie zusammen.

Client Bio Suisse

Creative agency thjnk Zürich

Media agency Konnex

Design Alexander Jaggy (Creative Managing Director), Pablo Schencke (CD)

Text Alexander Jaggy (Creative Managing Director)

Illustrator Maurus Zehnder

Photography Felix Schregenberger

Format F200 (116.5 x 170 cm)

