

Commercial Regional Nomination 2018 – «Für überdurchschnittliche Leser»

Posters have to be striking and achieve their purpose with little text. Unless that rule is broken deliberately to make them interesting. To potential NZZ newspaper readers – in other words, people who like words. We positioned the posters in places where people have time to read, such as bus stops. And rewarded readers with a special offer (and an entertaining read).

Für überdurchschnittliche Leser

Client Neue Zürcher Zeitung AG

Creative agency Scholz & Friends Schweiz AG

Media agency Carat

Design Luca Stancheris, Olivier Nowak

Text Maira Weidmann, Christian Vosshagen

Format F200 (116.5 x 170 cm)

