

Public Service Silver 2018 – «TIR, Manche Tiere werden wie Müll behandelt»

Tier im Recht (TIR) has been fighting for animal rights laws and a consistent enforcement of these laws for more than 20 years. Great progress has been made during this time. Nevertheless, countless animals in Switzerland still suffer under illegal provisions. The multiple-award-winning campaign features three new visuals painfully portraying animals as trash.

TIR «Manche Tiere werden wie Müll behandelt»

Client Tier im Recht (TIR), Zurich

Creative agency Ruf Lanz, Zurich

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

Text Markus Ruf

Photography/CGI Carioca Studio/Visualeyes International AG, Zurich

Format F24 (268.5 x 256 cm)

