

Public Service Nomination 2018 – «Alle sind gleich. Niemand ist gleicher.»

With the "Everyone is equal. No one is more equal." campaign to raise awareness, Pro Infirmis deliberately distances itself from the clichés of NGO advertising. It aims to evoke a smile instead of tears, while showing people with disabilities as an integral part of society.

Alle sind gleich. Niemand ist gleicher.

Client Pro Infirmis

Creative agency thjnk Zürich

Media agency Konnex

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

Text Alexander Jaggy (Creative Managing Director)

Photographer Julia Baier

Format F200 (116.5 x 170 cm)

