

Public Service Nomination 2018 – «VBZ Besetzte Parkhäuser»

The VBZ corporate communications department claims that changing to public transport is worthwhile. Starting in 2001, VBZ and its creative agency Ruf Lanz have been coming up with ever more reasons why. Not by pointing the finger, but in a surprising and entertaining style, never without a touch of humour.

VBZ «Besetzte Parkhäuser»

Client VBZ, Zurich

Creative agency Ruf Lanz, Zurich

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Text Markus Ruf

Photography Rico Rosenberger, Michèle Aschmann

Format F200 (116.5 x 170 cm)

