

Digital Out of Home Gold 2018 – «persönlich Anagramme»

persönlich is the leading magazine for the communication and media industry. Its current campaign is based on anagrams: words that can be formed from other words by rearranging the individual letters. This allows persönlich's topics to be revealed with an element of surprise. 10 different anagrams have appeared to date.

persönlich «Anagramme»

Client persönlich Verlag, Zurich

Creative agency Ruf Lanz, Zurich

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

Text Markus Ruf

Animation Drastik GmbH, Simon Wick

Format eBoard

Laudatio

Video: <https://www.youtube.com/watch?v=xm630W-920U&feature=youtu.be>

