

## Digital Out of Home Nomination 2018 – «STOP – gegen die willkürliche Überwachung von Versicherten»

It all started with a Tweet by Sibylle Berg. Within 62 days, a citizens' movement had collected more than 70,000 signatures, triggering a referendum on 25 November 2018 on the arbitrary surveillance of insured persons. Together with 25,000 supporters, we were able to win over more than 35% of the Swiss population.

### **STOP – gegen die willkürliche Überwachung von Versicherten**

**Client** Referendum against insurance company spies

**Creative agency** neoactio

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**Format** eBoard

**Video:** <https://www.youtube.com/watch?v=xqchuk7H4pw&feature=youtu.be>

