

Digital Out of Home Nomination 2018 – «Gemeinsam mit HIV leben»

In Switzerland, people living with HIV or AIDS experience discrimination on a daily basis. The campaign takes a stance against this and in favour of more understanding with a clear message: if we all stay calm and deal responsibly with HIV, there will be no more room for fear or exclusion.

Living together with HIV

Client Swiss AIDS Federation

Creative agency TKF Kommunikation & Design

Media agency TKF Kommunikation & Design

Design Tim Stockmar (CD)

Text Alexander FÜRer

Format ePanel, eBoard

Video: <https://www.youtube.com/watch?v=b5VSGcXKcY8&feature=youtu.be>

