

## Poster of the Year 2011

Good advertising is surprising, evokes a smile, and is sometimes seasoned with a pinch of “criminal energy”. A beautiful bouquet of sunflowers in the public eye first delights us, but only a second look reveals that there is a background story: After all, people don’t only give each other flowers when they are in love, they also do it to make up after a quarrel. When a couple engages in a noisy squabble, a broken vase is not an unlikely outcome. This poster confirms it: The power of flowers can also mend a heap of shards. This is where the visual appeals directly to those who know that life is not always wall-to-wall sunshine. So it has a multiple effect: In a charming and tongue-in-cheek way, it advertises the product and at the same time lets us know that other people also have hard times once in a while. The Swiss Poster Award 2011 goes to a splendid and smart creation that consummately unites wit and wisdom.

### **FLEUROP «Gekittete Beziehung»**

**Client:** Fleurop-Interflora (Schweiz) AG, Wangen bei Dübendorf

**Agency:** Spillmann/Felser/Leo Burnett AG, Zürich

**Design:** Reto Clement

**Text:** Diana Rossi

**Photo:** David Willen

**Format:** F200 (116,5 x170 cm)

