

Poster of the Year 2012

Portraits of politicians are everywhere in advertising. In election campaigns they present themselves as “go-getters”, “visionaries” or “the guy next door”. And they are often photographed badly. In parallel, we hear and see people from all sides constantly talking politics on the radio, on the Internet, and on TV. An experienced politician keeping his mouth shut? Impossible. This is exactly where the clever campaign for the 2012 Jugendsession (Youth Session) began. “Jetzt reden wir” (“Now we’re talking”) shows exceptionally well portrayed political figures from all parties with their mouths taped closed. The piece promotes a striking message for young people in politics to make themselves heard. The fact that the politicians depicted took part in this campaign shows two things: our country’s mature political culture and the intelligence and persuasiveness of the creator of this campaign. The jury awards gold to the poster which uses simple methods to get to the heart of an important concept.

Jugendsession 2012 «Jetzt reden wir!»

Client: SAJV Jugendsession, Bern

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