

## Poster of the Year 2014

The “Poster of the Year 2014” award has gone to a major national advertising campaign for a very common product: a detergent. The poster relies on a classic advertising strategy – the “before and after” effect. Using a short story, customers are shown what the product being advertised can do. In the case of a detergent, this is the transformation from dirty to clean. So far so good, it’s been done a thousand times before. What makes this campaign so outstanding is the brilliant interpretation of this wellknown configuration. The protagonists, a variety of soft toys, tell of an active and therefore happy childhood, while the look of the animals and the state of their fur show the necessity and effectiveness of the wash just started. The text summarizes the visual message into a short, effective claim. This achieves everything a poster is capable of and demonstrates why good posters are so widely esteemed: The “Poster of the Year” goes to a work which brings together the commercial message and visual expertise in a tongue-in-cheek way.

### **TOTAL – WASCHMITTEL**

**Client:** Migros-Genossenschafts-Bund, Zürich

**Agency:** Y&R Group Switzerland AG, Zürich

**Design:** Markus Gut (CCO), Dominik Oberwiler (CD), Martin Stulz (CD), Lukas Wietlisbach (AD), Sebastian Eppler (Grafik)

**Text:** Fabian Kuchler

**Photo:** Fluxif

**Format:** F12 (268,5 × 128 cm), F200 (116,5 × 170 cm), ePanel, eBoard

