

Poster of the Year 2018 – «50 Years of Big Mac»

50 Years of Big Mac

Client McDonald's Suisse Restaurants Sàrl, Crissier

Creative agency TBWA\Zürich, Zürich

Media agency OMD Schweiz AG, Zürich

Design TBWA\

Text TBWA\

Format F200 (116,5 x 170 cm)

