

Communicating “Mobile Bad Ragaz”



In the context of the “Mobile Bad Ragaz” initiative’s participative process, local residents, business leaders, and town representatives joined forces with our transportation-division colleagues to develop a new, holistic transportation plan. The consultation identified several key concerns that should be addressed by the transportation plan, namely, the sustainability of transportation solutions, enhanced quality of life and greater safety. We ensured professional communications throughout the process.

Our services

- Communications consulting
- Production of key visuals and definition of color schemes
- Conceptualization and implementation of the fold-out poster “New Transportation Plan at a Glance”
- Media relations work, editing of technical articles
- Creation of infographics
- Drafting of direct-mail texts
- Planning for, drafting and publication of advertisements
- Maintenance of town website

Client

Municipality of Bad Ragaz

Facts

Period 2018 - 2021

Project Country Switzerland

Contact persons

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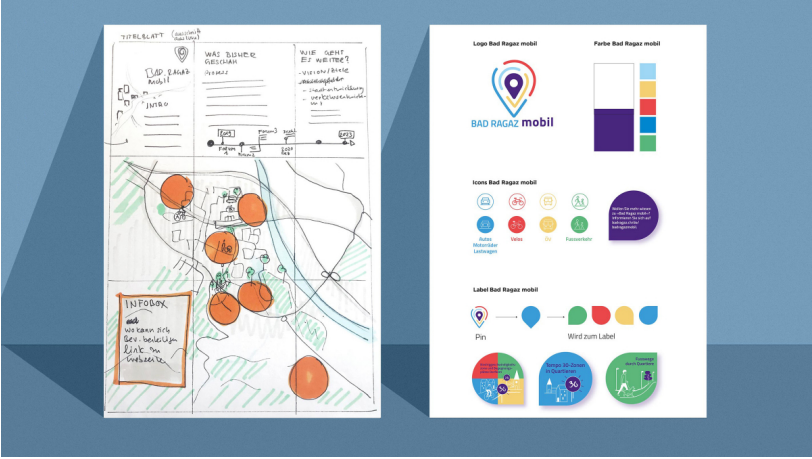
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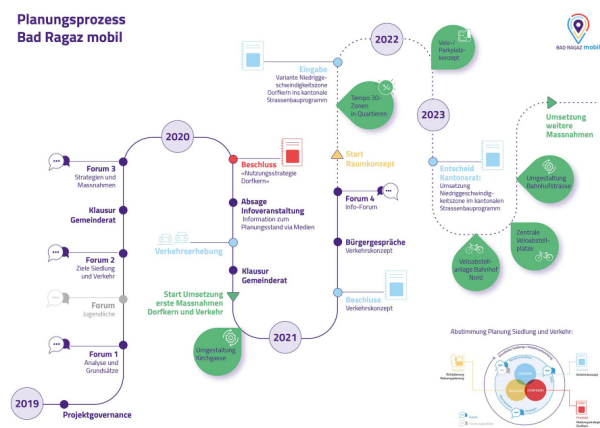
Fold-out poster illustrates key facts associated with the transportation plan



Multipurpose publication: folder and brochure in one



Concept sketch (left) and key visual, color scheme, and design elements for “Mobile Bad Ragaz” (right)



Intuitive explanation of complex planning process



Use of infographic at participative forum



Regular media-relations work: infographics help to illustrate numerous measures.