Project

Increasing the visibility of Zurich's agglomeration programs in print and online

The canton of Zurich's various municipalities and urban centers have detailed their building and transportation development plans in their latest (i.e. 4th-generation) agglomeration programs. To help increase the programs' visibility we encapsulated the contents of the comprehensive reports in an accessible brochure and a management summary on the canton's website. Our target-image illustrations, infographics, smart layout, clear language and text structure enabled readers to quickly orient themselves and effortlessly comprehend the various program contents. We also included individual experience reports to give a human face to the planned measures.

Our services

- Securing target-group-appropriate implementation
- Drafting of content and design concept (for print and web)
- Creation of infographics
- Drafting of target-group-appropriate texts
- Conducting and processing testimonial interviews
- Presentation of best-practice examples
- Drafting of layout
- Compilation and presentation of all content for the cantonal website

Client

Canton of Zurich Mobility Agency (AfM)

Facts

Period	2020 - 2021
Project Country	Switzerland

Contact persons

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While the overview graphic shows the big picture, we also formulated a tagline for each region to summarize the focus topics

We included best-practice examples for the first time to show the impact of previous agglomeration programs

Short interviews with municipal representatives give a face to the planned measures

The straightforward tables offer a quick look at key data

Page tabs enable readers to quickly navigate the brochure

We created infographics and drafted summaries of the most important information to improve the experience of those visiting the cantonal website