



As a quadrilingual country, Switzerland has developed a special sensitivity for subtle spoken and visual nuances over the centuries. This comes across most of all in the country's advertising. «Creativity» aims to show that there has long been more to Switzerland than the Matterhorn, watches and banks, and that it also has a vibrant creative sector. Although it is rarely portrayed as such to the outside world, Switzerland unites Europe with the whole world. It is thus no coincidence that many international networks have a branch in Switzerland. As the publisher of «persönlich», the leading Swiss communication magazine, it is an honour for me to provide you with an insight into Swiss creative achievements through this book.

We introduce you to creativity leaders in art, architecture and literature as well as the most successful Swiss advertising agencies of recent years. We do feel a sense of pride that Swiss flagship companies, such as Credit Suisse, Swiss or Switzerland Tourism work with domestic advertising agencies. Hear from these companies' bosses why that is. One more thing: did you know that the prominent international creative agencies Jung von Matt, Serviceplan and TBWA were founded by a Swiss? After reading this book, which I hope you will enjoy, you may well understand why.

Matthias Ackeret

Publisher, «persönlich» Verlag

CREDITS

persönlich Verlags AG, Birmensdorferstr. 198, 8003 Zürich, Tel. 0439607900
E-Mail: info@persoenlich.com **Publisher:** Matthias Ackeret **Editorial Staff:** Sibylle Widmer, Frank Bodin, Matthias Ackeret **Publication & Advertising Manager:** Roman Frank **Subscriptions:** Sebastian Huber, NZZ-Fachmedien **Administration:** Andrea Vargas **Graphic Design:** Corinne Lüthi **Translation:** Apostroph Group **Printers:** Schellenbergdruck AG, Schützenhausstrasse 5, CH-8330 Pfäffikon ZH **Paper:** Z-Offset, Offset-Preprint, matt, superweiss, holzfrei, FSC zertifiziert. Envelope: 250 g/m², Content: 150 g/m², delivered by Fischer Papier St.Gallen.

PUBLISHED BY

persönlich

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