

Poster of the Year 2019 – «Kein Tier im Visier»

According to the Guinness World Records, Hiltl is the world's oldest vegetarian restaurant. During the 2019 hunting season, the campaign was right on target: At Hiltl, no animal suffers for what we put on our plate. Four visuals appealed to the public's taste: a roe deer, a wild boar, a hare, and a stag. Conclusion: A creative bull's eye!

Kein Tier im Visier

Customer Hiltl, Zurich

Creative agency Ruf Lanz, Zurich

Design Mario Moosbrugger (AD), Isabelle Hauser (AD),
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