

Commercial Local and Regional Gold 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), Markus Ruf (CD), Danielle Lanz (CD)

Text Markus Ruf

Image editing Mario Moosbrugger

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Laudatio

