

Commercial Local and Regional Nomination 2019 – «Swiss Vegi-Food im Flug»

SWISS passengers who prefer not to eat meat can enjoy vegetarian dishes by Hiltl – on all intercontinental flights from Switzerland, in all three classes. Using typical luggage labels, the campaign cleverly linked popular Swiss Airlines destinations with Hiltl specialities. Numerous motifs were used.

Swiss Vegi-Food im Flug

Customer Hiltl, Zurich

Creative agency Ruf Lanz, Zurich

Design Isabelle Hauser (AD), Markus Ruf (CD), Danielle Lanz (CD)

Text Christian Stüdi

Image editing Isabelle Hauser

Format F12 (268.5 x 128 cm)

