

Commercial Local and Regional Nomination 2019 – «Babybrei-Lancierung»

In May 2019, Hiltl, in partnership with Swiss start-up yamo, launched a vegetarian, organic baby food. For the campaign, fruit, vegetables and tubers were photographed so that they bore a striking resemblance to pregnant tummies. Three motifs were used: pear, aubergine, and potato.

Babybrei-Lancierung

Customer Hiltl, Zurich

Creative agency Ruf Lanz, Zurich

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

Text Markus Ruf

Image editing Isabelle Hauser

Format F200 (116.5 x 170 cm)

