

## Commercial Local and Regional Gold 2020 – Kein Tier im Visier 2 – Jagdgesetz-Kampagne

This is the next instalment of the Hiltl campaign “Kein Tier im Visier”, which won the 2019 Poster of the Year. The three new poster designs – wolf, lynx and ibex – were launched before the vote on new Swiss hunting legislation and were supported by wildlife conservation organisations such as WWF. The outcome: another bull’s eye for Hiltl, and not just with dyed-in-the-wool vegetarians.

### **Kein Tier im Visier 2 – Jagdgesetz-Kampagne**

**Customer** Hiltl, Zürich

**Creative agency** Ruf Lanz, Zürich

**Design** Mario Moosbrugger (AD), Danielle Lanz (CD), Markus Ruf (CD)

**Text** Markus Ruf

**Image editing** Mario Moosbrugger

**Format** BigPoster, F12 (268,5 x 128 cm)

### **Laudatio**

