

Commercial Local and Regional Silver 2020 – Field

Countless Swiss farmers ensure that 300,000 hungry customers enjoy top-quality burgers and fries every day. McDonald's Switzerland shows that even an internationally renowned brand can have local roots.

Field

Customer McDonald's Schweiz

Creative agency TBWA\Zürich

Media agency OMD

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Text Lisa Bolte, Manuel Wenzel, Tizian Walti

Photo Patrick Rohner

Format F12 (268,5 x 128 cm), F200 (116,5 x 170 cm)

