

Commercial Local and Regional Bronze 2020 – Hiltl macht dich zum Chefkoch

During the coronavirus lockdown in spring 2020, Hiltl chefs livestreamed direct into people's kitchens across Switzerland, allowing followers to cook along with them live and create Hiltl specialities at home. The creatives at Ruf Lanz were also quick off the mark, creating three poster designs that grabbed attention with their chef's hat lookalikes.

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Customer Hiltl, Zürich

Creative agency Ruf Lanz, Zürich

Design Isabelle Hauser (AD), Mario Moosbrugger (AD), Markus Ruf (CD)

Text Markus Ruf

Photo Mario Moosbrugger

Format F200 (116,5 x 170 cm)

