

Commercial Local and Regional Nomination 2020 – Erneute Erinnerung an die Wurzeln

Hiltl holds the Guinness World Record for oldest vegetarian restaurant in the world. In 2020 the restaurant's creative agency, Ruf Lanz, looked back on Hiltl's beginnings in 1898 when being vegetarian was still considered quirky and odd. The campaign comprised seven different designs.

Erneute Erinnerung an die Wurzeln

Customer Hiltl, Zürich

Creative agency Ruf Lanz, Zürich

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

Text Markus Ruf

Format F200 (116,5 x 170 cm)

