

Commercial Regional Gold 2018 – «Hiltl Prozenzte für Studis»

Hiltl is the most famous vegetarian restaurant in Switzerland. To enable students to enjoy the healthy fare too, discounts are offered. The campaign makes this point in a surprising and striking manner: with fruit and vegetables organically shaped like percent signs. Three visuals were displayed in locations around higher education establishments.

Hiltl «Prozenzte für Studis»

Client Hiltl, Zurich

Creative agency Ruf Lanz, Zurich

Design Laura Hofer (AD), Markus Ruf (CD), Danielle Lanz (CD)

Text Markus Ruf

Photography Laura Hofer

Format F200 (116.5 x 170 cm)

Laudatio

