

Commercial Regional Nomination 2018 – «Hiltl Letztlich steckt in jedem ein Vegetarier»

Zurich's Hiltl is the most famous vegetarian restaurant in Switzerland. Well-known carnivores and their natural prey were used in a humorous way to show that there is a vegetarian inside everyone. The multiple-award-winning campaign was continued in 2018 with four new visuals: a lion, a grizzly bear, a crocodile and a great white shark.

Hiltl «Letztlich steckt in jedem ein Vegetarier»

Client Hiltl, Zurich

Creative agency Ruf Lanz, Zurich

Design Catherine Martin (AD), Isabelle Hauser (AD), Markus Ruf (CD), Danielle Lanz (CD)

Text Markus Ruf

Illustrations Catherine Martin

Format F12 (268.5 x 128 cm)

