

Pictomato

Eigenvermarktung, Platzhalterkampagne (Poster, Postkartenserie, Animation, SoMe, Print Mailing)

www.pictomato.ch



Made in Bern

Übersichtskarte Kanton Bern (Sommer)



mymigros.ch

Illustrations Konzept / Brand Illustrations

Fahrzeugbeschriftung

www.mymigros.ch

The screenshot shows the homepage of myMigros.ch. At the top, there's a navigation bar with the Migros logo, a search icon, and links for 'Home', 'Aktivierung', 'Helpcenter', 'Mitgestalten', 'Kontakt', 'ANMELDEN' (Login), and 'Registrieren' (Register). The main headline reads 'Ihr persönlicher Online-Supermarkt'. Below it, a subtext says: 'Bei myMigros finden Sie all Ihre bevorzugten Migros-Produkte auf einen Blick. Der Einkauf wird in der Region frisch für Sie zusammengestellt und schnell nach Hause geliefert. Das bringt's!' A large button labeled 'Jetzt registrieren' (Register now) with a right-pointing arrow is visible. To the right, there's a colorful illustration of a hand holding a brown shopping bag labeled 'Das bringt's! my MIGROS' with various fruits and vegetables around it. The page also features sections for 'Ihre Vorteile' (Your benefits) with icons for personalization, delivery times, regional products, free delivery, Saturday deliveries, and same-day delivery.

This section contains several promotional cards and illustrations. From left to right: 1. A couple relaxing on a sofa with the text 'Einfach bestellen' (Simply order). 2. An illustration of a hand holding a shopping bag with the text 'Das bringt's! my MIGROS' and 'Ihr persönlicher Online-Supermarkt myMigros.ch'. 3. An illustration of a woman shopping online with the text 'Regional zusammen gestellt' (Regionally assembled). 4. An illustration of a delivery person pushing a cart full of groceries with the text 'Nachhaltig geliefert' (Sustainably delivered). 5. A card titled 'Ihre Vorteile' (Your benefits) showing icons for location and shopping basket.



Tinyfish - Zürich

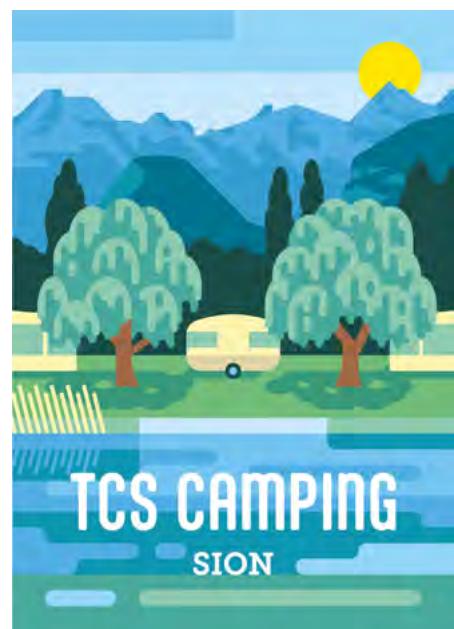
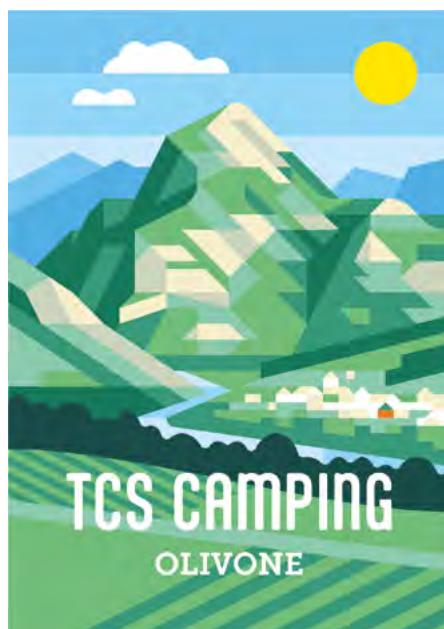
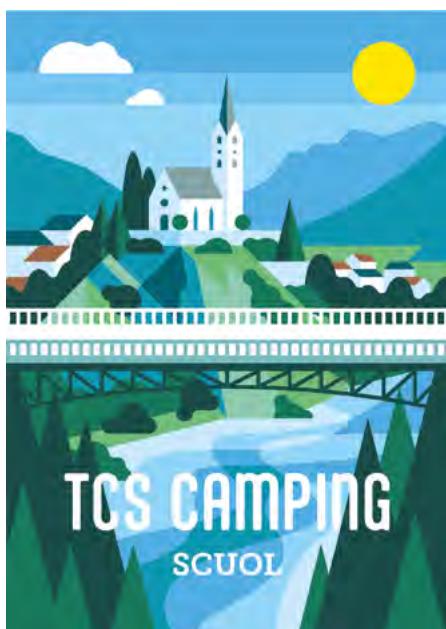
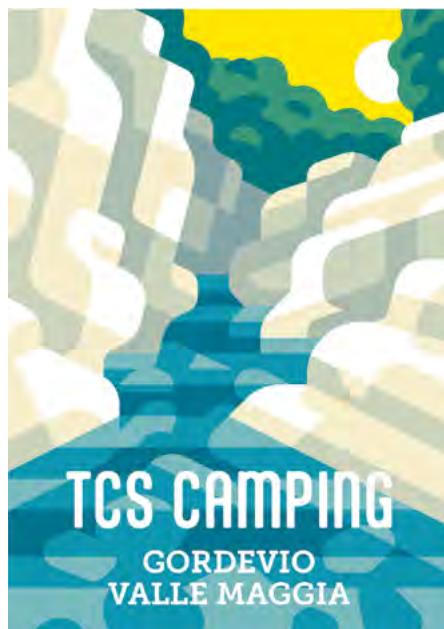
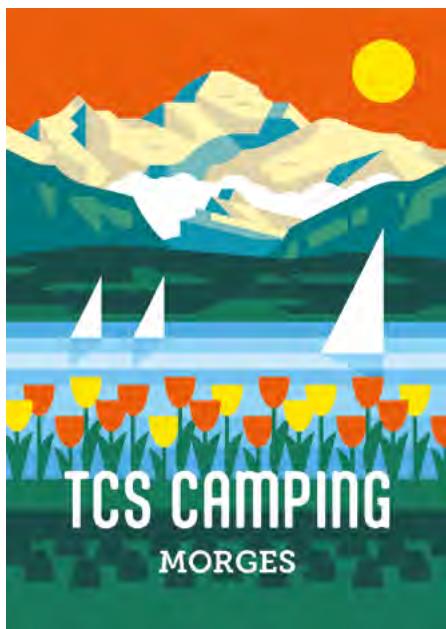
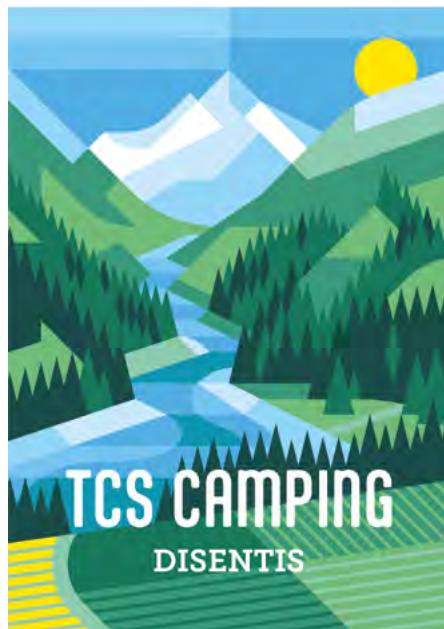
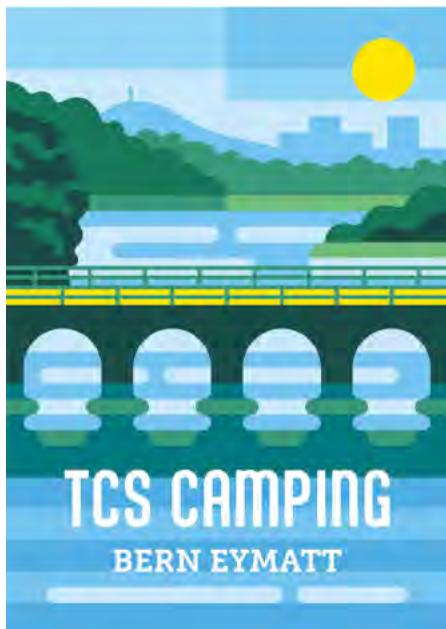
Komplettes Rebranding:

Logo, Packaging, Flyers, Ladenbeschriftungen...



TINYFISH



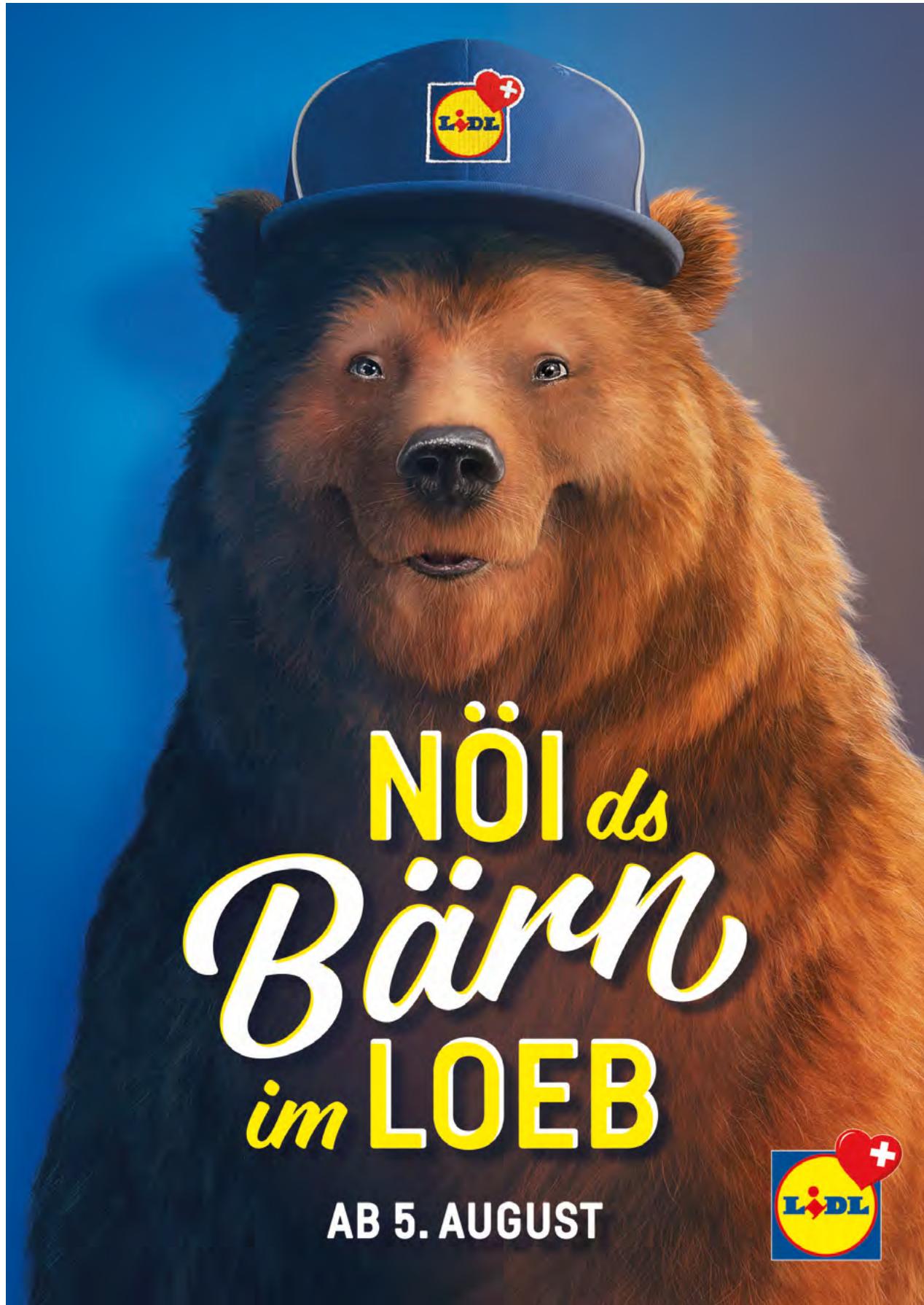


Eröffnungskampagne: Lidl Loeb Bern

Art Direction, Gestaltungskonzept, Umsetzung (mit Team aus meinem Netzwerk)

- APG TakeOver Bahnhof Bern
- Gestaltung div. ergänzende Massnahmen
- Ladenbeschriftung

...



Lidl Sportpark Bergholz

Entwicklung von Brand-Illustration für Kommunikation rund um den Sportpark

Adaptionen: Wandmalerei, Sonnenliegen, Sonnenschirme, etc.



Weitere Arbeiten etc. gibt es hier:

- > [Portfolio](#)
- > [instagram](#)
- > [LinkedIn](#)

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