

Press release

Call for entries: submit your campaigns for the Swiss Out of Home Award now and shine the spotlight on them

Attention all creatives, agencies and advertisers! It's time to put forward your analogue and digital campaigns for the biggest creative competition for the Swiss Out of Home advertising industry. Entries are now being accepted for the Swiss Out of Home Award. To be in with a chance of winning an award, submit your best posters and ads online at www.woohw.ch by no later than 31 May 2025.

Anyone who submits an entry to Switzerland's most prestigious creative competition for analogue and digital Out of Home Media advertising can take advantage of a high-visibility national platform to publicise their work and have it evaluated by a high-calibre jury. The competition accepts analogue and digital campaigns that were created by an agency, graphic design studio, individual, freelancer or in-house designer in Switzerland or the Principality of Liechtenstein. Entry is free of charge.

Shortlist: evaluation by an expert jury

After submission, the works will be evaluated by an independent jury of experts consisting of 14 well-known figures from the worlds of advertising, culture and design. Those who make it onto their shortlist will be invited to the big award ceremony. On 4 September 2025, the winners will be announced by category and presented with gold, silver or bronze trophies at the StageOne Event & Convention Hall in Zurich. The main prize is the "Campaign of the Year". All nominated campaigns will receive a certificate that recognises the originality, design and communication of the advertising message in their work.

The award ceremony: time for people and partying

Around 500 guests are invited to the award ceremony, which will be held at the third 'WOOHW!' industry event, involving a conference, an impressive stage show and a dinner party to celebrate until late. The winning campaigns will then be published in a press release and shared on digital and social media. Participants have nothing to lose and everything to gain by taking part in this prestigious Swiss creative competition.

Important information

Display period: 1 July 2024 to 30 June 2025

Deadline for entries: 31 May 2025

Judging of the shortlist: 10 June 2025

Award ceremony: 4 September 2025

More information and registration

Sign-up tool: www.woohw.ch/en/wettbewerb

Expert jury: www.woohw.ch/en/sooha-jury

Stay informed: <https://www.woohw.ch/en/newsletter-anmeldung>

Information for media professionals

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Zurich, 3 March 2025