

Press release

New additions to the 14-member expert jury for the Swiss Out of Home Awards

Outstanding Out of Home Media, fascinating specialised topics and plenty of glitz and glamour – that's what awaits guests at the Swiss Out of Home Awards, which will take place on 4 September 2025 in Zurich. This year, there are two new faces on the expert jury: Antonia Lepore and Stefan Hürlemann. The 14-member jury will award prizes for the best posters and ads in Switzerland.

Entrants to Switzerland's largest creative competition for analogue and digital Out of Home Media can take advantage of a high-profile platform to publicise their work and have it evaluated by a high-calibre jury. *Christian Brändle*, Jury President and Director of the Museum für Gestaltung Zürich, explains: "The jury examines each entry in detail and is independent, competent and focused on quality. Awards are given to campaigns that excel in terms of design, offer surprising perspectives and demonstrate communicative power."

The expert jury, whose membership changes every year, consists of 14 representatives from the culture and media planning sectors, as well as advertising clients, agencies and creatives. *Monica Märchy*, Studio Way AG, and *Melanie Felder*, AMAG Import AG, are stepping down from the panel in 2025 and making way for two new members, *Antonia Lepore*, Axa Schweiz, and *Stefan Hürlemann*, Skala Design GmbH.

Christian	Brändle	Museum für Gestaltung Zürich	Director (Jury President)
Nathalie	Diethelm	House of Communication	CEO
Lukas M.	Dittmer	IKEA AG	Integrated Media Manager
Jonas	Eliassen	Havas AG	CEO
Elise	Gaud de Buck	Plates-Bandes	Visual communication designer
Stefan	Hürlemann	Skala Design GmbH	Co-founder/creative director
Michael	Kamm	Trio SA	CEO
Heike	Kammerer-Vercelli	Nestlé Suisse S.A.	Head of Marketing & Consumer Communication
Antonia	Lepore	Axa Switzerland	CMO/Head of Marketing Communication
Marco	Rose	Mediatonic SA	Co-Owner & Head of Strategy
Julian	Stauffer	Digitec Galaxus AG/Galaxus GmbH	Art Director
Jonas	Voegeli	Zurich University of the Arts	Head of BA Visual Communication
Manuel	Wenzel	TBWA\ Switzerland AG	Chief Creative Officer
Thomas	Wildberger	Prophet GmbH	Partner & President, ADC Switzerland

The WOOHW! industry event, organised by AWS, will take place on 4 September 2025. The venue will once again be the Stage One Event & Convention Hall in Zurich. The event kicks off with an expert conference for the invited guests. The Swiss Out of Home Awards will then be presented in five categories – in front of an audience and with plenty of excitement. The evening will be hosted by moderator and journalist *Bigna Silberschmidt*. The awards presentation will be followed by a gala dinner and music, all in a festive networking atmosphere.



Find out more

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

Industry event: www.woohw.ch

Last call for entries 31 May 2025: <https://www.woohw.ch/en/wettbewerb>

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

Information for media professionals

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