

Swiss Out of Home Awards 2025: Solidar Suisse, Denner, Hiltl & EWZ win gold – Museum für Gestaltung Zürich receives the highest award, “Campaign of the Year”

The Swiss Out of Home Awards 2025 recognize the most creative outdoor advertising campaigns in Switzerland. Solidar Suisse with its image campaign “Inequality” (category “Public Service”), Denner with “Save the rest.” (category “Commercial National”), Hiltl with the “Mother's Day” campaign (category “Commercial Local & Regional”) and EWZ with the “Energie 2025” campaign (category “Digital Out of Home”) win gold, while the Museum für Gestaltung Zürich wins gold in the “Culture” category as well as the main prize “Campaign of the Year” with “Japanese Graphic Design Today”. The award-winning campaigns highlight the diverse applications of Out of Home Media, ranging from public service over local and national advertising to digital and cultural implementations.

A top-class jury of 14 personalities from the worlds of advertising, culture and design announced the 15 winning campaigns of the “Swiss Out of Home Award”, the largest creative competition for analogue, digital and innovative outdoor advertising, and awarded gold, silver and bronze to the winners on 4th September 2025, as part of the **WOOHW!-Award-Night** at the StageOne Event & Convention Hall in Zurich. A total of 154 entries were submitted in advance, of which 27 were nominated by the jury. The award ceremony took place as part of the WOOHW! industry event, which is organized by the Outdoor Advertising Switzerland (AWS) and sponsored by APG | SGA, Goldbach Neo, and Horizon.

Supporting program with keynote speeches, panel discussion and award party

The industry event WOOHW! was preceded by the Conference. The technical part began in the late afternoon with striking keynote speeches by Prof. Dr Errichiello (brand sociologist and consultant) and Regula Bühler Fecker (two-time “Advertiser of the Year” and owner of La Stratégiste). The subsequent panel discussion focused on credibility, attitude, trust, and attention in successful brand management. In addition to the two keynote speakers, the panel was outstandingly staffed with Nathalie Forrer (Head of Marketing at Lidl Switzerland) and Christian-Kumar Meier (Head of Transformation and member of the management team at mediatonic). The lively discussion was moderated by Anna Kohler (Editor-in-Chief and journalistic director of m&k The magazine for market & communication).

Bigna Silberschmidt (presenter and journalist) hosted the entire WOOHW! event. Sponsors such as Setaprint AG, Richnerstutz AG, Burri Public Elements AG and Media Focus provided highlights with their presentations. “sax o' conga” with singer Tanja Dankner provided the sound for the dinner and party. The more than 300 invited guests celebrated in a lively and cheerful atmosphere until late into the evening.



Winners at a glance

See separate overview of all award-winning campaigns (PDF) and winner image of the Campaign of the Year (JPEG)

Information and downloads

www.woohw.ch and www.woohw.ch/news-download

Information for media representatives

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