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Here are the 16 winners of the Swiss Out of Home Award: “Stark reduziert.” by Denner and thjnk has been named Campaign of the Year

Sixteen winning analogue and digital projects received the gold, silver and bronze Swiss Out of Home Award. “Stark reduziert.” by Denner AG and thjnk Zürich won the main “Campaign of the Year” award, along with gold in the Commercial National category. The Swiss Out of Home Award is the largest creative competition for analogue, digital and innovative Out of Home Media in Switzerland. A total of 241 projects were submitted, 34 of which were nominated by the jury. The first award ceremony took place at the premiere of the WOOHW! event organised by AWS, Aussenwerbung Schweiz (Outdoor Advertising Switzerland) and supported by APG | SGA, Goldbach Neo, Neo Advertising and Horizon.

The independent expert jury consisting of 14 well-known figures from advertising, culture and design announced the winning campaigns and presented the Swiss Out of Home Award on 13 September 2023 at an awards night at StageOne Event & Convention Hall Zurich. The outstanding gold-winning projects illustrated the wide range of clients and applications covered by Out of Home Media, extending from vegetarian versions of the well-known “Google Maps Marker” (by Ruf Lanz for Hiltl AG), through the “Immer anhalten bei Ablenkung” awareness campaign featuring unusual parking spots (by Ruf Lanz for the Swiss Council for Accident Prevention, BFU), to the “Collectomania” cultural poster (by Erich Brechbühl for Museum für Gestaltung Zürich) and the digital “Sortimentskampagne Semantisch” campaign (by Digitec Galaxus AG InHouse for Galaxus).

In no category was the bar as high or as low as in the Out of Home Innovations category. The jury wanted to see unexpected, entertaining and above all new forms of Out of Home advertising. This is challenging, for both creative masterminds and their customers. “We rarely, but sometimes, come across such a project among the entries. Unfortunately, this was not the case this year and the jury didn’t regard a single project as being worthy of an award,” says Christian Brändle, jury president and Director of the Museum für Gestaltung Zürich.

Supporting programme with keynote address and podium discussion

The WOOHW! industry event began with a conference and keynote address by the TV business coach Felix Thönnessen. The subsequent discussion was attended by Andrea Bison (Co-CEO, Chief Operating Officer & Partner, thjnk Zürich AG), Nathalie Diethelm (Co-CEO, Mediaplus Suisse AG), Markus Ehrle (CEO APG | SGA AG and President AWS), Jeannine Micheli (Head of Digital Marketing & Media, AMAG Import AG) and Christoph Marty (CEO, Goldbach Neo and Vice-President AWS). The event was moderated by Tanja König and discussed the challenges and advances in the Swiss communications industry. Sponsors such as Setaprint AG, Richnerstutz AG, Burri Public Elements AG and Media Focus provided memorable moments with presentations and bars, while “Stereo Kulisse”, a danceable house collaboration with digital and analogue instruments, provided the musical accompaniment to the dinner and party. Over 350 invited guests enjoyed the good-humoured, celebratory atmosphere long into the night.



Winners at a glance

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

Information and downloads

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

Information for media professionals

Nadja Mühlemann, Managing Director AWS

Tel. +41 58 220 70 71, office@ausserwerbung-schweiz.ch

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