

Press release

Swiss Out of Home Award is back with a top-class expert jury

Outstanding Out of Home Media, fascinating specialist topics and plenty of glitz and glamour: all that is in store at the second “Swiss Out of Home Award”, due to take place in Zurich on 19 September 2024, where a 14-strong jury will honour the best posters, ads and innovative special advertising solutions in Switzerland.

Anyone who submits an entry to Switzerland's largest creative competition for analogue, digital and innovative out of home media advertising can take advantage of using an attention-grabbing 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: “The independent expert jury guarantees an objective and professional assessment of the submitted campaigns. It is also responsible for the regulatory element and the strict criteria in the individual categories. Only entries that have the necessary wow factor thanks to exceptional implementation, setting new digital standards or bold ideas will win awards.”

Swiss Out of Home Award jury members

The broad-based, multilingual and alternating expert jury consists of 14 representatives from the cultural and creative sectors, agencies, media planning and the client business community. Its task is to choose Switzerland's best Out of Home campaigns of the year. New to the jury in 2024 are Nathalie Diethelm, Lukas Dittmer and Julian Stauffer.

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
Melanie	Felder	AMAG Import AG	Head of Marketing Volkswagen Cars
Elise	Gaud de Buck	Plates-Bandes	Visual communication designer
Michael	Kamm	Trio SA	CEO
Heike	Kammerer-Vercelli	Nestlé Suisse S.A.	Head of Marketing & Consumer Communication
Monica	Märchy	Studio Way AG	Partner & Creative Guide Design
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

More information and useful links

The Verband Aussenwerbung Schweiz (Outdoor Advertising Switzerland Association – AWS) is counting on an increase in genre marketing. This includes the WOOHW! industry event with a creative competition, which will take place for the second time at the Stage One Event & Convention Hall in Zurich on 19 September 2024. The event will open with a specialist conference for registered guests followed by the Swiss Out of Home Award presentation (covering six categories) before an invited audience, then finishing off with a lavish dinner party.

Registration: www.woohw.ch/en/wettbewerb

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

Industry event: www.woohw.ch

News: www.woohw.ch/en/newsletter-anmeldung

Information for media professionals

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