

Press release

Last call for entries – deadline for Swiss Out of Home Award extended to 7 June 2023

Attention all creatives, agencies and advertisers! The deadline for entries to the new Swiss Out of Home Award established as part of WOOHW! has been extended by a week. Participants now have until 7 June 2023 to submit their best Out of Home Media campaigns.

The largest Swiss creative competition in commercial communications for analogue, digital and innovative Out of Home Media is a high-impact opportunity for participants to make their work in the advertising industry known and introduce themselves to the interested public. The deadline for free participation has been extended to 7 June 2023. After submitting their Out of Home campaigns, creatives, agencies and advertisers will be judged by an independent expert jury consisting of 14 well-known figures from the worlds of advertising, culture and design.

The jury's shortlist will be announced end of June 2023. Those who make it onto the shortlist enjoy many advantages associated with the awards. The nominees are not only in the running to win the main "Poster of the Year" prize, but also receive an invitation to the grand award ceremony on 13 September 2023 at Stage One in Zurich. Here, gold, silver and bronze trophies will be awarded to the winners in six different categories (Culture, Commercial National, Commercial Local & Regional, Digital Out of Home, Out of Home Innovations and Public Service). All nominees will receive a certificate that recognises the originality, design and communication of the advertising message in their work. The award ceremony with around 500 invited guests will be rounded off by a large party. Following on from the ceremony, the winning campaigns will be announced by press release and publicised on various channels. Participants have nothing to lose and everything to gain by taking part in this prestigious Swiss creative competition.

The competition accepts analogue and digital campaigns that were created by an agency, graphic design studio, individual, freelancer or company responsible for conception based in Switzerland or the Principality of Liechtenstein. Work that has been displayed or broadcast between 1 January 2022 and 30 June 2023 can be submitted online until 7 June 2023.

Further information and registration

www.woohw.ch



Information for media professionals

Nadja Mühlemann, Managing Director AWS

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

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