

Press release

A total of 241 campaign entries: expert jury for the Swiss Out of Home Award issues its shortlist

The Swiss Out of Home Award is the largest creative competition for analogue, digital and innovative Out of Home Media in Switzerland. The initial call for entries and first judging round for these new awards, which enjoy broad-based support from Outdoor Advertising Switzerland (AWS), are complete. The 34 finalists who made it to the shortlist have been announced – and a handful of them will come away with the most important awards the industry has to offer.

The independent jury of specialists, consisting of 14 figures from advertising, culture and design headed by chairman Christian Brändle (Director of the Museum für Gestaltung Zürich), considered and evaluated all of the competition entries. 'There are some true discoveries on the shortlist. The 34 nominees impressed the jury with qualities such as aesthetic idiosyncrasy, precise realisation of their marketing message, and artistic integrity,' says Christian Brändle.

The shortlist illustrates the wide range of clients and application areas covered by Out of Home Media. The selection – to name just a few examples – ranges from the vibrant 'Colori del Ticino' campaign from Ticino Turismo and the Pantone Color Institute to the large-format portraits of young filmmakers presented as visuals for the 57th Solothurn Film Festival; from the awareness campaign 'Daheim' for emergency shelter Nemo to 'The Rip', a motif in which Tamedia shows how its media professionals reveal the greater depth behind simple news images.

Announcement of winners

But the main question is: who will ultimately win the gold, silver and bronze awards as well as the overall award – chosen from among all the categories – for the 'Campaign of the Year'? The winners will be announced at the WOOHW! event on 13 September 2023 in Zurich, where they will receive their awards in front of around 500 guests.

Shortlist at a glance

See the separate overview of all nominated campaigns

Further information

www.woohw.ch



Information for media professionals

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Zurich, 13 July 2023