

Press release

Swiss Out of Home Award: expert jury announced – call for entries opens in March 2023

The AWS is looking forward to receiving numerous submissions in six categories for the newly created Swiss Out of Home Awards, which will be held at the WOOHW! industry event in Zurich from 13 September 2023. The jury consists of 14 leading experts. The call for entries will open in March 2023.

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 first time at the Stage One Event & Convention Hall in Zurich on 13 September 2023. The event will open with a specialist conference for registered guests followed by the Swiss Out of Home Awards presentation before an invited audience, and finally there will be a party.

Christian Brändle, Jury President and Director of the Museum für Gestaltung Zürich: “The major providers in the field of Out of Home Media have joined forces to launch a new, broad-based and national creative competition. The Swiss Out of Home Award brings together the best posters and the most promising ideas in digital outdoor advertising. A multilingual expert jury with representatives from culture, agencies, media planning and major advertising customers will select the best work of the year from all over Switzerland, which will be celebrated at the award ceremony in September.”

The expert jury

Christian	Brändle	Museum für Gestaltung Zürich	Direktor (Jury President)
Jonas	Eliassen	Havas AG	CEO
Melanie	Felder	AMAG Import AG	Head of Marketing Volkswagen Personenwagen
Elise	Gaud de Buck	Plates-Bandes	Visual Communication Designer
Pam	Hügli	Serviceplan Suisse AG	CEO & Partner
Michael	Kamm	Trio SA	CEO
Heike	Kammerer-Vercelli	Nestlé Suisse S.A.	Head of Marketing & Consumer Communication
Dennis	Lück	BrinkertLück Creatives	Owner & CEO
Monica	Märchy	Studio Way AG	Partnerin & Creative Guide
Dang	Nguyen	Credit Suisse AG	Global Head Strategy, Brand & Advertising
Marco	Rose	Mediatonic SA	Co-Owner & Head of Strategy
Jonas	Voegeli	Zürcher Hochschule der Künste	Head of BA Visual Communication
Manuel	Wenzel	TBWA Switzerland AG	Chief Creative Officer
Thomas	Wildberger	Prophet GmbH	Partner & Präsident ADC Switzerland

Six competition categories

Outstanding, intelligent, creative, ground-breaking and excellent analogue and digital Out of Home advertising campaigns are sought for the awards. Relevant and surprising ideas are encouraged. In addition to gold, silver and bronze in each category, a “Campaign of the Year” will be awarded as the overall winner.

- Culture
- Commercial National
- Commercial Local & Regional
- Digital Out of Home
- Out of Home Innovations
- Public Service

The registration platform will open in March

By the way, you don't have to be a major agency to stand out at the Swiss Out of Home Awards: entry to the competition is free of charge. The competition accepts analogue and digital campaigns that were created by an agency, graphic artist, individual, freelancer or company responsible for conception based in Switzerland or the Principality of Liechtenstein. From 1 March to 30 May 2023, work that has been displayed or broadcast between 1 January 2022 and 30 June 2023 can be submitted online. The shortlist will be judged and published in June. The winners will be announced at the award ceremony during the WOOHW! industry event on 13 September 2023.

All details on registration, the competition regulations and judging will be published from March on www.woohw.ch. Details on the WOOHW! industry event will follow later.

Information for media professionals

Nadja Mühleemann, Managing Director AWS
Tel. +41 58 220 70 71, office@ausserwerbung-schweiz.ch

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