

Press release

WOOHW! Conference 2025: successful brand management in turbulent times – with strong voices and a clear attitude

On 4 September 2025, Outdoor Advertising Switzerland (AWS) is hosting the WOOHW! Conference in Zurich followed by the award ceremony for the Swiss Out of Home Awards. This year, the focus will be on key questions relating to credibility, trust and attitude in brand management. Two inspiring keynotes by Dr Oliver Errichiello and Regula Bühler Fecker alongside a panel discussion provide inspiration on how brands can communicate authentically in the digital age in order to generate attention and at the same time win the trust of their target groups.

The WOOHW! Conference will begin at 4:30 p.m. in the Stage One Event & Convention Hall Zurich, with two distinguished voices from the industry kicking off the event. Prof **Oliver Errichiello** – brand sociologist, consultant and author of 25 specialist books – will talk about the importance of truthfulness in advertising. He says: “Brands lose relevance when they ignore reality – not when they aren’t as loud. In a world full of deception, truthfulness is the most radical form of advertising.” **Regula Bühler Fecker** is an influential figure on the Swiss communications scene. The two-time “Advertiser of the Year” has been advising companies as a strategist for over 25 years and breaks away from the usual conventions of well loved and trusted brands. She says: “I’m convinced that something else is important in our world in 2025.” She will reveal what exactly that is in her presentation.

Afterwards, the two will discuss key questions about brand management in the trade-off between over-stimulation, changing values and crisis of confidence together with other guests from the Swiss advertising industry. The panel discussion will be moderated by **Anna Kohler**, Editor-in-Chief of the Marketing & Kommunikation magazine. This will be followed by a networking drinks reception for in-depth discussions and chats with the speakers, panel guests and peers. The WOOHW! Conference and WOOHW! Award Night will be hosted by moderator and journalist **Bigna Silberschmidt**.

The Swiss Out of Home Award Ceremony will begin at 7 p.m., with the awards for the creators of the best works in five categories and the main prize of “Campaign of the Year” being handed out. A dinner party will round off the programme. Sponsors such as Setaprint AG, Richnerstutz AG, Burri Public Elements AG and Media Focus will stage special highlights, while “sax o’ conga” with singer **Tanja Dankner** will provide the soundscape.

Further information

www.woohw.ch/en/conference-2025

www.errichiello.de/en

www.lastrategiste.com/en

Information for media professionals

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