

Competition regulations

Swiss Out of Home Award 2026

1. Purpose

The "Swiss Out of Home Award" competition honors classical and innovative outdoor advertising campaigns that have been shown in public space throughout Switzerland.

2. Organizer of the competition

Organizer of the contest is AWS. AWS respectively the working project group commissioned by AWS is responsible for the preparation, implementation and for the communication of the competition's results. AWS therefore is in contact with advertising industry associations, the specialized press, and the media.

3. Conditions for admission

Eligible for the competition are posters in the format F4, F200, F400, F12, F24 as well as BigPoster, special implementations (3D, public transport, promotion, etc.) and spots, streamed on digital screens with a minimum size of 55".

The display must be visible on at least 10 officially bookable spaces and have a media value of at least CHF 2,500 net (excluding BigPoster and special implementations).

All advertising media are permitted that have been created by an agency, graphic designer, or a conceptual responsible company in Switzerland or in the Principality of Liechtenstein. Advertising material that has been designed abroad expressly and exclusively for Switzerland can also be submitted.

All outdoor advertising campaigns must have been posted or broadcasted in public space of Switzerland or the Principality of Liechtenstein.

An identical analog or digital campaign can only be submitted for one category.

4. Deadlines

Outdoor advertising campaigns that have been shown in public space between 1 July 2025 and 31 December 2026 can be submitted. Closing date is 30 November 2026 (changes will be communicated). The results of the competition will be announced in spring 2027.

5. Registration / Conditions of competition

The registration has to be made using the according form. Advertising materials have to be transmitted electronically within due time. The registration is made via online tool under www.woohw.ch. The required data have to be submitted to the specified addresses.

By registering for the competition, the participants accept the conditions formalized in these regulations. Objections to the jury's decisions are not possible.

6. Categories

When registering an outdoor advertising campaign for the contest, the category in which the advertising material shall be judged by the jury must be indicated.

The organizer of the competition checks if the campaign has been assigned to the correct category and reserves the right of a category change after consultation with the participant/s. The final decision concerning the category allocation is made by the jury.

Posters

- **"Commercial National"**
 Large poster campaigns with widespread national presence in at least ten cantons and/or in the five largest cities (Basel, Bern, Genève, Lausanne, Zürich). The posters must in any manner inform about companies, products, services, or events.

 At the request of the organizer, a proof of display must be provided. The aim is to ensure that the "national broadcasting" requirement, which is intended to demonstrate the national advertising impact of the campaign, is met. In case of doubt, the jury president decides whether the campaign is rated «Commercial National» or «Commercial Local and Regional».
- **"Commercial Local and Regional"**
 Poster campaigns of local and/or regional importance. The posters must in any manner inform about companies, products, services, or events.
 Upon request by the organizer, a proof of posting must be provided.
- **"Public Service"**
 Posters of charities, politics, and public-law institutions.
- **"Culture"**
 Posters for cultural institutions or events, such as theaters, museums, exhibitions, or festivals.
 Upon request by the organizer, a proof of posting must be provided.

Digital

- **"Digital Out of Home"**
 Digital advertising media with animation picture/text. Streamed on at least 55 inches.

Special implementations, e.g. innovative 3D implementations or advertising on public transport in the field of commercial outdoor advertising can be submitted in the categories listed.

7. Judging criteria

The jury judges on the basis of the following criteria:

- Originality of the concept
- Novelty
- Innovation
- Striking implementation of the message
- Communicative sustainability
- Graphic and creative design
- Typography

8. Jury

The jury consists of about 14 members, including the jury president. All jury members preferably have a direct relation to outdoor advertising in their professional activity. The jury president and the organizer of the competition regularly replace current jurors with new ones. The list of the jury members is published with the announcement of the contest.

The jury negotiations will be held in camera. Media representatives may be invited to the jury session. They, as well as the jurors, have to maintain silence concerning the results until publication of the latter.

9. Awards

The jury issues a shortlist. After viewing the submitted creations, the jury decides how many subjects will be selected per category.

Gold, silver, and bronze awards will be handed out in the following categories:

- "Commercial National"
- "Commercial Local and Regional"
- "Public Service"
- "Culture"
- "Digital Out of Home"

For all categories, the kind and number of awards will be determined on the jurors' day.

The prize "Campaign of the Year" is awarded to one of the competition's gold winners.

The jury and the organizer of the "Swiss Out of Home Award" reserve the right to hand out special awards and to merge categories.

The winning campaigns and selected nominated campaigns can be included in the collection of the Museum für Gestaltung Zürich. By participating in the Swiss Out of Home Award, the agency and/or the graphic design office agree to this and transfers to the museum the rights of use to the subject in question for exhibitions (the museum's own and on loan), releases (such as publications and websites) and for documentation purposes. It also ensures that no third-party rights in any way restrict the transfer of the rights of use to the winning campaign. Insofar as registration requirements exist (e.g. trademark, design or patent rights), the participants undertake to take all steps to ensure that the Museum für Gestaltung can make full use of the outstanding campaign for the above-mentioned rights of use. The granting of the rights of use is exclusive and is unlimited in time and place. The moral rights pursuant to Art. 9 para. 1, 11 and 15 of the Swiss Federal Copyright Act (CopA) shall remain with the creators.

10. Awards ceremony

The awards ceremony takes place at the WOOHW! event.

11. Communication

AWS ensures adequate communication in the specialized and daily press. The contest results will be documented and published on the WOOHW! website.

The organizer of the competition is authorized to communicate about all the submitted campaigns in text and picture (among others also at the WOOHW! event), irrespective of whether the concerning campaign has received an award or not.

12. Costs

Participation in the competition is free of charge. AWS bears all costs for the planning, organization, and realization of the contest. In case of a nomination, the agencies are asked to hand over a maximum of 5 copies of the nominated poster at their own expenses for the WOOHW! event as well as for possible exhibitions of AWS and for documentation purposes to the Museum für Gestaltung Zürich.