

Press release, 20 October 2026

Meet the Swiss Out of Home Awards jury

With new and familiar faces on the jury, a new event location and a new host, the Swiss Out of Home Awards are entering the next round fresh and revitalised. On 4 March 2027, the Swiss communications industry will meet at KINOKONI in Zurich to honour the country's most outstanding posters and ads. Two new members, Oliver Schönfeld and Arjun Gilgen, are joining the 14-member expert jury, while journalist Jennifer Bosshard will host the WOOHW! event.

Participating in Switzerland's largest creative competition for analogue and digital Out of Home Media puts creative achievements centre stage. Submitting a campaign boosts your work's reputation and puts it before a high-profile jury of experts. *Christian Brändle*, Jury President and Director of the Museum für Gestaltung Zürich, explains: "Excellent Out of Home Media needs more than visibility: it requires an idea that is surprising, visually compelling and develops a distinct presence. The competition demonstrates how diverse and relevant these designs can be in public spaces today."

Expert jury: who's coming and who's going

The expert jury, whose membership changes every year, consists of 14 representatives from the culture and media planning sectors, as well as advertising clients, agencies and creatives. *Stefan Hürlemann*, Skala Design GmbH, and *Elise Gaud de Buck*, Plates-Bandes, are stepping down from the jury in 2026, while two new personalities, *Oliver Schönfeld*, TWmedia, and *Arjun Gilgen*, Skala Design GmbH, will take their places.

Christian	Brändle	Museum für Gestaltung Zürich	Director (Jury President)
Nathalie	Diethelm	House of Communication	CEO
Lukas M.	Dittmer	IKEA AG	Integrated Media Manager
Jonas	Eliassen	Havas AG	CEO
Arjun	Gilgen	Skala Design GmbH	Co-founder/creative director
Michael	Kamm	Kamm Unik	Founder
Heike	Kammerer-Vercelli	Nestlé Suisse S.A.	Head of Marketing & Consumer Communication
Antonia	Lepore	Axa Switzerland	CMO/Head of Marketing
Marco	Rose	Mediatonic SA	Co-Owner & Head of Strategy
Oliver	Schönfeld	TWmedia The whole Media AG	Managing Director
Julian	Stauffer	MONA AND MATEO	Creative Director
Jonas	Voegeli	Zurich University of the Arts	Head of BA Visual Communication
Manuel	Wenzel	TBWA\ Switzerland AG	Chief Creative Officer
Thomas	Wildberger	Founder	Owner & President of ADC Switzerland

With this diverse panel, the expert jury brings together different perspectives, laying the groundwork for an independent, well-founded evaluation of the best Campaign of the Year in Swiss Out of Home Media.

About the WOOHW! industry event

On 4 March 2027, Zurich will be the dazzling hub for Swiss Out of Home Media. WOOHW! brings together important minds, creative ideas and exciting topics at KINOKONI. The event, organised by AWS, combines a specialist conference with an award night. The highlight is the Swiss Out of Home Awards, which recognises outstanding work in five categories. The evening will be hosted by moderator and journalist Jennifer Bosshard. Afterwards, the conversation will continue over dinner, drinks, music and relaxed networking.

Organisers and sponsors

WOOHW! is organised by AWS members APG | SGA and Goldbach Neo.

Sponsors include Setaprint, Richnerstutz and Media Focus.

The media partner is m&k, the magazine for marketing and communications.

Image captions

Jury members from top left to bottom right: Christian Brändle, Nathalie Diethelm, Lukas Maximilian Dittmer, Jonas Eliassen, Arjun Gilgen, Michael Kamm, Heike Kammerer-Vercelli, Antonia Lepore, Marco Rose, Oliver Schönfeld, Julian Stauffer, Jonas Voegeli, Manuel Wenzel, Thomas Wildberger

Find out more

www.woohw.ch

Information for media professionals

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