

Press release

These are the 27 campaigns on the shortlist for the 'Swiss Out of Home Award'

The initial call for entries and first judging round for the Swiss Out of Home Awards, sponsored by Outdoor Advertising Switzerland (AWS), is complete. The 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 winners of the five categories and the 'Campaign of the Year' will remain under wraps until the grand awards ceremony at the WOOHW! industry event on Thursday, 4 September 2025.

The jury of specialists, consisting of 14 figures from advertising, culture and design, considered and evaluated a total of 154 competition entries. The shortlist of 27 nominated campaigns has now been drawn up. These campaigns impress in five categories, including originality of the idea, novelty, striking implementation of the advertising message, lasting communicative impact and graphic and design quality. The shortlist illustrates the wide range of clients and application areas covered by Out of Home Media. Just to name two examples: the relocation campaign for Haus Konstruktiv with its new floor plan ("Our move is taking shape") or, in contrast, the realistic-looking monkey tearing down the façade of a multi-storey car park on the mega poster for Swisscom's insurance campaign ("Swisscom Sure Gorilla").

The final of the 'Campaign of the Year'

Everyone wants to know who will ultimately win the gold, silver and bronze awards and who will win the top prize across all categories for the 'Campaign of the Year'. The winning works and their creators will be honoured at the WOOHW! event on 4 September 2025, at a special ceremony in Zurich in front of around 500 invited guests.

Further information

For the shortlist, see the separate overview of all nominated campaigns (PDF) or go to www.woohw.ch

Information for media professionals

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