

Press release

Call for entries for the Swiss Out of Home Award 2026: the submission period is now open

The Swiss Out of Home Award is entering its next round: on 1 September 2026, the submission platform will open for campaigns from throughout Switzerland and Liechtenstein. To be in with a chance of winning a coveted award, OOH designs (posters and/or ads) must be submitted online by 30 November 2026 at the latest.

By participating, creatives and clients have the opportunity to present their work to a national expert audience and have it judged by an independent, high-calibre jury. Analogue and digital OOH campaigns created in Switzerland or Liechtenstein are eligible. The competition is free to enter and offers visibility, recognition and the chance to win one of the most prestigious awards in the Swiss communications industry.

Shortlist and award

At the end of the submission phase, the expert jury will evaluate all entries. The 14 jury members from the worlds of advertising, design and culture will determine the shortlist. The nominated teams will be invited to the award ceremony on 4 March 2027 at the Koni cinema in Zurich. There, individual category winners will be presented with gold, silver and bronze trophies – culminating with the top award, the "Campaign of the Year".

Industry event and party

The Swiss Out of Home Award will be presented on 4 March 2027 as part of the WOOHW! industry event in Zurich. Around 200 invited guests can first enjoy a compact specialist section, after which the best campaigns will be honoured at the awards ceremony. The event concludes with a dinner party offering plenty of opportunities for exchange and networking.

Important submission dates

All OOH work displayed during the following period is eligible for the competition: 1 July 2025 to 31 December 2026

Deadline for entries: 30 November 2026

Judging of the shortlist: 8 December 2026

Announcement of the shortlist: End of January 2027

Award ceremony: 4 March 2027

Information

Registration: www.woohw.ch/en/wettbewerb

Expert jury: www.woohw.ch/en/sooha-jury

Newsletter: <https://www.woohw.ch/en/newsletter-anmeldung>

Information for media professionals

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