

Press release embargoed until 8:00 pm on 19 September 2024

Here are the Swiss Out of Home Award winners – “Werbung naja, Zins gut” by Bank Cler named best campaign of the year

Fifteen winning analogue and digital projects received the gold, silver and bronze Swiss Out of Home Award. In addition, Bank Cler’s “Werbung naja, Zins gut” campaign received the main prize, “Campaign of the Year”. The Swiss Out of Home Award is the largest creative competition for analogue, digital and innovative Out of Home Media in Switzerland. A total of 163 projects were submitted, 30 of which were nominated by the jury. The award ceremony took place as part of the WOOHW! industry event, organised by AWS and supported by APG | SGA, Goldbach Neo and Horizon.

The independent expert jury consisting of 14 well-known figures from advertising, culture and design announced the 15 winning campaigns and presented the gold, silver and bronze Swiss Out of Home Awards on 19 September 2024 at an awards night at StageOne Event & Convention Hall Zurich. The outstanding gold winners illustrated the wide range of applications covered by Out of Home Media: from the VBZ’s personnel campaign for over-50s (in the “Public Service” category), to the summer campaign “Cool down in the Museum” (“Culture” category) for Museum Haus Konstruktiv, to the subscription campaign (“Commercial Local & Regional” category) for the weekly newspaper WOZ. Bank Cler’s “Werbung naja, Zins gut.” campaign won the main prize “Campaign of the Year”, along with gold in the “Commercial National” and “Digital Out of Home” categories. In no category was the bar as high as in the Out of Home Innovations category. “Unfortunately, no project in this category was deemed worthy of an award by the jury in the current year,” explained Christian Brändle, jury president and director of the Museum für Gestaltung Zürich.

Supporting programme with keynote address and podium discussion

The conference preceded the WOOHW! industry event. The specialist section began in the afternoon with keynotes from Gesa Lischka (Partner & Managing Director of Kochstrasse – agency for brands GmbH) and Prof. Lutz Jäncke (neuropsychologist and cognitive neuroscientist, University of Zurich). The ensuing panel discussion featured Antonia Lepore (CMO of Axa Schweiz), Oliver Schönfeld (Managing Director of TWmedia, The whole Media AG), Stefan Vogler (lecturer and Head of Degree Programme at CAS Marketing Communications, HWZ) and Gesa Lischka. The panel was moderated by Johannes Hapig (co-editor-in-chief of m&k and media sponsor). Tanya König (journalist and TV host) hosted the entire event. Sponsors such as Setaprint AG, Richnerstutz AG, Burri Public Elements AG and Media Focus provided memorable moments with interactive presentations, while the dinner and party’s sound was provided by HP3, a mobile trio consisting of a saxophone, double bass and minimal drumset. Over 350 invited guests enjoyed the good-humoured, celebratory atmosphere long into the night.



Winners at a glance

See separate overview of all the award-winning campaigns (PDF) and a photo of the Campaign of the Year winner (JPEG)

Information and downloads

www.woohw.ch and www.woohw.ch/news-download

Information for media professionals

Nadja Mühleemann, Managing Director AWS

Tel. +41 58 220 70 71, office@ausserwerbung-schweiz.ch

Zurich, 19 September 2024