

Press release January 30, 2019

Swiss Poster Award 2018 shortlist: broader range of submissions and 34 campaigns nominated

The Swiss Poster Award is one of the biggest competitions for creative commercial communication in analogue, digital, and innovative advertising in Switzerland. It recognizes outstanding creativity, emphasizes the value of design, and underscores the importance of Out of Home advertising. Winners will receive their awards at the “APG|SGA Poster Night” on March 7, 2019. The shortlist has already been finalized: 34 of the campaigns nominated have seen off the competition from a total of 330 contributors and – even before any prizes are awarded – are regarded as being among the best creations of 2018.

Last December, under jury president Christian Brändle, an independent specialist jury consisting of 21 seasoned professionals from the worlds of advertising, culture, and design evaluated a total of 330 Out of Home advertising campaigns submitted. On the jury for the first time were Yvan Piccinno (Y&R Group Switzerland) and multi-award-winning graphic artist Paula Troxler (PANK). Thirty-four contributions stood out for the jury, thanks to elements such as their originality, the expression of their message in poster form, and the quality of their design execution. These contributions were shortlisted and nominated in six competition categories for the Swiss Poster Award 2018. The extension of the “Poster Innovations” category to include “Out of Home Innovations” has broadened the range of entries, as all Out of Home formats and technologies are now eligible to compete.

Awards ceremony and exhibition

The winners of the gold, silver, and bronze Swiss Poster Awards as well as the overall winner across all categories, “Poster of the Year,” will be announced on March 7, 2019, at the “APG|SGA Poster Night” in Halle 622, Zurich Oerlikon. The ceremony will be hosted by Swiss presenter Alexandra Maurer. She will present the finalists and hand the awards over to the winners together with the specialists from the jury. This year once again, the audience will be able to enjoy the innovative stage design produced by Marcello Weiss and his team. In addition, the winning entries will be shown at the graphic design and technology festival “grafikSchweiz19.”

Nominees at a glance

Category	Campaign	Agency	Client
Commercial National	Ex Libris: Mehr Buch fürs Geld	Ruf Lanz AG, Zürich	Ex Libris
	Migrol Car Wash: Autos wie Ming-Vasen	Ruf Lanz AG, Zürich	Migrol Car Wash
	50 Years of Big Mac	TBWA Zürich	McDonald's Suisse Restaurants Sàrl
	OLMA Plakate 2018	VITAMIN 2 AG	OLMA Messen St.Gallen
	SPIELEN STATT GAMEN	Wirz Communications AG	Migros-Genossenschafts-Bund
	WoZ-App, Karin Keller-Sutter	Leo Burnett Schweiz AG	WOZ, die Wochenzeitung
Commercial Regional	Al Mulinetto – The fine art of drinking	Process Brand Communications	Al Mulinetto
	Hiltl: Ein Stück Zürcher Geschichte“	Ruf Lanz AG, Zürich	Hiltl
	Hiltl: Letztlich steckt in jedem ein Vegetarier	Ruf Lanz AG, Zürich	Hiltl
	Hiltl: Prozente für Studis	Ruf Lanz AG, Zürich	Hiltl

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	Für überdurchschnittliche Leser	Scholz & Friends	Neue Zürcher Zeitung
	Alles hängt irgendwie zusammen.	thjnk Zürich	Bio Suisse
Public Service	TIR: Manche Tiere werden wie Müll behandelt	Ruf Lanz AG, Zürich	Tier im Recht (TIR)
	Suva: Sprint-Treppe	Ruf Lanz AG, Zürich	Suva
	VBZ: Besetzte Parkhäuser	Ruf Lanz AG, Zürich	VBZ
	KEINE LUFT	Spinas Civil Voices	Lungenliga Schweiz
	Arbeitgeberkampagne IV-Stellen	tbd.AG	SVA Zürich
	Alle sind gleich. Niemand ist gleicher.	thjnk Zürich	Pro Infirmis
Culture	LES ÉTÉS D'YVERDON	Atelier Poisson	Ville d'Yverdon-les-Bains
	Animal Farm	Atelier Stephan Bundi	TOBS Theater Orchester Biel Solothurn
	Les Fès du Rhin (Die Rheinnixen)	Atelier Stephan Bundi	TOBS Theater Orchester Biel Solothurn
	The Roommate	Atelier Stephan Bundi	TOBS Theater Orchester Biel Solothurn
	Meret Oppenheim	Serviceplan Suisse AG	Fine Books
	Social Design	studio marcus kraft	Museum für Gestaltung Zürich
Out of Home Innovations	Reflektierende Tourismuswerbung: Willkommen im Kanton Schwyz	Clavadetscher Gestaltung für Kultur und Wirtschaft	Amt für Wirtschaft Kanton Schwyz
	MIGROS greets MIGOS am Open Air Frauenfeld	Just Live AG	Migros
	Häng dich rein	thjnk Zürich	Edelweiss Air AG
	Happy Scanner	Y&R Wunderman AG	Selfnation/RealLook AG
Digital Out of Home	STOP - gegen die willkürliche Überwachung von Versicherten	neoactio	Referendum gegen Versicherungsspione
	Al Mulinetto- the fine art of drinking	Process Brand Communications	Al Mulinetto
	Persönlich: Anagramme	Ruf Lanz AG, Zürich	persönlich Verlags AG
	Gemeinsam für eine bessere Welt.	Spinas Civil Voices	Brot für alle und Fastenopfer
	Arbeitgeberkampagne IV-Stellen	tbd.AG	SVA Zürich
	Gemeinsam mit HIV leben	TKF	Aids-Hilfe Schweiz

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Information

The Swiss Poster Award sets the benchmark for poster design in Switzerland. The competition documents the diversity, creativity, and power of Out of Home advertising. www.swissposteraward.ch #swissposteraward

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About the Swiss Poster Award

Switzerland's most important poster competition sets out to encourage inspiration, creativity and craftsmanship, the features shared by the Award winners at the APGISGA Poster Night. The Swiss Poster Award underscores the importance of Out of Home advertising in intermedia competition and recognizes the high quality of the design work. Both classical and digital Out of Home media are a compelling, cost-efficient and high-impact creative platform. APGISGA is the organizer and sponsor of the competition. APGISGA is responsible for running the competition and communicating its results. It also liaises with advertising industry associations, trade press and the media.