



Media release 13.03.2020

Swiss Poster Award: the best Swiss posters of 2019

Of the 36 campaigns nominated, 18 were presented with Swiss Poster Awards – and the vegetarian "Kein Tier im Visier" (Don't shoot me) campaign was also awarded the accolade of "2019 Poster of the Year". Given the special situation in Switzerland, the gold, silver and bronze trophies will be personally presented to the winners in the next few days. The APG|SGA Poster Night was not held because of the spread of the coronavirus.

The "2019 Poster of the Year" award went to the vegetarian Hiltl restaurant for the well-judged "Kein Tier im Visier" (Don't shoot me) campaign, created by the Ruf Lanz advertising agency just in time for the opening of the hunting season. "The subject brilliantly sums up the attitude linking all Hiltl campaigns: our enjoyment ought not to be at the expense of other living creatures", says Christian Brändle, Chairman of the Jury and Director of the Museum für Gestaltung Zürich (Zurich Design Museum). Ruf Lanz secured no fewer than 14 of the 36 finalist nominations, and the agency won a total of seven prizes in various categories.

The "Poster of the Year" prize was awarded personally last night

The rapid spread of the coronavirus led the Federal Council to class the situation in Switzerland as "extraordinary". The authorities recommended avoiding events placing large numbers of people in closed spaces. For safety reasons the APG|SGA Poster Night on 12 March 2020 in Halle 622 in Zurich Oerlikon was accordingly cancelled. Markus Ehrle, CEO of APG|SGA, expressed his regret, explaining: "Responsibility for people's health takes precedence. We did not want to expose the invited guests to the danger of infection, so – with heavy hearts – we cancelled the event." But neither he nor Christian Brändle, chairman of the jury, was willing to give up the role of presenting the "Poster of the Year" award in person. Last night in Zurich the "Poster of the Year" award was accepted by Patrick Becker and Rolf Hiltl (both Hiltl) and Markus Ruf, Mario Moosbrugger and Isebel Hauser (both Ruf Lanz). The award was presented in person by Christian Brändle (chairman of the jury and Director of the Museum für Gestaltung Zürich) and Markus Ehrle (CEO, APG|SGA). The other trophies – in gold, silver and bronze – will be presented to the winners in the coming days.

Even with no presentations in front of an audience, the 2019 Swiss Poster Award – with over 300 entries submitted – is a major contest, offering bold and creative figures in the advertising industry a platform for outstanding performance: new ideas, innovative Out of Home formats, graphic design. The victorious campaigns show how impactful and impressive the "poster" medium is.

Further information

Swiss Poster Award 2019: For details and images of the winning entries, see apgsa.ch/swissposteraward/winners
Swiss Poster Award 2020: The next competition is open for entries at swissposteraward.ch

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All the winners at a glance

Category	Campaign	Agency	Client
Poster of the Year	Kein Tier im Visier	Ruf Lanz, Zürich	Hiltl, Zürich
Gold			
Commercial National	The art of delivering art	Ruf Lanz, Zürich	Welti-Furrer Fine Art AG
Commercial Local and Regional	Kein Tier im Visier	Ruf Lanz, Zürich	Hiltl, Zürich
Public Service	Eins mit Einsamen	Spinas Civil Voices	Heilsarmee
Culture	Samuel Blaser Quartet	Niklaus Troxler, Willisau	bau 4, schaerholzbau ag
Digital Out of Home	Airplane mode	Havas Village Genève	CANAL+ Switzerland
Out of Home Innovations	Retard Gagnant	Havas Village Genève	CANAL+ Switzerland
Silver			
Commercial National	Swiss Life Markenauftritt 2	Ruf Lanz, Zürich	Swiss Life
Commercial Local and Regional	Powerpoint-Landschaften	Ruf Lanz, Zürich	Seminarhotel Hof de Planis, Prattigau
Public Service	ABBA	Ruf Lanz, Zürich	Verkehrsbetriebe Zürich VBZ
Culture	Jazz Festival Willisau 2019	PANK	Jazz Festival Willisau
Digital Out of Home	Innerschweizer Filmpreis	Erich Brechbühl [Mixer]	Albert Koechlin Stiftung
Out of Home Innovations	Protect and conserve all marine wildlife	Serviceplan Suisse AG	Sea Shepherd Switzerland
Bronze			
Commercial National	Sortimentskampagne 2	Digitec Galaxus AG (InHouse)	Galaxus
Commercial Local and Regional	Al Mulinetto	Farner Consulting	Al Mulinetto, Gordola
Public Service	Ja zum Waffengesetz	KSP Krieg Schlupp Partner	SP Schweiz
Culture	Terminkalender	Ruf Lanz, Zürich	Museum Haus Konstruktiv, Zürich
Digital Out of Home	Antiquariats-Messe mit Staraufgebot	Serviceplan Suisse AG	Vereinigung der Buchantiquare und Kupferstichhändler in der Schweiz
Out of Home Innovations	Here comes the sun.	Publicis Zürich	Swiss

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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 APG|SGA 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. APG|SGA is the organizer and sponsor of the competition. APG|SGA is responsible for running the competition and communicating its results. It also liaises with advertising industry associations, trade press and the media.