

The best Swiss poster of 2017 – the title of “Poster of the Year” goes to the “Social Contacts” campaign

The “Social Contacts” campaign has been crowned Poster of the Year 2017 at the Swiss Poster Award ceremony. The expert jury presented a total of 15 awards in six categories. The winners received their prizes at the Poster Night in Zurich on 8 March 2018, to which around 300 guests were invited.

This year, the title of “Poster of the Year” goes to the “Social Contacts” poster created by the Ruf Lanz advertising agency for Autism Forum Switzerland. The awareness campaign for people with autism spectrum disorder is based on the idea of images of enemy animals, which were painted in fine detail onto hands. They impressively show what the headline describes: “Social contact can be terrifying for people with autism.” This clever implementation demonstrates perfectly how effectively a traditional poster can campaign for more mutual understanding – as long as it is backed up with the right creative idea.

The competition received 230 entries altogether. Out of the 28 nominees, 14 campaigns were chosen by the 20-strong expert jury to receive a Swiss Poster Award in gold, silver or bronze. The winners of the Swiss poster competition stood out in particular due to their wordplay, outstanding craftsmanship and innovative implementations.

The awards were celebrated at a gala in the Samsung Hall, with TV and radio presenter Alexandra Maurer guiding around 300 invited guests through the evening. The fascinating stage show created by Marcel Weiss and his team featured poster images projected highly accurately onto mobile poster media using new 3D mapping technology. Once the prizes had been given out, the audience rounded out the APG|SGA Poster Night 2018 with a dinner party until midnight.

Details of all the winners and nominees can be found below www.apgsga.ch/swissposteraward/winners

The best Out of Home campaigns of 2017

Category	Client	Campaign	Creative agency
Poster of the Year	Autism Forum Switzerland, Adliswil	Social Contacts	Ruf Lanz Werbeagentur AG, Zurich

Gold

Category	Client	Campaign	Creative agency
Commercial National	Digitec, Zurich	Digitec Community	Digitec Galaxus AG (InHouse), Zurich
Commercial Regional	Hiltl, Zurich	Benachteiligte bevorzugt	Ruf Lanz Werbeagentur AG, Zurich
Public Service	Autism Forum Switzerland, Adliswil	Social Contacts	Ruf Lanz Werbeagentur AG, Zurich
Culture	TOBS Theater Orchester Biel Solothurn, Biel	Terror	Atelier Bundi AG, Boll
Poster Innovations	Edelweiss Air AG, Zurich	Edelweiss Nonstop	thjnk Zürich AG, Zurich Media agency: ACE2ACE outdoor media ag

Digital Out of Home	JUSO Stadt Luzern, Lucerne	Ja zu einem lebendigen Inseli	Erich Brechbühl [Mixer], Lucerne
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Silver

Category	Client	Campaign	Creative agency
Commercial National	Ex Libris AG, Dietikon	Mehr Buch fürs Geld	Ruf Lanz Werbeagentur AG, Zurich Media agency: the Generation Media AG, Zurich
Commercial Regional	SMH Verlag AG – Schweizer Monat, Zurich	Schweizer Monat – Backwords	Havas AG, Zurich
Public Service	Lungenliga Schweiz, Bern	KEINE LUFT	Spinas Civil Voices, Zurich
Culture	TOBS Theater Orchester Biel Solothurn, Biel	Der Chinese	Atelier Bundi AG, Boll

Bronze

Category	Client	Campaign	Creative agency
Commercial National	McDonald's Suisse Restaurants Sàrl, Crissier	McDonald's App	TBWA\Zurich, Zurich Media agency: OMD Schweiz AG, Zurich
Commercial Regional	Hiltl, Zurich	Letztlich steckt in jedem ein Vegetarier	Ruf Lanz Werbeagentur AG, Zurich
Public Service	Verkehrsbetriebe Zürich VBZ, Zurich	Modellauto-Bausatz	Ruf Lanz Werbeagentur AG, Zurich
Culture	Solothurner Filmtage, Solothurn	52. Solothurner Filmtage	Raffinerie, Zurich

Image download (high resolution)

<http://media.pprmediarelations.ch/Projekte/Maerz+2018/APGSGA+PosterNight+2018>

Information

www.swissposteraward.ch

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About the company

APG|SGA Allgemeine Plakatgesellschaft AG is Switzerland's leading out-of-home advertising company. Specializing in digital and analogue posters and special advertising formats at busy locations on the street, in train stations, in shopping centres and at points of interest, APG|SGA and its associated segment brands Airport, Interaction, Mega Poster, Mountain, Rail, Traffic and Promotion cover all areas of out-of-home advertising, representing quality and tradition combined with innovation. Over 540 employees ensure a lasting impression when communicating with their customers, the authorities and the advertising industry. They manage poster spaces and displays throughout Switzerland with great care, environmental responsibility and precision.