



Press release 15/10/2020

Swiss Poster Award: seeking the best campaigns of 2020

The major poster competition for the Swiss Poster Award is now open: creative individuals, agencies and companies can submit their campaigns for consideration until 30 November 2020. Participation is free and takes place online at www.swissposteraward.ch. With six categories, there is plenty of scope for artistic creativity. The competition is open to any campaigns or visual material designed for Switzerland and the Principality of Liechtenstein and displayed in public spaces in 2020.

The Swiss Poster Award recognises design and creative work and is Switzerland's most important competition for analogue and digital out of home advertising. It highlights the specific strengths of the "poster" medium and its increasing significance in comparison with other media, recognises outstanding design and the use of out of home media, and is the most effective way of drawing attention to a campaign.

The six categories

1. *"Commercial National"*
Nationwide poster campaigns with posters displayed in at least 10 cantons and/or the five biggest cities (Basel, Bern, Geneva, Lausanne, Zurich).
2. *"Commercial Local and Regional"*
Posters with local and/or regional character and significance.
3. *"Public service"*
Posters for charities, political organisations and public service institutions.
4. *"Culture"*
Posters for cultural institutions or events, such as theatres, museums, exhibitions and festivals.
5. *"Out of Home Innovations"*
New ideas and formats in the field of commercial out of home advertising.
6. *"Digital Out of Home"*
Digital advertising media with moving text/images. Played on large format screens (at least 70 inches).

Nomination and awards

Campaigns may be submitted at www.swissposteraward.ch until 30 November 2020. The works will then be nominated by a top-class jury of 20 renowned advertising, culture and design experts. The winners will be announced on 11 March 2021. Traditionally, the awards are presented at the "APG|SGA Poster Night" event in front of a large audience and duly celebrated with a dinner party. The arrangements for the 2021 awards ceremony will be decided at a later date (depending on how the COVID-19 situation develops).

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About the Swiss Poster Award

Switzerland's most important poster competition promotes inspiration, creativity and technical skill, which are combined in the posters commended at the APG|SGA Poster Night. The Swiss Poster Award highlights the significance of out of home advertising in the intermedia competitive environment and recognises the high quality of the design work. Whether in a classic or digital format, out of home media impresses as a platform for creative work thanks to its cost-effectiveness and impact. This competition is organised by APG|SGA. APG|SGA is responsible for both running the competition and announcing the results, and maintains appropriate contact with the advertising industry associations, the advertising press and the media.