



Press release 10.10.2017

## Swiss Poster Award 2017: last call for entries

**Final opportunity to take part in Switzerland's most important Out of Home advertising competition. Agencies, creatives and companies still have until 30 November 2017 to submit their entries in the six categories of the Swiss Poster Award 2017. The Award winners will be decided by a twenty-member jury drawn from the worlds of advertising, the arts and design, and the presentations will be made at the APG|SGA Poster Night.**

The Swiss Poster Award is Switzerland's biggest annual competition for creative analogue and digital Out of Home advertising («[Schweizer Kreativranking 2018](#)»), recognizing outstanding achievements and underscoring the growing importance of posters in an inter-media comparison. The award ceremony will take place on 8 March at the APG|SGA Poster Night, which is to be held in the Samsung Hall near Zurich. Judging will take place beforehand, on 12 December 2017, under the chairmanship of **Christian Brändle** (Director of the Museum of Design, Zurich) at the Toni-Areal. New on the jury this year is **Pascal Schaub** (Head of Umbrella Brand Marketing at the Federation of Migros Cooperatives). He replaces longstanding member **Thomas Truttmann** (Managing Director, Compass Group).

### Entering online

Agencies, creatives and companies still have until 30 November 2017 to submit entries for the competition. Any campaign that was created for Switzerland and has been visible in public spaces during 2017 is eligible to take part. [Entries](#) can be submitted online, and there is no fee for taking part. In each of the six categories, the twenty-member expert jury will select submissions that demonstrate inspiring ideas, strength and innovation, have strong emotional appeal or even challenge convention. The judges will also consider the way in which the advertising message has been translated into poster form, communicative sustainability and graphic execution.

### The six categories

1. *Commercial National*  
Major nationwide poster campaigns providing information about products, services or events. Posters must be present in at least ten cantons and/or Switzerland's five biggest cities (Basel, Bern, Geneva, Lausanne and Zurich).
2. *Commercial Local and Regional*  
Locally and/or regionally significant small- or medium-scale poster campaigns providing information about products, services or events.
3. *Public Service*  
Posters of charitable organizations, political organizations and public-sector institutions.
4. *Culture*  
Posters for cultural institutions or events, for example theatres, museums or festivals.
5. *Poster Innovations*  
New ideas based on the poster and bookable panels.

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### 6. *Digital Out of Home*

. Digital advertising media with animation (picture/text). Played on at least 70 inches.

### Registration, previous winners and Poster Night photos/videos

[www.swissposteraward.ch](http://www.swissposteraward.ch)

### The jury

[www.apgsga.ch/jury](http://www.apgsga.ch/jury)

### Social media

#swissposteraward2017 #posternight2018 #apgsga

### Contact

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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.