

Press release 28/01/2021

## Swiss Poster Award 2020 shortlist: despite everything, a strong year with many entries and 34 outstanding nominated campaigns

The Swiss Poster Award is the largest creative competition in commercial communication for analogue, digital and innovative outdoor advertising in Switzerland. It honours design and creative work, highlights the specific strengths of the 'poster' medium and its significance in comparison with other media, and recognises outstanding design and the use of out of home media. Despite COVID-19 restrictions, the 2020 cohort impressed the jury, with 34 campaigns nominated. The winners will be announced on 11 March 2021.

The independent jury of specialists, consisting of 20 figures from advertising, culture and design headed by chairman Christian Brändle (director of the Museum für Gestaltung Zürich), evaluated more than 150 competition entries. The shortlist for the Swiss Poster Award 2020 comprises 34 campaigns. They impressed the jury with their originality, the implementation of their advertising messages and their design. A striking feature of the 2020 display year was the expressive and linguistic power of the campaigns, which made observers look – and think. An increasing number of campaigns were executed digitally, thus providing dynamism. And the 'Out of Home Innovations' category proved once more that there are no limits to what outdoor advertising can do. The shortlist illustrates the wide range of clients and application areas covered by out of home media, including major Swiss bank UBS, Solothurn's film festival and electrical wholesaler Otto Fischer.

### Announcement of winners

The winners chosen from the shortlist for the Swiss Poster Awards 2020 will be communicated on 11 March 2021. Naturally, everyone wants to know who will be the overall winner, the 'Poster of the Year 2020'. The winner of the sought-after main prize will not be announced in the usual way, with COVID-19 restrictions ensuring that, like last year, the traditional 'APG|SGA Poster Night' will unfortunately not be taking place.

### Shortlist at a glance

See an overview table of all nominated campaigns (PDF)

The nominated campaigns can be seen on social media platforms until the winners are announced:

#swissposteraward #posternight

### Further information

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

### Contact

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### **About the Swiss Poster Award**

Switzerland's most important poster competition promotes inspiration, creativity and technical skill, qualities that the commended posters combine. 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.