

YUH

Instagram Advent Calendar 2026

24 Advent calendar windows. 24 works of art. For 24 days in December, an illustrated winter building becomes Yuh's Advent calendar.

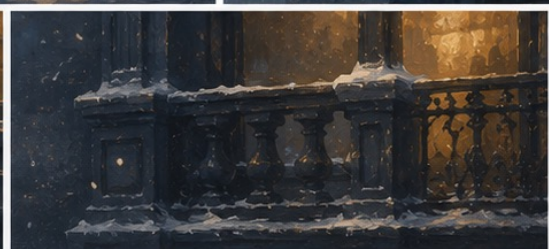
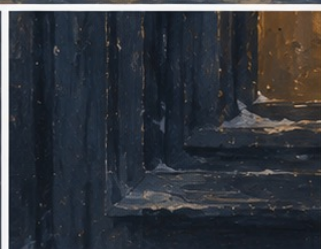
How it works

Each day, a new window comes to life on Yuh's Instagram feed, revealing a small story inspired by the month of December: giving, sharing, planning, saving, celebrating, and looking ahead to what's next. Each window captures a different moment that Yuh can naturally be part of.

On 24 December, the
entire building
is revealed on
the feed.

Twenty-four individual stories come together to
create a complete picture of December with Yuh.







One building. 24 stories.

Each window represents a moment that the Yuh app can be part of.

The stories naturally move between paying, saving, investing, sharing, and planning, always through relatable human situations rather than traditional financial advertising.

Together, the 24 windows create a warm portrait of everyday life.



Each day begins with a new window.
On Instagram, the story unfolds through a carousel: the first slide reveals a clue or small detail, sparking curiosity about what is happening behind the window.

As users swipe through, the illustrated scene is gradually revealed, leading up to the giveaway and prize of the day.
One window comes to life each day.

One new story joins the building. One reason to swipe — and to come back tomorrow.



We are looking for 24 students,
each taking responsibility for
one day of the Advent
calendar.

① The Briefing.

Yuh's digital agency LOOP will brief each designer/artist on an individual Instagram carousel.

You will receive a graphic framework in a 4:5 format. The first slide of the carousel shows the window from the outside, while the second reveals the story behind it.

We are looking for your personal style and creative interpretation. There is no need to align your work with that of the other participating students.

② Your Work.

Based on the brief, you will design, draw, or paint your artwork for the Instagram carousel in your own style.

You are free to work digitally or create your artwork by hand. If you work on paper or another physical medium, please keep in mind that the final artwork must be delivered as a JPEG or PNG file, ready to be published on Instagram.

This means your artwork will need to be scanned or digitized before being submitted to the agency.

③ Publishing.

Your artwork will be published on Yuh's Instagram account between December 1 and 24. If you have an Instagram account, you will be tagged in the post. Otherwise, your name will be mentioned in the caption.

Together with the work of the other 23 participating students, your creation will become part of a fully illuminated building made up of 24 windows and doors.

In addition to the Instagram post, PR communications may also feature the project and the participating artists.

01 Expected Deliverables

Two PNG/JPEG files at 1080 × 1350 pixels (4:5 ratio): one visual of the window and one visual of the scene behind the window (see the visual direction on slide 5).

02 Compensation

CHF 600 per selected participant.

03 Usage Rights

By participating, you grant Yuh the right to use and adapt your artwork to promote the Advent calendar across digital and offline channels. The artwork may remain on Yuh's social media channels indefinitely and may be promoted during December 2026. You will be credited as the artist at all times.

04 Delivery Deadline

November 9, 2026

How to apply

To apply, send your portfolio to yuh@agentur-loop.com, along with a short introduction about yourself and why you would like to take part in this project, by September 28.

Selected participants will be notified from October 5 onwards.

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