

APG|SGA will continue to market all the analogue advertising spaces on public land in the city of Biel/Bienne

In a public tender, APG|SGA was again awarded the contract for the management of all the advertising space in Biel/Bienne. The company, Switzerland's leading out-of-home advertiser, has thus secured the exclusive right to commercially manage the pasted and backlit poster spaces in the country's tenth largest city for the next eight years.

Once again, Biel/Bienne has awarded its poster advertising concession to APG|SGA. As of 1 January 2017, APG|SGA will manage all 680 pasted and backlit poster spaces in every format on the city's public land. The company, Switzerland's leading out-of-home advertiser, prevailed with its fair offer and above-average services.

Its concepts for managing cultural posters and for promoting bilingualism were rated as very good. It was especially important to Biel/Bienne, which is bilingual, to address both its German and French speakers. «We are very pleased that the city of Biel/Bienne has awarded us the contract for the long-term marketing of its advertising space. This, the tenth largest city in Switzerland, is very important for national as well as regional and local customers, as it offers a strong platform for creative out-of-home advertising campaigns», says Beat Holenstein, Head of Partner and Product Management.

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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, Mega Poster, Mountain, Rail, Traffic and Promotion cover all areas of out-of-home advertising, representing quality and tradition combined with innovation. Over 650 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.