

## APG|SGA secures exclusive contract to market four new MegaPoster spaces on Zurich's Bahnhofstrasse

Swiss Life's property at 75-79 Bahnhofstrasse is to undergo a three-year refurbishment. After a tender for MegaPoster advertising on the façades, the life insurance provider awarded the contract to APG|SGA. From October 2020, APG|SGA will hold the rights to four new MegaPoster spaces in an absolutely prime location in the centre of Zurich.

The building at 75-79 Bahnhofstrasse is owned by Swiss Life and is set to undergo a comprehensive three-year refurbishment. From October 2020 until approximately the end of October 2022, the entire façade will be covered in a building wrap. To enhance the appearance of the site during the construction work, Swiss Life wanted an out of home advertising solution, for which it chose APG|SGA, following a competitive selection process. Switzerland's leading out of home media provider holds the exclusive rights to install and market four temporary MegaPosters on the scaffolding.

The new advertising spaces offer a particularly effective way for advertisers to draw attention to their brand. This prime location in Zurich city centre is notable for its high-footfall pedestrian zones, luxury retailers, green spaces and main traffic intersections for private and public transport. All four sides of the building offer different locational advantages for the MegaPosters:

**Pestalozzianlage (180 m<sup>2</sup>)** – ensures utmost visibility with the landscape format oriented towards the park.

**Bahnhofstrasse (144 m<sup>2</sup>)** – offers unrivalled impact with more than two million passers-by per week.

**Uraniastrasse (95 m<sup>2</sup>)** – at a traffic intersection, offers high frequency viewing and for longer periods, particularly in heavy traffic.

**Lintheschergasse (12 m<sup>2</sup>)** – a truly eye-catching space in the busy, traffic-free pedestrian zone.

MegaPoster spaces can be booked individually or in combination from September 2020. Minimum display period is four weeks. In line with the APG|SGA sustainability strategy, used advertising sheets can be turned into trendy handbags by a not-for-profit partner organisation after the campaign has ended.

The large-format spaces on Bahnhofstrasse add to the existing offer in Zurich, which includes the permanent MegaPoster at Central and the temporary locations at Stadthausquai and Hardbrücke. APG|SGA is the leading MegaPoster provider in Switzerland and offers a national portfolio of more than 80 permanent and temporary spaces.

### Informations

MegaPosters and special solutions

### Contact

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### About the company

APG|SGA, Allgemeine Plakatgesellschaft AG is Switzerland's leading out of home media company. Specialising in digital and analogue advertising media, and special advertising formats, it covers all areas of out of home advertising in high-footfall locations on streets, in railway stations, at points of sale and points of interest, in mountain locations, in and on public transport, and in airports. APG|SGA also offers mobile, interactive and promotional options, thus combining quality and tradition with innovation and a passion for inspiring people with the best communication solutions in public spaces. The professionalism of its more than 500 employees is appreciated by customers, authorities and the advertising industry. They maintain the screens and poster spaces with great care, technical skill, precision and consideration for the environment, in order to ensure successful advertising across Switzerland.