

APG|SGA takes over marketing of promotional spaces in SBB stations and launches new segment brand «APG|SGA Promotion»

APG|SGA AG is expanding its product portfolio and entering a new business area. With effect from 1 July 2016, the company will take over the marketing, organization and implementation of promotions in SBB stations. By founding APG|SGA Promotion, it is continuously expanding its product range in a growing area of out-of-home communication.

As of 1 July 2016, APG|SGA Promotion will take over the exclusive marketing of promotions, stand and distribution campaigns (such as sampling, fundraising, conceptual campaigns, etc.) and of pop-up stores and events on promotional spaces in around 170 Swiss railway stations. Major events such as Oktoberfest and Christmas markets in the five biggest stations will continue to be marketed and organized by SBB Real Estate as previously.

SBB Real Estate and APG|SGA are thus intensifying their successful partnership. Both companies are confident that synergies with other out-of-home products and integration in a large sales network will create substantial added value in the area of marketing, organization and implementation of promotions in SBB stations. Advertising customers will benefit from an extremely attractive product range as well as comprehensive advice and services.

National centre of excellence for interactive communication activities

The advisory and sales unit APG|SGA Promotion is being set up to manage the advertising market. It has a total of five employees, two of whom come from the SBB team. From Zurich, APG|SGA Promotion will act as a national centre of excellence for interactive communication activities. It will have a dedicated team of specialists for all customer promotion matters. They will handle the rental of high-footfall locations for commercial promotions, brand staging and pop-up stores on the promotional areas. Its range of services will also include marketing commercial and conceptual distribution campaigns in predefined zones. In addition to site rentals, APG|SGA Promotion also offers customized concepts and will accompany the appearances and events at the customer's request. In future, the new segment brand will offer its promotional services in other communication spaces, such as shopping centres, mountain regions, airports and public transport.

«Integrating the products and services into the APG|SGA sales organization means they can be offered internationally, nationally, regionally and locally. Based on our experience with numerous successful projects, we are confident that we can successfully develop the new business area by exploiting the synergies available. This will enable us to offer our customers real added value», explains Ernst Fuhrer, who will be heading APG|SGA Promotion in addition to APG|SGA Mega Poster.

High-impact live communication with the target group

«Taking over the marketing of what are surely the busiest and most attractive promotional locations in Switzerland gives us an integrated range that offers our customers fascinating new opportunities», comments CEO Markus Ehrle. Advertisers will have the option of accompanying traditional out-of-home media campaigns with a direct, interactive connection to the end product – professionally and from a single source. "Our customers can thus achieve high-impact live communication with their target group» says Ehrle, continuing: «With APG|SGA's expanded strategic focus we are meeting a growing need of our advertisers relating to the changing consumer behaviour of their target groups. The increasing popularity of e-Commerce and online shopping means that the purchase location is becoming less important. It is therefore vital for our customers

to take their products and services to a mobile target group who can touch and interact with them – and our products make this increasingly possible on the move.»

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About the company

APG|SGA SA is Switzerland's leading Out of Home media company. Listed on the SIX Swiss Exchange in Zurich, APG|SGA covers all aspects of Out of Home advertising: on the street, at the airport, in shopping centers and railway stations, in mountain regions and on public transport – from poster campaigns with the widest coverage and large poster spaces to state of the art digital advertising media. When communicating with customers, authorities and the advertising industry, APG|SGA represents sustainability, innovation and expertise.