298,000 faces

500 employees

1 company
Welcome to APG|SGA

APG|SGA is Switzerland’s leading outdoor advertising company – specialising in digital and analogue out-of-home solutions in high traffic locations. Together with our segment brands Airport, Interaction, Mega Poster, Mountain, Promotion, Rail, and Traffic, we cover all areas of outdoor advertising throughout Switzerland. Our brands stand for passion and integrity, partnership and sustainability. More than 500 employees establish contact with land and property owners, authorities, and the advertising industry to ensure that brands and institutions are publicly presented within an effective framework.

38 600

is the distance of metres that every person in Switzerland will travel in the year 2030 – in which they will experience outdoor advertising. Out-of-home media is the media of the future. APG|SGA represents this in Switzerland like no other company. In the following pages, we will present a whole series of other surprising figures that show how fascinating and future-oriented out-of-home media can be.
APG|SGA Out-of-home media represents one of the most dynamic forms of media. It arose from one of the oldest forms of commercial communication. In as early as the 19th century, Ernst Litfass in Berlin had the idea to set up poster columns in the city so that the people’s need to communicate about posters and notices would have an open and coordinated framework. Litfass’s free-standing advertising columns became a significant form of media. Out-of-home media is now one of the most important elements in the communications mix of brands and institutions.

Out-of-home media is the general term for communication in public spaces. It transpires via media carriers as well as in combination with mobile media such as smartphones or tablets. It occurs on media carriers that can be seen by anyone who walks or drives by – outdoors or in public areas such as train stations, airports, or shopping centres – and is either free-standing or incorporated into building façades. Out-of-home media is even interactive when used in conjunction with promotions and mobile media.

Out-of-home media has a future. 89% of the population are out and about outside their home at least once per weekday, whether it’s on foot or by vehicle. Millions of people travel by train or plane on a daily basis and come into contact with outdoor advertising that way. And they appreciate this type of approach. Four out of five people in Switzerland enjoy poster advertising. This harmonious relationship between the consumer and the media makes out-of-home media one of the most effective and economic forms of commercial brand communication ever.

12 percent of Swiss spending on advertising is invested in outdoor advertising. With increasing tendency. Thanks to the growth in population, an attractive range of poster products, and new possibilities for advertising digitally. This is also due to the outstanding selling power of poster advertising.
The APG|SGA brand and its values are our promise to our partners, customers, and their agents. The corporate brand unites all the divisions and services under one brand name. With the supplementary segment brands – Airport, Interaction, Mega Poster, Mountain, Promotion, Rail, and Traffic – they create an authority for out-of-home media in Switzerland and seek to excite and win over new customers every day.

We are committed as a passionate, creative and integral service provider in the market for out-of-home media. We operate in an entrepreneurial, sustainable, solution-based way.

On the basis of our history of over 100 years and our extensive knowledge of effective marketing in public spaces, we are continually opening up new chapters. Together with private landowners and the public sector, plus the advertising industry, we want to take out-of-home media to a new dimension. Digitalisation, interaction, sustainability, innovation, and the beautification of cities are the themes with which we want to guide our company into the future.

Under the name APG|SGA, we ensure that our customers are able to reach their target groups on the street, on public transport, at points of sale and points of interest, and through digital advertising platforms.

Specific solutions for addressing consumers in particular locations, with special formats and new technologies, are available through our segment brands APG|SGA Airport, APG|SGA Interaction, APG|SGA Mega Poster, APG|SGA Mountain, APG|SGA Promotion, APG|SGA Rail, and APG|SGA Traffic.

Our values

**Passion** is the emotional bedrock of our service. Outdoor advertising is our passion. We develop the out-of-home market based on practice and need. We are open, optimistic, and want to get our stakeholder groups excited.

**Partnership** is what we live out through fairness, reliability, loyalty, and mutual appreciation. They can be developed if they are also lived out in the company. We are also champions of equal opportunity.

**Sustainability**, for us, means dealing with our fellow humans more conscientiously and efficiently, and doing the same with our natural and financial resources. We are continuing to develop our company with a long-term focus.

**Transparency** is created through open and up-to-date communication. We want to be good and reliable partners by providing information transparently and in a timely fashion.

**Integrity** is implemented by consistently using legal, cultural, and ethical standards to guide our behaviour as a company and as people with professional and social skills.

**Entrepreneurship** is implemented through commitment, independence, and responsibility. We are driven by goals, performance, and success both as a community and as individuals. A sense of service is our priority in doing so.
The APG|SGA performance model gathers the needs of our market partners together within the context of a continuing dialogue. Because of this, we will continue to be the most attractive dialogue and business partner in the out-of-home media market for integrated and innovative solutions. Together with our stakeholder groups, we define and develop the next level of out-of-home media in Switzerland and invest in the matter of entrusted ad spaces and locations, as well as in new technologies.

Successful out-of-home communication comes about when the goals and measures of the company and their institutions are backed and supported. This is why we are continually developing our products and services in dialogue with our customers and partners, based on new technologies and consumer requirements.

In the future, out-of-home media will essentially be characterised by competition among forms of media and by the technological development of communication. Thus the digitalisation of our market plays an important role in APG|SGA’s development.

5 700
years of professional experience in outdoor advertising are available to our market partners every day with help and advice.
APG|SGA taps into attractive, sustainable options for revenue for land and property owners, city and community authorities, and public transport companies. Our partner and product management teams analyse supply and demand in close cooperation, and design new forms of out-of-home advertising while considering the long-term, aesthetic design of public spaces.

We take responsibility for the image of public spaces, together with our partners in cities and municipalities, and with transport companies and private land and property owners. Today, out-of-home media spaces are an essential part of the design and aesthetic of urban areas. Together with architects, city planners and social scientists, we develop infrastructure and street furniture solutions to connect public design and commercial consumer communications. Furthermore, we are committed to promoting culture by offering reduced prices for billposting for cultural institutions. Our front-line employees – our billposters – do not just guarantee billposting of the highest quality. They also make a valuable contribution to minimising damage from vandalism and keep the areas around the poster sites clean. This represents a significant contribution to cleanliness and quality of life in public areas.

**20**

is the percentage by which environmental pollution has dropped between 2012 and 2016, thanks to active environmental work and consistent use of green energy. 173 eco-vehicles (gas, hybrid, or electric) are also used daily.
APG|SGA is surprising. These figures demonstrate how versatile, fascinating and productive out-of-home media is. Behind every number is the dedicated work of our employees. They make APG|SGA the experience that it is for our customers and partners on a daily basis.

100
is the number of times per day that the average user checks their smart phone.

1228
is the measurement in square metres of the biggest MegaPoster ever installed in Switzerland.

12 615
is the number of sites for posting cultural and event posters that we’ve contributed to promote culture in Switzerland.

836 478
refers to the number of weekly contacts generated by the most effective poster site in Switzerland, according to SPR+ MobNat.

80
% of the potential reach of a poster campaign has been achieved by just the third day.

226
zones and more can be used for promotions throughout Switzerland.

700
make our city plans easier orientation in cities and towns.

28 234
potential ad spaces circulate daily on public transport vehicles throughout Switzerland.

4500
is the number of advertising sites we manage in Swiss tourism areas.

85
is the percentage of passengers who regularly see ads in and on buses, trams, and trains.

1505
poster campaigns have been analysed for their advertising effectiveness using PPI (Poster Performance Index).
With APG|SGA, streets and squares become a living space for communication. Communication between brands and consumers can take place anywhere. Our locations and spaces reach consumers all over Switzerland. Thus they create the foundation for a vibrant living space within a consumer society, and for economic prosperity.

We create presence for consumer goods, and service brands on the most enticing streets and squares of Swiss cities and towns. APG|SGA provides analogue and digital ad spaces in locations with high pedestrian frequency and attractive options for presenting offers in ways that are true to the brand. We bring consumers and brands together and enable eye-level marketing.

To me, passion means:

“Putting up our customers’ posters in a precise and punctual manner.”

Silvio Lubello, operator, APG|SGA, Lugano

81 percent of the population like or really like poster advertising.
With APG|SGA, supply and demand are in greatest proximity at the Point of Sale and Point of Interest. Here, the impulse to purchase and consume can be translated directly into sales.

The biggest shopping centres in Switzerland are partners of APG|SGA. These centres are becoming more and more popular. This shows the development of urban metropolitan areas in Switzerland. The selection of analogue and digital poster sites based on certain Points of Interest are becoming more and more important as well. Even today, APG|SGA’s range of products can be chosen according to different location criteria (such as waiting positions and the possibilities for interaction associated with them).

The punctual POS- and POI-based poster offerings are supplemented by national and regional components that can be combined for an out-of-home network specific to the brand and product.

5,98 million spots per day are broadcast on the ePanels all over Switzerland.

To me, transparency means: “Demonstrating the performance and effectiveness of poster advertising through clear methods.”

Christof Hotz, market researcher, APG|SGA, Zürich
With APG|SGA, the train station becomes a transit point for emotions and experiences. Here, companies and their brands are offered ideal opportunities to reach their target groups in an efficient and highly effective manner.

Stations are Switzerland’s melting pots. Over 50 percent of the total population will visit a station at least once a fortnight. Advertising in this environment reaches the “active and mobile stratum of the population.” APG|SGA offers all conceivable forms of communication integrally. These range from backlit posters, to gigantic MegaPosters, digital or analogue faces, long-term types of advertising, and promotional spaces. Whether individual or near train departure boards, in rotation with news and weather information, or combined with promotions or mobile media – out-of-home media is one of the most effective media ever.

To me, integrity means:
“Showing the performance of our advertisers in the best light, based on facts.”
Nina Meienberg, management assistance APG|SGA Rail, Zurich
APG|SGA Traffic takes care of highly effective brand communication on public transport. Our Traffic segment brand markets indoor and outdoor faces in over 4900 public transport vehicles in Switzerland. As an exclusive partner to over 90 percent of all transportation companies, it facilitates mass transit advertising from a single source.

Advertising on public transport connects national reach with regional coverage. Public transport vehicles, both on the interior and the exterior, are used more and more often as advertising and communication faces. On the interior, messages are brought closer to consumers than in almost any other advertising situation. They receive a high amount of attention and appreciation due to their currency and information value. Digitalization and interaction also offer new opportunities to reach consumers even more effectively in this segment of out-of-home media.

To me, partnership means: “Consensus based on respect and trust with our customers and partners.”

Rebekka Thalmann, Marketing communication APG|SGA Traffic, Zurich

64 percent of the Swiss population uses the public train and bus every day.
With APG|SGA Airport and highly effective faces, our customers reach consumers with above-average spending power inside and near airports. Our Airport segment brand has specialised in advertising in and near airports for over fifty years, and markets unusual, innovative faces that are as varied as the travellers and buyers who linger in the airports every day.

The airport has lost none of its fascination. It is the ideal face for projecting yearnings for faraway lands, luxury, and exclusive or personalised lifestyles. Providers of consumer and luxury goods will find the ideal space for staging and communicating their products and services in a way that is true to the brand here.

To me, sustainability means: Thinking in the long term and taking responsibility for actions.”

Alexandre Zimmermann, Head of Purchasing APG|SGA, Zurich

51,6

Millions of passengers travel through airports in Switzerland every year.
With APG|SGA Mountain, creative and unconventional implementations gain maximum attention in the mountains. Our Mountain segment brand is the market leader and a specialist in advertising and orientation systems in the mountains, which attract a lot of attention from local and foreign guests. They are a partner to almost 90% of Switzerland’s mountain railways.

Throughout the year, Switzerland’s mountain regions provide unique tourist experiences to a wealthy crowd. With a network of outdoor advertising and information systems specific to the destination, our partners can offer advertisers in Switzerland attractive opportunities to reach their target groups with a good mood and consumer sentiment.

To me, entrepreneurship means: “Independently developing new ideas for my customers. They appreciate it and they let me know it, too.”

Demian Kron, Partner & Product Management APG|SGA Mountain, Zurich
With APG|SGA Mega Poster and unusual formats for a strong impact. Specialising in fixed and temporary mega-poster faces, our Mega Poster segment brand, together with their customers, implements the most unusual ideas and ensures advertising that is eye-catching – even three-dimensional – and is sure to start a conversation.

Posters that push the boundaries of advertising and brand marketing. They offer fascination possibilities for making unconventional advertising that will be the “talk of the town”. The results are campaigns that generate a high amount of attention and sales results.

To me, passion means:
“Fighting to make the apparently impossible, possible.”

Daniel Zurbriggen,
Acquisition staff,
APG|SGA Mega Poster, Zurich

15 240
square metres: the total area of all our MegaPosters in Switzerland.
With APG|SGA Promotion and Live Communication, products can be experienced on a personal level and stay in people’s memories for a long time. Implementing custom, experience-oriented communication is the strength of our Promotion segment brand. As an option for classic out-of-home media campaigns, a sort of direct, haptic, and interactive connection to the end product can be created.

Mobility hotspots are some of the most unforgettable, high-frequency sites for live staging: train stations, airports, public transport, mountain train stations, and shopping centres. From promotions to samples to pop-up stores or non-profit campaigns and fund raisers, we offer an attractive array of high-impact opportunities for appearances.

As a partner of Swiss Federal Railways (SBB), we rent out and manage distribution and promotion spaces, as well as pop-up stores for SBB train stations. Thus nationwide productions and campaigns can easily be planned and implemented across Switzerland.

To me, entrepreneurship means:
“Finding innovative solutions until everything runs like clockwork.”

Nina Ruegg, Product Manager APG|SGA Promotion, Zurich

Live communication can be implemented at many Swiss train stations.
**APG|SGA Interaction links out-of-home and mobile media.** With our youngest segment brand, Interaction, we build a bridge between far-reaching, high-impact outdoor advertising formats and the data-based precision of smartphones. In this way, we can address the consumers at all relevant touchpoints, at any time and anywhere, with the right message.

Mobile technologies make it possible to combine the advantages of wide-reaching out-of-home advertising with the added value of digital content. Mobile communication has hit home with all age groups and social classes. Thus all target groups can be approached through mobile media. The growth of mobile Internet usage in the context of digital and analogue out-of-home advertising enables new interactive forms of advertising and reaches customers throughout the entire customer journey. This makes mobile media an increasingly integrated component of the out-of-home media market.

Every day, millions of GPS data points are processed by our system for local and simultaneously exact mobile ad targeting.

To me, passion means: “Exploring every possibility for moving outdoor advertising to new dimensions.”

Raphael Bratschi, Head of APG|SGA Interaction, Zurich
Out-of-home media sets no boundaries on creative ideas – whether digital, analogue, on the street, in train stations and shopping centres, in the mountains, in and on public transit vehicles, really huge, in 3D, or live in personal contact with passengers. Innovative staging helps provide unmissable, intense brand experiences that linger in the memory. More than 100 inspirations are presented at apgsga.ch/innovate.
APG|SGA is as diverse, dynamic and fascinating as out-of-home media. That’s why we’re continuing to develop our business with passion and foresight. Working together with customers and partners, our aim is to constantly find new ways of making communication in the public space effective and exciting for everyone who designs and experiences it. Let us do it together and turn it into a challenge. We look forward to working with and getting in touch with you.

See you soon at APG|SGA