

All systems go for APG|SGA Promotion: The centre of excellence for interactive live communication will now be marketing distribution and promotional spaces at SBB stations

On 1 July 2016, APG|SGA Promotion is taking over the organization and implementation of promotions at 170 SBB stations. An experienced team of specialists has exclusive responsibility for advice and bookings and supports the implementation of individual promotions. Advertising customers can take advantage of additional products in a growing segment of Out of Home media, as well as multiple implementation options at various mobility hotspots.

Switzerland's leading Out of Home advertising company is expanding its product portfolio and entering a new business area: from 1 July 2016, new segment brand APG|SGA Promotion will be taking over the exclusive marketing, organization and implementation of promotions at all SBB stations. This new, strategic business unit will enhance the existing Out of Home product range, offering many attractive potential combinations. As a national centre of excellence for interactive live communication, APG|SGA Promotion will operate throughout Switzerland from its base in Zurich. A new advisory and sales unit with a total of five specialists has been created to look after the advertising market – among them two former employees of SBB. They report to Ernst Fuhrer, who also manages the successful segment brand APG|SGA Mega Poster.

The unit will handle the rental of high-footfall locations for commercial brand staging in various sizes and temporary pop-up stores in promotional areas. The product range will be supplemented with the organization of commercial and conceptual distribution campaigns in the midst of commuter flows. As well as the exclusive rental of large and smaller SBB locations, APG|SGA Promotion will also be assisting customers and agencies who have less experience of promotion. In the medium term, the intention is to exploit and expand existing synergies so that, before long, multiple implementation options can be offered in more communication spaces such as public transport, airports, shopping centres or mountain regions.

The new centre of excellence reinforces the successful and long-standing partnership between SBB Real Estate and APG|SGA. Both companies are confident that synergies with other Out of Home products and integration in a large sales network will create substantial added value. The advertising market benefits from a comprehensive range of Out of Home products and services which now create a direct, tactile and interactive relationship with the end product.

The product «Events» in the halls at main stations will continue to be marketed and organized by SBB as previously.

Further information

Website <http://www.apgsga.ch/promotion>

Logos and images <http://www.apgsga.ch/de/unternehmen-markt/downloadcenter>

Contact

Ernst Fuhrer, Managing Director, APGISGA Promotion, Paron AG
Giesshübelstrasse 4, 8045 Zurich, T+41 58 220 79 77, ernst.fuhrer@apgsga.ch

APGISGA, Allgemeine Plakatgesellschaft AG, Media Office
Giesshübelstrasse 4, 8045 Zurich, T+41 58 220 70 71, media@apgsga.ch

About the company

APG|SGA Promotion, Paron AG, is part of APG|SGA, Switzerland's leading Out of Home advertising company. It exclusively manages and rents out the distribution points and promotional spaces at SBB railway stations. Specializing in special advertising formats, it designs and effectively implements sampling and fundraising campaigns, brand promotions and pop-up stores in stations and shopping centres, in the mountains, at airports and on public transport.