

## Posters get your events noticed

### Study of advertising impact



Selzam AG has successfully been using posters to advertise its barbecue exhibition for many years.



The population of Winterthur is made aware of the event by targeted positioning at busy locations.

# “Our advertising surveys reveal that 30 percent of the visitors were made aware of the barbecue exhibition by posters. That's why we continue to rely on them.”

Daniel Selzam, Managing Director Selzam AG

## Client

Winterthur-based company Selzam AG, which was established over 70 years ago, is one of Switzerland's leading barbecue specialists and is synonymous with top advice, sales, installation and maintenance services for gas barbecues. It is an authorized Weber World Retailer and a general agent for a number of major brands.

## Objective

Each year, in the spring, a barbecue exhibition is organized to mark the start of the BBQ season. The aim is to keep in touch with existing customers and gain potential new customers for the company, from the Winterthur region. To evaluate the impact of the advertising activities and optimize the use of its budget, visitors are surveyed at the exhibition about the advertising measures.

## Realization

**Media mix** Posters, adverts, flyers and other (social media, BBQ courses, internet etc.)

**Campaign** Poster campaign, 14 days, Winterthur region

**Potential reach** 68,000 people

**Out of Home advertising formats** City format F200 and F200L

**Design** Bold, unambiguous, brand-appropriate

**Measurement of advertising impact** Direct interviews with buyers in situ

## Subject and aim of the study

Impact of advertising measures for Selzam AG's barbecue exhibition

## Test set-up

- Survey of visitors to the spring exhibition at Selzam AG
- Representative sample: 113 people
- Method: personal survey based on short written questionnaire
- Execution: 13-15 April 2018, Selzam AG, Winterthur

## Questions asked/subject areas

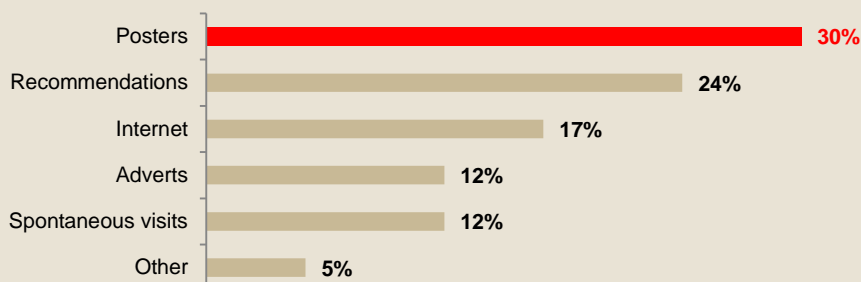
- Customer details
- Reason for the visit to the barbecue exhibition
- Closed question about advertising media

## Highly effective Out of Home advertising presence

Thanks to a locally and regionally-based poster campaign, at the start of the season Selzam AG was able to welcome lots of customers to its barbecue exhibition. The results of the customer survey demonstrate the impact of the Out of Home advertising measures.

- Posters have a bigger impact than all other media used.
- The design impresses with its clear message.
- The blanket coverage of the target region guaranteed high visibility.

### Reason for visiting the barbecue exhibition



## Contact

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