

Posters increase sales by 29.8%

Study of advertising impact



Posters in a high-footfall area guarantee that the message is seen by plenty of people every day.



The activation comes from the fact that the Swisslos sales outlets are also located in these high-footfall areas.

"Owing to the high success rate we are continuing to rely on OOH. The steady increase in sales confirms our media strategy"

Marco Bacchetta, Head of Product Management Instant Tickets at Swisslos Intercantonal Lottery

Customer

The Win for Life instant ticket is a classic and is one of Swisslos Intercantonal Lottery's most popular instant tickets. In contrast to other tickets, the main prize is not paid out all at once, but is paid as a pension in monthly instalments of CHF 4,000 over a period of 20 years.

Objective

The Win for Life ticket was launched in 2001 and developed into a successful long-seller thanks to the use of advertising. After three years without any advertising support, sales began to decline. In order to counter this negative trend, Swisslos tasked the Erdmann-peisker agency in 2017 with creating a new campaign. The aim was to attract interest among the public for the ticket and to generate purchase impulses.

Realization

Mediamix posters (basic medium) and ads (supplementary medium)

Posters Pulsation strategy in the largest cities in German-speaking Switzerland and Ticino

Potential reach over 3.9 million persons aged 18+ (per wave)

OOH advertising formats F12/L, F200/L, site characteristics: street, railway station, POS

Design clear statement, emotional, eye-catching, target group-appropriate motifs

Measurement of advertising impact on internal sales statistic

Subject and aim of the study

Impact of the poster advertisements in terms of sales of the Win for Life ticket.

Test set-up

- Sales statistics for Swisslos Intercantonal Lottery
- Proof of sales in the week before, during and after the campaigns.

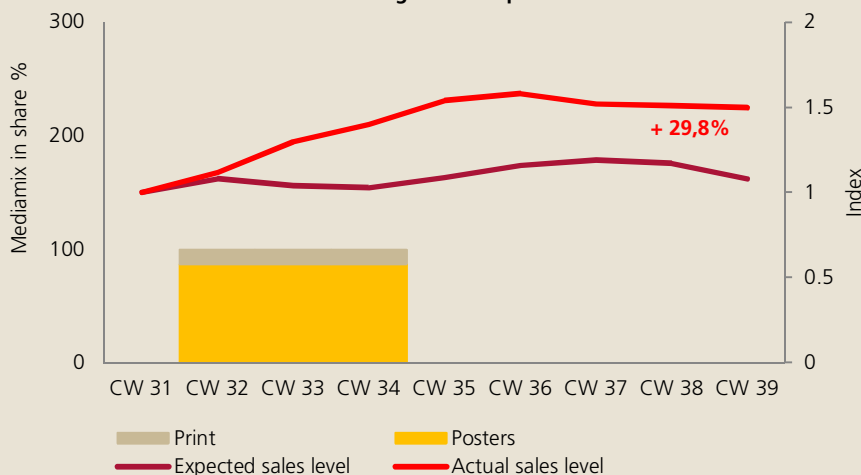


Highly effective out of home advertising presence

Thanks to the high-reach poster positioning, passers-by were successfully made aware and reminded of the Win for Life tickets. All campaigns resulted in a clear increase in sales with a record for the 2018-1 wave.

- The impact of the poster creates the basis for high visibility
- The motif design conveys a feeling of happiness and arouses interest
- Customers are activated by poster contacts close to the POS

Effect of sales using the example of wave 2018-1



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Additional cases:

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