

The Poster Performance Index PPI® is a monitoring tool for all those who not only love posters, but also want to see some numbers showing how effective they are. APG|SGA gives you and your customers significant insight into how efficiently you are investing your money – you see the cost/benefit ratio of your campaign.

The PPI® is a monitoring and benchmarking tool. It answers the following key questions:

- How many people can remember your poster campaign?
- Can they associate it with the correct brand?
- How high is the acceptance level?
- Is there variation between the different sociodemographic target groups?
- How do the results compare with the competitive environment?

Exclusively for APG|SGA customers

- Free for large national poster campaigns (information supplied without liability)
- 12 customers per survey (participant list on receipt of registration)
- Results four weeks after posters are hung, clearly set out in a customer presentation

Questions

Recall/recognition¹

«Please take a look at this poster or poster campaign. Do you remember having recently seen this poster or one or more of the posters from this campaign?»

Brand recognition^{1,2}

«Which brand and which product is the poster advertising? For example the brand might be 'Chanel' and the product 'No. 5'.»

Appeal of the campaign²

«»Did you like this poster or poster campaign a lot, quite a lot, not very much or not at all?»

2019 programme³

Billposting weeks
03/04/05
08/09/10
11/12/13
17/18/19
23/24/25
35/36/37
44/45/46
49/50/51

¹ Brand, product and company names and logos are obscured and cannot be identified

² Answers in % of persons who recall the campaign

³ Information supplied without liability: Definitive programme on request

Methodology

Test area

Conurbations of Basel, Berne, Zurich, Lausanne and Geneva

Object of the study

Poster campaigns in street/railway station locations in these formats: F12 wide format, F12L back-lit wide format, eBoard, F200 city format, F200L back-lit, F200LR Rollingstar, ePanel and F24.

Population

Residents of the survey conurbations aged 15-59 years (Basis: MACH Basic 2018).

Method

Personal online interviews, immediately after the end of the poster campaign (duration approx. 15 mins.).

Sample

500 persons (100 each per survey conurbation Berne, Basel, Zurich, Geneva, Lausanne). Random sample with pre-defined quotas, weighted taking the actual population figures into account (Basis: MACH Basic 2018).

Carried out by

intervista AG, Berne

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