

APG|SGA's new segment brand as of 1 July: APG|SGA Rail

A new centre of excellence for product development and integrated advertising solutions in Swiss railway stations

APG|SGA, Switzerland's leading out-of-home advertising company, is strengthening its operational structures in the development and marketing of analogue and digital advertising in railway stations. As of 1 July 2014, APG|SGA Rail will offer comprehensive services in product development, sale of special formats, consulting and coordination of integrated advertising opportunities in Swiss stations. APG|SGA, Allgemeine Plakatgesellschaft AG, is thus consolidating the activities of the recently acquired companies Impacta AG and Ecofer AG to form a new centre of excellence under a new brand.

Working closely with APG|SGA's various support departments, the new unit will offer its licensing partners and the advertising industry unique, complete out-of-home media solutions in and around Swiss stations. The attractive range includes all types of station poster, digital ePanels, eBoards and Rail Beamers as well as Megaposters, special formats and promotional activities. Special formats (NeonSign, PermanentPoster, etc.) will be sold directly through APG|SGA Rail. Other analogue and digital products will continue to be marketed by APG|SGA Key Account Management, Digital Sales, the regional APG|SGA sales regions and APG|SGA Mega Poster.

APG|SGA is a licensee of Swiss Federal Railways (SBB) and other rail companies. By creating the APG|SGA Rail centre of excellence, it is emphasizing the importance of stations as busy locations that provide the ideal cost-effective, high-impact way for advertisers to reach their target groups. With its complete service portfolio and expertise in planning and developing campaigns, APG|SGA provides international, national and regional customers with efficient access to analogue and digital out-of-home advertising in Switzerland. With its segment brands for specific products, APG|SGA Rail will enhance the existing units APG|SGA Airport, APG|SGA Megaposter, APG|SGA Mountain and APG|SGA Traffic.

APG|SGA Rail will be based in Zurich and have a branch office in Berne. It will be managed by Chris Mühlemann, who has been heading Impacta AG and Ecofer AG since March 2014 and has in-depth experience of advertising marketing. He previously worked as a sales consultant for digital marketing company "e-advertising" (now Digital Sales within APG|SGA) and in media planning at the "Zenith Optimedia" and "BG Media" agencies. He joined APG|SGA in 2007, and was most recently responsible for strategic projects within the national sales organization. Lukas Lauwiner will take over the position of deputy Managing Director, who will be responsible for major projects within the new organization. He previously worked in tourism marketing at APG|SGA Mountain, managing the Partner and Product Management unit.

Ulrich Ritschard will continue to manage digital projects. As Head of Digital Sales (formerly eAdvertising), he is primarily responsible for successfully launching and establishing digital out-of-home advertising in Switzerland.

Picture

Right: Chris Mühlemann, left: Lukas Lauwiner

Contact

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About the company

APG|SGA, Allgemeine Plakatgesellschaft AG, is Switzerland's leading Out of Home media company. Specializing in digital and analogue posters at busy locations on the street, in train stations, in shopping centers and at points of interest, APG|SGA and its associated segment brands Airport, Mega Poster, Mountain, Rail and Traffic cover all areas of Out of Home advertising, representing quality and tradition combined with innovation. Over 650 employees ensure a lasting impression when communicating with their customers, the authorities and the advertising industry. They manage poster spaces and displays throughout Switzerland with great care, environmental responsibility and precision.

APG|SGA Rail, Allgemeine Plakatgesellschaft AG, is part of APG|SGA, Switzerland's leading outdoor advertising company. As a centre of excellence for Swiss railway station advertising, it is a licensee of Swiss Federal Railways (SBB) and other rail companies. It develops and coordinates analogue and digital advertising in stations and offers special forms of advertising.