



### **Exclusive OOH range at Zurich Airport**

From January 2020, APG|SGA will be exclusively marketing the range of analog and digital Out of Home advertising at Zurich Airport. Switzerland's largest airport carries more than 31 million business and leisure passengers a year. With its prestigious image, it provides an ideal stage for brands wanting to showcase themselves in an international environment. [More](#)

### **Digital branding zones in SBB train stations**

The range of ePanels at the large SBB stations in Switzerland is being redesigned. From 2020, it will be possible to exclusively present products and brands in digital branding zones. The new offering will guarantee an exceptionally high impact on commuters. Zurich main station will be first with several branding zones in different walkways. The combination of different branding zones in Zurich will create contact opportunities with up to 2,877,000 passers-by each week. [More](#)

### **Four new eBoards at Geneva Eaux Vives station**

The "Léman Express" is the new, cross-border S-Bahn service in the greater Geneva area due to commence operations at the end of 2019. At the same time, APG|SGA is increasing its range of eBoards in the Geneva area with four new eBoards at Geneva's Eaux Vives station. This will ensure that the rising number of passengers can be reached with digital advertising messages. [More](#)

### **Impressive MegaPoster at Zurich main station**

This year, companies in the Bahnhofstrasse passage and the Löwenstrasse concourse will be able to achieve true greatness. Two new MegaPoster sites will offer space of up to 34 m<sup>2</sup> for unmissable, high-impact brand presentations. [More](#)

### **New location for promotional area at Zurich main station**

The P2 promotional area in the Wannerhalle is moving. It will now be located directly in the flow of customers in front of the north wing (Landesmuseum entrance), between the SBB Travel Centre and the new Amavita pharmacy. [More \(in German\)](#)

### **Elevator projection in the City West shopping centre in Chur**

The digital range at the City West shopping centre is being enhanced by an innovative pilot project. In collaboration with Schindler Aufzüge AG, four new projectors will cast adverts onto elevator doors and entertain high-spending visitors while they wait. [More](#)

### **Expansion of interior advertising on SBB's local and long-distance services**

Interior public transport advertising attracts a lot of attention, as passengers have plenty of time to take in information about products and services during their journey. In addition to the existing range in more than 126 tram and bus companies, the product portfolio on SBB's long-distance and S-Bahn services will be expanded with attractive RailPosters. [More](#)

### **Large-scale advertising on SBB locomotives**

Effective immediately, brands can be presented extra-large on SBB passenger and SBB Cargo locomotives. The advertising messages will travel throughout Switzerland, guaranteeing a national presence. [More](#)

### **Range expanded in Saas-Fee**

With 150 km of ski pistes and a panorama of 18 peaks at 4,000 m, Saas-Fee is one of Switzerland's best ski regions. High-impact analog advertising spaces in various formats can now be booked in this attractive setting. This is an ideal addition to the range of top destinations in the Swiss Alps. [More \(in German\)](#)

### **APG|SGA Pocket Planner**

In the 2020 pocket planner you will find up-to-date information, links to media research, our range and services, and tips for producing advertising. This handy reference guide is available from your advisor or can be downloaded free of charge from our website. [More](#)