



APG|SGA Out of Home Targeting

Plan poster campaigns by Point of Interest (POI)



APG|SGA Out of Home Targeting makes it possible to place messages along key distribution channels throughout Switzerland.

A central database with current location details has been drawn up in cooperation with AFO Marketing. This means we can take precise action in line with clients' needs in the target area. This is an effective way of supplementing the conventional space selection by target area, performance and location characteristics by judiciously selecting the districts in main mobility centres. Combined with the recently launched wait-time poster, APG|SGA provides a basis for efficient out of home campaigning.

Facts

- Messages are placed at and around Point of Interest.
- Out of Home targeting selects available spaces in the desired area.
- Reinforces brand communication. Posters at the key POIs in Switzerland supplement existing reach products vertically.



Liste Point of Interest

Food, Restaurant, Service station

Food
Food
Aldi
Aligro
CCA
Coop
Coop City
Denner
Freie Detaillisten
Globus
Growa
Lidl
Manor
Maxi
Migros
Migros Partner
Prodega
Spar
TopCC
Treffpunkt
Volg
Convenience
Agip
Agrola
Avec
Avia
BP
Coop pronto
K Kiosk
Migrol
Migrolino
Naville
Shell
Tamoil
Food / Non-food
Landi
Migros M-Parc / M-Fachmarkt
Ottos
Tchibo

Restaurant
Burger King
McDonald's
Starbucks Coffee
Subway
Service station
Agip
Agrola
Avia
BP
Coop pronto
Migrol
Shell
Socar
Tamoil



Non-Food, Culture, Leisure, School

Non-food

Books / music

Ex Libris

Clothing

Beldona

Benetton

Blackout

C&A

Chicorée

Esprit

Globus

H&M Hennes & Mauritz

PKZ Men & Women

Zara

Do-it-yourself / building & hobby

Bauhaus

Coop Bau + Hobby

Hornbach

Jumbo

Migros Do-it + Garden

OBI

Furnishing

Conforama

Depot CH

Diga Möbel

Ikea

Interio

Jysk

Lipo-Möbelposten

Livique

Lumimart

Micasa

Möbel Märki

Pister

Natuzzi

other home-centres

Jewellery / watches

Bucherer

Christ Uhren und Schmuck

Juwelier Kurz

Oro Vivo

Rhomberg Schmuck

Swarovski

Multimedia / household / software

Data Quest

Dipl. Ing. Fust

Interdiscount

MediaMarkt

m-electronics

Non-food warehouse

Coop City

Globus

Jelmoli

Loeb

Manor

Perfumery

Douglas

Import perfumery

Marionnaud

Pet supplies

Fressnapf

Qualipet

Power stores / sports goods

Decathlon

Ochsner Sport

SportXX

Stöckli

Shoes

Dosenbach

Vögele Shoes

Toys

Franz Carl Weber

Globus

Toys'R'us

Culture

Church

Culture/Event

Mosque

Leisure

Cinema

Club Disco

Golf course

Ice hockey stadium

Public swimming pool

Shopping center

Sports stadium

Zoo

School

Professional school

Public school

Technical colleges

University



Health, Services

Health

Chemist's

Amavita

Coop Vitality

Freie Apotheken

Sun Store

TopPharm

Drug-store

Dropa

Freie Drogerie

Müller

Health shop

Freies Reformhaus

Müller Reformhaus Vital Shop

Hearing service

Acustix

Amplifon

Audica

Hörprofi

Hörservice AG

Kind Hörzentrale

Neuroth

Hospital

Privat hospital

Public hospital

Optician

Berdoz Optic

Fielmann

Kochoptik

Kühnis Brillen + Optik

Mc Optik

Optic 2000

Visilab

Services

Bank

Bank Cler

Credit Suisse

Kantonalbanken

Migros Bank

Raiffeisen

UBS

Bancomat

Bank Cler

Credit Suisse

Kantonalbanken

Migros Bank

Raiffeisen

UBS

Fitness studio

Activ Fitness

FlowerPower

Holmes Place

Kieser Training

MFIT

M-Fitnesspark

ONE Training Center

Swiss Training

TC Trainings Center

other Fitnessstudios

Insurance

Allianz Suisse

AXA Winterthur

Baloise group

Die Mobiliar

Generali

Helvetia

Swiss Life

Vaudoise insurance group

Zurich

Post

Post office

Telecommunication

Apple Store

Liberty Global

Mobilezone

Salt Center

Sunrise Center

Swisscom Shop

Travelling / tourism

Globus Reisen

Hotelplan

Kuoni

Travelhouse