



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

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



## Non-Food, Culture, Leisure, School

### Non-food

#### Books / music

Ex Libris

#### Clothing

Beldona

Benetton

Blackout

C&A

Chicorée

Esprit

H&M Hennes & Mauritz

Globus

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

Lumimart

Micasa

Möbel Märki

Pister

Natuzzi

Toptip

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

Athleticum

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 Handels AG

#### Health shop

Freies Reformhaus

Müller Reformhaus Vital Shop

#### Hearing service

Acustix

Amplifon

Audica

Beltone

Hörinfo

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 Clerc

Credit Suisse

Kantonalbanken

Migros Bank

Raiffeisen

UBS

#### Bancomat

Bank Clerc

Credit Suisse

Kantonalbanken

Migros Bank

Raiffeisen

UBS

#### Fitness studio

Activ Fitness

Exersuisse

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

Mobilezone

Salt Center

Sunrise Center

Swisscom Shop

UPC Service Point

#### Travelling / tourism

Hotelplan

Kuoni