

Winner of the MediaTrend Award: APG|SGA the best media provider of the year for the second time in succession

For the second time in succession, APG|SGA has received the MediaTrend Award as the best media provider of 2015. It won over advertisers, the major advertising agencies and all media agencies in terms of overall impression, advisory and other services, and value for money. APG|SGA won out over a total of 66 media companies.

On 30 June 2015, *MediaTrend Journal* announced the presentation of the 18th MediaTrend Award for the best media provider of 2015. The first place went – by a large margin – to APG|SGA, which again scored slightly higher than in the previous year. With an overall score of 8.09, APG|SGA was the only candidate to achieve over 8.0, and thus received the best score of all 66 media companies surveyed. The winner of the MediaTrend Award, presented as part of the advertising market study carried out by media research and consultancy company Media Research Group, needs to impress the top advertisers, the largest advertising agencies and all media agencies in terms of service (order handling, cross-media range, advertising impact research), advisory capabilities (client advisors in back office and field), value for money (price level, cost per mille, quality of contact) and overall impression.

Markus Ehrle, CEO of APG|SGA, on taking first place: «We would like to thank our esteemed advertising clients and agency partners for the excellent rating, and also our 650 employees for their outstanding commitment throughout Switzerland. The award spurs us on to continually improve our range and services. And of course we are all aiming to pull off the hat-trick, i.e. to win three times running. That means we can't rest on our laurels but will have to move up another gear. That's a promise.»

Information

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About the company

APG|SGA Allgemeine Plakatgesellschaft AG is Switzerland's leading outdoor advertising company. Specializing in digital and analogue posters at busy locations on the street, in train stations, in shopping centres 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.