

**The Poster Performance Index PPI® is a monitoring tool for all those who not only love posters, but also want to see some numbers showing how effective they are. APG|SGA gives you and your customers significant insight into how efficiently you are investing your money – you see the cost/benefit ratio of your campaign.**

The PPI® is a monitoring and benchmarking tool. It answers the following key questions:

- How many people can remember your poster campaign?
- Can they associate it with the correct brand?
- How high is the acceptance level?
- Is there variation between the different sociodemographic target groups?
- How do the results compare with the competitive environment?

**Exclusively for APG|SGA customers**

- Free for large national poster campaigns (information supplied without liability)
- 12 customers per survey (participant list on receipt of registration)
- Results four weeks after posters are hung, clearly set out in a customer presentation

**Questions**

**Recall/recognition<sup>1</sup>**

«Please take a look at this poster or poster campaign. Do you remember having recently seen this poster or one or more of the posters from this campaign?»

**Brand recognition<sup>1, 2</sup>**

«Which brand and which product is the poster advertising? For example the brand might be 'Chanel' and the product 'No. 5'.»

**Appeal of the campaign<sup>2</sup>**

«»Did you like this poster or poster campaign a lot, quite a lot, not very much or not at all?»

**2019 programme<sup>3</sup>**

Billposting weeks

03/04/05

08/09/10

12/13/14

19/20/21

23/24/25

35/36/37

44/45/46

49/50/51

**Methodology**

**Test area**

Conurbations of Basel, Berne, Zurich, Lausanne and Geneva

**Object of the study**

Poster campaigns in street/railway station locations in these formats: F12 wide format, F12L back-lit wide format, eBoard, F200 city format, F200L back-lit, F200LR Rollingstar, ePanel and F24.

**Population**

Residents of the survey conurbations aged 15-59 years (Basis: MACH Basic 2018).

**Method**

Personal online interviews, immediately after the end of the poster campaign (duration approx. 15 mins.).

**Sample**

500 persons (100 each per survey conurbation Berne, Basel, Zurich, Geneva, Lausanne). Random sample with pre-defined quotas, weighted taking the actual population figures into account (Basis: MACH Basic 2018).

**Carried out by**

intervista AG, Berne

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<sup>1</sup> Brand, product and company names and logos are obscured and cannot be identified

<sup>2</sup> Answers in % of persons who recall the campaign- <sup>3</sup> Information supplied without liability: Definitive programme on request