

Study on advertising impact

Swisscom relies on RailPosters – and thus, reaches almost half of the Swiss population on trains and suburban trains



RailPosters help the Swisscom campaign achieve more coverage and contact frequency

Research reason - How well does indoor train advertising work?

RailPoster campaigns are currently planned primarily based on data from the MACH Strategy Consumer intermedia study. For customized solutions, advertising impact studies and corresponding best practice cases are to provide our customers with additional KPIs, based on the heavy use of trains and commuter trains. To meet this need, APG|SGA has decided to commission a comprehensive study from intervista. The study is intended to provide insights into the reach, perception, and impact of an exemplary campaign on RailPosters in public transport. The research facility of intervista in the mobility panel «Footprints» made it possible to analyze the advertising impact and to gain important insights into the target group approach and the performance potential of the campaign.

Subject and aim of the study

This study examined the reach, perception, and impact of the Swisscom campaign on RailPosters.

Method of data collection

Reach measurement and online survey in intervista's Footprints mobility panel

Basic population

Swiss resident population aged 15–79

Approach – measuring and interviewing in public transport

The object of research was the Swisscom RailPoster campaign on the topic of sustainability, with 2 subjects that were displayed in 90% of all coaches of the commuter trains and the long-distance trains of the SBB. In addition, RailPosterMidi subjects were placed in 20% of all carriages. Via Footprints panel, almost 3,000 people were surveyed based on their mobility behavior with regard to contact opportunities and perception of Swisscom's sustainability campaign, i.e., on the one hand the contact opportunities with the campaign were measured and on the other hand questions were asked about the perception and impact of the campaign. The measured and surveyed data were then analyzed in combination.



«We are very pleased to see that the Swisscom campaign is making an important contribution to our campaign goals through frequent contact with the RailPosters.»

Stefanie König, Swisscom



«Thanks to the measurement of contact opportunities in the intervista Footprints panel and the combination with survey data, we can provide our clients with completely new insights and recommendations for the optimization of advertising campaigns.»

Beat Fischer, intervista

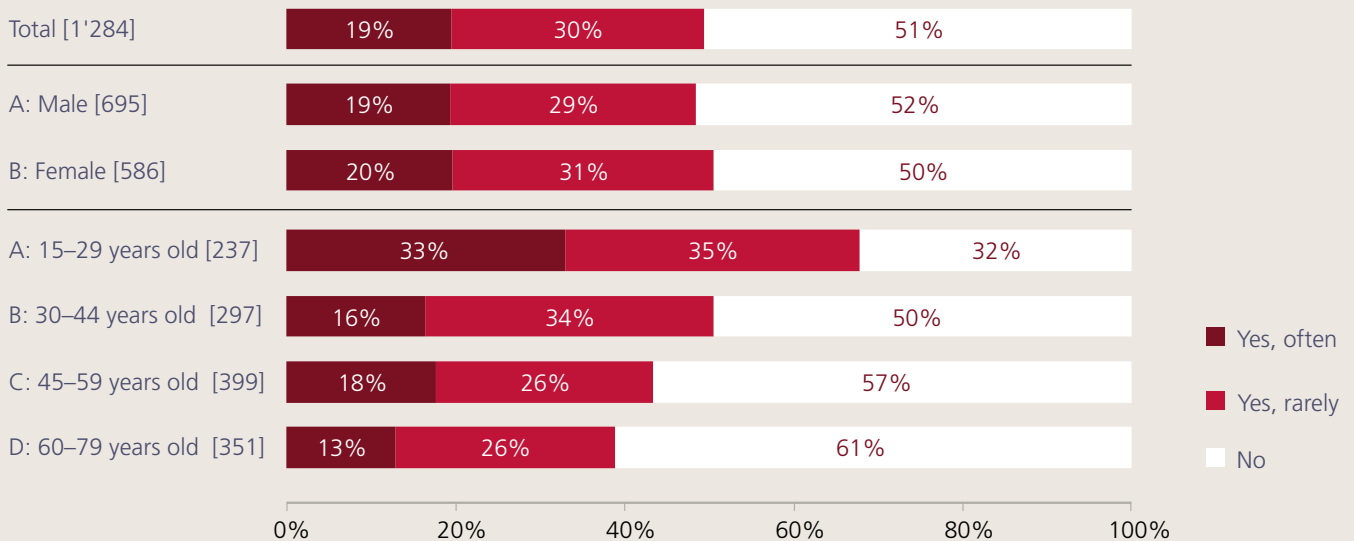
The special study by APG|SGA delivers the following results on Swisscom's RailPoster campaign

1. High basic performance of the RailPoster campaign: reach and contact dose in the CH population

Media performance	Swiss population aged 15–79	1 week	2 weeks
	Potential contacts (gross reach)	12'386'000	23'901'000
	Net reach (absolute number of people)	2'501'000	3'057'000
	Net reach (in % of CH population)	34%	44%
	Ø Contacts (OTS)	4.9	7.8

2. General perception of RailPosters in half of the Swiss population – especially among younger people

Question: Have you noticed advertising subjects on RailPosters during the past 4 weeks?





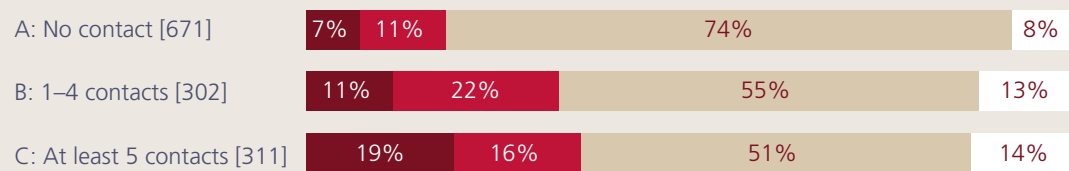
«Mediaschneider is strongly focused on the needs of its customers to understand their goals and develop customized solutions. RailPosters fulfill various functions for the sustainability campaign, which are able to make a substantial contribution to the campaign goal. The comprehensive results confirm our media mix recommendations.»

Bettina Mettler, Mediaschneider

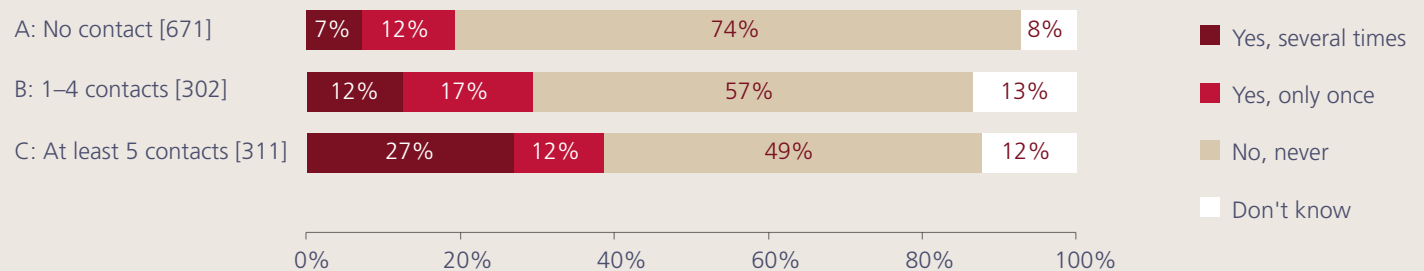
3. Advertising effect of the Swisscom campaign e.g., rise in recall scores after contact dose

Question: Have you seen this advertising subject at least once on a train or commuter train in the last few weeks?

Sujet «TV viewer»

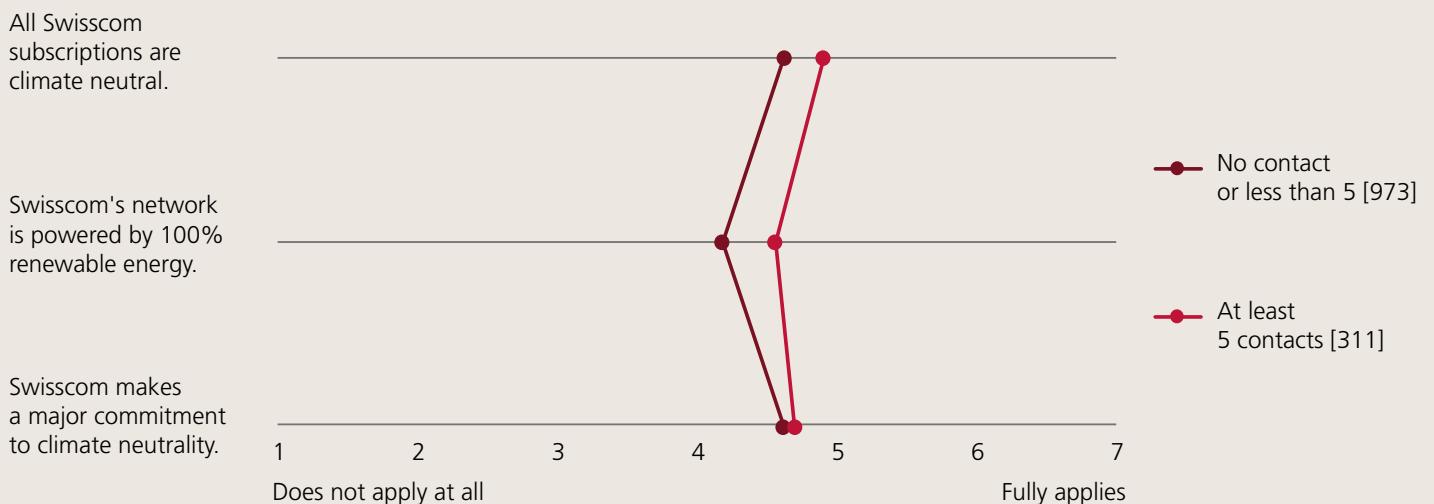


Sujet «Gamer»



4. Positive influence on perception of «Swisscom subscriptions» and «Swisscom sustainability»

Question: To what extent do you think the following statements apply to Swisscom subscriptions?
(Applicability on a scale of 7)



The key players – where successful partners work together

SBB – Mobility SBB connects major city centers and remote locations in Switzerland. It enjoys a global reputation: high punctuality, sophisticated timetables, and perfectly coordinated connections make it an important means of transport for work, shopping, and leisure. In addition, the train plays an important role in climate protection thanks to its low greenhouse emissions. The more than 1.5 million passengers who travel by train every day can be reached using «RailPoster» from APG|SGA. The largest standardized indoor advertising format in Switzerland can be booked both nationally and in individual S-Bahn regions.

intervista – Innovation intervista is a renowned Swiss market research institute that has a range of special skills for measuring mobility. The nationally representative Footprints panel shows mobility tracks and, in addition to measurement, also enables in-app surveys of the approximately 3,000 panelists – a good basis for coverage analyses and campaign surveys in public transport.

Swisscom – Sustainability Swisscom invests continuously in the further development of its services in order to offer its customers the best quality. This also includes a major commitment to climate protection. For this reason, Swisscom launched the awareness campaign for climate-neutral subscriptions and relied, among other things, on the RailPosters of APG|SGA. Not someday, but now: Since 2022, anyone who calls, streams, or surfs with Swisscom has been doing so in a climate-neutral way - automatically and at no extra cost. This important message shall be widely communicated to the public.

Mediaschneider – Campaign quality Mediaschneider, as Swisscom's media agency, recommended APG|SGA's RailPosters, among others, for the 2023 sustainability campaign. This choice is based on the perfect symbiosis between the campaign's sustainability theme and the values that SBB communicates. This decision not only reaches the target group, but also achieves enormous reach and high visibility at an extremely attractive price.

Conclusion:

APG|SGA RailPosters achieve high reach and contact intensity.

This communicates the message of Swisscom's sustainability subscriptions visibly and broadly.

