

Outdoor advertising helps overcome times of crisis

Study on advertising impact

**Giochiamo a tutto
ma non con la salute**



Garantiamo il più elevato standard
di sicurezza per la salute dei nostri ospiti.

CASINÒ  LUGANO

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A dynamic implementation on City ePanels ensures guaranteed perception by passers-by.



With a longer-term analog poster campaign, many people are reached several times over.

«As a result of the digital and analog outdoor advertising campaign, the drop in visitor frequency at Casino Lugano was significantly lower than at our direct, local competitor.»

G. F., Director Casino Lugano SA

Customer

The central location directly at Lago di Lugano makes Casino Lugano a popular crowd puller. It offers gaming in a modern elite structure and guarantees the highest gaming security as well as service quality for the players. Technological development and architectural redesign are important to Casino Lugano in order to always guarantee a high standard of quality.

Objective

Due to the Covid-19 pandemic, Casino Lugano had to close for three months in 2020. After the first lockdown phase in the 1st half of 2020, casinos were allowed to reopen in compliance with a consistent security concept. Casino Lugano wanted to inform the public about this and encourage visits.

Implementation

Media mix Posters as well as digital spots

Campaign Poster and digital campaign, 365 days; analog annual sites in the Ticino economic area and digital City ePanel network on the Lugano lake promenade

Performance values (1 year) 696,000 people aged 18+, total 98 million contacts

Outdoor advertising formats F12/F24 and City ePanel Lugano network

Design Striking, eye-catching, coherent-humorous (playing card motif with protective mask and gloves)

Measurement of advertising impact Monthly visitor frequencies (incl. comparison with competitors)

Subject and aim of the study

Impact of advertising measures on the development of visitor frequency at Casino Lugano.

Content

- Prior-year comparison of visitor frequencies at Casino Lugano and its direct competitor in Ticino, Casino Mendrisio
- Evolution before and after the first 2020 lockdown of the Covid-19 pandemic

Questions/topics

- Visitor statistics
- Monthly and previous year comparisons of visitor numbers

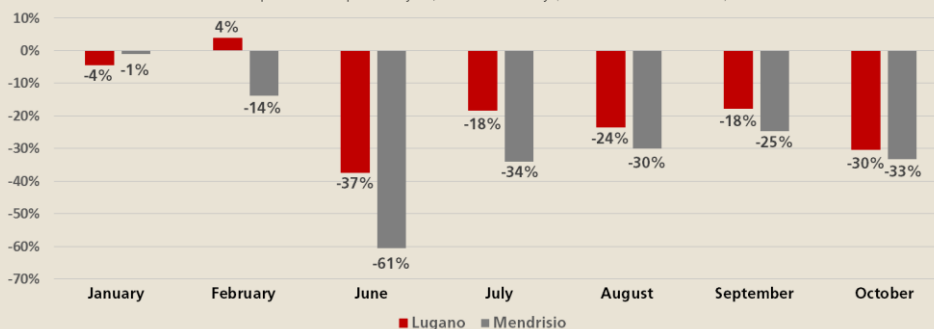
Effective outdoor advertising presence

Thanks to a regional poster campaign, Casino Lugano was able to communicate its security concept. "The decline in visitor frequency was significantly reduced thanks to the outdoor advertising campaign," says Gianmaria Frapolli, Director of Casino Lugano.

- Humorous implementation generated attention and encouraged to visit the casino.
- Direct comparison of competitors shows the successful impact of outdoor advertising. (See graphic: Visitor frequency development in Lugano sank less low than in Mendrisio.)
- Decrease in visitor frequencies could be reduced.

Visitor development Casino Lugano and Casino Mendrisio

Comparison with previous year, excl. March-May (closure due to COVID-19)



Contact

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