

Vehicle wrapping for a great advertising impact

How purple vehicles can become brand ambassadors

Customer

Valiant is an independent bank which operates exclusively in Switzerland and is one of the most important financial service providers, with over 85 branches. Its main territory comprises eleven cantons and stretches from Basel, across central Switzerland, to French-speaking Switzerland. It offers private customers, self-employed persons and SMEs a comprehensive, easy-to-understand offering in all financial matters.

Challenges

For many years now, Valiant has used the inimitable "Purple" brand, which is unique within the banking sector, and has had great success with it. The aim is to directly target mobile and urban target groups to increase brand awareness sustainably. Regular studies investigate the development of the perception and effect of campaigns.



Bus wrapping (FW), Biel 2017

Realization

- Media mix: Public transport advertising (mono-media strategy)
- Formats: Public transport exteriors (vehicle wrapping and TrafficBoards)
Public transport interiors (hanging displays and window stickers)
- Target area and duration: broad-based, long-term campaign (1 year) in German- and French-speaking Switzerland
- Design: striking colour scheme, eye-catching presentation, clear brand sender
- Online survey to measure the brand and advertising impact

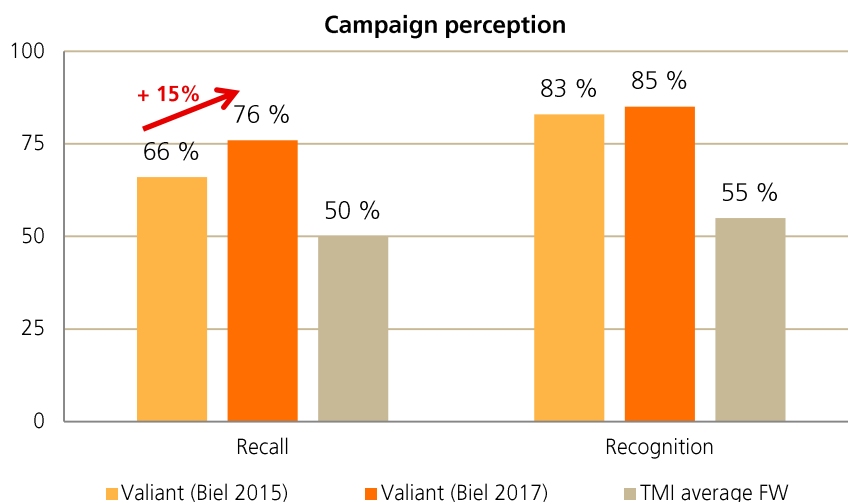
Result

The highly effective and memorable Out of Home advertising presence was above average thanks to the distinctive design and prominent presence in busy town centers.

- Campaign recall was clearly above the average in the test region of Biel.
- 85% of respondents were able to recognize the subject of the Valiant brand – even for anonymized sender information.
- Recall and brand awareness were increased – in some cases significantly – compared with 2015.

Striking color

- + brand-focused implementation
- + comprehensive presence in target area
- = high-impact OoH advertising



Study on the impact of fully-wrapped vehicles

Targeted use in urban town centers

"For many years we have used striking public transport advertising and thus reach our target groups in an efficient and comprehensive way."

Bettina Ammann, Senior Project Manager Marketing, Valiant

Subject and aim of the study

- Tracking of campaign impact for Valiant's fully-wrapped vehicles

Test set-up

- Survey area: Commuter area of West Mittelland (economic areas 14/32/33/34)
- Representative sample: n=217 (2017); n=200 (2015)
- Age: 15-59
- Survey subjects: people who reside in the survey area and who travelled through Biel on 3 out of 7 days during the last 14 days
- Method: online survey
- Execution: 2017 (31.05. -07.06.), 2015 (12.08.-19.08.)
- Innofact AG (Zurich)

Questions asked/subject areas

- Socio-demographic profile of the target group (age, gender, age structure, occupational status, purchasing power class)
- Time spent in Biel (frequency)
- Perception of the advertising campaign (prompted) in terms of recall, brand recognition and campaign appeal.



The striking and brand-focused design is prominent and quickly remembered.



Vehicles wrapped entirely in advertising are used every day in town centers in Switzerland. They are also seen by pedestrians and motorists.

Further information

www.apgsga.ch

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Allgemeine Plakatgesellschaft AG

Christof Hotz, Head of Market Research
Giesshübelstrasse 4

P.O. Box, 8027 Zürich

Tel. +41 (0)58 220 78 45

christof.hotz@apgsga.ch

Additional cases:

apgsga.ch/best-practice