### Advertising at home



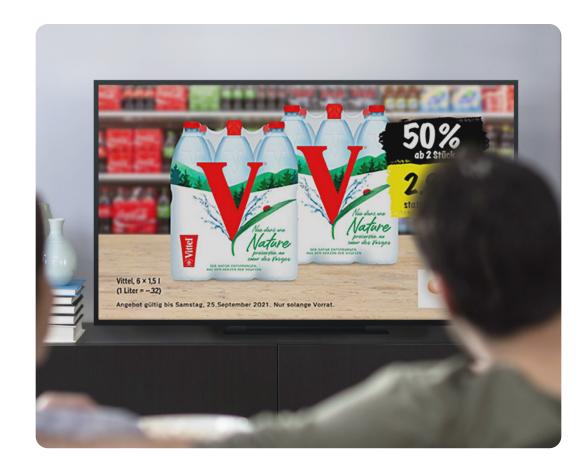
The advertising platform with impact.

# Campaign Commercial









Advertising at home

**Campaign Commercial** 

Facts& figures

#### CONTACT

Nicole Bieri Project Manager Coop Retail Media +41 (0)61 336 70 74

## Content

### Campaign Commercial

### Facts & figures

#### **OVERVIEW OF SERVICES**

The commercial, 5 seconds per product, is tagged onto main Coop commercial.

#### **Service details**

Approx. 85 GRPs (GRP relates to the whole commercial), (households, 20–49 years old) approx. 300 broadcasts per week.

#### **Broadcaster G-CH:**

SRF1, SRF2, SRFinfo, RTL, RTLzwei, VOX, Nitro, n-tv, Pro7, Sat.1, Kabel 1, Puls8, Sixx, Prosieben MAXX, Sat.1 Gold, 3+, 4+, 5+, DMAX, TV24, TLC und Swiss1

#### **Broadcaster F-CH:**

RTS Un, RTS Deux, M6, W9, 6ter, C8, TF1, TCM und TFX (no advertisements for alcohol are shown on M6, W9, 6ter, C8, TF1, TCM and TFX)

#### **Broadcaster I-CH:**

RSI LA 1 and RSI LA 2



#### **PRICE**

**CHF 41,000** 

#### **DEADLINES**

- → On request
- → **Lead time:** 6 weeks before publication
- → **Broadcast:** Thursday and Friday

# Campaign Commercial Facts & figures

#### **SPECIFICATIONS**

#### Specifications for the spoken advertising message

- Short, concise formulation for an offer/range lasting 5 seconds in German.
- The spoken advertising message will be in Swiss German dialect.
- e.g. "30% off 18 bottles of Feldschlösschen Original." or "20% off all red wines."

#### Specifications for written product and price information

- Product name, quantity information, discount, original and discounted price.
- The duration of the offer must also be indicated.
- Legal information can/must also be displayed.

#### **Specifications for images**

- Supplied frontal and released
- TIFF file
- Format: 2,000 × 3,000 px (W × H)
- Hard shadow on a separate layer
- If there are no own packshots, Coop will make these available

#### Language adaptations

Translations into French and Italian will be done by Coop.