

Advertising at home



The advertising platform
with impact.

Campaign Commercial

—
Facts &
figures





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CONTACT

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Content

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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

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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.