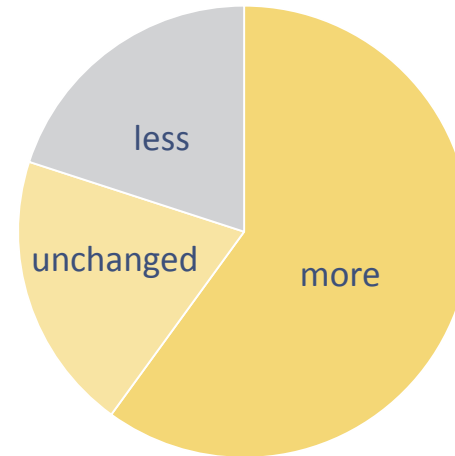


**+** Switzerland | Trend “cross media advertising” strengthens DooH

The additional question for Switzerland is presented in cooperation with the Swiss industry association IG Adscreen:

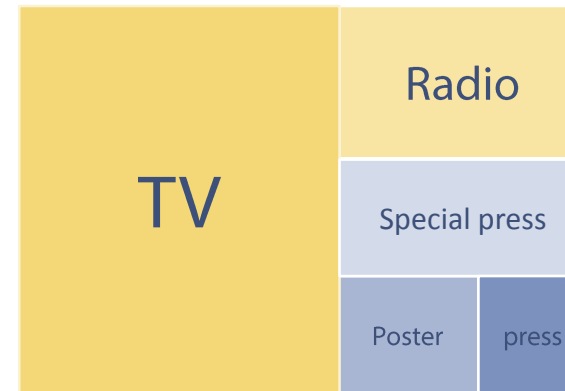
**„How often are DooH media booked within cross-media campaigns? And with which media are DooH media integrated in cross-media campaigns?“**

- Advertisers are increasingly designing and planning multichannel and cross-media campaigns
- DooH is increasingly integrated into the media-mix and is established as a valuable option to extend regional and national campaigns
- Particularly TV and radio campaigns are extended through DooH networks as far as the point of sale
- Poster and DooH appear to be less compatible with each other, the gap between the analog and digital medium seems to be too wide



© invidis consulting. 2013

Fig. 13: Results for the additional question DBCI March/April 2013 for Switzerland n=5: „How often are DooH media booked within cross-media campaigns?“



© invidis consulting. 2013

Fig. 14: Results for the additional question DBCI March/April 2013 for Switzerland n=5: „With which media are DooH media integrated in cross-media campaigns?“