

Retail

The environment

The landscape screens within the retail environment offer broad coverage and are assigned to two focus areas. On the one hand, the screens are present in postal branches. Since its foundation in 1849, Swiss Post Office has been constantly evolving with time and has accordingly equipped a large number of its branches with the latest technology. Likewise, migrolino also relies on digitalisation. Founded in 2009, the company has been able to record a constant increase in sales. Migrolino convenience stores equipped with screens are located at petrol stations, in railway stations, in cities as well as malls.



Specifications

landscape format

dimension	43, 55 + 75 Zoll
resolution	Full-HD, 16:9
ad pressure	Strong, regular, light
Post Office branches	
ad pressure migrolino	Regular, light
Convenience stores	
Content (depending on location)	News, weather, advertising

The ad pressure corresponds to the frequency, an ad is displayed. The ad pressure differs by area:

Post Office branches: strong every 3 minutes, regular all 4 minutes, light all 5 minutes
migrolino convenience stores: regular every minute, light all 2 minutes

The product

More than 300 branches of Swiss Post and over 200 migrolino convenience stores have screens of Livesystems.

The screens are perfectly visible from every angle - in the migrolino convenience stores, for example, directly behind the checkout system, in the Swiss Post branches often combined with the ticketing system. The screens promise a high visible and appealing presence for every target group.

Key data for your target audience



Well-balanced proportion: While 52,6% of migrolino visitors are male, 47,4% are female¹



56% of the people who visit a post office branch are women.²



73% of people who visit a post office branch are in employment²

All information without guarantee. Subject to change without notice. Source: ¹MACH Consumer 2021, ²Intervista Studie

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