

Hörmann Schweiz AG

Efficiency through TV – The impact of appealing creations and special television advertising formats

Admeira AdPanel Case 2025





How much budget is really needed to significantly increase brand value ?

Surprisingly little – provided the strategy is right.

The Hörmann case as best practice:

- Strategic media planning in the premium environment of the SRG.
- Combination with appealing, attention-grabbing design.
- Result: Excellent values even with a moderate budget.



As a research partner, Admeira continuously provides the industry with insights from **advertising impact research**.

One of our key tools is the **Admeira AdPanel**.

This research tool, operated in collaboration with GfK Switzerland, makes it possible to test the quantitative and qualitative performance of TV commercials using surveys representative of the population.

Maximum effect with targeted use

Strategic starting point:

Hörmann 2025 – TV campaign with impact research

Monitoring with AdPanel to measure campaign impact in calendar week 42/2025

Company background:

Hörmann Schweiz AG, Oensingen

- National branch of the Hörmann Group
– global leader in gates, doors, frames and operators
- Distribution locations in over 40 countries
- **Campaign strategy:**
- Exclusive broadcast on SRG channels
- **Focus on special advertising format TIME**
- Budget allocation before testing: approx. 60% TIME, 40% traditional TV advertising commercial breaks

Objective:

Achieving significant advertising success on a limited budget



The TIIM-Engagement may last 10 seconds and will be broadcast directly before the program, without an advertising break..

Benefits:

Exclusive placement, directly before SRG SSR information programmes.

Exclusivity, programme proximity, maximum reach, maximum market share, maximum attention and maximum credibility.

The greatest impact for you!

High sympathy as a foundation

The commercial had the desired effect.

Creative content counts:

The quality of the creation is crucial for increasing sales and building brands – regardless of the media budget.

Analysis in AdPanel:

- TV spots are evaluated using standardised KPIs.
- Results compared to industry benchmark (construction/industry/furnishings, n=13)

Hörmann-Spot:

- Impressive overall results
- Strong emotional appeal

Consequence:

- Positive creative evaluations formed the basis for the desired effect of the spot.

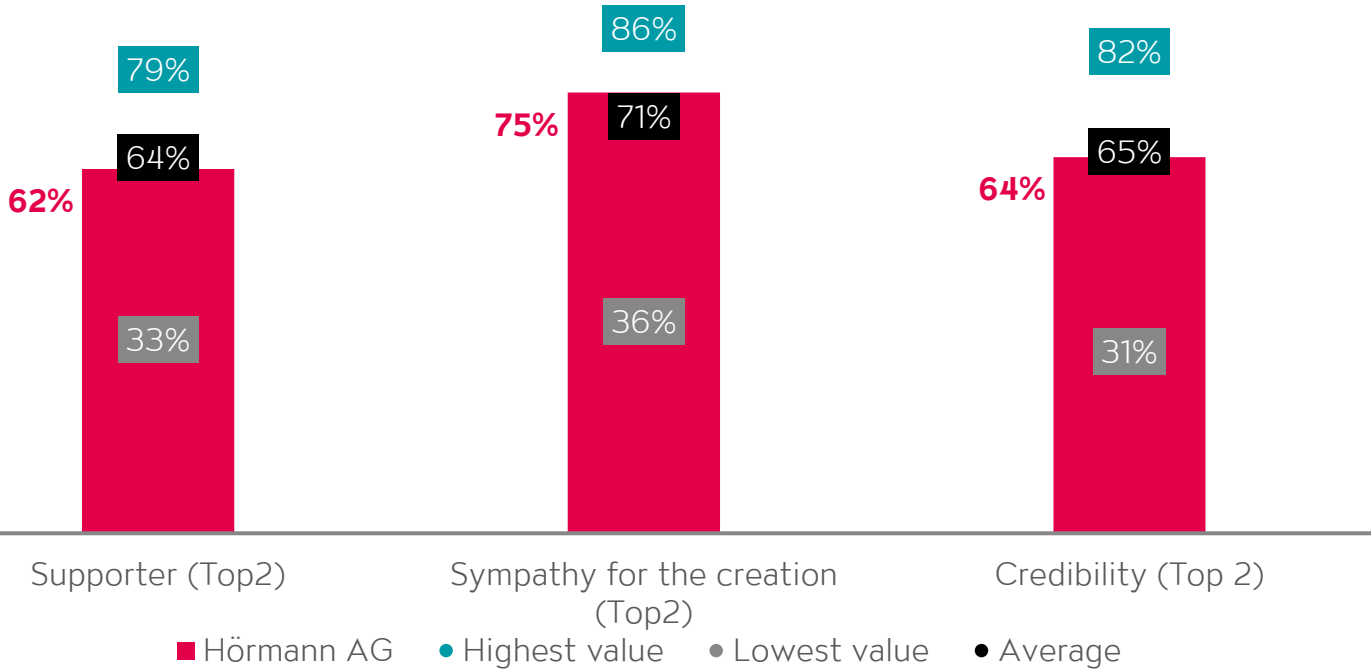


Figure: Evaluation of the creation, values achieved from the AdPanel questions. benchmark 2021–2024 TV commercials in the construction/industry/furnishings sector (n=13) Admeira, AdPanel, Wave 42, 2025, GfK Switzerland, GE-CH: 768 respondents

The campaign impact

The true strength of the campaign was revealed in the so-called **impact analysis**.

This method isolates the causal effect of advertising by comparing

people with advertising recall (Recall: Yes)

with

people with no advertising recall (Recall: No)

Difference in brand values = «Impact»



Excellent impact values

Brand awareness

+29 percentage points

Brand preference

+23 percentage points

Brand appeal

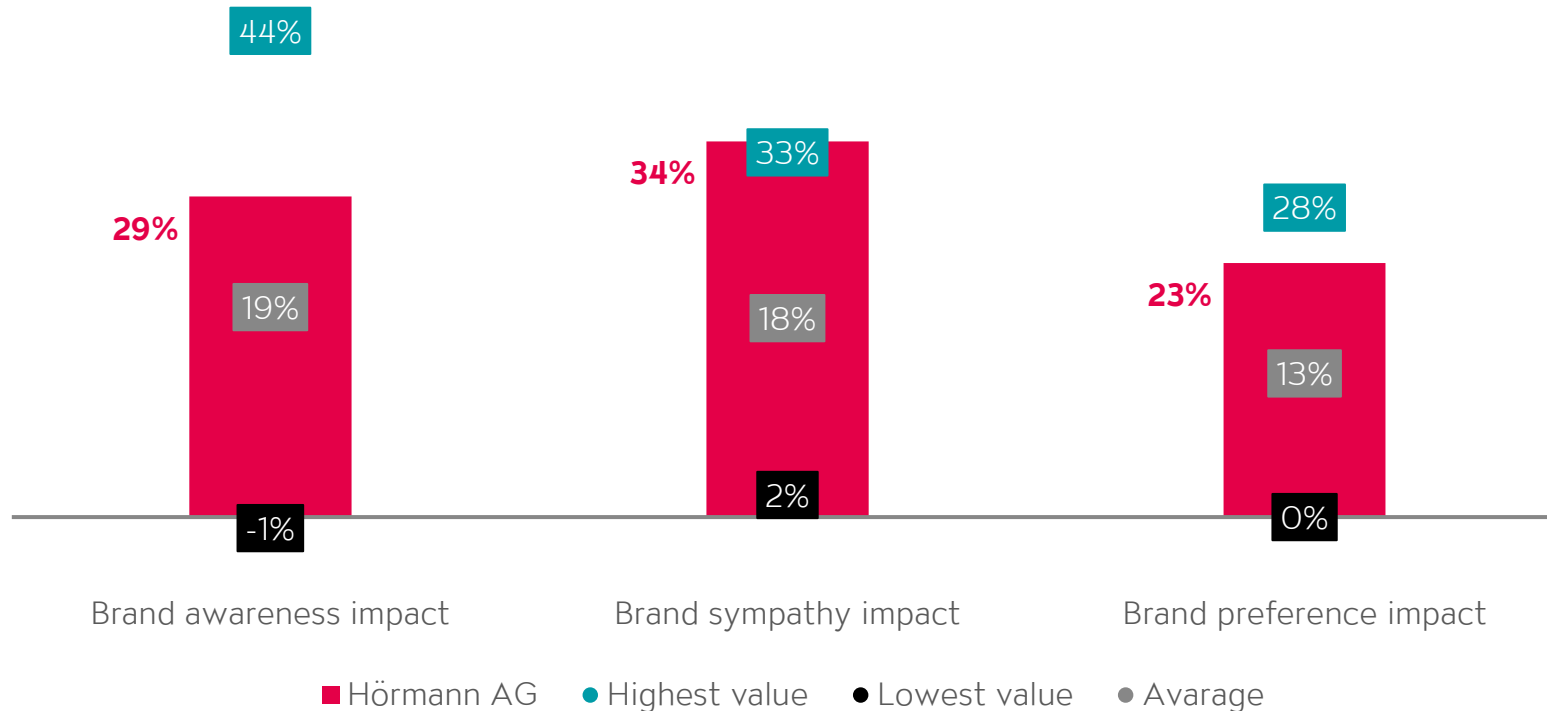
+34 percentage points
= a new record high in our AdPanel measurements

People with recall:

- were more familiar with the brand
- found it more appealing
- and would clearly prefer Hörmann.

Advertising recall significantly increases brand appeal

Brand sympathy impact: new record high



People **with ad recall**:
Brand appeal 67 %

People **without ad recall**:
Brand appeal 33 %

Impact of advertising recall:
+34 percentage points

New record in AdPanel:
Highest value ever recorded for brand appeal Impact

Comparative figures:
Previous best result: 33 PP
▪ Industry benchmark (construction/industry/furnishings): 18 PP

Figure: Impact achieved KPI of campaign effectiveness
Benchmark 2021-2024 TV commercials in the construction/industry/furnishing sector (n=13)
Admeira, AdPanel, Wave 42, 2025, GfK Switzerland, GE-CH: 768 respondents

Successful activation of the target group



The **advertising impact of the campaign** was not limited to image impact but also triggered concrete actions. The **combination** of the **special advertising format TIME** and classic **TV advertising** effectively **activated the target group**:

- 13% of respondents with recall stated that they **had visited a Hörmann store or website** in the last four weeks..
- For individuals without advertising recall, this figure was only 2%.

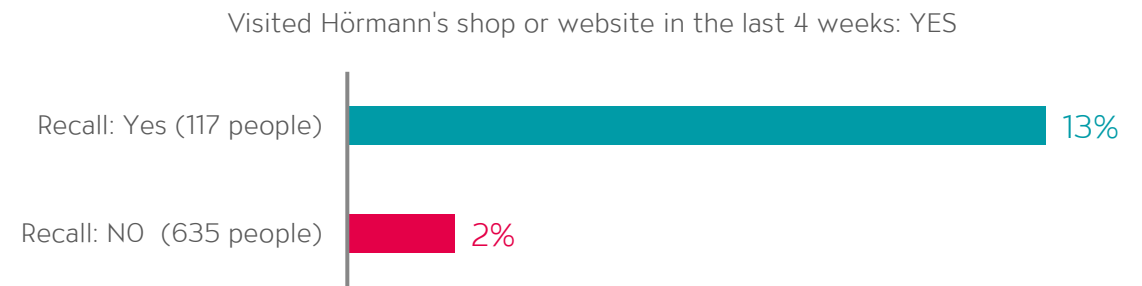


Figure: Responses to the question 'Have you visited the shop or website of the advertised Hörmann brand in the last four weeks?'
Admeira, AdPanel, Wave 42, 2025, GfK Switzerland, GE-CH: 768 respondents

Conclusion

The Hörmann case demonstrates the effectiveness of TV-advertising:

Effective «Demand Building»-channel, even on a low budget.

Combination is crucial:

Solid creation

Strategic media planning

Combination of **TIME format and classic TV commercials**

Result:

Maximum impact on brand preference, despite moderate recall

Takeaway:

- High advertising impact does not depend on budget size.
- The decisive factor is how advertising contact positively charges brand values.



Andreas Breschan, CEO Hörmann Schweiz AG

«Thanks to the accompanying research in AdPanel, we were able to see how strongly TV boosts our brand. For us, it is crucial to understand not only the reach, but also the qualitative impact of our campaigns.

Admeira has proven to be a valuable research partner in this regard. The detailed analysis in AdPanel shows us in black and white: TV is effective – profound, sustainable and even with efficient use of funds.»





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A hand with the index finger pointing upwards towards a teal rectangular button with rounded corners. The button contains the word 'START' in white, bold, uppercase letters. The background is a textured grey.

START

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