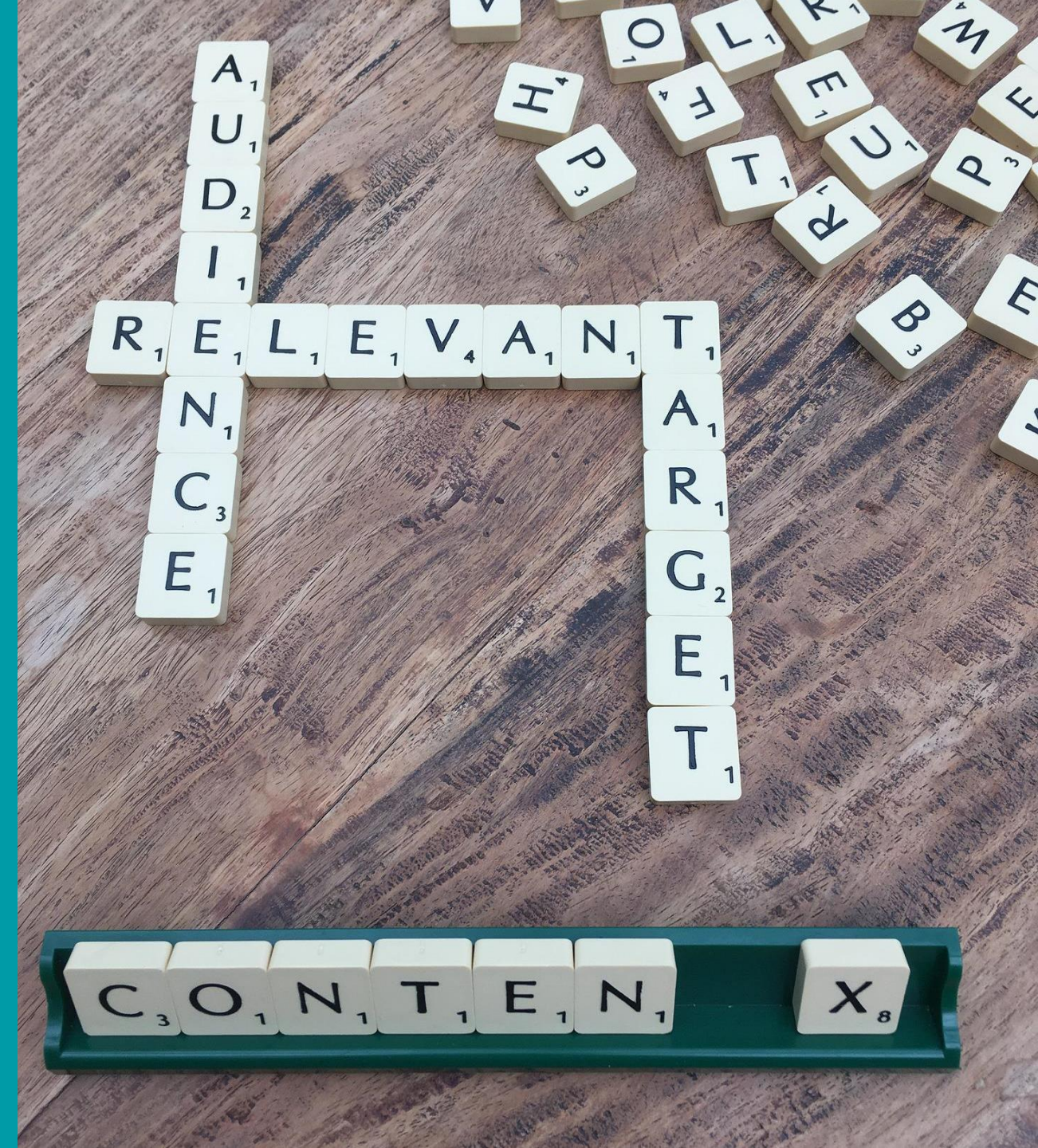


Study on the

# Relevance of TV among advertising channels in Switzerland

July 2022

**AD**MEIRA



# Profile of the study

**Subject of the study:** Study on the characteristics of advertising media (consumer view 2022)

**Method:** Online survey with the EFS Survey software from Tivian

**Data source:** intervista Online-Panel

**Region:** German-speaking and French-speaking Switzerland

**Target group:** 15- to 74-year-old persons

**Quotation and weighting:** Interlocking quotas by gender x age (15-29, 30-44, 45-59, 60-74) x language region, according to current, population-representative specifications of the Federal Statistical Office FSO. Small deviations from the target distribution are compensated with a weighting.

**Sample size:** n = 1'002 (749 GE-CH, 253 FR-CH)

Relevance of advertising channels

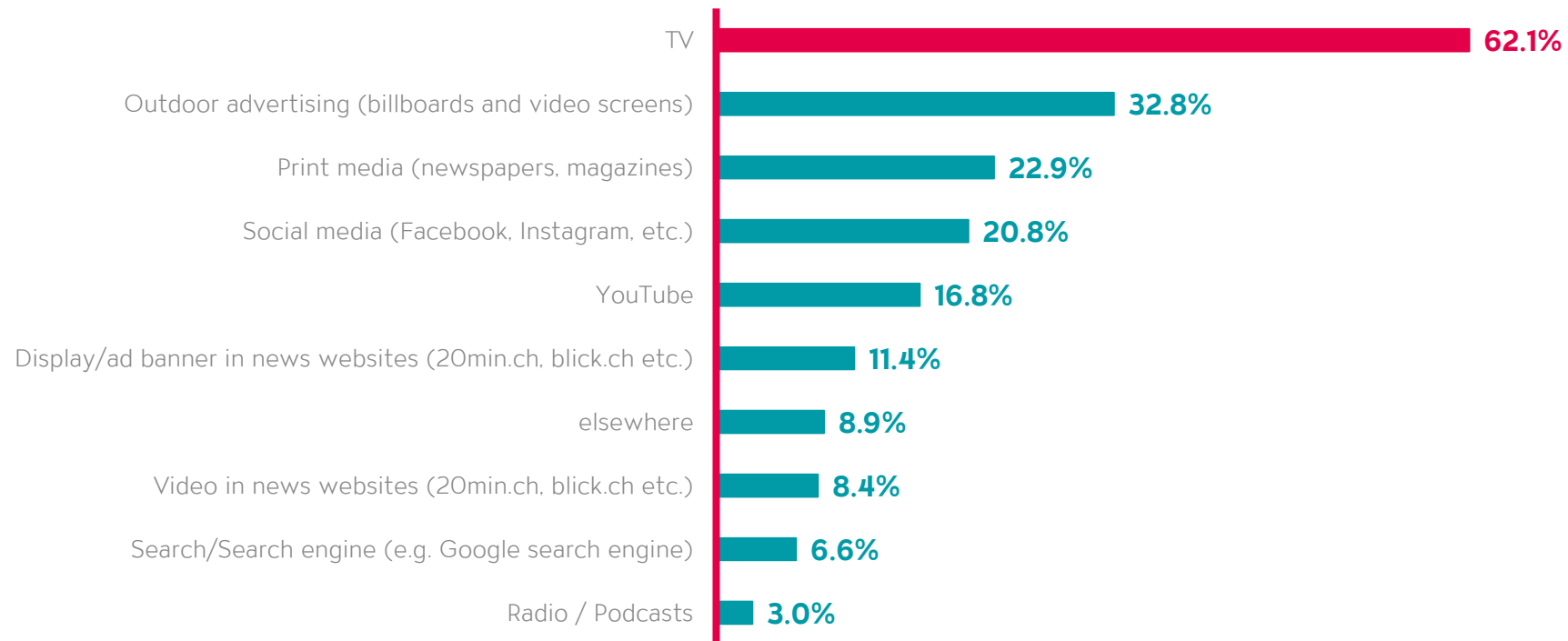
Perception

AD  
MEIRA



# Highest perception on TV

First, the respondents were openly asked to name brands where they remember advertising. Follow-up question: "Where did you notice advertising from the brand mentioned?" (multiple answers possible)



Source: Admeira study "Relevance of TV among advertising channels in Switzerland" 2022

Relevance of advertising channels

# Advertising attention

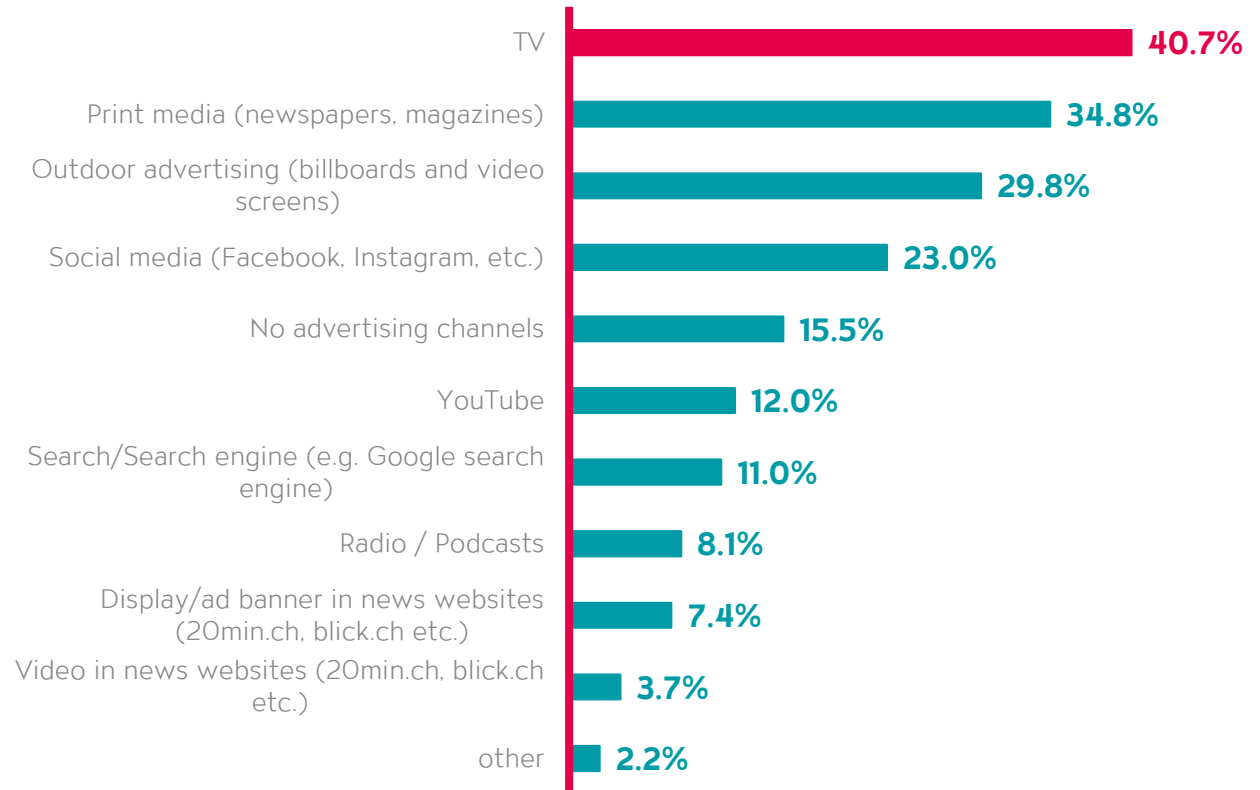


# Highest advertising attention on TV

Question: "On which channels do you pay most attention to advertising?"



People pay the most attention to advertising on TV. Remarkable is the still high attention in print. In moving images, TV is far ahead of YouTube or social media.



Source: Admeira study "Relevance of TV among advertising channels in Switzerland" 2022

Relevance of advertising channels

# Advertising influence on the purchase decision

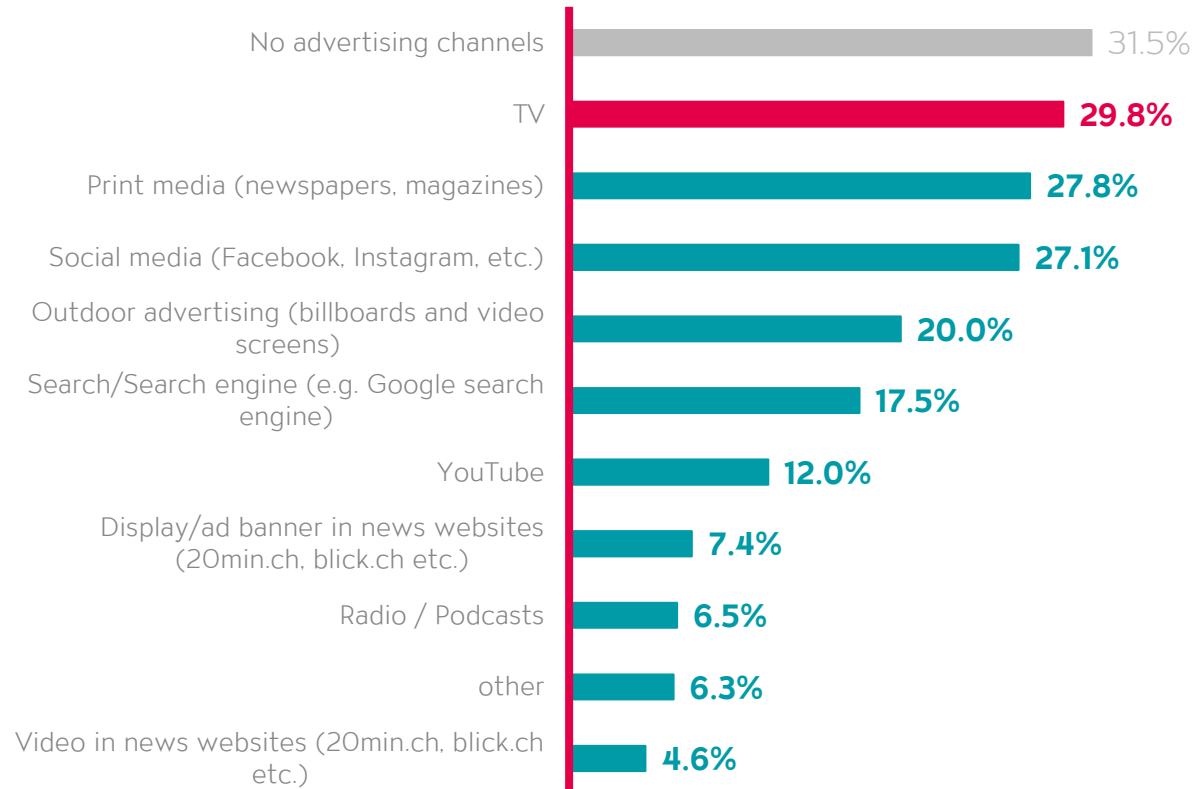


# TV influences the purchase decision

Question: "Overall, which advertising channels have a big influence on your purchasing decisions?"



Of course, there are people who don't let themselves be steered by advertising. But most of them are. And here people are still most influenced by TV.



Source: Admeira study "Relevance of TV among advertising channels in Switzerland" 2022

Relevance of advertising channels

Advertising credibility

AD  
MEIRA

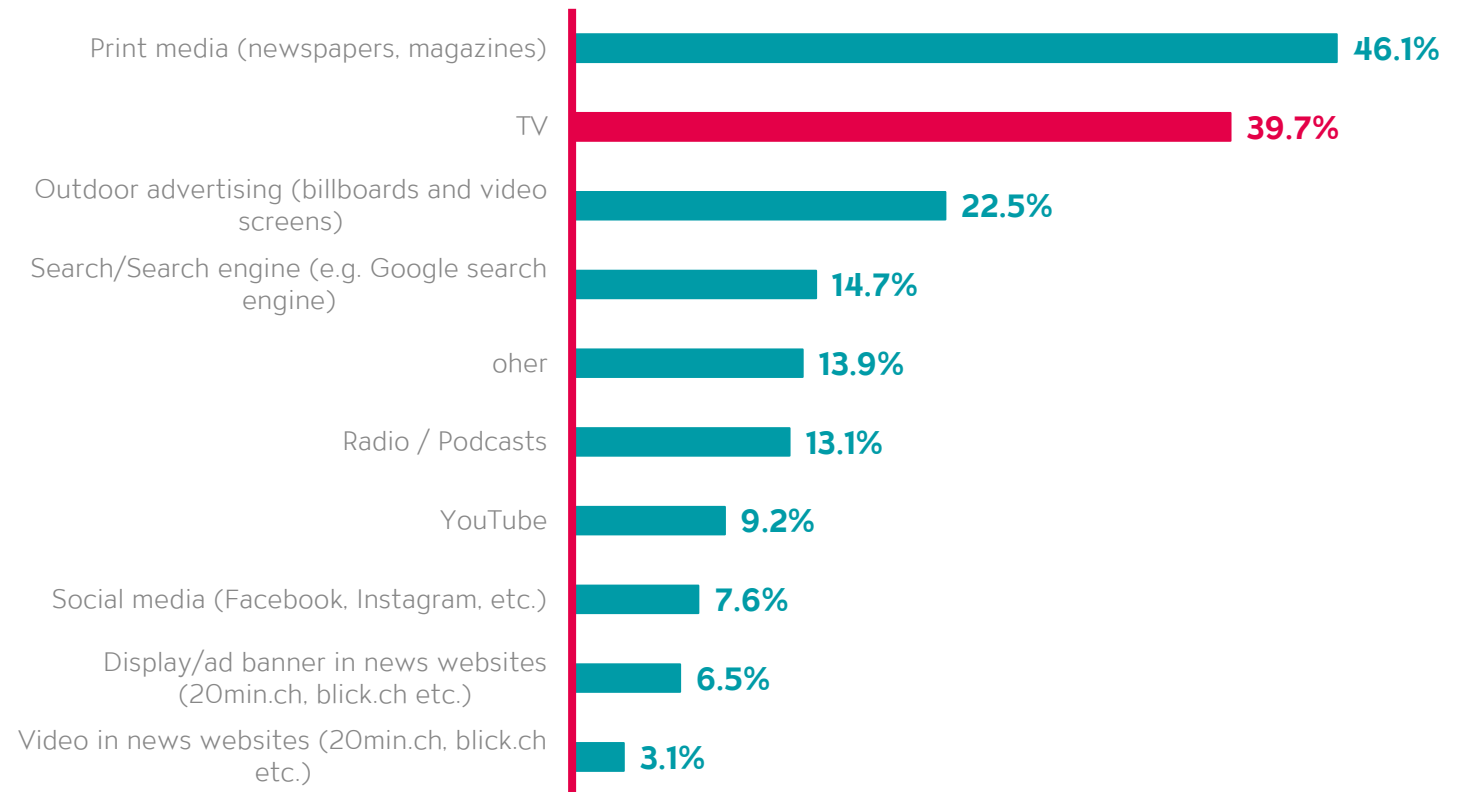


# Moving image: TV advertising is most credible

Question: "Which advertising channels have the most credible advertising overall?"



Many people still trust printed paper.  
In the moving image, however, TV is by far the most credible medium.



Source: Admeira study "Relevance of TV among advertising channels in Switzerland" 2022

Relevance of advertising channels

Favourite advertising  
channel

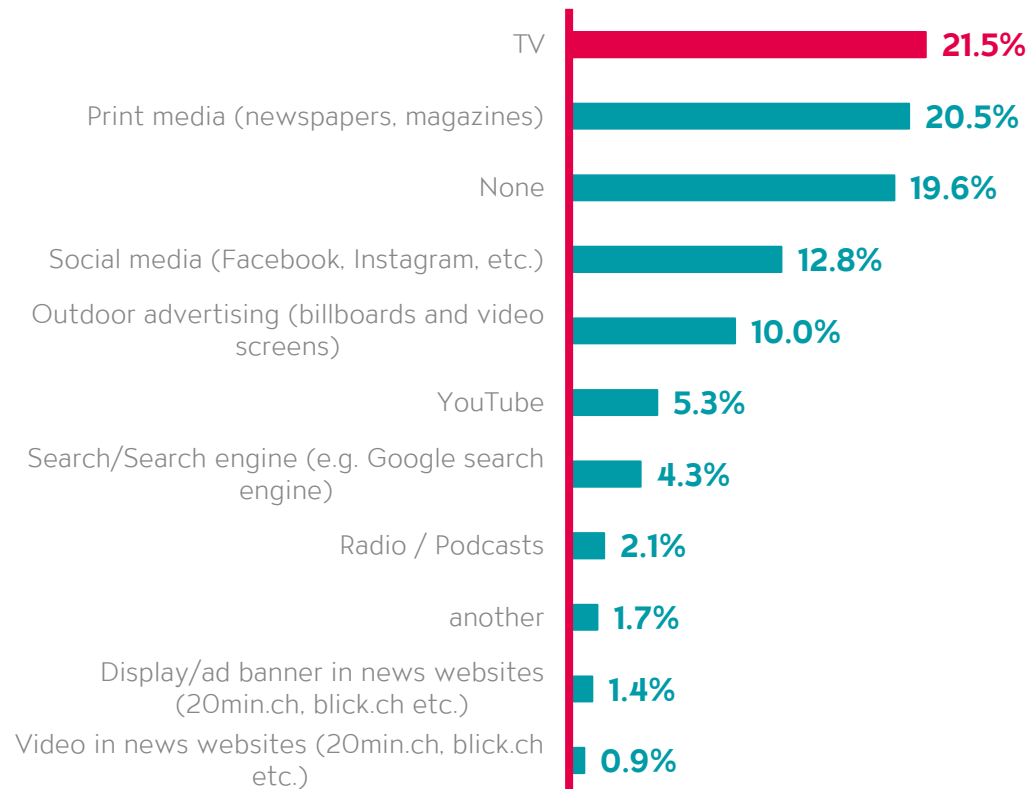


# TV is the most popular channel for advertising

Question: "Which channel do you prefer for advertising (favourite channel)?"



People like advertising.  
And they like it best on TV. The  
emotional media, on the "big  
screen", brand-safe and popular.



Source: Admeira study "Relevance of TV among advertising channels in Switzerland" 2022

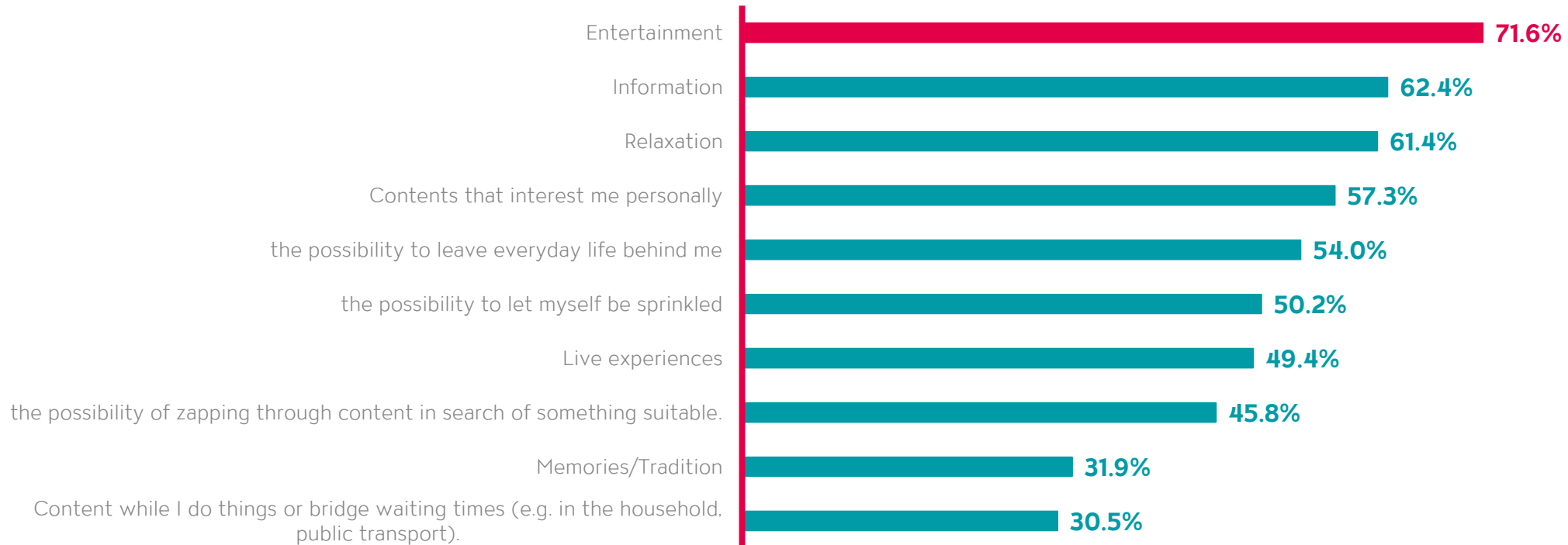
Relevance of advertising channels

# Characteristics of the media channels



# TV

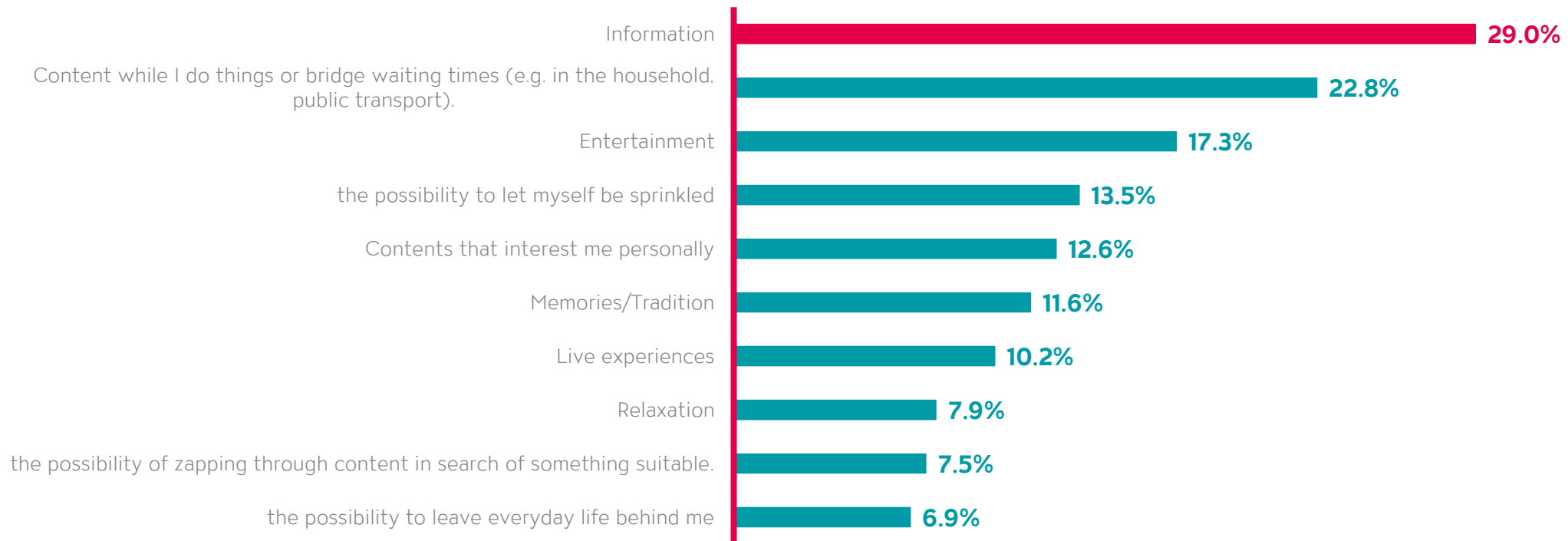
"Please rate the following media in terms of the following characteristics." (in the context of the Screenforce study "Mapping the Mood")



Source: Admeira study "Relevance of TV among advertising channels in Switzerland" 2022

# OOH

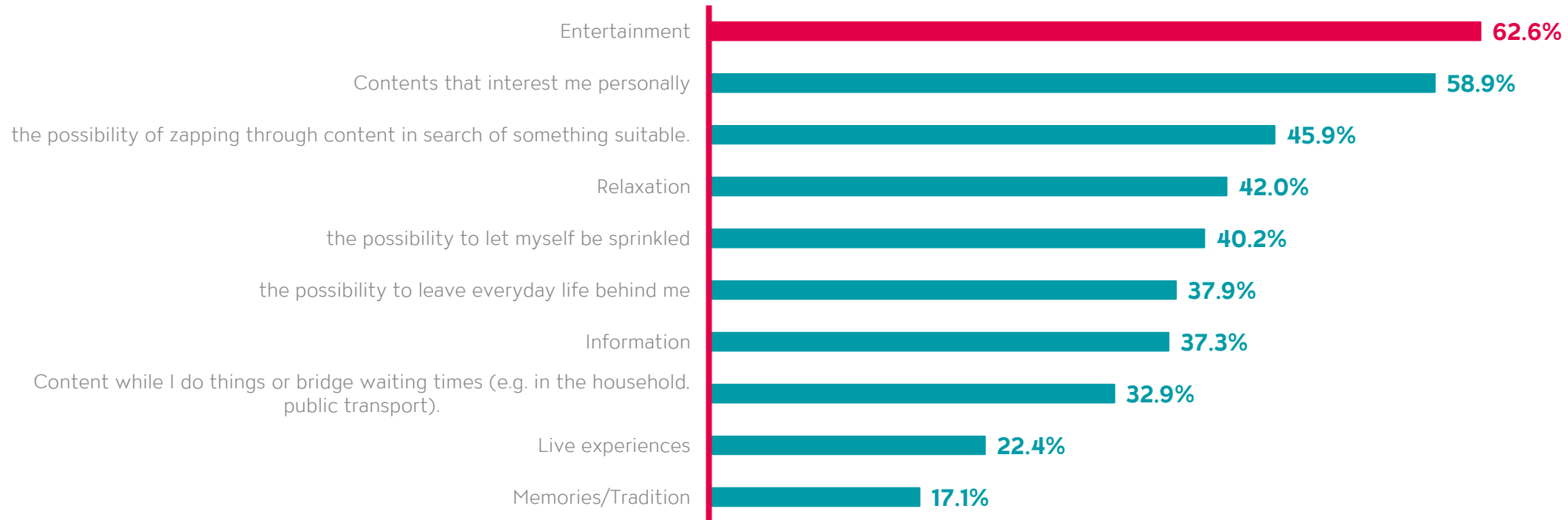
"Please rate the following media in terms of the following characteristics." (in the context of the Screenforce study "Mapping the Mood")



Source: Admeira study "Relevance of TV among advertising channels in Switzerland" 2022

# YouTube

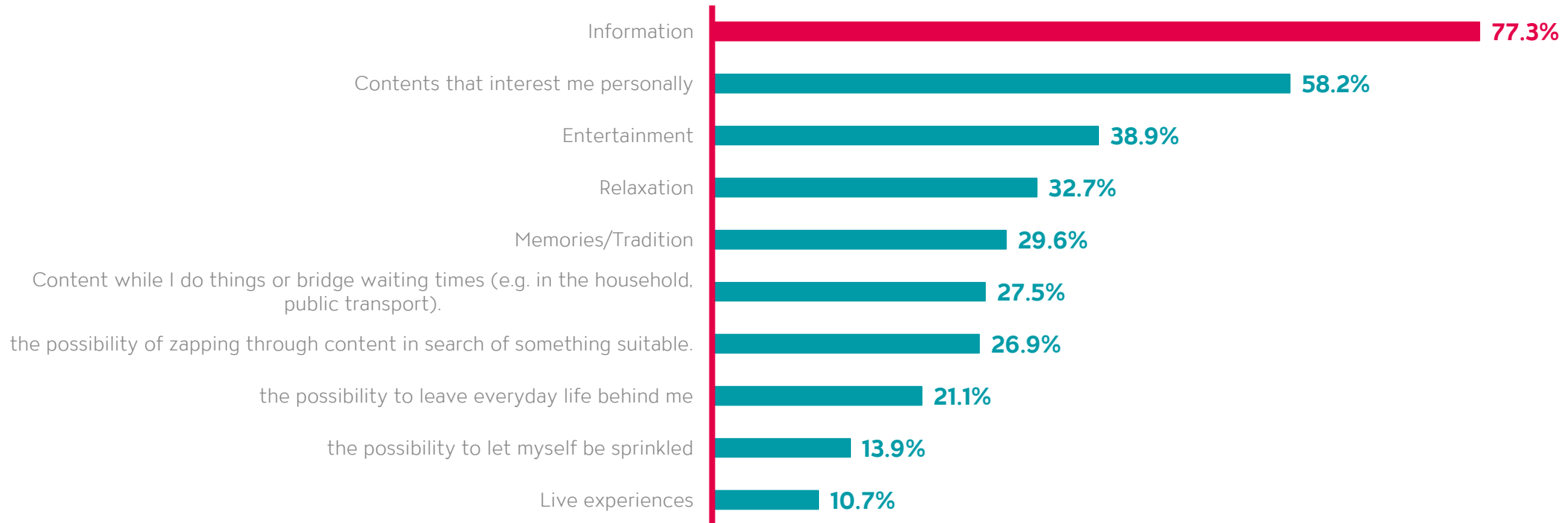
"Please rate the following media in terms of the following characteristics." (in the context of the Screenforce study "Mapping the Mood")



Source: Admeira study "Relevance of TV among advertising channels in Switzerland" 2022

# Print

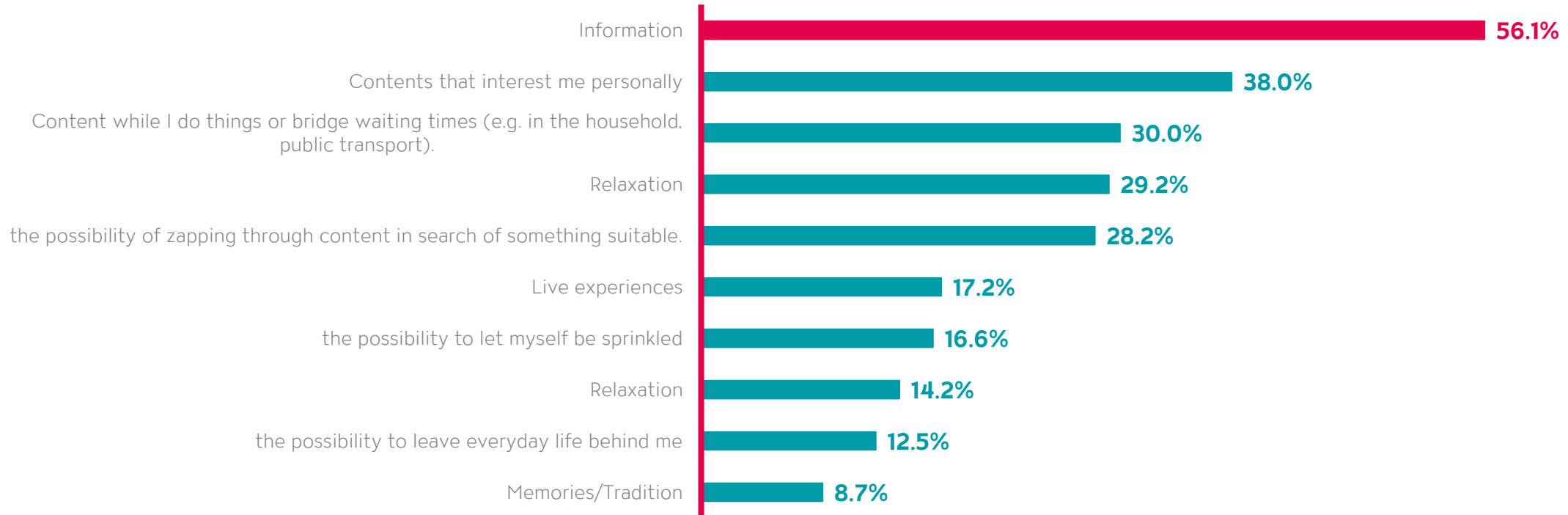
"Please rate the following media in terms of the following characteristics." (in the context of the Screenforce study "Mapping the Mood")



Source: Admeira study "Relevance of TV among advertising channels in Switzerland" 2022

# News-Websites

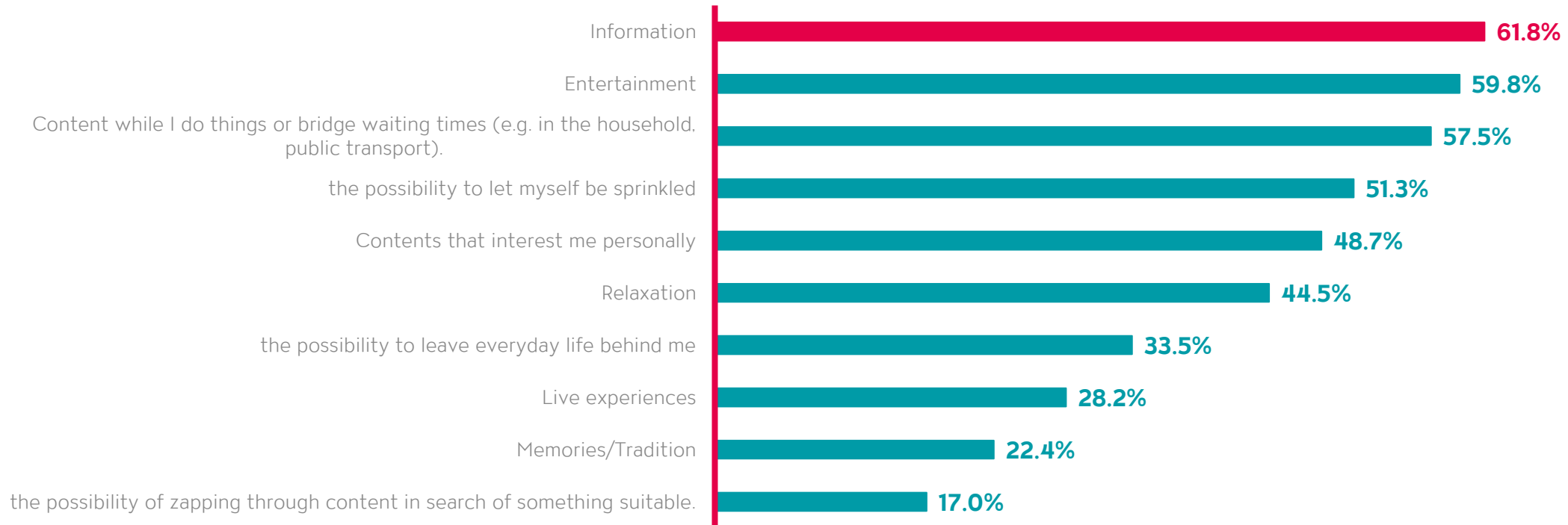
"Please rate the following media in terms of the following characteristics." (in the context of the Screenforce study "Mapping the Mood")



Source: Admeira study "Relevance of TV among advertising channels in Switzerland" 2022

# Radio

"Please rate the following media in terms of the following characteristics." (in the context of the Screenforce study "Mapping the Mood")



Source: Admeira study "Relevance of TV among advertising channels in Switzerland" 2022

Do you **always** want to  
be **up to date**?  
Then **subscribe** to  
our **newsletter!**

**Register now!**

