Switzerland Brand Trends

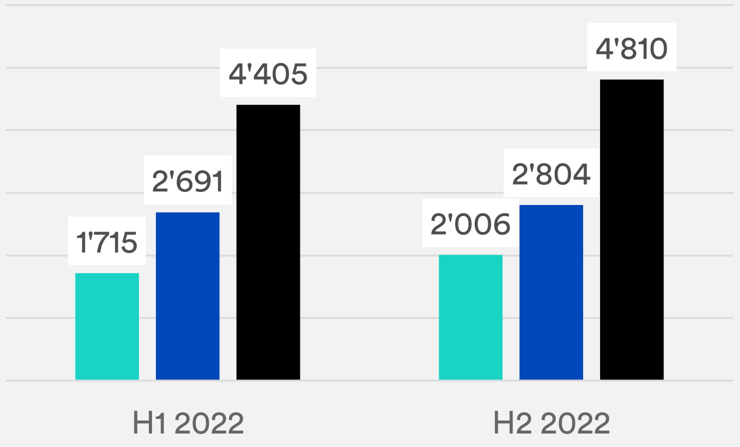
2022

\>300 brands
22 sectors

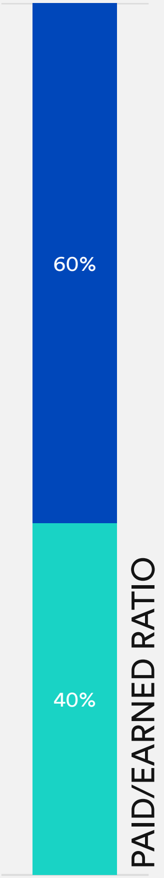
Total brand visibility

Switzerland Brand Trends 2022

9.2 billion	3.7 billion	5.5 billion
TBVi	**Paid**	**Earned**
Avg. CHF 29.3 million	Avg. CHF 11.8 million	Avg. CHF 17.4 million



In CHF millions



2022

Total visibility 9.2 billion: Avg. 29.3 million per brand
The total visibility of the 315 brands recorded amounted to CHF 9.2 billion gross in 2022.

Ratio

Paid/earned ratio in favor of earned media
60% of total visibility, corresponding to CHF 5.5 billion, is due to earned media. Conversely, gross advertising pressure (40%) amounted to CHF 3.7 billion.

+9%

Increase in visibility from H1 to H2
In the second half of 2022, total visibility increased by CHF 404.3 million (+9%). Paid presence (+17%) was the largest trigger behind this, but earned also saw an uptick of 4 percent. The sector with the largest percentage growth was insurance (+48%), followed by fashion & sport (+31%) and energy (+28%). Visibility reduced for three sectors: optics & acoustics (-12%), pharmaceuticals & health (-9%) and telecommunications (-6%).

Total industry visibility

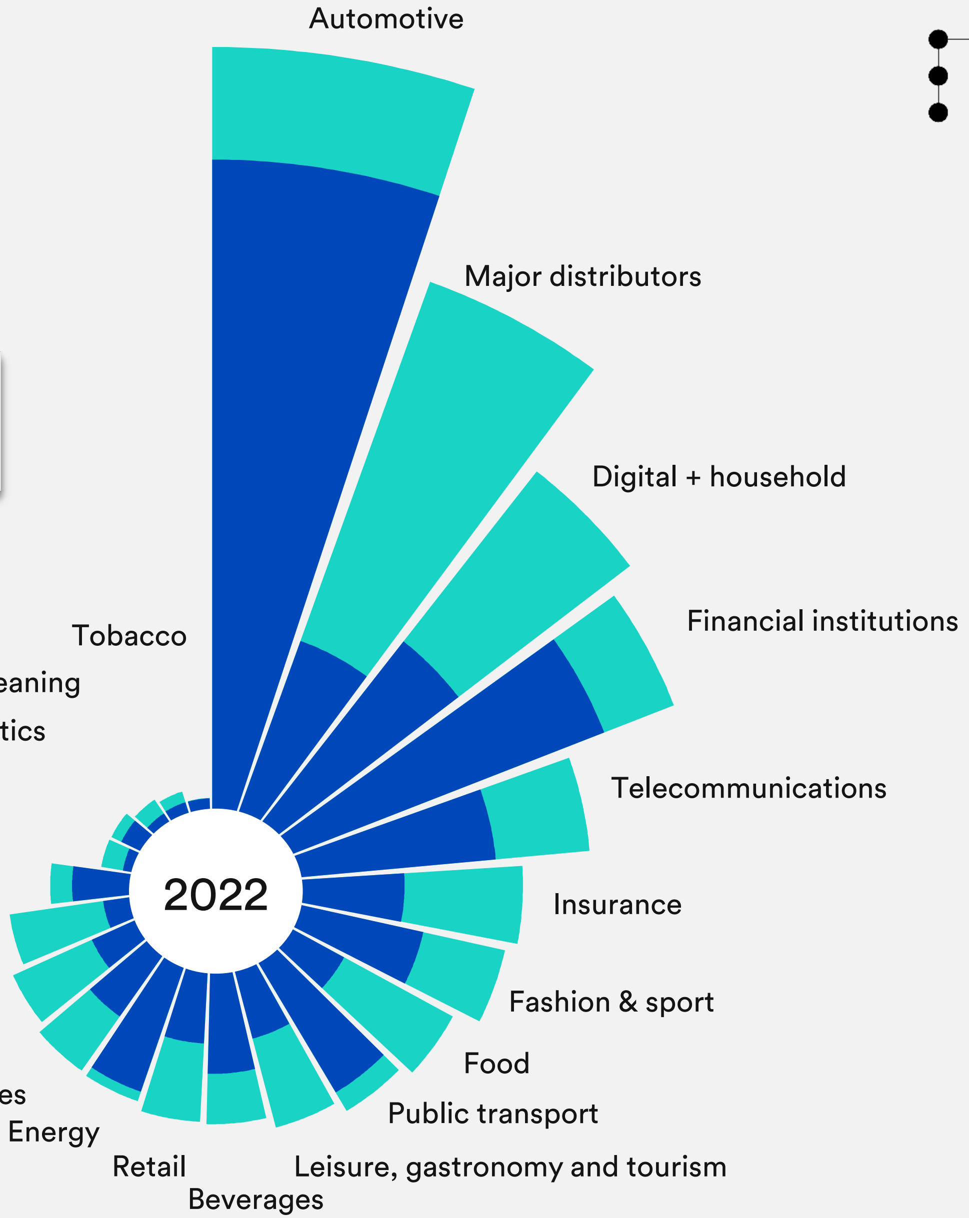
Paid media + earned media = total brand visibility

Automotive remains the sector with the highest total brand visibility, by some way, thanks to earned media.

Major distributors, such as Migros, Coop and the like, had the strongest advertising presence, putting them second in terms of total visibility.

Digital & household took third place with the most balanced paid/earned ratio (49%/51%).

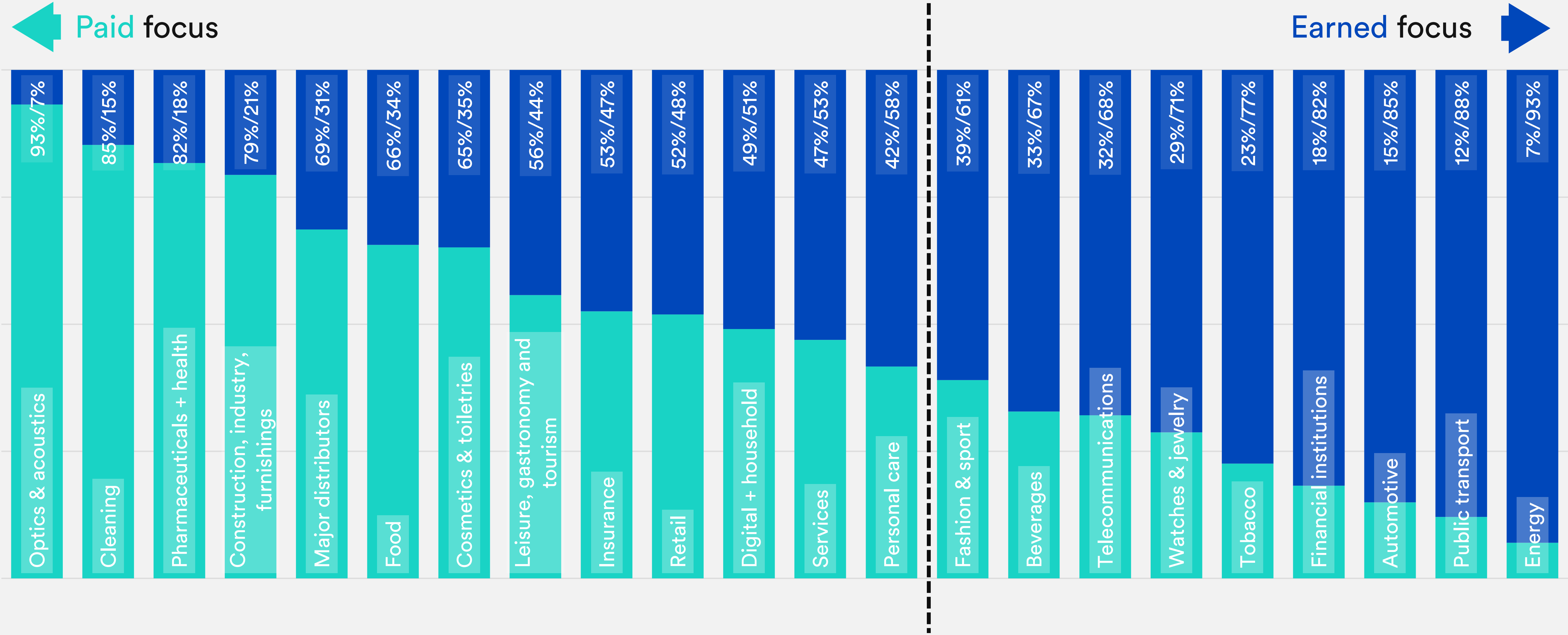
Financial institutions take second place in terms of earned media presence, But are only in fourth place overall.



Paid/earned ratio

Switzerland Brand Trends 2022

Swiss benchmark:
40% / 60%

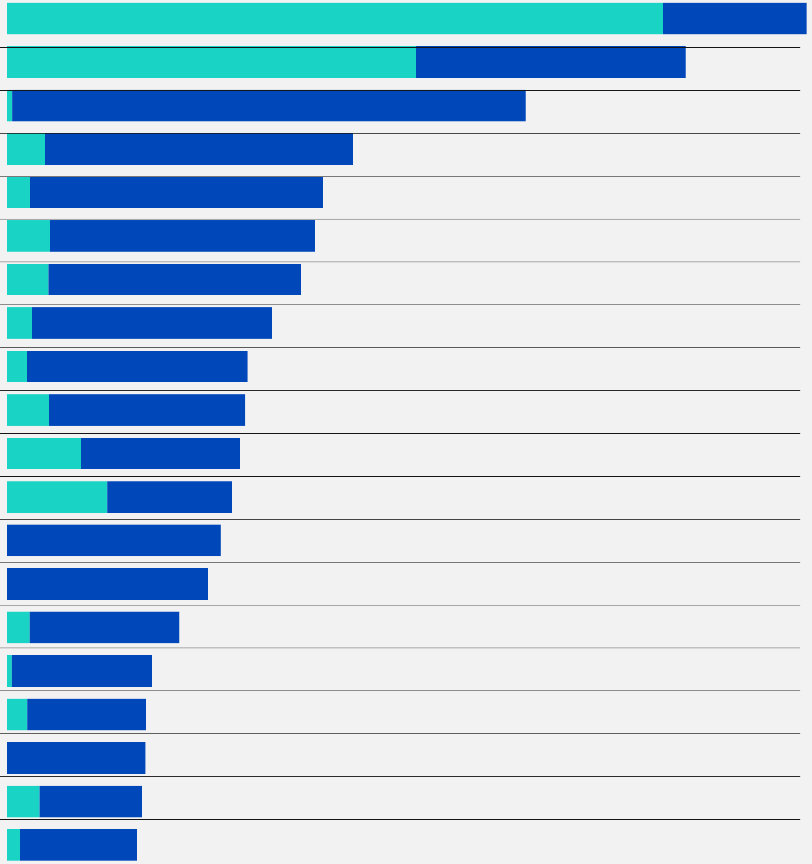


Total brand visibility

Switzerland Brand Trends 2022

Ranking of the top 20 brands

TBVi	Brand	Paid	Earned	Paid/earned ratio
1	Coop	1	14	82%/18%
2	Migros	2	4	60%/40%
3	Google	222	1	1%/99%
4	Credit Suisse	34	2	11%/89%
5	Mercedes	68	3	7%/93%
6	Apple	27	5	14%/86%
7	UBS	31	6	14%/86%
8	SBB	64	7	9%/91%
9	Red Bull	87	8	8%/92%
10	VW	30	11	18%/82%
11	Amazon	10	12	32%/68%
12	Swisscom	3	17	45%/55%
13	Tesla	314	9	0%/100%
14	Ferrari	310	10	0%/100%
15	BMW	69	13	13%/87%
16	Rega	235	15	3%/97%
17	Nestlé	82	19	15%/85%
18	Gazprom	311	16	0%/100%
19	Audi	46	22	24%/76%
20	Raiffeisen	131	20	10%/90%



Coop is the most visible brand, followed by **Migros** – thanks to them having the strongest advertising presence.

Tesla, **Ferrari** & **Gazprom** make it into the top 20 with hardly any advertising presence.

The top 10 brands generate **26%** of the total visibility, the top 20 **38%**.

Automotive is represented the strongest, with 6 brands, followed by **financial institutions** (3 brands).

Battle of the brands

Insurance

helvetia

Total	6/22
Print news	3
Print ads	12
Online news	3
TV ads	9
YouTube ads	17
OOH ads	19
Search ads	14
Radio ads	6
Display ads	14
Cinema ads	6

2022

20%/80%

Paid/earned ratio

AXA

Total	4/22
Print news	4
Print ads	3
Online news	5
TV ads	1
YouTube ads	6
OOH ads	9
Search ads	1
Radio ads	8
Display ads	5
Cinema ads	-

2022

55%/45%

Paid/earned ratio

● Paid media

● Earned media

● Total brand visibility

Channel #/ # Rank/number of brands

Battle of the brands

Financial institutions

valiant

Total	11/16
Print ads	8
TV ads	5
OOH ads	4
Radio ads	5
Cinema ads	4
Display ads	14
Search ads	13
YouTube ads	13
Online news	11
Print news	11

2022

38%/62%

Paid/earned ratio

Julius Bär

Total	7/16
Print ads	13
TV ads	-
OOH ads	15
Radio ads	-
Cinema ads	-
Display ads	12
Search ads	11
YouTube ads	-
Online news	6
Print news	9

2022

2%/98%

Paid/earned ratio

● Paid media

● Earned media

● Total brand visibility

Channel #/ # Rank/number of brands

Battle of the brands

Leisure, gastronomy, tourism

ITS COOP TRAVEL

Total	15/16
Print news	14
Print ads	10
TV ads	-
OOH ads	6
Radio ads	-
Cinema ads	-
Display ads	6
Search ads	8
YouTube ads	8
Online news	13

2022

91%/9%

Paid/earned ratio

Hotelplan

Total	6/16
Print news	4
Print ads	5
TV ads	10
OOH ads	9
Radio ads	-
Cinema ads	-
Display ads	14
Search ads	6
YouTube ads	9
Online news	5

2022

40%/60%

Paid/earned ratio

● Paid media

● Earned media

● Total brand visibility

Channel #/ # Rank/number of brands

Battle of the brands

Retail

MANOR

Total 2/11

Print ads 3

TV ads 1

OOH ads 2

Radio ads 1

Cinema ads 3

Display ads 1

Search ads 4

YouTube ads 3

Online news 2

Print news 2

2022

53%/47%

Paid/earned ratio

coop city

Total 3/11

Print ads 1

TV ads 3

OOH ads -

Radio ads 4

Cinema ads -

Display ads 3

Search ads 11

YouTube ads 8

Online news 5

Print news 4

2022

80%/20%

Paid/earned ratio

● Paid media

● Earned media

● Total brand visibility

Channel #/ # Rank/number of brands

Battle of the brands

Optics & acoustics

VISILAB

2022

98%/2%

Paid/earned ratio

Total	2/5
Print ads	5
TV ads	2
OOH ads	1
Radio ads	-
Cinema ads	-
Display ads	2
Search ads	1
YouTube ads	3
Online news	4
Print news	2

fielmann

2022

88%/12%

Paid/earned ratio

Total	1/5
Print ads	1
TV ads	1
OOH ads	2
Radio ads	1
Cinema ads	-
Display ads	5
Search ads	2
YouTube ads	1
Online news	1
Print news	1

🟢 Paid media

🔵 Earned media

⚫ Total brand visibility

Channel #/ # Rank/number of brands

Battle of the brands

Watches & jewelry

BREITLING
1884

2022

28%/72%

Paid/earned ratio

Total	9/18
Print news	8
Print ads	11
Online news	10
TV ads	-
YouTube ads	5
OOH ads	15
Search ads	6
Radio ads	-
Display ads	1
Cinema ads	-

RICHARD MILLE

2022

16%/84%

Paid/earned ratio

Total	17/18
Print news	17
Print ads	14
Online news	15
TV ads	-
YouTube ads	10
OOH ads	9
Search ads	-
Radio ads	-
Display ads	-
Cinema ads	-

● Paid media

● Earned media

● Total brand visibility

Channel #/ # Rank/number of brands

Battle of the brands

Telecommunications

wingo

Total	5/7
Print news	6
Print ads	-
Online news	6
TV ads	5
YouTube ads	5
OOH ads	3
Search ads	3
Radio ads	6
Display ads	5
Cinema ads	-

2022

95%/5%

Paid/earned ratio

yallo

Total	6/7
Print news	5
Print ads	2
Online news	5
TV ads	4
YouTube ads	2
OOH ads	5
Search ads	5
Radio ads	4
Display ads	6
Cinema ads	-

2022

88%/12%

Paid/earned ratio

- ● Paid media
- ● Earned media
- ● Total brand visibility

Channel #/ # Rank/number of brands

Media coverage

Advertising presence is measured in gross advertising pressure. This is the equivalent value, as per the media tariff, for an individual broadcast, rather than the actual expenditure, cost or budget. Volume discounts, customer discounts or special discounts are not taken into account.

Media presence is quantified as the ad equivalent value. This figure is calculated offline on the basis of ad prices and online on the basis of factors including reach and TKPs.

PRINT

Newspapers, magazines, trade press and specialist press
(incl. supplements)
379 titles

OUT OF HOME

Analog and digital billboard advertising

TV

Public and private
36 broadcasters

RADIO

21 private broadcasters

INTERNET

Display crawlers, search and YouTube advertising (pre-, post-, mid-rolls)

CINEMA

>500 cinemas

PRINT NEWS

Newspapers, magazines, trade press and specialist press
>130 titles
(unweighted)

ONLINE NEWS

News portals
>200 titles
(unweighted)

The brands with the highest advertising pressure in each sector are integrated (min. 75% coverage of sector advertising pressure, basis: top 500 advertisers) and supplemented by means of desktop research to include brands that are solely displayed in the media, such as Tesla. Media Focus does not claim that this information is exhaustive.

MEDIA
FOCUS
data driven insights

Media Focus Schweiz GmbH
Stauffacherstrasse 28
8004 Zürich

T +41 43 322 27 50
www.mediafocus.ch

Twitter Xing LinkedIn