

Press Release

360° Media for Digitally Ambitious Customers Webrepublic Expands into Classic Media Planning

December 2, 2020 *Webrepublic enters into classic media planning and extends its previously purely digital portfolio. The Zurich-based agency will thus offer full service for effective campaigns across all channels. Despite the expansion into analog areas, the motto is and remains "digital first."*

When more and more advertisers are shifting their budgets to digital channels and the relevance of digital media consumption continues to grow, Webrepublic is stepping in the opposite direction: the digital marketing agency is expanding into classic media planning. Webrepublic partner Tobias Zehnder explains the step: "We consider creation, media, and technology from the beginning to the end of a campaign. This is the only way to create successful cross-channel campaigns that reach their target groups, online and offline. We're stretching from the digital touchpoints into the classic world: TV, out-of-home, print, radio, and cinema." This makes Webrepublic a full-service agency that offers its customers everything from a single source – seamless campaigns that cover the entire customer journey from the tram station poster to the website experience.

Enlarge Effect Through Classic Channels

Webrepublic gets the necessary know-how externally through new employees, who bring along many years of experience in classical advertising. These experts will be integrated directly into the existing, previously purely digital media department (Programmatic Advertising, Social Media, and Creation) under the leadership of Joël Meier. This integration promotes the ongoing exchange of knowledge, which is valuable as classic media such as TV and out-of-home can increasingly be booked programmatically. In addition, Webrepublic uses the data obtained from digital campaigns specifically to optimize classic channels: How does the search volume of brands and products change during a poster flight? How do users gained through TV spots behave on the website? Which messages on social media generate the most interest? "Large digital campaigns are complex due to a variety of platforms, formats, targeting, and measurement options and require granular strategies. This is why we are convinced that campaigns must reflect digital complexity before they are extended into traditional media, not the other way around" says Joël Meier.



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About Webrepublic

Webrepublic is the leading digital marketing agency in Switzerland. 200 employees design, implement, and optimize campaigns from a single source. To translate marketing innovation into business value for customers, they always think creation, media, and technology together. Under the name BoB – Best of Both – the owner-managed company has been working closely with the creative agency Wirz since 2020. Together, the agencies create communication that dovetails emotion and data right from the start.

<https://webrepublic.com>