

Press release

Premiere at Webrepublic: First TV spot produced in-house airs on TV starting today

Zurich, November 24, 2021 - *For the first time, Webrepublic has conceived, designed, illustrated, and animated a TV commercial in-house. The ad for mobile provider yallo will run on various German- and French-speaking channels starting today. The Zurich agency is also responsible for the creation and playout of the Black Friday campaign on digital channels.*

The battle for attention reaches its peak for advertisers on the days around Black Friday, which is November 26 this year. How do you win this battle? With a fresh and modern motion design implementation that is not often seen on TV, coupled with a very attractive price for the yallo BLACK mobile subscription.

Starting today and until next Monday, Cyber Monday, the yallo spot will run on numerous TV stations in Switzerland. In addition to the TV spot, Webrepublic is also responsible for the creation and playout of the ads on TikTok, Snapchat, YouTube, and Display. For a multichannel campaign to be successful, creation, media, and technology have to be thought of together from the very beginning. After all, a video that works on TV doesn't necessarily work on social media. That's why it was central to the creative concept that the idea be equally good on all channels. To achieve this, Webrepublic's creation team opted for an illustrative style characterized by strong contrasts and abstract elements. The result: A visual that unfolds its effect equally on large and small screens, remains true to the unusual yallo style, and guarantees cross-channel recognizability at all touchpoints of the customer journey.

Katja Martinello, Head of Creation at Webrepublic, is proud of the TV spot, which she and her team produced completely in-house for the first time: "We are known on the market primarily for digital creation, but with our digital-first approach, we cover the entire 360-degree communication-and-create campaigns for all relevant channels." The client yallo is also satisfied: "The creation of this Black Friday TV spot was implemented by Webrepublic creatively, professionally, and in the shortest possible time," says Maike Büchler, Senior Marketing & Communications Manager at Sunrise.

**Responsible at Webrepublic**

Manuel Ritsch (Concept), Julian Schnaars (Concept), Simone Lagomarsino (Illustration and Motion Design), Tendai Bollinger (Digital Production)

UKO AG (Voiceover and Sound)

Responsible at yallo

Maike Büchler (Senior Marketing & Communications Manager)

About yallo

yallo is one of the leading telecommunications providers in Switzerland and offers services tailored to the needs of cost-conscious users. yallo is a brand of Sunrise UPC LLC.