
Press release

Webrepublic and Sanitas increase brand familiarity with new 360-degree strategy

Zurich, 12 December 2022 – *Since the beginning of 2022, Webrepublic has been responsible for 360-degree media planning and campaign implementation for Sanitas. The holistic moving images strategy with focus on digital channels aims to increase brand familiarity and the acquisition of new customers. The end-of-year results demonstrate the plan is working.*

The hottest phase of the year for health insurers has just finished - the population had the opportunity to change providers for the coming year until the end of November. Webrepublic and Sanitas are pleased with their approach in this competitive environment: Thanks to the cross-media optimization approach, the costs for leads were drastically reduced - they are significantly below the benchmark of 2020 and 2021. According to market research data, brand familiarity also increased significantly in Q3.

"The collaboration with Webrepublic has proven to be successful. With the integrated planning of all online and offline channels, we were able to ensure efficient implementation," says Valentin Hüsser, Head of Marketing at Sanitas.

"Our holistic moving images strategy with the aim of increasing brand trust is working: We are already seeing the first positive results and are eagerly awaiting the final evaluation of the annual performance in early 2023," says Tobias Zehnder, partner and co-founder of Webrepublic. "Measures made especially for this client, such as the 'Attention Bidder,' have helped to use the digital channels in a very targeted way."

Webrepublic has been managing the mandate for Sanitas's digital channels since 2018; as of 2022, the portfolio also includes all offline channels such as print, TV, and out-of-home.



About Webrepublic

Webrepublic is the leading digital marketing agency in Switzerland. More than 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.

About Sanitas

The Sanitas Group (www.sanitas.com) operates both the basic insurance business (Sanitas Grundversicherungen AG) and the supplementary insurance business (Sanitas Privatversicherungen AG). With 849,000 insured persons and a premium volume of over three billion Swiss francs, Sanitas is one of the largest Swiss health insurers.