

Press release

## Webrepublic partners with Weischer.Cinema for search engine marketing

**Zurich, November 2, 2022** – *Starting this October, Weischer.Cinema is now part of Webrepublic's client portfolio. The digital marketing agency supports the cinema marketer in the fields of SEA and SEO with the objective of increasing the brand's visibility in Google search results and acquiring new clients.*

Weischer.Cinema is the market leader for cinema advertising in Germany and has been present on the Swiss market since 2012. Webrepublic has been working with the service provider for some time and books cinema advertising for their clients via Weischer.Cinema as part of the 360° media offering. Now the collaboration has been expanded: The Zurich agency has been entrusted with promoting cinema advertising itself as a relevant and effective medium and generating new leads for Weischer.Cinema.

The mandate includes SEA and SEO services with a focus on increasing the visibility of Weischer.Cinema in Google search results and with attracting new brands that book advertising in cinemas. Potential clients in German- and French-speaking Switzerland are targeted—in particular SMEs and local businesses, but also creative agencies and tourism associations.

### **Adrian Wenzl, Director Performance Marketing, Webrepublic**

"Cinema is and will remain an important advertising platform, and it is an exciting task to highlight its advantages over other forms of advertising with our expertise. As a passionate moviegoer, I am personally delighted to enter into this partnership with Weischer.Cinema."

### **Christof Kaufmann, CEO, Weischer.Cinema**

"We're very pleased to benefit from their expertise in search engine marketing, to attract new customers to the world's largest and most beautiful medium, and to remind former clients what they've been missing out on in terms of quality contacts."



### **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 Weischer.Cinema**

Weischer.Cinema is the market-leading cinema advertising marketer in the entire D-A-CH region. The owner-managed company has more than 60 years of cinema expertise and ensures a comprehensive and customer-oriented further development of the moving image medium cinema. Weischer.Cinema is a subsidiary of Weischer, one of the leading advertising marketers for cinema, outdoor, and online advertising in Germany with locations in Hamburg, Frankfurt, Cologne, Munich, Zurich, and Vienna.