

Press release

Webrepublic wins silver at the Best of Swiss Web Award thanks to its global campaign for Oris

Zurich, April 7, 2022 – With the global campaign launch for Oris, Webrepublic and the watch manufacturer achieved a sales uplift of 153%. For this excellent performance, Webrepublic received silver in the category for performance campaigns at the Best of Swiss Web Award 2022.

With its flagship, the Aquis Date Calibre 400 Tricolor, the Swiss company Oris sets new standards in the watch industry. Webrepublic implemented the campaign for the launch of the new model. The mission: achieve the maximum reach with the target group and strengthen sales with a digital, global campaign. The result: Webrepublic exceeded expectations and took second place in the performance campaigns category at the Best of Swiss Web Award, which was presented this evening.

Mechanical meets digital

The Zurich agency launched an integrated, entirely digital campaign for the fully mechanical luxury watch. Over 60 advertising media were played out in 23 markets on 6 channels and covered the entire customer journey, from the street to the store. Channel-specific adaptations and real-time optimization made it possible to always use the ideal advertising medium with the strongest impact. The approach paid off: the campaign achieved an overall sales uplift of 153% and 28% more online sales compared to the previous period.

Quote from Tobias Zehnder, Co-Founder and Partner Webrepublic

"With this campaign, Oris has achieved a very successful product launch. The second place in the performance campaigns category honors the very close collaboration and makes us incredibly happy!"



About Webrepublic

Webrepublic is the leading digital marketing agency in Switzerland. Over 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 the Best of Swiss Web Award

Every year, the Best of Swiss Web Award honors outstanding work which were commissioned by Swiss companies or were created for Swiss companies and in which the use of web technologies plays a major role. In this way, Best of Swiss Web sets quality standards, promotes transparency in the industry and gives it a face. Founded in 2001, Best of Swiss Web is now one of the most established and respected awards on an international level.