

## Promotions & Live Communication

Promotions are unique in their ability to communicate directly and immediately with the target group. Due to ever more demanding buyer groups, increasing online purchasing and saturated markets, it is becoming more and more difficult for Companies to meet high customer expectations and differentiate themselves from the competitors. Whether in shopping centers, in the mountains, at airports, in public transport or on the distribution and promotion areas of railway stations - exclusively those of SBB; Against this background, live communication is becoming increasingly important, with:

