

THE M.P. BERTHOUD AGENCY: URBAN VISIBILITY, NIGHT AND DAY

For 50 years dedicated to the radiance of watchmaking

Lee Warrien

The lucky customers who are able to get this kind of locations that are reserved for 5, 10, 20, 50 years, never play the one shot card. Those who choose this rather inaccessible channel of global corporate communication know that they are committed to the long term and that they are playing in the top league. Because premium locations available on the roofs of the most prestigious buildings in the world's capitals are rare. They establish their brand on a territory of superior, reassuring and prestigious foundations. And when they do so in Geneva or Zurich, especially if they are watch and financial brands belonging to the restricted range of those who matter, they achieve a Swissness stature, a kind of white-cross passport to which customers all over the world are very much in demand.

Thanks to this expertise, whose discreet and secret list of locations is exchanged through confidential contacts with brand managers and marketing directors, the M.P. Berthoud Agency has been able to play on the international scene by connecting with Skybrands, for which it plays the Swiss subsidiary rôle. Consequently, giant LED screens (still banned in Switzerland but so popular in Asia for example), and these very trendy huge canvas advertising surfaces that cover urban construction sites, have been permanently or ephemerally introduced in addition to the luminous signs on the rooftops of buildings. Especially when a store is about to open and wants to inform residents and

With more than 50 years of expertise and a leading position in Sky-signs - luminous signage for building roofs – this an international-network linked agency is responsible for the long-term image of financial and luxury brands.



Overlaying the visual damage of a renovation site with a giant urban canvas, carrying an ephemeral message. Like here in Madrid.

tourists about the upcoming arrival of its name in town, or when a refurbishment or restoration is taking place during a construction site, at the risk of significantly uglyening the environment. Then, they cover the scaffolding and grabats with a message that makes the public wait and that, by its gigantography patterns, embellishes the living area. Of course, one

should have obtained beforehand authorizations that, from a city to a canton, vary according to the legislation.

By night and by day, the variety of opportunities offered by this Carouge company, heir to a tradition to which the destiny of watchmakers has always been linked, radiates and makes logos shine which,



CBD, Hong Kong's famous business district.

when the site is overwhelmingly visited, find themselves peddled all over the world through souvenir photo albums. This is a sustainable approach. It occupies a market niche that requires solid expertise and access to a portfolio rich in outstanding locations in Switzerland and abroad. To access this Grail, an aspirant label will have to show in return a patience proportional to the reward and satisfaction surrounding the right to finally be among the lucky ones chosen. ■

M.P. Berthoud Agency
www.agencempb.ch
admin@agencempb.ch

The major league?

In addition to the unavoidable and leading brands, it happens that more discreet and responsive ones may aspire to reach the elite level. They then choose to invest in this type of corporate communication as a priority, because they know very well what it can yield for them. _LW



Unprecedented locations for prestigious communication. Here is the bay of Geneva, one of the most popular sites in the world for luxury and financial brands.



Rental of premium locations for roof top signs

Premium Swiss & International locations