

Bill Casebook



- I. Special Placements& Advertising Formats
- II. Specials
- 1. Best Cases



I. Special Placements& Advertising Formats



Front Page Formats

19 November 2017 Cover strip // Amazon //



17 December 2017 MCM Klosterfrau // Cover strip XXL //



Cover footer XXL 29 January 2017 bet at home //



24 December 2017 Cover strip // Medion //



Procter & Gamble // Cover header //











Flexform Front Page

Volkswagen // 04 August 2013





Cover Wrap

Mercedes // 29 November 2015



OFC (1/2 page horizontal)



IFC 2. Title page



Back page IBC 3

west furth.

Vorwariers

Vorwariers

OBC (1/1 page)

3235 1101

IFC + IBC : Panorama ad over the gutter (2/1 pages)

Samsung // 13 March 2016











Cover Wrap



Cover Strip XXL



Page 3



IBC 3

Back page



OBC (1/1 page)

IFC + IBC : Panorama ad over the gutter (2/1 pages)



Opening Spread - Pages 2 +3



Dt. Telekom // 26 Feb. 2017



OBI // 05 March 2017



Penny // 08 October 2017



BMW // 26 Nov. & 03 Dec. 2017



Media Markt // 24 Dec. 2017



Coca Cola // 23 Dec. 2018



Ferrero // 19 May 2019



BMW // 10 Nov. 2019



Opening Spread - Pages 2 +3



Aldi // 28 June 2020



Hornbach // 23 August 2020



Samsung // 04 October 2020



Fixed Placement - Page 3



Vodafone // 1/1 page // 17 December 2017



Facebook // 1/1 page // 27 August 2017

Placement on page 5, if opening spread already booked



Fixed Placement - Page 3



Daimler // 1/2 page horizontal/ / 29 December 2017



ARD // 1/2 page vertical // 31 December 2017

Placement on page 5, if opening spread already booked



Fixed Placement - Page 3



Finnern // 1/4 page // 14 May 2017



Renault // 9/16 page // 05 February 2017

Placement on page 5, if opening spread already booked

Evolution Ad

Expert// 08 January 2017





½ Page Fixed Placement "Mein Leben & Ich*"



Barmer GEK // 27 March 2016





Interaction Ad – Copy Specific Print



Vodafone // 29 January 2017





Coca Cola // MELD DICH EINFACH AUDICONED FOR DERNENDERS ONLICHEN GRAWINGOOD 18 January 2015

CONTENSION OF THE CONTENSION O



Flexform



Deutsche Telekom // 21 June 2015



Triumph // 09 August 2015



Page-Centre Ad Nestlé // 14 August 2016



Corner Grip



Neudorff // 09 April 2017 & 01 April 2018





Fixed Placement on Financial Page "Mein Geld*"







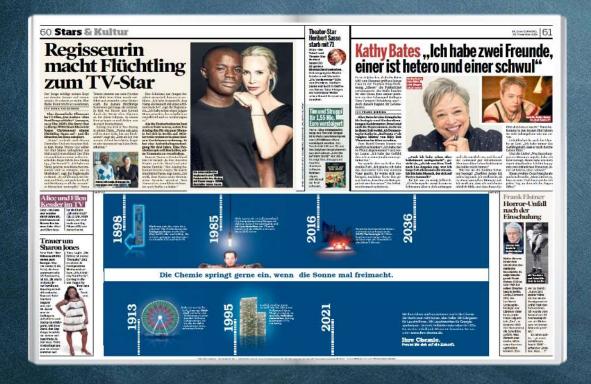
Targobank // 10 December 2017

Verivox GmbH // 11 February 2018

Tunnel Ad



Verband der Chemische Industrie* // twice 3/8 page over the gutter 2016 // 20 November 2016



Panorama Ad





Qualitätsgedämmt e.V. //
1/2 page panorama // 01 April 2018



Volkswagen // 3/4 page panorama // 12 November 2017

Twice 3/16 Page on a double Page



FOM Fachhochschule für Ökonomie & Management GmbH



02 July 2017



08 July 2018

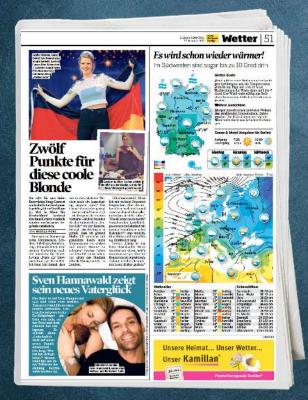
Twice 3/8 Page on a double Page ZDF // 15 November 2015





Weather Presenting

Aristo Pharma // 12 February 2017







½ Page about Weather



AROSA // 18 January 2015



AIDA // 23 October 2016



1/4 Page about Weather AIDA // 05 November 2017





Back Cover Strip



Klosterfrau // 27 Nov. 2017



TUI // 27 August 2017



AIDA // 13 Nov. 2016



Bayer Vital // 03 July 2016



Back Cover Strip as Sandwich Ad Krombacher // 13 May 2018





Half Back Cover



Facebook // 08 October 2017



NKD // 29 April 2018



1/3 Page on Back Cover



KiK // 20 January 2019



KiK // 15 September 2019



Back Cover Footer



Qwant // 25 November 2018



Back Cover Footer XXL



E.On // 20 October 2019



Special Formats on Sports Front Pages







tipico // Cover strip ad sports // 13 December 2015



Condor // Cover footer XXL sports // 04 January 2015

Sportstrom //

10 June 2018



1/4 Page Bundesliga Statistics Erdinger // 01 May 2016





Page 3 Sports / Tables Presenting Derrypark Limited // 17 May 2016







Presenting of Odds

ODS ODDSET Deutschland Sportwetten GmbH // 13 September 2020









Presenting of Teams

Barmenia Krankenversicherung AG// 13 September 2020



media impact



Specials



Special Editions 2016

One Issue - One Topic







The Green BamS // 27 March 2016

60 Years of BamS // 01 May 2016 Family BamS // 20 November 2016



Special Editions 2017 One Issue – One Topic









The Green BamS // 29 January 2017

Family BamS // 14 May 2017 Summer BamS // 02 July 2017

The Green BamS // 08 October 2017



Special Editions 2018

One Issue - One Topic



The Green BamS // 01 April 2018



media impact



Special Editions on a Holiday



03 October 2012



01 May 2013



03 October 2013



01 May 2014





Modekrankheit Müdigkeit 01 May 2015 Baby aus Trümmern gerettet



€ 349,-03 October 2018 Bakhar Bread 2,000 minutes So kommen Sic an dic 10 000 Faro



03 October 2014

Special Edition on a Holiday with exclusive Booking Volkswagen // 03 October 2017







A special mix of:
Current, political and
entertaining topics with
focus on Germany and
on the anniversary of
German reunification.

Special Edition on a Holiday with exclusive Booking Volkswagen // 03 October 2017























Special Editions on a Holiday

Readers of Bild am Sonntag like to read a newpaper on a Holiday

77%

of BILD am SONNTAG readers have on holidays (much) time to read a newspaper. 58%

of
BILD am SONNTAG
readers find it a pity that
newspapers are usually not
published on public
holidays.

80%

of
BILD am SONNTAG
readers endorse the idea
of publishing further issues of
BILD am SONNTAG
Holiday Edition.

Source: Copytest BILD am SONNTAG holiday edition, Basis: readers of BILD am SONNTAG (n=409), Question: How much time do you usually have to read a newspaper? Please distinguish here between working days (Mon.-Fri.), Saturdays, Sundays and public holidays. Please indicate your answers on a scale from 1 = "I have a lot of time" to 4 = "I have no time at all". Display of Top2 (very much time / a lot of time).



Special Editions on a Holiday

Relaxed reading on a holiday / More time for ads and Inserts



On holidays I can really relax and switch off.



On public holidays, I have more time to deal with advertising supplements and ads than on other days of the week.



I enjoy reading a newspaper on days off.



I have never understood why there are no newspaper editions on public holidays, digital media is always available, whenever one wishes to use it.

Source: Copytest BILD am SONNTAG holiday edition, Basis: readers of BILD am SONNTAG (n=409), Question: The following statements are specifically about the topics "holiday" and "reading a newspaper" For each statement, please tell us whether the statement is fully true, largely true, less true or not true at all for you. Display of Top2 (fully applies / largely applies).



Automotive – Kick-off of "Golden Steering Wheel" // 13 August 2017





Specials / Special Topics Health - Allergies // 12 March 2017





BARMER



Health - Diagnosis of Cold // 04 February 2018





Specials / Special Topics Travel - Cruises // 01 October 2017







Home – Burglary Protection // 19 March 2017





Home & Nutrition - BBQ // 19 June 2016





Finance - Education // 29 March 2017







BILD am SONNTAG Facebook video "11 things you know, only if you are an apprentice "



Specials / Special Topics Skilled Crafts Day // 09 September 2018



Advertising Special Erdinger // 20 March 2016





Advertising Special

am Sonntag

Neckermann // 13 March 2016



Exclusive Journal

Bild am Sonntag

Barmer // 8 Pages // 02 October 2016







Exclusive Journal

am So

Barmer // 8 Pages // 02 July 2017









Exclusive Journal with Cover Strip XXL

Erdinger // 16 Pages // 04 January 2015





Poster Inserts - Inserts in BamS Format









Federal Ministry for Family affairs, Senior Citizens, Women and Youths // 20 November 2016 Family birthday calendar

Poster Inserts - Inserts in BamS Format









Fitbit // 18 December 2016 Volks.Produkt Insert

Interwetten // 29 May 2016 Match schedule

media impact



BamS Extra

Institut für Wärme und Oeltechnik e.V. (IWO) // 16 April 2017





BamS Extra

lind am Sonnlag

Robert Bosch GmbH // 07 October 2018

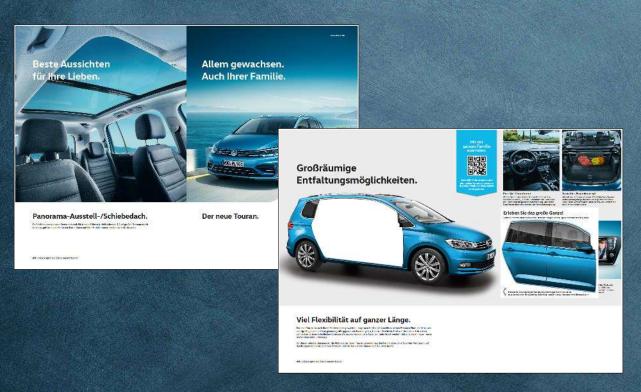






Insert with Lenticular Foil Volkswagen // 25 October 2015





Lentikularfolie (Wackelbild):





Couponing

Mars Petcare// 12 March 2015







media impact

Couponing









GlaxoSmithKline // 24 September 2017



Beiersdorf // 25 December 2016





K-Mail Order // 01 May 2016

Ball-Insert

Volkswagen // 04 August 2013



media impact



Best Cases

media impact

BMW – Campaign on the 30th Anniversary of the fall of the Berlin Wall







Opening spread



Cover Strip XXL // 10 November 2019

Double page in the middle of publication

The Sunday Topic





koakult GmbH // 23 April 2017



DFG Dt. Fondsgesellschaft SE Invest // 10 June 2018

The Sunday Topic





AIDA Cruises // 05 August 2018



AIDA Cruises // 12 August 2018

media impact

The Sunday Topic





AIDA Cruises // 14 July 2019



AIDA Cruises // 04 August 2019

The Sunday Topic





Brillux // 09 September 2018



Klosterfrau // 15 March 2020





AIDA // 04 October 2020



AIDA // 27 December 2020



The Sunday Topic



SunExpress // 13 December 2020



Explained in...

Samsung explains: "Galaxy S8 and S8+"





BILD am SONNTAG // 9/16 page // 16 April 2017

BILD // "1.000er Format" // 10 April 2017



Explained in...



Vodafone // 14 May 2017



Uber B.V. // 02 July 2017



Explained in...



Grohe AG // 29 July 2018







LaVita // 15 March 2020

Netto // 13 September 2020





Procter & Gamble // 27 September 2020



GSK // 04 October 2020



Advertorials



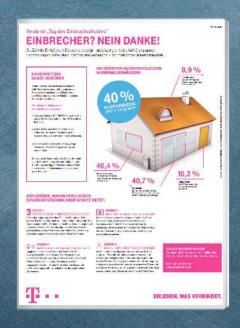
Fördergemeinschaft Gutes Hören GmbH // 06 December 2020



Advertorials



Tunisian National Tourist Office// 29 November 2015, 06 December 2015 04 December 2016



Deutsche Telekom // 30 October 2016





Vodafone // 1/1 page // 10 December 2017







Bristol-Myers Squibb // 9/16 page // 04 February 2018

Bristol-Myers Squibb // 9/16 page // 21 October 2018







Coca Cola // 1/1 page // 04 August 2019

Coca Cola // 1/1 page // 11 August 2019







AOK // 9/16 page // 22 September 2019

AOK // 9/16 page // 20 October 2019







Facebook // 1/2 page // 20 October 2019

Facebook // 1/2 page // 27 October 2019





Renault // 1/1 page // 13 September 2020







Vodafone// BILD 1/1 page + BILD am SONNTAG 9/16 page // 19 +20 December 2020





Vodafone// BILD am SONNTAG 9/16 page // 10 January 2021



BILD Product Story



Mattel // 1/2 page // 15 November 2020

Campaign with accompanying Market Research



toom Baumarkt

With a large print campaign, toom Baumarkt drew attention to itself with differently designed advertorials exclusively in BILD am SONNTAG!

The campaign ran for several weeks and was monitored with eye-tracking. Impressive: toom Baumarkt achieved above-average attention values and viewing time exceeded benchmarks by a factor of three!*





Campaign with accompanying Market Research ratiopharm



The resonance check of ratiopharm's image campaign during the 2016 European Soccer Championship from the point of view of pharmacists and PTAs was clear:

The ads, exclusively in BILD am SONNTAG and BILD, achieved a lasting effect, showed high acceptance, as well as a high level of perception! Pharmacists and PTAs experienced the campaign as supporting sales advice - even without detailed product descriptions!







Booked formats: BamS Opening Spread Sport, BILD 1/1 page, BILD "1.000er Format", BILD cover footer, BILD OBC footer

Cooperation Barmer "Deutschland bewegt sich*"



"Deutschland bewegt sich" – the health initiative of Barmer GEK and BILD am SONNTAG since April 2003 (originally in cooperation with ZDF**).

The aim of the health initiative is to motivate self-responsible and health-promoting behaviour. Whether young or old, beginner or advanced, whether you prefer to exercise alone or in a group, outdoors or at home - "Deutschland bewegt sich!" offers solutions to everyone.



Common action logo



Weekly action box



Publication of ads on regular frequency

Bild am Sonntag



"Family Steering Wheel"

Bild am Sonntag awards the Family Car of the Year

Time frame: October 2016 to January 2017

Procedure:

Application phase

- Importers could apply for the family steering wheel
- Family-BamS (Publication: 20 November 2016): Introduction of applicants, as well as call for application as testing family.

Testing phase

- TÜV Rheinland selected among applications the top 5 models
- The top 5 models were tested by the test families in everyday situations

Presentation of results

- BILD am SONNTAG reported over a time frame of 5 weeks about the families and their experience with the tested cars.
- Awarding ceremony on 17 January 2017 in Axel Springer Journalistenclub in Berlin, reporting in BILD am SONNTAG on 22 January 2017.

"Family Steering Wheel"



Application Phase





Testing Phase





Presentation of Results





"Germany's biggest Ladies' Choice"

Bild am Sonntag honours for the first time the most popular SUV among women

Are cars are man's business? Not at all! Women are considered the most important customer group in new car business.

But what exactly is decisive for women, when buying a car? And why do so many women drive a SUV?

To answer these questions, BILD am SONNTAG invited women to vote in Germany's biggest women's poll for the first time in 2017 and awarded a prize to the SUV (Sport Utility Vehicle) most popular with women.

In April 2017, over 4,000 women between 18 and 69 were asked in a representative online survey about all 93 SUV models currently available on the market: "How do you like this car, the design, the look? Do you think the price, at which the car is offered is reasonable? Which features (safety, space, functionality, etc.) are most important?".



"Germany's biggest Ladies' Choice"

Bild am Sonntag honours for the first time the most popular SUV among women

The award was presented in gold, silver and bronze by BILD am SONNTAG editors-in-chief at the Axel Springer Journalisten Club, in Berlin, on 17 May 2017.

Gold: Audi Q2

Silver: Mitsubishi ASX

Bronze: BMW X1

Prize winner: Dacia Duster



"Germany's biggest Ladies' Choice"



Bild am Sonntag honours for the first time the most popular SUV among women





BILD am SONNTAG // 21 May 2017



"Germany's big Reader Test"

Fressnapf and Bild am Sonntag looking for a pet-snack tester





Call to action on 10 and 17 September 2017 (Cover strip ads and 9/16 page)
Whether dog, cat or rodent - Readers of
BILD am SONNTAG were invited to apply
with their pets as a "testers" for snacks
by the Fressnapf brand MultiFit.







Display ads with results on 29 October and 05 November 2017 (2x 9/16 page). The nine snacks tested proved to be all around convincing: Average score 1.6. 94.8% of testers recommended MultiFit snacks!

Bild am Sonniao

"Germany's big Reader Test" Bild am Sonntag readers testinh Skittles



Teaser ad (9/16 page) on 05 November 2017

Reference to the day of action and action description: On 12 November, with every purchased BILD am SONNTAG, readers received a sample pack of Skittles, as well as a reader test card.



Cover strip ad on action day (12 November 2017)



Ad with results (9/16 page) on 17 December 2017

More than 30,000 BILD am SONNTAG readers tested Skittles Fruits.91% of testers found the fruity, chewy sweets to taste good to very good.



Milka on BamS 60th Birthday

On 01 May 2016, on the occasion of BILD am SONNTAG's the 60th birthday, Milka gave every reader a 40g bar of Alpine milk chocolate. At the same time, readers were called to apply as "delight ambassadors".



