

**Industry news**

Zurich, 4. September 2024

## New campaign shows: ImmoScout24 makes living happiness possible for everyone

**ImmoScout24's new nationwide advertising campaign dramatises the scope and variety of the property platform's offering in a charming way, both visually and in terms of content. It was created and realised by the Zurich-based creative agency 'Freundliche Grüsse'.**

On ImmoScout24, personal housing happiness is never far away, as the property platform charmingly demonstrates with a new Switzerland-wide advertising campaign. To this end, the scope and variety of the offer on ImmoScout24 are dramatised in terms of content and visuals. The Zurich-based creative agency 'Freundliche Grüsse' created and realised the campaign. The adverts are aimed at people at various stages of life – from young couples to commuters and nature lovers – and show that ImmoScout24 offers the right housing solution for each of these phases, thanks to its large selection.

This is where the campaign comes in, working with a simple, open text and a narrative form that presents possible housing solutions to people in certain life situations. In the films, the sofa stands for living happiness in an abstract way. The stories are always centred on or around this item of furniture, to which the individual happiness of living is thematised in short scenes from life. An eye-catching tracking shot through the ceiling and a drone shot over the houses cleverly dramatise the fact that there are many other interesting residential properties to be found on ImmoScout24.

The new adverts were created by Joel Cruz, a young director and creative with global experience who has spent the last few years as a creative mastermind at Google Tokyo. The nationwide campaign will be rolled out digitally across all channels and advertising media from the beginning of September 2024.

### **Responsible at ImmoScout24:**

Julia Forjan (Head of Consumer & Private Customer Marketing), Christian Apenzeller (Senior Digital Marketing Manager), Jelena Ristic (Graphic Design), Kristina Milutinovic (Graphic Design), Francesco Corbino (Senior Marketing Strategist), Roger Tschallener (Head of Marketing Strategy & Branding).

### **Responsible at Freundliche Grüsse:**

Fabian Biedermann, Samuel Textor, Pascal Deville (Overall responsibility), Kevin Zysset (Art Direction), David Elmiger (Text), Sandro Matter, Damian del Fabbro (Consulting), Alessandra Dolci

(Production), Joel Cruz (Directing), Film and Sound Design: Jonas Steinbacher (DoP), Nicolas Bechtel (Editor), Greg Rosenberger (DubDub Studios).

## Beilagen:

- Key visual of the campaign
- Selection of spots of the campaign (German)
  - o ["Für Grosseltern"](#)
  - o ["Für Frischverliebte"](#)
  - o ["Für Naturverbundene"](#)
  - o ["Für Familien"](#)

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## Media contacts



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## About SMG Swiss Marketplace Group Ltd.

SMG Swiss Marketplace Group Ltd. is a pioneering network of online marketplaces and an innovative digital company that simplifies people's lives with forward-looking products. SMG Swiss Marketplace Group AG gives its customers the best tools for their life decisions. The portfolio includes Real Estate ImmoScout24, Homegate, Flatfox, alle-immobilien.ch, Immostreet.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), Automotive (AutoScout24, MotoScout24), General Marketplaces (anibis.ch, tutti.ch, Ricardo) and Finance and Insurance (FinanceScout24, moneyland.ch). The company was founded in November 2021 by TX Group AG, Ringier AG, La Immobilière and General Atlantic.

## About Freundliche Grüsse

Freundliche Grüsse is a full-service creative agency in Zurich and Berlin with digital DNA and a focus on integrated campaigns. We ride ahead to find new, unconventional solutions. Whether social, content or classic campaigns, we think media-neutral and develop effective ideas and innovative approaches by combining storytelling with the latest

# Freundliche Grüsse



technologies. Founded in 2014, we are still independent. Always ready to take risks and realise opportunities. We act autonomously with a network of partners, allowing us to set our own standards and values.