

Admeira is the largest marketing company in Switzerland and has a multimedia portfolio with advertising opportunities in around 80 strong media brands. The company was founded in 2016 following an entrepreneurial initiative between Ringier, SRG and Swisscom. Admeira is Switzerland's answer to the digital revolution and the new requirements of the Swiss advertising industry that are arising as a result. The latest technology – in conjunction with data and marketing expertise – paves the way for new perspectives for innovative forms of advertising.

We are offering an internship in the Research department in Berne with an immediate start. The Research department takes care of media research and media impact research.

Admeira Research Internship (100% full-time contract)

Your tasks

- Developing tool skills (approx. 2 weeks)
- Obtaining data from 3-8 tools (approx. 2-4 weeks)
- Processing data (approx. 2-4 weeks)
- Checking your own hypotheses and those of Admeira based on the data processed (approx. 2 weeks)
- Comparing methods on the basis of the data (approx. 2 weeks)

Admeira is involved in many studies that record media usage in Switzerland. Key to these studies are the Mediapulse TV panel, Mediapulse radio panel and WEMF Mach Basic, which measure the official television viewing figures, radio listener figures and print titles. Admeira is also involved in broad studies that systematically survey media usage. The data are provided to Admeira in various analysis tools.

Your profile

The internship is aimed at people with an interest in media and technology. We require a quick learner who can rapidly grasp new tools. Basic knowledge of statistics and methods (e.g. correlation analyses) and a flair for handling data would also be desirable.

What you can expect

We offer a challenging role in a dynamic and innovative environment:

Opportunity to work externally (40%).

Free access to a well-equipped fitness room

Free coffee, tea and soft drinks

CHF 1,000 per month

Workplace in Bern Ostring

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Further information:

Basic methodology:

There are different approaches to depicting media usage.

- It is possible to measure media usage.
- Media usage habits can be surveyed
- Actual media usage can be surveyed

There are media-specific methods, and also methods that compare media with each other.

Analysis tools that rely on data from various studies:

The following tools are available for capturing data

Next Level MA Basic

MA Strategy

Mediacompass

Infosys+

GfK Radiocontrol

Netmetrix

TUS (Time Use Study)