

## PRESS RELEASE

### BNP PARIBAS IN SWITZERLAND AND GAMNED! LAUNCH THE FIRST DIGITAL CHARITY CAMPAIGN



BNP Paribas in Switzerland and Gamned!, an expert pioneer in programmatic advertising since 2009, are joining forces in an environmental and social responsibility drive by launching an advertising strategy adapted to consumer expectations. This joint approach illustrates BNP Paribas in Switzerland's growing commitment to more responsible investing.

How will it work? Gamned! is building on the charitable scheme used by Goodeed, donating part of the invested budget to the association ZeroWaste Switzerland, chosen by BNP Paribas in Switzerland. The aim of this arrangement is to highlight the commitment of the different brands by demonstrating to internet users that advertising can be used for charitable purposes. To date, tens of thousands of people have been able to make contributions to the association's projects.

*"This approach is in line with BNP Paribas's aim to contribute to a better future for our society and our environment. What's more, the initiative proposed by Gamned! plays its part in giving online advertising a positive, charitable slant that helps us to better showcase and communicate our various commitments",* explained **Anna Franziska Becher**, Head of Company Engagement at BNP Paribas in Switzerland.

*"The health crisis is leading us to rethink the impact of advertising, and our responsibility. That's why we have decided to waste no time in offering our clients strategies that reflect greater solidarity and responsibility in order to meet consumer expectations. We are proud to support BNP Paribas in Switzerland's capacity for innovation by trying out this initial charitable campaign using Goodeed's scheme Programmagoood. This initiative will pave the way for other advertisers to get involved",* concluded **Pierre Berendes**, Managing Director of Gamned!

#### BNP Paribas (Suisse) SA

*With almost 1,300 staff and three offices, in Geneva, Zurich, and Lugano, BNP Paribas (Suisse) SA is a leading European bank in Switzerland for businesses, as well as institutional and private clients.*

*Established in Switzerland since 1872, our ambition is to develop our business over the long term, with a specific strategy for each business line: To be the preferred partner for corporate and institutional clients, supporting them as they develop in Europe and internationally, with our "One Bank for Corporates" system.*

*To set the standard in Wealth Management for our expertise and service to private clients and entrepreneurs.*

*The integrated model of the BNP Paribas Group allows us to offer our clients the financial stability of a leading bank in Europe, with the benefit of international scope and offering a whole range of products and investments.*

*By developing special, long-term relationships with our clients, we aspire to make our contribution to sustainable and responsible growth.*



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#### About Gamned!

*Founded in 2009, Gamned! is a pioneer and leader in programmatic advertising. The digital advertising company now employs*



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*more than 140 people, based in Geneva and Zurich in Switzerland, but also in five other countries (Belgium, France, United Arab Emirates, Brazil and Malaysia).*

*Combining human expertise and cutting-edge technology, Gammed! helps advertisers and agencies engage their audience sustainably through digital activations across all media and formats (display, video, social, audio, etc.). The company also chooses to provide consultancy and make converts to its area of expertise, thus originating the very first certifying training in the sector. With more than 200 clients, Gammed! joined the Unify Group (TF1) in November 2018 alongside companies such as Aufeminin, Marmiton and Doctissimo.*

[@Gammed](#)

<https://www.gammed.com/fr-ch/>

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