Your ads don't reach them. Their culture does.

A short brief for brands that need urban culture's audience in Suisse romande: who they are, why ads miss them, and how a measured event partnership reaches them.

1 IN 4

humans regularly listen to hip-hop and rap

IFPI Global Music Report 2025

+87%

growth in urban concert attendance in Switzerland, 2014 to 2024

OFS / ELRC 2024

30%

of digital ads are actually seen, for 1.6 seconds on average

Lumen Research, ASA SUMMIT 2026

THE AUDIENCE YOUR ADS MISS

Urban music is no longer a genre. It is the mainstream. Hip-hop, R&B, reggaeton, afrobeats, amapiano, drill, shatta, kompa: in French, English or German, this is where the biggest artists come from and what people play when they go out. The data points the same way: 1 in 4 people worldwide regularly listen to hip-hop and rap (IFPI). In France, rap now makes up about a third of all streaming, level with pop, and nine of the ten albums certified Diamond in 2025 were French rap (SNEP). Urban concert attendance in Switzerland nearly doubled in ten years (OFS/ELRC). If your team doesn't listen to it, ask anyone under 35 in your office. The audience runs from students in their twenties to professionals in their forties, defined by cultural pull, not origin. Most Swiss advertising budgets haven't caught up.

WHAT ONE NIGHT ACTUALLY DELIVERS

An urban event is not a night. It is a content campaign of several weeks with a physical flashpoint at its centre: announcement, hype, the night itself, then the aftermovie and recap content. One urban event in Geneva, with about 300 people in the room, generated 117,686 views and reached 25,049 accounts before the night, 88.5% of it organic (organizer data, April 2026; views, not unique people). That is attention people chose to give, in a setting where your brand is part of the moment rather than an interruption.

HOW IT WORKS

Brief: tell us who you want to reach, your budget and your timing. Match: we pick the right event and structure a deal that works for the brand and the organizer. Activate: your brand shows up in the room and in the content around it. Report: you receive a post-event report within four weeks. One contact from first call to final numbers. Packages range from CHF 2,000 to 6,500, depending on the event and the deliverables. Every event is vetted on five criteria: the organizer's track record, a licensed venue, 18+ entry, security on site, and Geneva's sponsorship rules checked for each activation. Those rules are stricter than federal law, including on alcohol advertising.

HOW IT IS MEASURED

Deliverables are written into the contract. Collab posts with your brand mean reach and engagement appear in your own Instagram Insights, not in screenshots. A tracked link or promo code measures conversions. A short recall survey on the night measures whether people remember your brand. The report brings it together, including cost per 1,000 views and cost per engagement (likes, comments, shares and saves), set against Swiss paid-social benchmarks. Swiss sponsoring is moving the same way: in November 2026, WEMF launched Sports & Culture, audience data for more than 40 sports and 30 culture events, to make sponsoring more targeted and measurable. It is built around large events. The nights where urban culture's audience spends its weekends need their own report.

THE SWISS MARKET PARADOX

The Swiss advertising market is worth CHF 6.1 billion (ASA 2024), and over half of Swiss digital budgets go to foreign platforms. 64% of Swiss marketers say they are not innovative enough (ESB 2025). 59% of Swiss companies already sponsor culture (ZHAW 2022), almost always film, classical music and rock or pop. ASA President Jan De Schepper calls the new ROI "Return on Impact", and Prof. Sven Reinecke (HSG) describes events as the one instrument that builds the brand, moves the customer journey and spreads virally at the same time. Urban events are where that impact is still underpriced.

Urban culture's audience in Suisse romande is large, loyal and hard to reach with ads. Olivier Stone puts your brand inside the nights they choose, and shows you the numbers afterwards. Contact: contact@olivierstone.com · olivierstone.com

Sources: IFPI Global Music Report 2025 · OFS/ELRC 2024 (Neuchâtel 2025) · Sponsor Visions Schweiz, ZHAW 2022 · SWA-ASA annual report 2024 · ASA SUMMIT 2026 (swa-asa.ch) · Lumen Research / Mike Follett 2026 · ESB Marketing-Barometer 2025 / StrategyOne · SNEP Bilan 2025 · WEMF Sports & Culture 2026 · Organizer data, Geneva event, April 2026