

Swi
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UEFA EURO 2008™

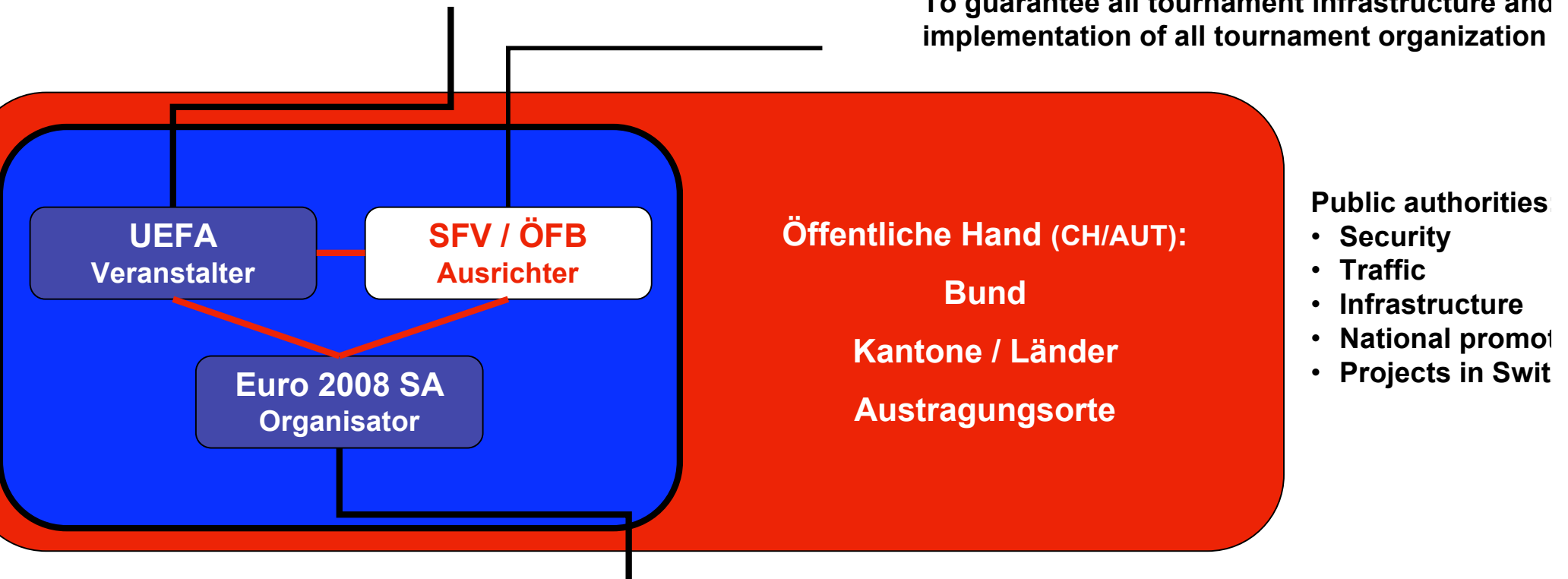
Case study Location Marketing Switzerland.



Players and tasks.

Decides on organization of tournament, all commercial rights (incl. sponsoring).

To guarantee all tournament infrastructure and implementation of all tournament organization



Responsible for the perception of all operative duties (includes Official Hotels, Ticketing, Transport)

Brief of the location marketing.

- Performance mandate of the Federal Government to market international
- Organize, coordinate and execute international marketing of Switzerland covering four subject areas: business, research&education, tourism, lifestyle
- A platform (four guiding topics) for Switzerland as a place to do business for research and education, tourism and to live
- Budget: 12,5 Mio Swiss francs
 - 10 Mio. federal government
 - 2,5 Mio. Switzerland Tourism

The hat-trick. Qualitative general objectives.

1. We strengthen Switzerland as a brand, call attention to our country and generate positive attitude towards Switzerland, its people and products.
2. We develop lasting business opportunities in all subject areas – the four guiding t
3. Switzerland will be remembered as THE game venue.

NO - NON - NEIN.

- We do **not** promote the tournament or the games.
- We do **not** carry out a classic communication campaign (media bud TV/print).
- We do **not** directly/primarily target the Swiss population.
- We do **not** sell tickets.

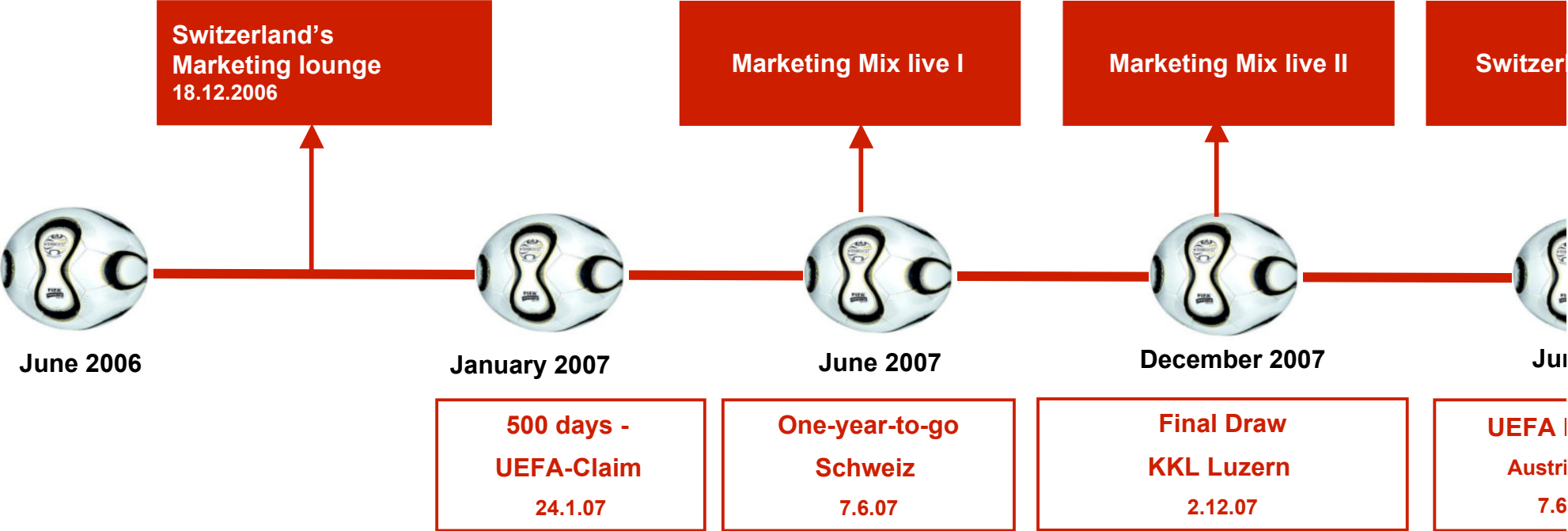
Key succes factors (summer 06).

1. Weather
2. Köbi's national team
3. Image (quality, security, stability)
4. Integratet project organisation (team spirit)
5. Swiss people , Swiss population
6. UEFA and EURO 2008 SA
7. Switzerland ≠ Germany
8. Timing (tactic, speed, focus)
9. International network
10. Fair pricing
11. 120%

Market focus.

Country	Trade volume 2004		Tourism 2005		UEFA EURO 2008	
	Export	Import	Overnight stays in Switzerland	Market share	Qualification chances	Most important opponents
Germany	29.2 billion	44.9 billion	5.56 million	16.9%	Very high	Czech Rep, Slovakia, Ireland
England (UK)	6.8 billion	4.8 billion	2.03 million	6.1%	High	Israel, Croatia
France	12.3 billion	13.4 billion	1.23 million	3.7%	Very high	Ukraine, Scotland
Italy	12.0 billion	15.5 billion	1.01 million	3.1%	Very high	Ukraine, Scotland, France
Netherlands	4.4 billion	6.9 billion	0.83 million	2.5%	Very high	Bulgaria, Romania, Slovenia
Russia	1.2 billion	0.3 billion	0.28 million	0.8%	Medium	Israel, Croatia
Spain	5.9 billion	3.4 billion	0.35 million	1.1%	Medium	Denmark, Scotland

Milestones.



5 marketing projects for Switzerland.

Project	Mio Swiss francs
1. Host campaign	1,72
2. International roadshow 10 european cities	3,0
3. UEFA Events (and Austria) Draw 1 Montreux / One-year-to-go Interlaken / FinalDraw Luzern international travel fairs, workshops	1,85
4. Public relations and media services media trips, media productionss (TV, Radio, Print) 10 Medicenters (4 Host cities, 4 Team bases, 2 Backoffices)	2,49
5. Promotion material (incl. Distribution) brochures, Switzerland.com	3,44

Our marketing goals.

Roadshow

- 10 Cities, 210 media reports, 950'000 visitors

Internet

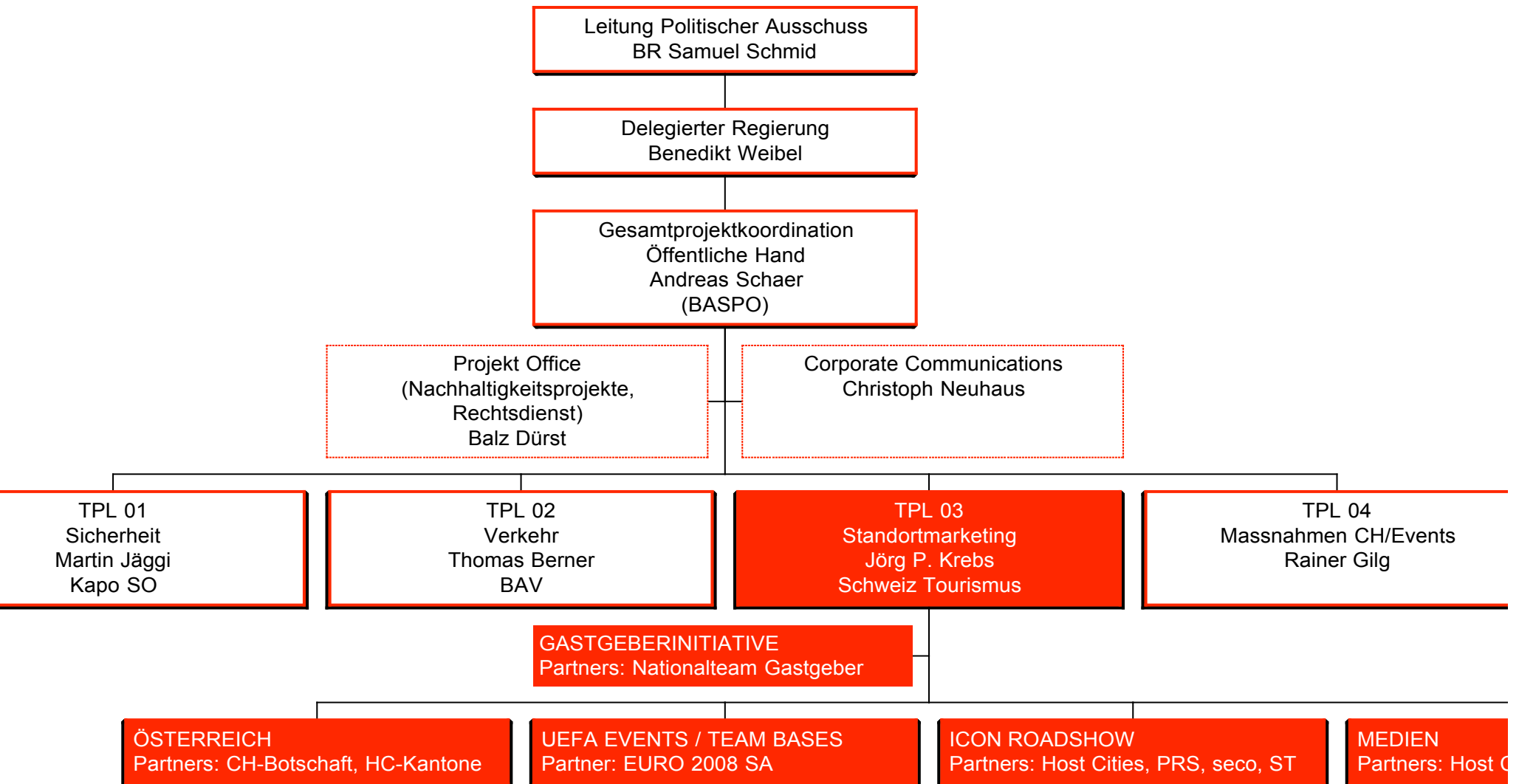
- 1 mi. unique visitors on Switzerland.com

Mediawork

- 590 mio. contacts, 900 attended medias

Promotion material

- 2.9 mio. distributed brochures

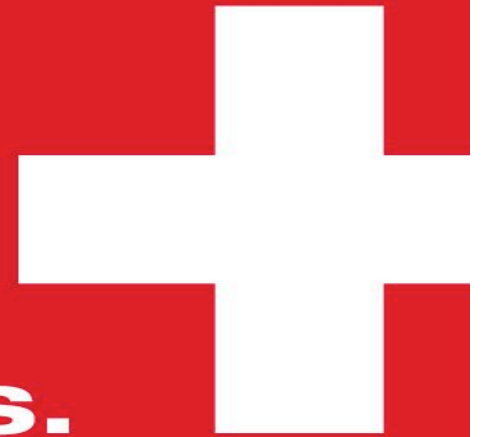




Die WM 06
Unser Vorbild für die EM 08.
inre Schweiz.

Switzerland.

Discover the plus.



EURO2008
Austria Switzerland

Switzerland. 
Discover the plus.

Connections.

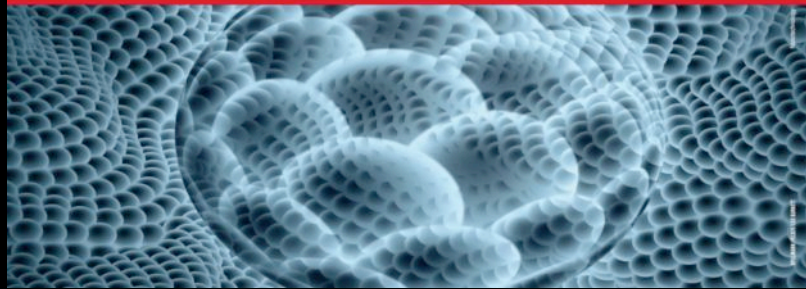


EURO2008
Austria Switzerland

Switzerland. 
Discover the plus.

Greatness.

switzerland.com



EURO2008
Austria Switzerland

Neutrality.

switzerland.com



EURO2008
Austria Switzerland

Switzerland. 
Discover the plus.

Natural resources.



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Schweiz. 
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Handarbeit.

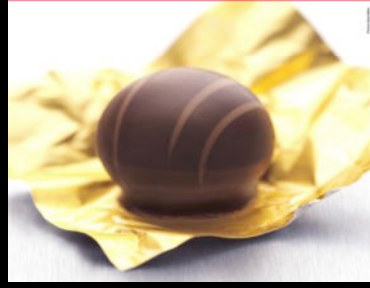
schweiz.ch



EURO2008
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Entdecken das Plus.

Kunst.

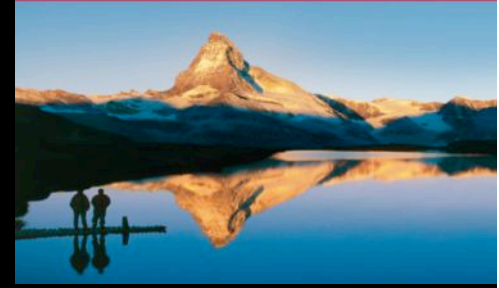
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EURO2008
Austria Switzerland

Stability.

switzerland.com



EURO2008
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Entdecken das Plus.

Weltoffenheit.

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EURO2008
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Entdecken das Plus.

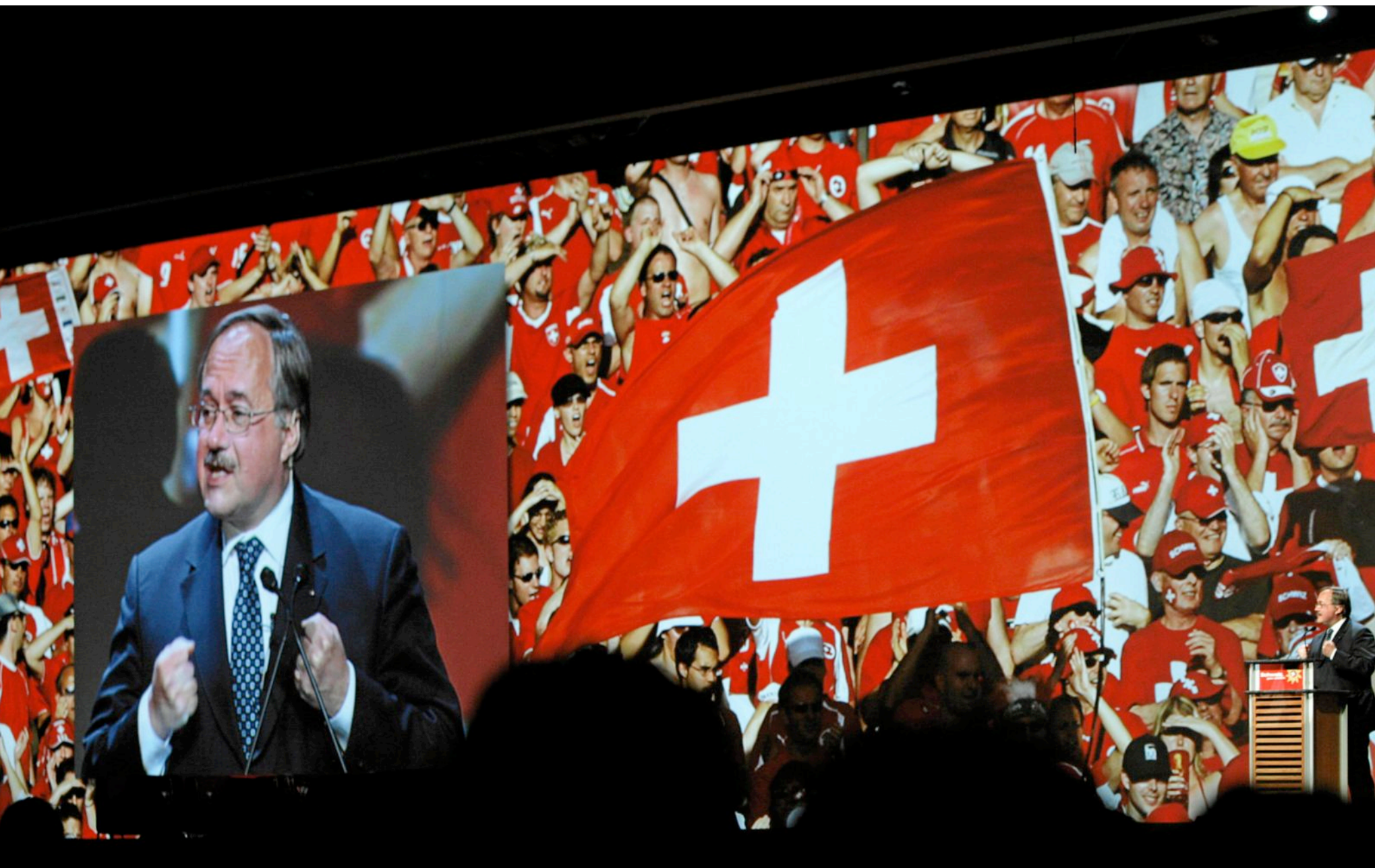
Prominenz.

schweiz.ch



Our host programme.





We are EURO. We want to be a perfect host.
FC Samuel Schmid at our Vacation day in Basel (April '07)



Our National Team.

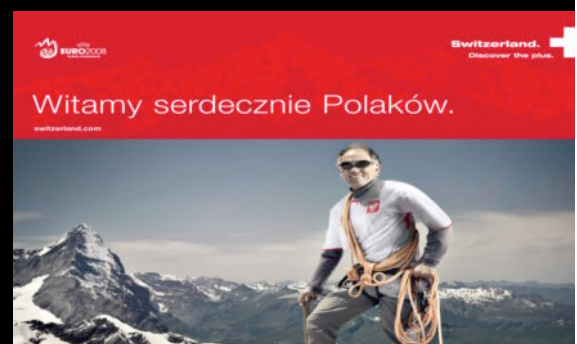
- Swiss Confederation
- UEFA Euro 2008 SA
- Host Cities
- Swiss Federal Railways
- Swiss International Air Lines
- Swiss International Airport Association
- Swisscom
- Prisec (Securitas/Protectas)
- UBS ARENA
- Border guards
- Governmental agency for fan st
- Swiss hotel, gastronomy and to associations





**330 coaches (150 organisations) are motivating 60'000 h
(service providers).**

- 1,500 customs agents, border guards
- 10,000 airport employees
- 2,500 railway employees
- 5,000 taxi, bus and tram drivers
- 8,000 restaurant and hotel employees
- 7,000 volunteers
- 16,000 security staff
- 1'000 Swisscom employees
- 9'000 various



EURO 2008

Switzerland. Discover the plus.

EURO 2008

Switzerland. Discover the plus.

EURO 2008

Schweiz. Entdecke das Plus.

EURO 2008

Switzerland. Discover the plus.

EURO 2008

Suisse. Un plus à découvrir.

EURO 2008

Zwitserland. Ontdek de plus.

EURO 2008

Svizzera. Il più da scoprire.

EURO 2008

Switzerland. Discover the plus.

EURO 2008

Switzerland. Discover the plus.

EURO 2008

Switzerland. Discover the plus.

EURO 2008

Schweiz. Entdecke das Plus.

EURO 2008

Switzerland. Discover the plus.

Sverige, vi ser fram emot att träffa er.

Ich freue mich auf die Deutschen.

É com muito orgulho que recebemos os portugueses.

Je me réjouis d'accueillir les Français.

Ik verheug me op de Nederlanders.

Che bello! Arrivano gli italiani.

Těšíme se na Čechy.

Türkiye'yi sabırsızlıkla bekliyoruz.

România, te așteptăm cu bucurie.

Ich freue mich auf die UEFA EURO 2008™.

Witamy serdecznie Polaków.



Welcome to UEFA EURO
7 - 29 June, 2008.



Switzerland. Discover the joy. 
We are looking forward to the UEFA EURO 2008™ and its fans.
switzerland.com



Switzerland. Discover the joy. 
Sverige, vi ser fram emot att träffa er.



Switzerland. Discover the joy. 
Ich freue mich auf die Österreicher.



Switzerland. Discover the joy. 
Ich freue mich auf die Deutschen.



Switzerland. Discover the joy. 
România, te așteptăm cu plăcere.



Switzerland. Discover the joy. 
Türkiye'yi mükemmel misafiriniz olarak bekliyoruz.



WalkSeven®

WalkSeven®


WalkSeven®

WalkSeven®

WalkSeven®

WalkSeven®



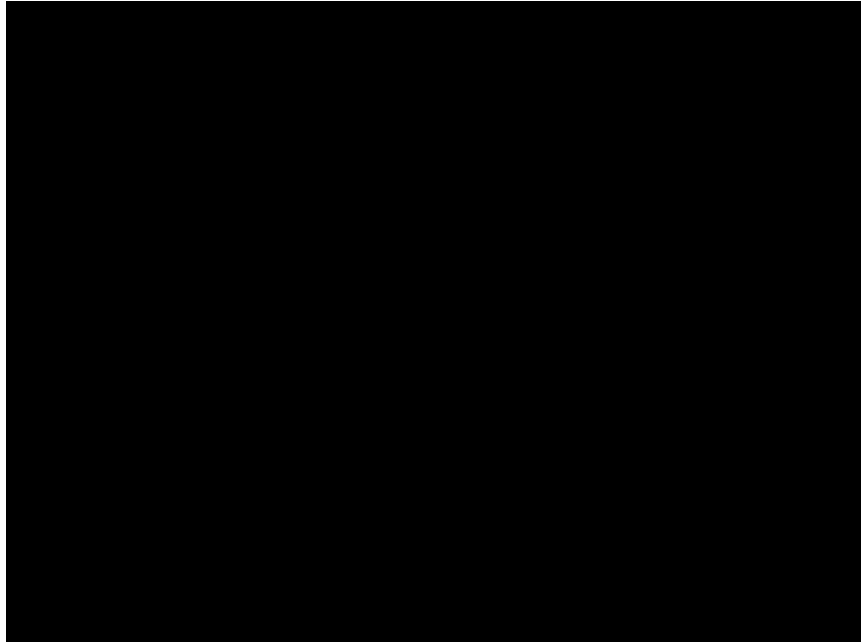
Svizzera. 
Il più da scoprire.

Che bello!
Arrivano
gli italiani.

switzerland.com



TV, cinema campagn.







Results I.

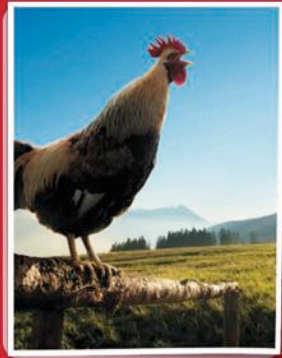
- 330 coaches, 148 organisations are motivating 60'000 service providers (employees)
- Rating: 5,0
- 800 spots in Switzerland

plus

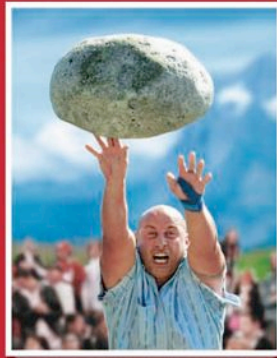
- Cooperation national team
- medias (20 participants of Swiss medias, 15 TV editorial)
- Theme monopolism

minus

- Tourism partners
- Medias
- Ressources vs. opportunities



Our kick-off



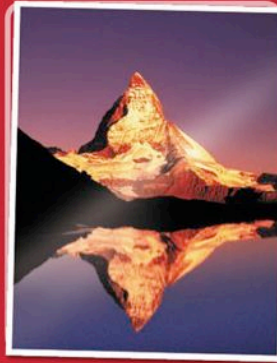
Our throw-in



Our VIP lounge



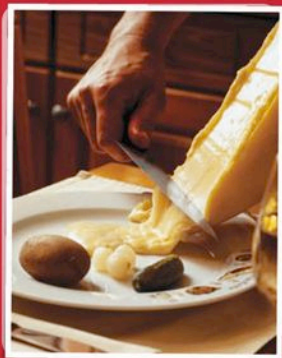
Our fans



Our legend



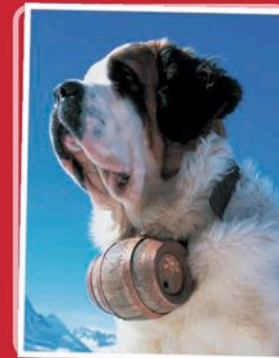
Our players' wives



Our doping



Our training camp



Our corpsman

Get natural: MySwitzerland.com

Swi
D

Our roadshow.





The Plus Goes on Tour.

- Spread the anticipation for UEFA EURO 2008™ to the outside world
- Disseminate information about the host country Switzerland
- “The Icon”, a monumental plus as symbol





Dänikon, construction April/May 2007.

The ICON Roadshow 2007 - 2008.

2007

7 JUN	Interlaken	Jungfraujoch
27-30 JUN	Valencia	AMERICAS CUP
01-12 DEC	Lucerne	Final Draw

2008

12 FEB	Prag	Hotel Le Palais
21 FEB	Istanbul	Swissôtel
04 MAR	Lissabon	Pestana Palace
4 - 6 MAR	Berlin	Potsdamer Platz
10 - 12 MAR	Düsseldorf	Burgplatz
17 - 19 MAR	Frankfurt	Alte Oper
2 - 4 APR	Amsterdam	Dam
22 - 24 APR	Paris	Palais Royal
20 - 22 MAI	Milano	Piazza del Duomo
01 - 30 JUN	Wien	Hermannstrandbar



Program.

- Tag 1 Opening Event and mediabriefing/-conference
Economic forum in Düsseldorf, Frankfurt, Paris, Milano
- Tag 2 Tourism day
- Tag 3 Public day



UEFA
EURO2008
Austria-Switzerland

89 Tage





Globale Finanzmärkte – wie weiter? Europäische Perspektiven 2008.

Podiumsveranstaltung, Steigenberger Frankfurter Hof, 17. März 2008









PR and Media work.





Mediawork, media services.

- Media cooperation
- Media trips
 - for production place evaluation
 - to team region and hotel
- Fotos and movies
 - about Switzerland, the Swiss host cities, team hotels, economy, research, innovation, education, tourism, etc.
- Story & content support
- Newsletters

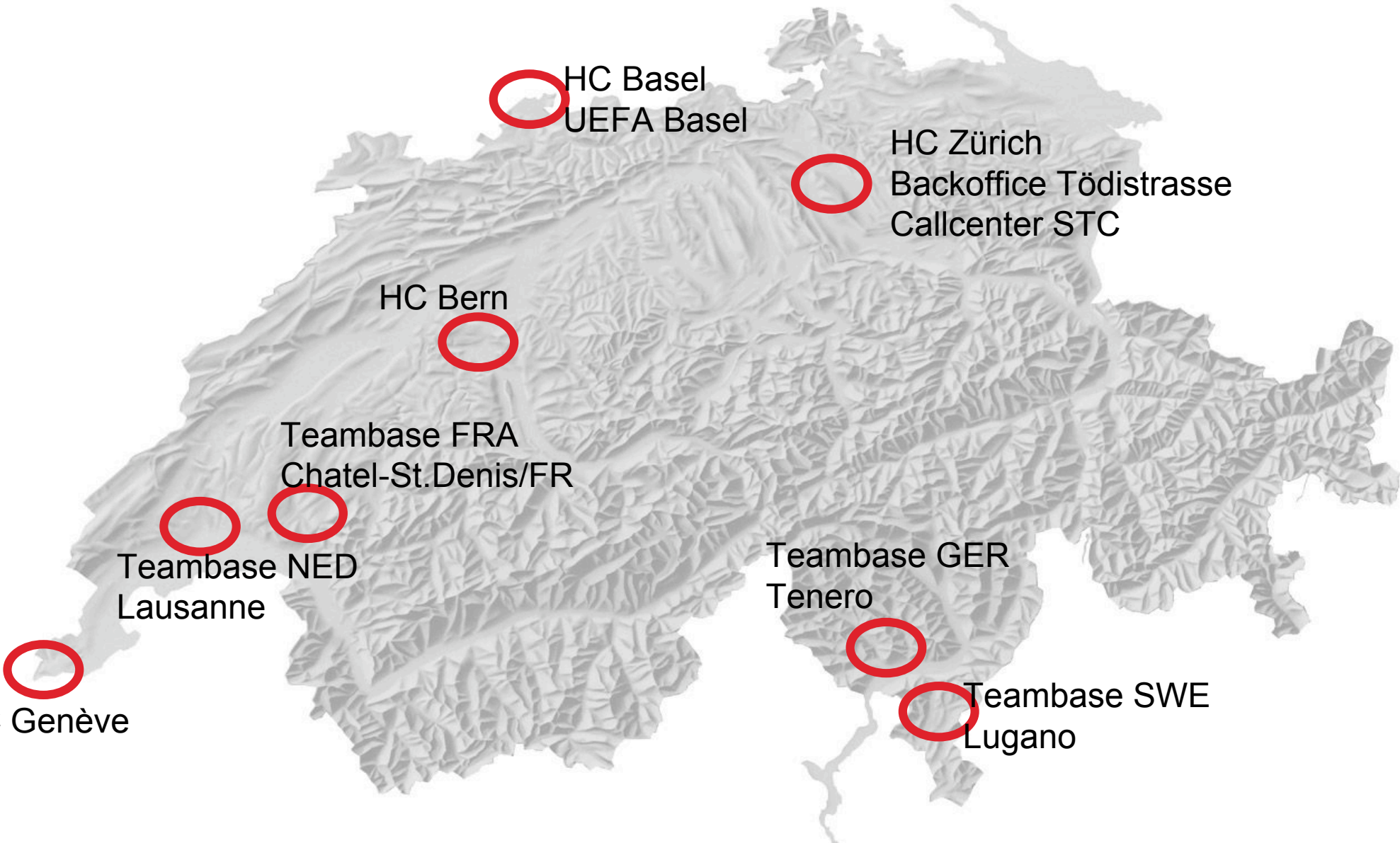
Wags...







Mediaservices during EURO 2008.



Promotion material, productions.





Schweiz. 
Entdecke das Plus.

SUCHE


[Deutsch](#) | [Français](#) | [Italiano](#) | [English](#)

Ascona, Tessin



ICON ROADSHOW



Medienmitteilung/Fotos zum
Event in Paris

[MEHR >>](#)

SWISS BEACH



SWISS BEACH in Wien

[MEHR >>](#)

AUSTRAGUNGSRORTE



Alle Informationen über die Schweizer Austragungsorte:
Basel, Bern, Genève und Zürich

[HIER KLICKEN](#)

MEDIA CORNER

Projektorganisation
Öffentliche Hand
UEFA EURO 2008™/
Standortmarketing

- >> [Medienmitteilungen](#)
- >> [Bilder, Filme, Texte und weitere Dokumente](#)

[MEHR >>](#)

GASTGEBER



Machen Sie sich fit für die
EURO 2008!

[MEHR >>](#)

UMFRAGE ZUR SCHWEIZ



Mitmachen
und tolle Preise gewinnen!

[ZUR UMFRAGE >>](#)

SERVICE

- >> [Unterkunft](#)
- >> [Anreise](#)
- >> [Eintrittskarten](#)
- >> [Public Viewing](#)



Productions, promotion material.

Subject	Edition	as from
– Switzerland.com	1	1.1.2006
– Campaign “Discover the plus”	1	1.6.2007
– Campaign “Welcome”	1	1.12.2007
– Brochure “Welcome”	1,8 Mio	1.2.2008
– 2 countries “expect emotions”	550'000	1.1.2007
– Host pass (Gastgeberpass)	100'000	1.2.2008
– Public Transport “on track to score”	500'000	1.2.2008
– Newsletter (eMail)	3'500	1.1.07 bi-monthly

Events with UEFA.





UEFA
EURO2008
Austria-Switzerland





Conclusion.





Key succes factors (summer 06).

1. Weather
2. Köbi's national team
3. Image (quality, security, stability)
4. Integratet project organisation (team spirit)
5. Swiss people , Swiss population
6. UEFA and EURO 2008 SA
7. Switzerland ≠ Germany
8. Timing (tactic, speed, focus)
9. International network
10. Fair pricing
11. 120%



Key succes factors (summer 06 / may 08).

1. Weather ??
2. Köbi's national team ??
3. Image (quality, security, stability) +++
4. Integratet project organisation (team spirit) ++
5. Swiss people , Swiss population ++
6. UEFA and EURO 2008 SA +++
7. Switzerland ≠ Germany -
8. Timing (tactic, speed, focus) +++
9. International network ++
10. Fair pricing +
11. 120% ??

Knowledge and learning.

National Promotion	
E	The measures in the area of national promotion achieved high awareness levels. They reinforced the awareness abroad generated by the event itself. The new approach produced through EURO 2008 for national promotion by Switzerland Tourism, the advertising campaign the ICON-Roadshow and SWISS BEACH strengthened Switzerland's image.
L	Major events are catalysts for image promoting measures, especially in tourism. Such events should therefore be supported from the beginning. The awareness of and interest in the host country is particularly acute in the run-up period. National promotion concepts must be adapted towards these run-up periods.
E	A combined approach by Austria and Switzerland was initiated from a very early moment. The different positioning of both countries in relation to national advertising (Switzerland: national promotion and Austria: tourism advertising) did not encourage a complete integration. The integration of the francophone element provided a further hindrance. The joint approach with partner country Austria resulted in synergies for tourist measures.
L	A uniform brand platform creates synergies and is understood more easily.
Hospitality Initiative	
E	As part of the Hospitality Initiative, ten thousand people in the "service chain" specially prepared beforehand at a large event and also the widely conducted public discussion about the role of the host played an important part in the success of EURO 2008.
L	The aspect of an adapted preparation for the hospitality role should be taken into account for future major events. The quality of the preparation can be taught in training.
Organisation	
E	Switzerland Tourism's effective market network was fundamental to the successful implementation of the international activities.
L	Coordinated national advertising works. However, only when one organisation has the clear leadership role.

Thank you!

Switzerland.

Discover the plus.

