

Switzerland  
ge

# ST Brand and Branding today.

Part II



Challenges.

Thousands of destinations can be reached within one day

Political decisions **Germany** Politicians **USA** **UBS**

Ten thousands of destinations claim to be unique

**Low budget** Our worldwide financial

**190 countries compete with each other**

**Structural weakness and adaptation** Credit Su

**Collapse of transport system** You can ski in

**Hotelquality** Tradition vs.

Local hosts and international guests

**Our tax system**

**USP vs. exchangeability**

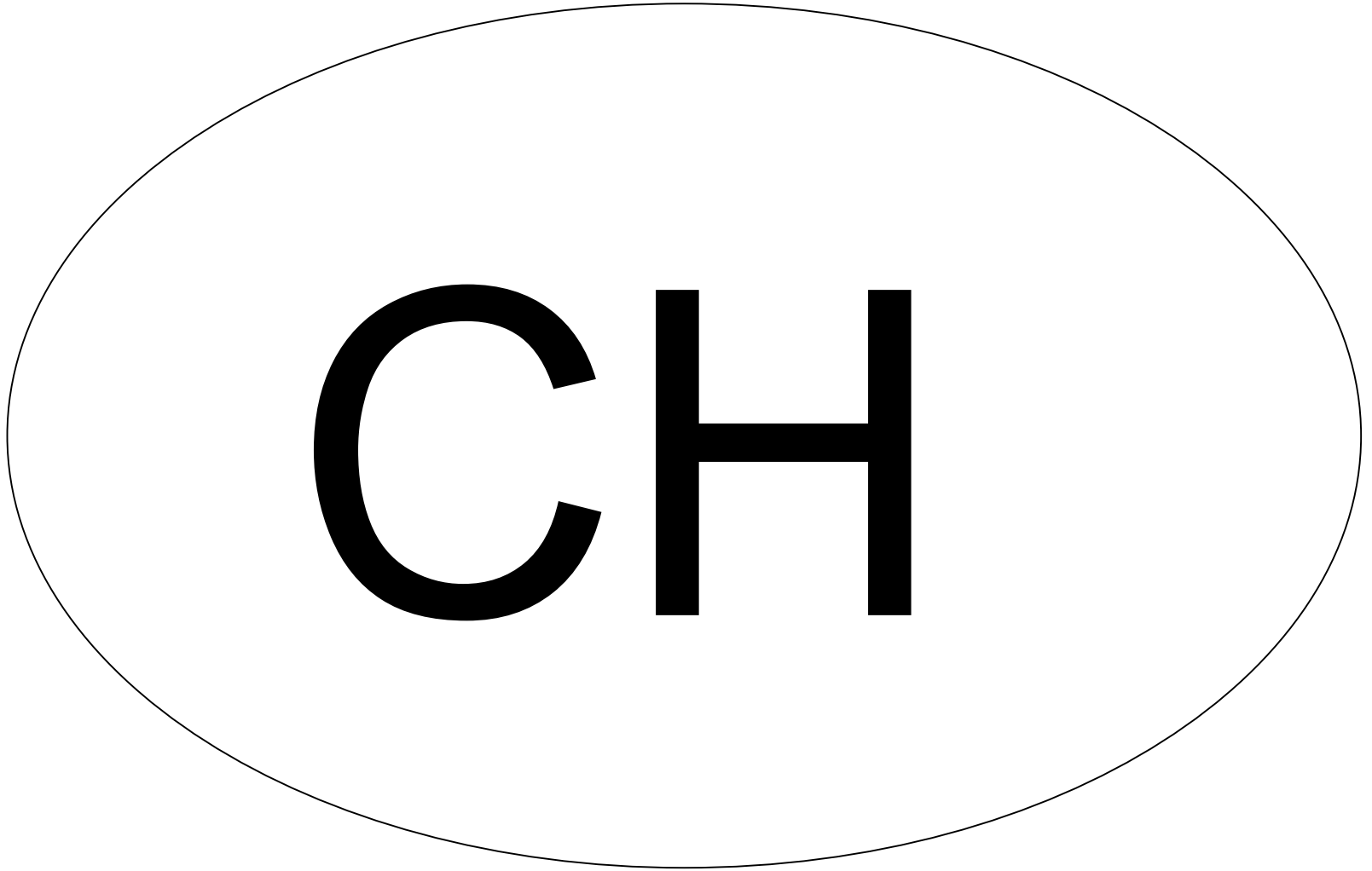
You can relax on a beach in Zürich.

## Inside view.

*“Switzerland and Italy are the only places in the world that other people actually rank higher than their own country.”*

Nation Brand Index, Q3 Report, 2005. GMI

Core elements.



**СН**

CHeese  
CHocolate.

Confoederatio  
Helvetica.

## Our brand managers: the Swiss.

Population: 7.779 Mio.

Foreigners: 21.2%

Languages:

German 63.7%

French 20.4%

Italian 6.5%

Romantsch 0.5%

Other 9.0%

Life expectancy:

Males 77.2

Females 82.8

Working: 56.1 %

Agriculture 3.7 %

Industry, crafts 23.7 %

Services 72.6 %

Population density: 188/km<sup>2</sup>

Source: BFS

# Image of Switzerland abroad.

Positive image components:

- Political stability
- Security and reliability
- High level of Science and Research
- High level of protection of the environment
- Natural beauty
- Zurich and Geneva offer highest Quality of Life.

Source: Presence Switzerland, 2003 (in Germany, France, Spain, UK, USA)

# Switzerland in Germany:

## What comes to mind if you think of Switzerland

- Mountains: 44%
- Natural beauty: 29%
- Cheese: 25%
- Chocolate: 17%
- Vacation: 16%
- Banks: 15%
- Neutrality: 14%

*Source: Presence Switzerland, 2003.*

# Nations branding index.

Anholt-GfK Roper Nation Brands Index <sup>SM</sup> Overall Brand Ranking (Top 10 of 50 Nations)		
	2009	2008
1.	United States	Germany
2.	France	France
3.	Germany	United Kingdom
4.	United Kingdom	Canada
5.	Japan	Japan
6.	Italy	Italy
7.	Canada	United States
8.	Switzerland	Switzerland
9.	Australia	Australia
10.	Spain, Sweden (tie)	Sweden

Source: 2009 and 2008 Nation branding index by Anholt)

- **Tourism:** Captures the level of interest in visiting a country and the draw of natural and man-made tourist attractions: **8th**
- **Governance:** Measures public opinion regarding the level of national government competency and fairness: **1st**
- **Investment & Immigration:** Determines the power to attract people to live, work and study: **4th**
- **People:** Measures the population's reputation for competence, education, openness and friendliness and other qualities: **5th**

Values.

Don't miss the real thing

# 1. Our nature (our sommer).





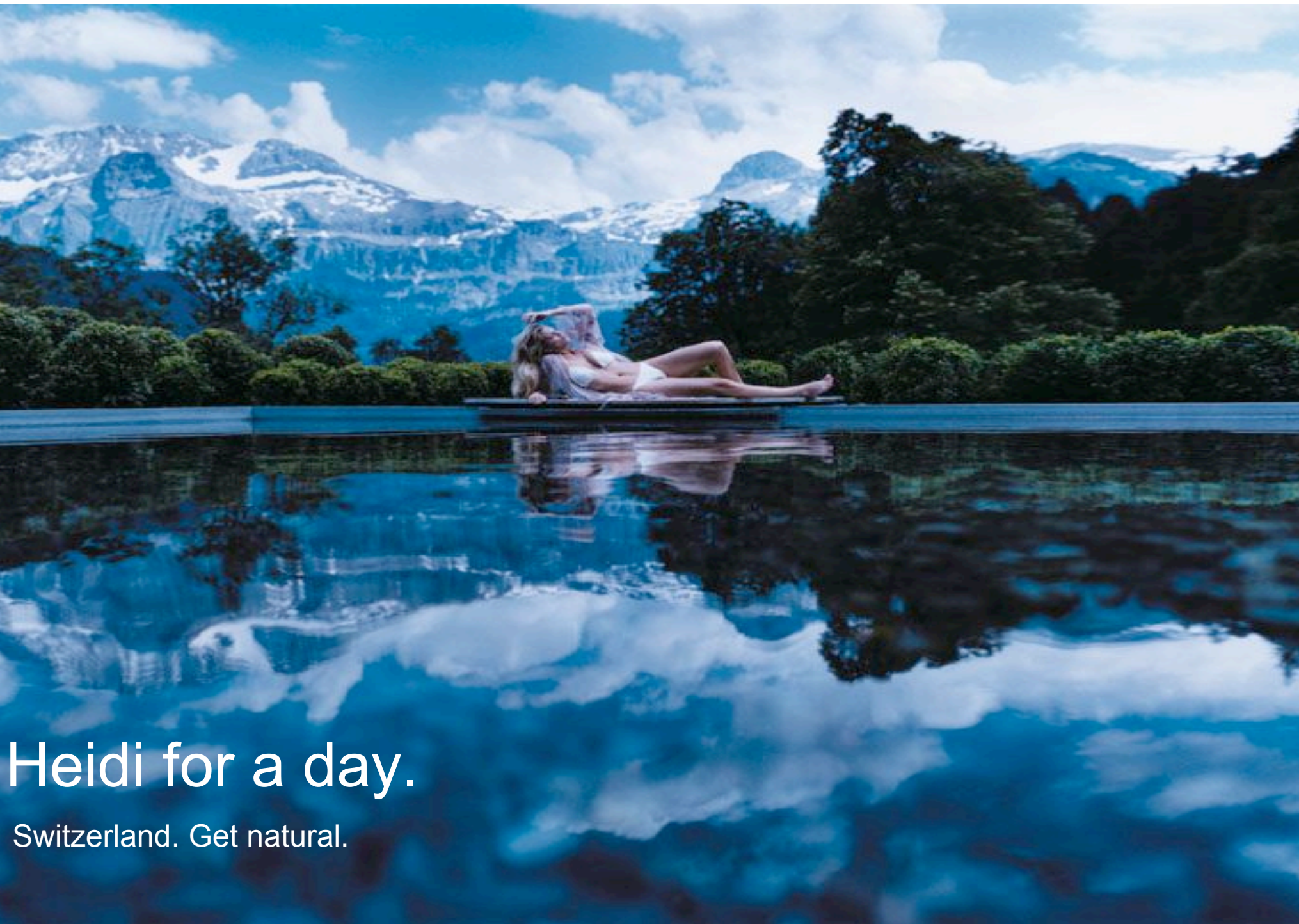
Touch the original.

Switzerland. Get natural.

# Walk on the wild side.

Switzerland. Get natural.





Heidi for a day.

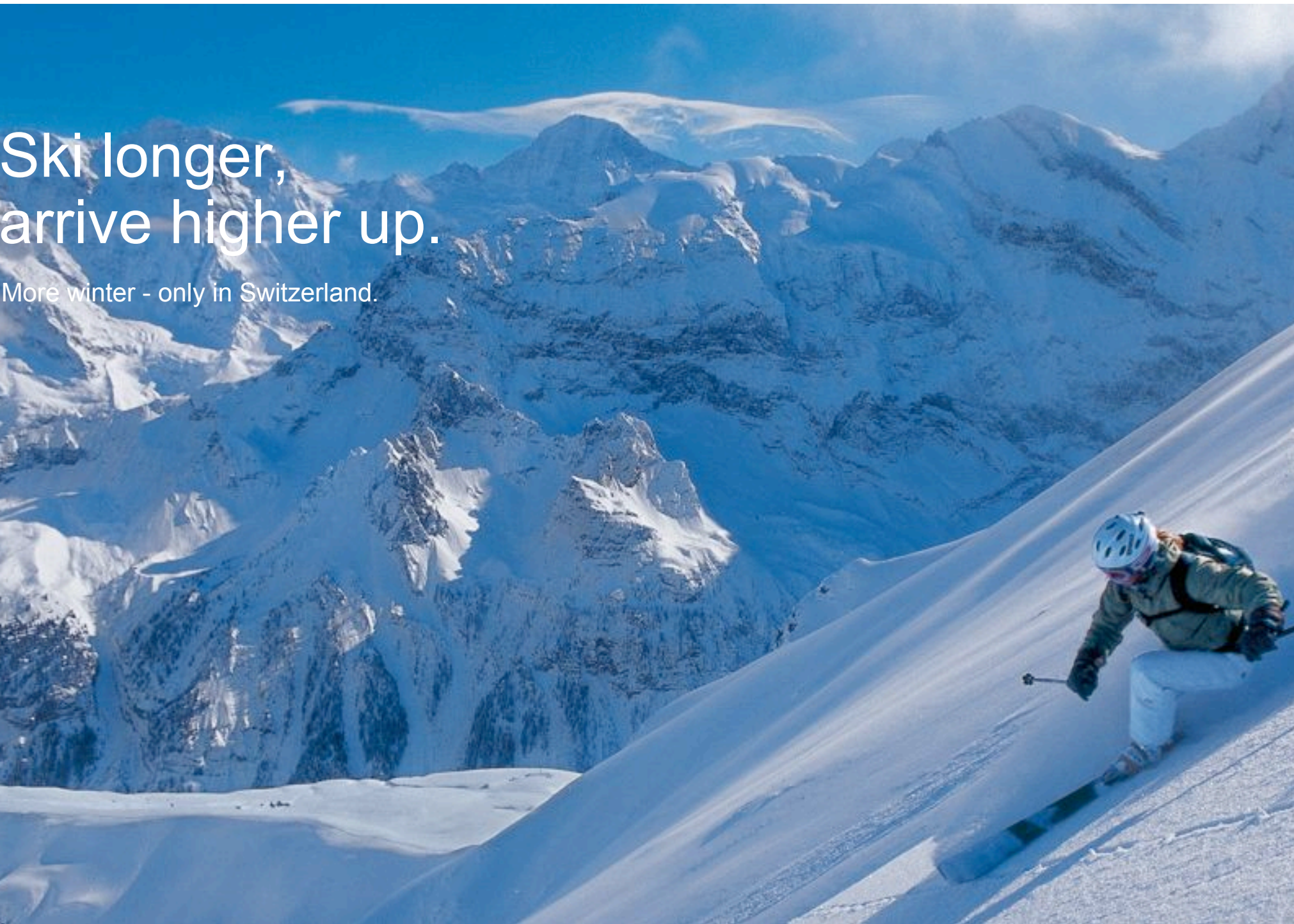
Switzerland. Get natural.

## 2. Our winter.



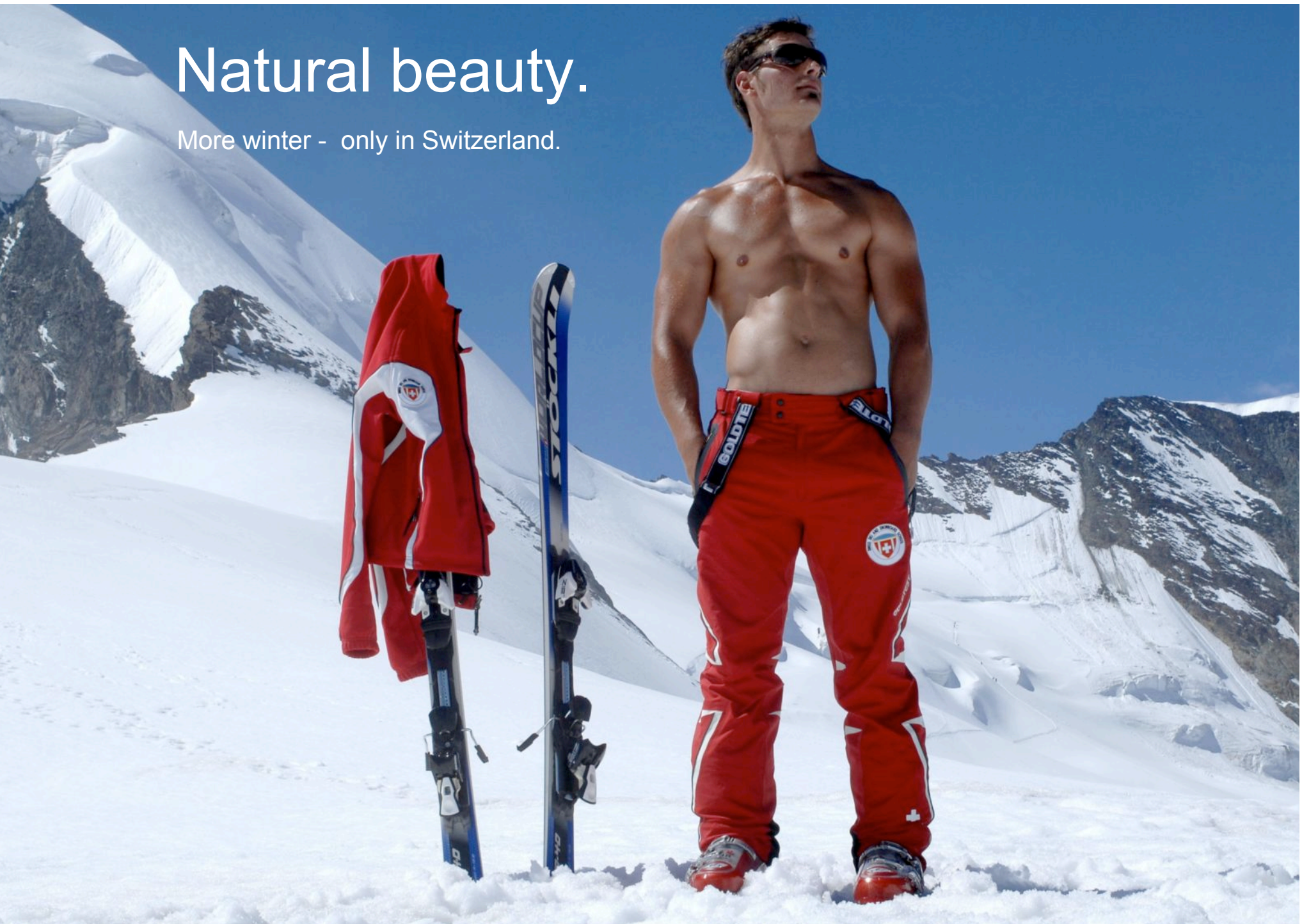
Ski longer,  
arrive higher up.

More winter - only in Switzerland.



# Natural beauty.

More winter - only in Switzerland.



# Snow in the resorts.

More winter - only in Switzerland.



# 3. Our cities.



Liveable, lovable, enjoyable.

Switzerland. Get natural.



# Meet living postcards.

Switzerland. Get natural.



# 4. Our hotels.



# Timetravel for honeymooners.

Switzerland. Get natural.





Welcome to our Swiss Deluxe Hotels.

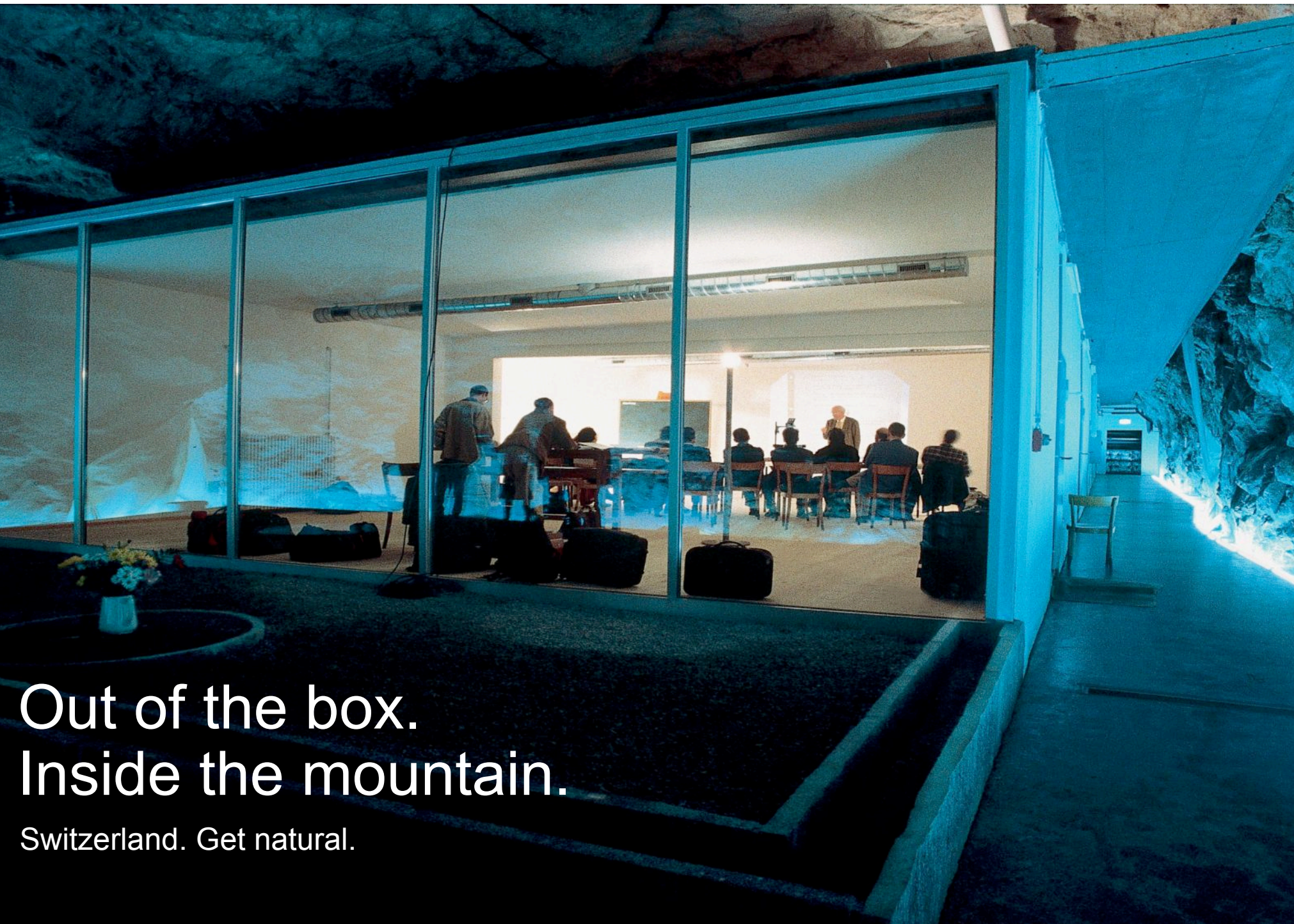
Switzerland. Get natural.

Candlelight guaranteed.

Typically Swiss Hotels.

HOTEL FAFLERALP





Out of the box.  
Inside the mountain.

Switzerland. Get natural.

# 5. Our cultural heritage.





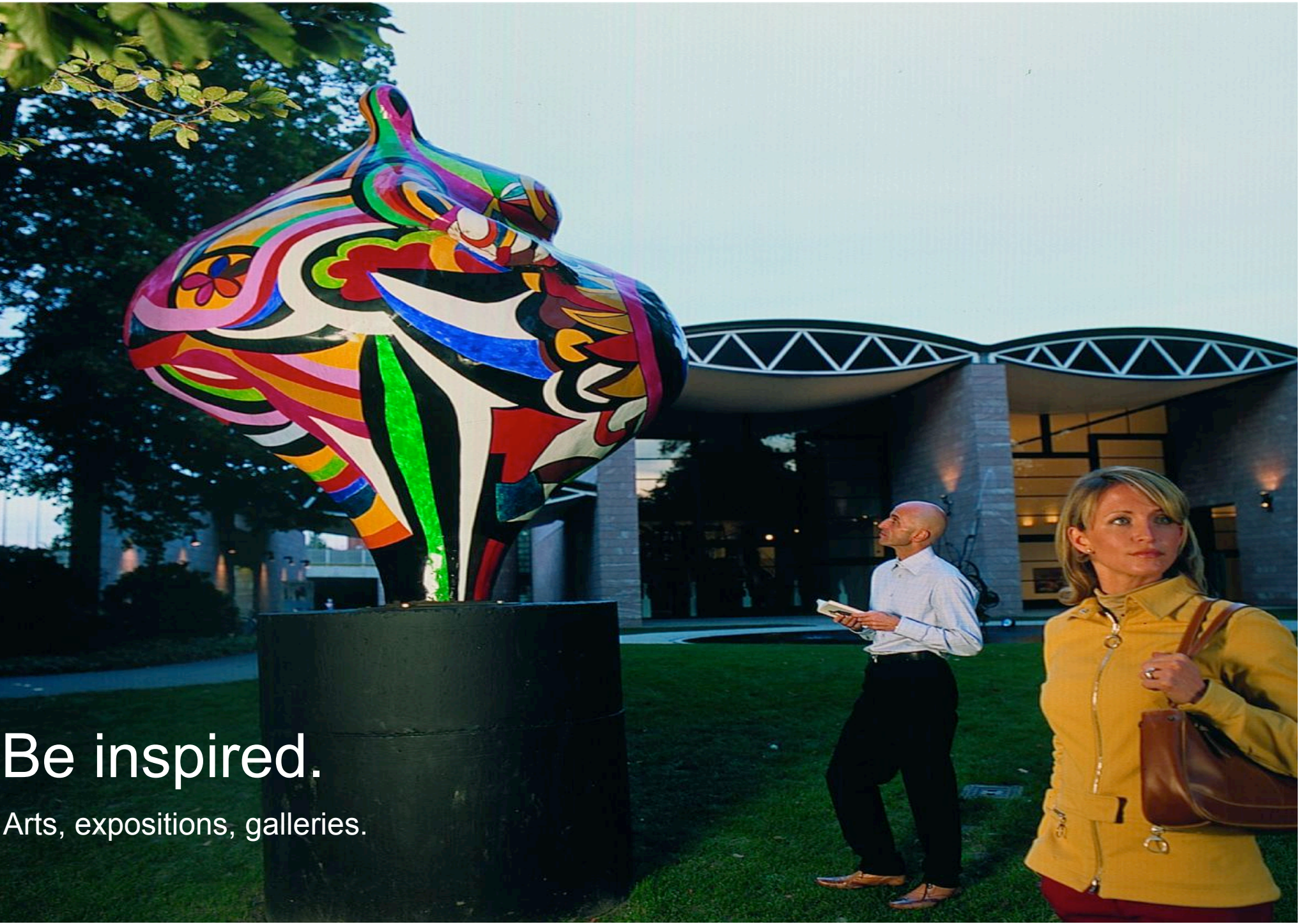
Only a stone thro

Switzerland. Get natural.



40 years. Still going

Top Events of Switzerland.



Be inspired.  
Arts, expositions, galleries.

# 6. Our Swiss Travel System.






Great views.  
From 30'000 ft.

Switzerland. Get natural.



Better than Disney  
And real.

Switzerland. Get natural.



Authentic. Punctual. Yellow.  
For more than 100 years.

Switzerland. Get natural.



# 7. Our Swiss people.





Meet the locals

Switzerland. Get natural.

# Our GPS.

Switzerland. Get natural.



# Our Brand and Branding

**Schweiz.**  
ganz natürlich.



# Wherefore stands the „Goldflower“?

- Switzerland
- Nature
- Authenticity
- Quality
- Tourist destination
- Switzerland Tourism

Svizzera.  
cemente naturale.



Schweiz.  
ganz natürlich.



Suisse.  
tout naturellement.



Switzer

ейцария.



Ελβετία.  
φυσικά.



Svizra.  
simplamain natirala.



Zwitsers

ýcarsko.  
přirozeně.



Szwajcaria.  
Tak naturalnie.



Suïssa.  
naturalment.



S  
na

ट्जरलैंड



سوئیسرا



スイス政府観光局



瑞

# Corporate design and identity

Cl.



# CD.

## – Fonts

- Helvetica and only Helvetica for print
- New Helvetica Extended for brand
- Arial for Powerpoint
- Verdana for WEB

Helvetica Helvetica Helvetica

**New Helvetica Extended**

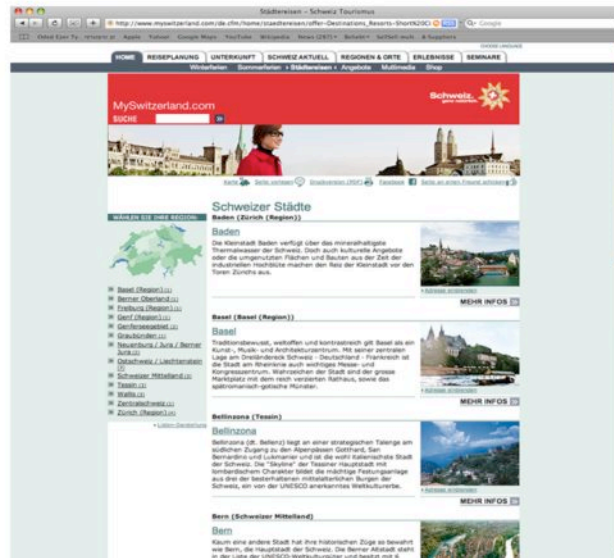
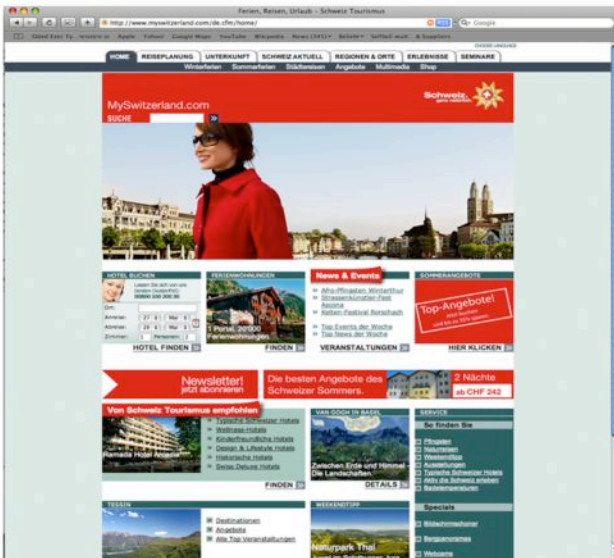
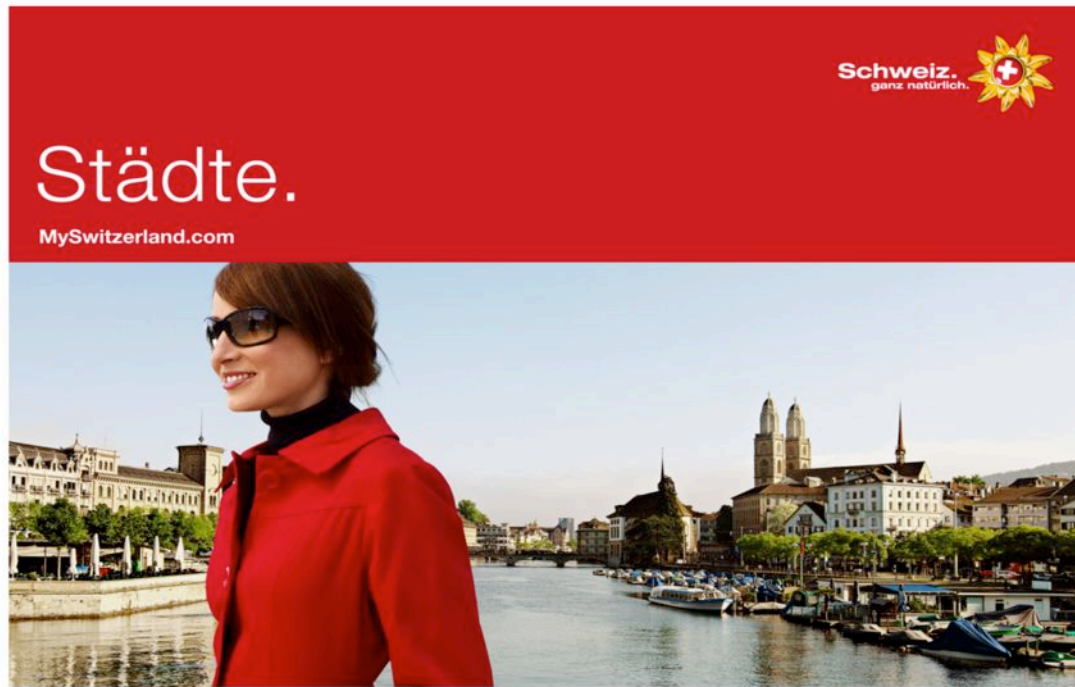
ARIAL ARIAL ARIAL

VERDANA VERDANA VERDANA

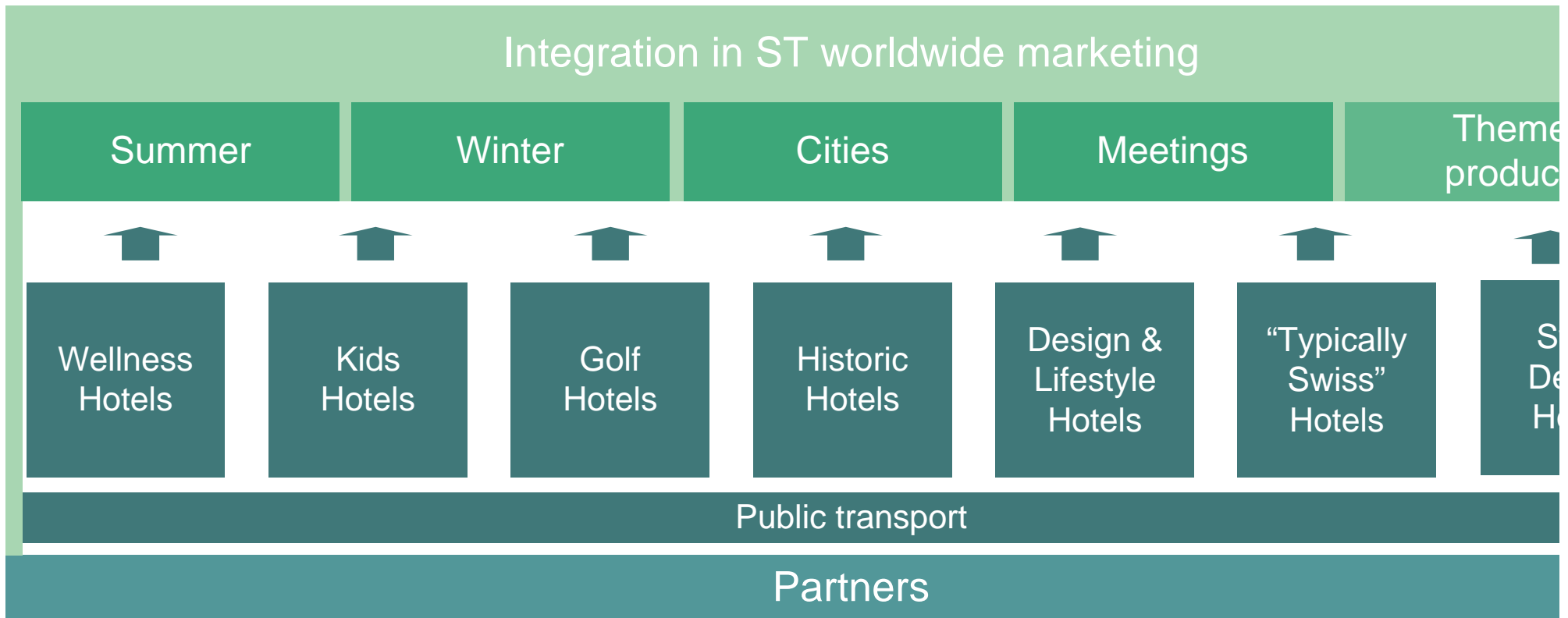
## – Colours

- **Primary colour red**
- **CMYK for all media and materials**  
Cyan 10 / Magenta 100 / Yellow 95 / Black 0
- **Pantone 1795C**
- **Paint and spray colours RAL 3020 (Traffic red)**
- **Foils 3M Scotchcal Series 50 (Opaque Film), 50-44 Euroskala**





# Integrated marketing (product portfolio ST).



Switzerland   
Mountains and lakes.  
[MySwitzerland.com](http://MySwitzerland.com)





Switzerland   
Mountains and lakes.  
[MySwitzerland.com](http://MySwitzerland.com)





Switzerland   
Families.  
[MySwitzerland.com](http://MySwitzerland.com)



Switzerland   
Meetings.  
[MySwitzerland.com](http://MySwitzerland.com)



Switzerland   
Swiss Deluxe Hotels.  
[MySwitzerland.com](http://MySwitzerland.com)





Switzerland   
Typically Swiss Hotels.  
[MySwitzerland.com](http://MySwitzerland.com)



Switzerland   
Design & Lifestyle Hotels.  
[MySwitzerland.com](http://MySwitzerland.com)



Switzerland   
Time travel.  
[MySwitzerland.com](http://MySwitzerland.com)




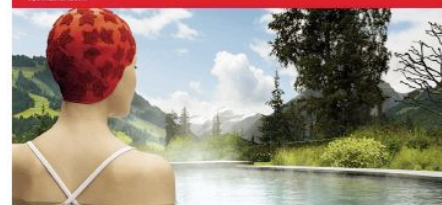
Switzerland   
Cities.  
[MySwitzerland.com](http://MySwitzerland.com)



Switzerland   
Cities.  
[MySwitzerland.com](http://MySwitzerland.com)




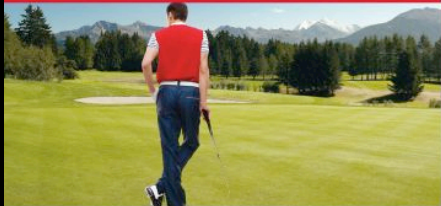
Switzerland   
Wellness.  
[MySwitzerland.com](http://MySwitzerland.com)





Switzerland   
Gourmet travel.  
[MySwitzerland.com](http://MySwitzerland.com)



Switzerland   
Swiss Golf.  
[MySwitzerland.com](http://MySwitzerland.com)



Switzerland   
Switzerland moving.  
[MySwitzerland.com](http://MySwitzerland.com)



Switzerland   
Typically Swiss Hotels.  
[MySwitzerland.com](http://MySwitzerland.com)



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Unser Open-  
Air-Kino.

[MySwitzerland.com](http://MySwitzerland.com)

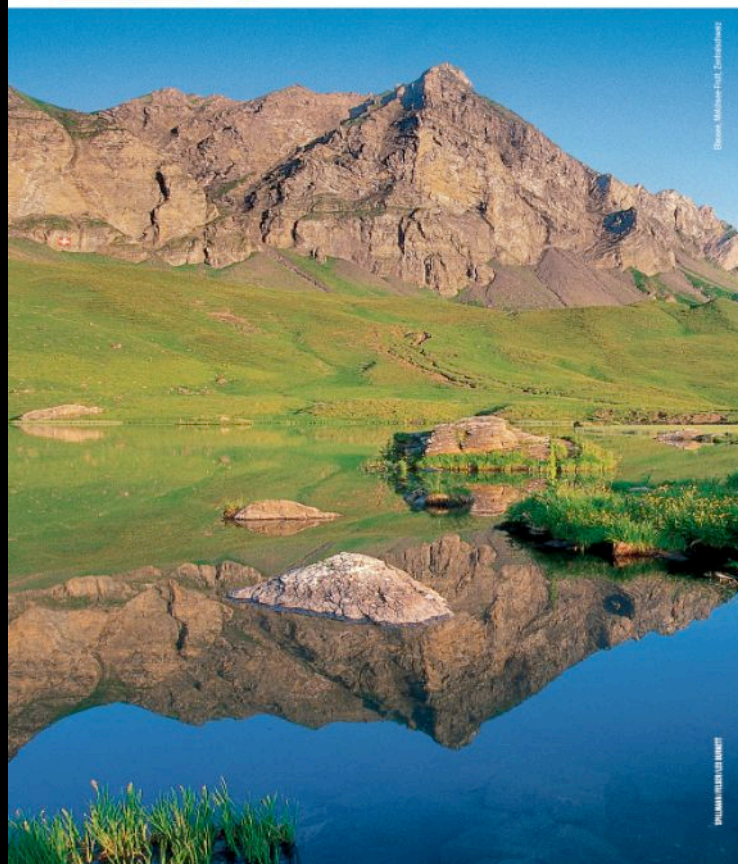


Photo: Wilfried H. Zehrer

Photo: Wilfried H. Zehrer

Graubünden:  
Sommerflirt mit der



# Conclusion.

## You need

- |   |                         |
|---|-------------------------|
| 1. A vision & fantasy                     | Corporate philosophy    |
| 2. Inspired outstanding hard working team | Corporate strategy      |
| 3. Creativity (“out-of-the-box”)          | Corporate culture       |
| 4. Challenging partners and clients       | Corporate feedback rule |
| 5. Motivated trustful sponsors            | Corporate behaviour     |
| 6. Good financial basis                   | Corporate governance    |
| 7. Communication                          | Corporate communication |
| 8. Fun                                    | Corporate spirit        |

**Switzerland.**  
get natural.

