

Mehr als Käse und Schokolade

Die Schweiz aus Sicht internationaler Flugpassagiere

A high-angle, low-altitude photograph of a Swiss International Air Lines (SWISS) Airbus A330-300 aircraft in flight. The plane is white with red accents on the tail and the word "SWISS" in large red letters on the fuselage. It is flying over a vast, rugged mountain range covered in snow and partially shrouded in mist. The sky is a clear, pale blue.

Bernhard Christen
Head of Marketing SWISS
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Assoziationen zur Schweiz

“Der” Berg



Assoziationen zur Schweiz

Aussensicht



Assoziationen zur Schweiz

Aussensicht – Ranking

Top-20-Assoziationen zur Schweiz	Häufigkeit
1. Schokolade	1579
2. Banken	1438
3. Uhren	1379
Alpen	1235
Neutralität	1051
Berge und Seen	1004
Käse	951
Schnee	488
Reichtum	408
Geld	407
Steuerparadies	308
teuer	268
Sauberkeit	267
Frieden	227
Natur	199
kalt	196
schön	185
Skifahren	182
Sicherheit	176
Landschaft	163

Schokolade	1'579
Käse	951

Total «Kulinarik» 2'530

Alpen	1'235
Berge und Seen	1'004
Schnee	488
Natur	199
Landschaft	163

Total «Natur» 3'089

Assoziationen zur Schweiz

Alpen/Berge



Assoziationen zur Schweiz

Käse



Assoziationen zur Schweiz

“Der” Käse/ Swiss Cheese



Repräsentanten der Schweiz

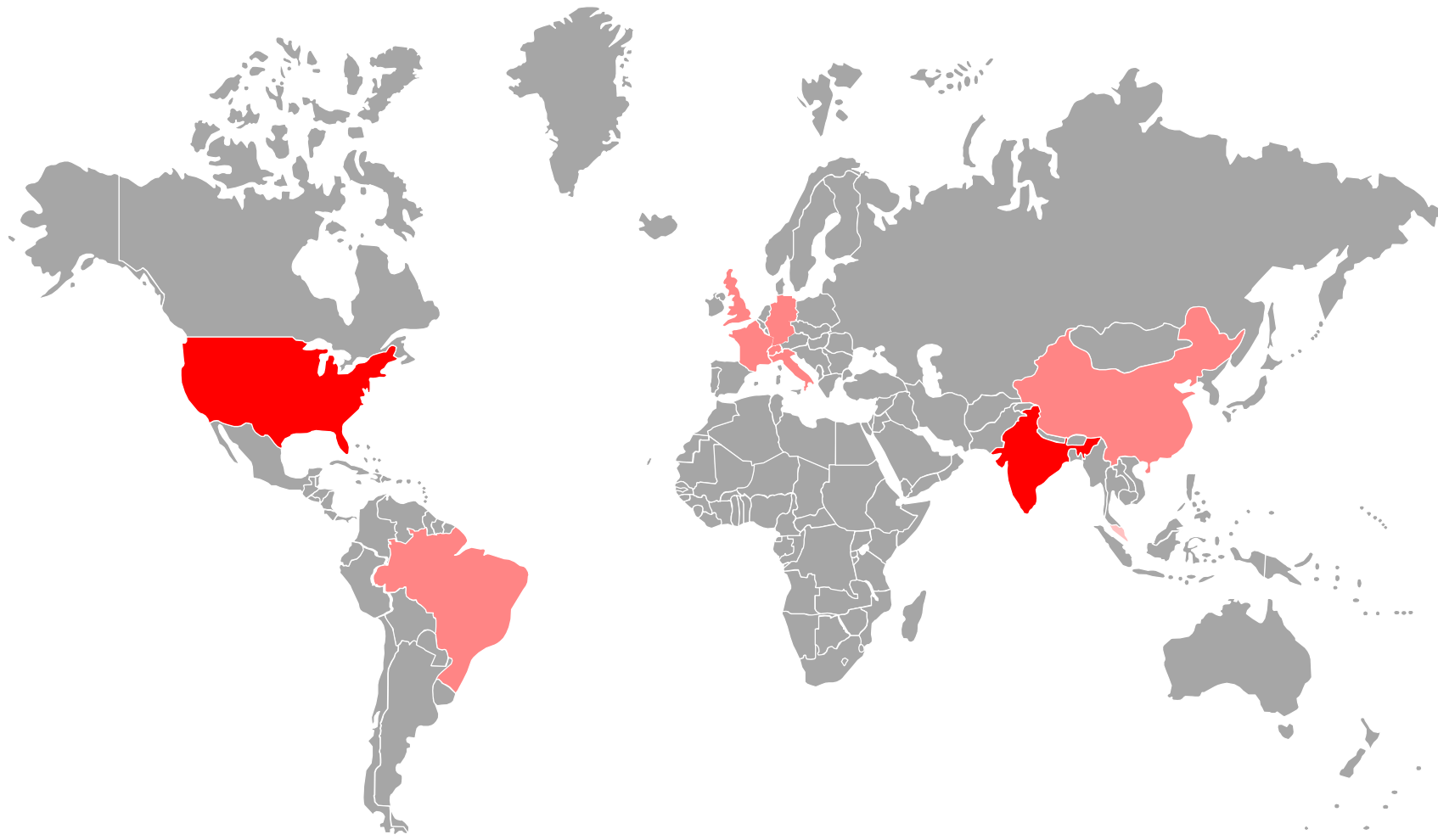
Aussensicht – Ranking

Persönlichkeit	Nennungen absolut
1. Roger Federer	916
2. Wilhelm Tell	375
3. Albert Einstein	204
Henry Dunant	189
Jean-Jacques Rousseau	159
Heidi	122
Carl Gustav Jung	106
Christoph Blocher	89
Martina Hingis	84
Johann Heinrich Pestalozzi	73
Ursula Andress	63
Sepp Blatter	61
Le Corbusier	60
Michelle Hunziker	54
Leonhard Euler	47



Marketing-Kommunikation SWISS

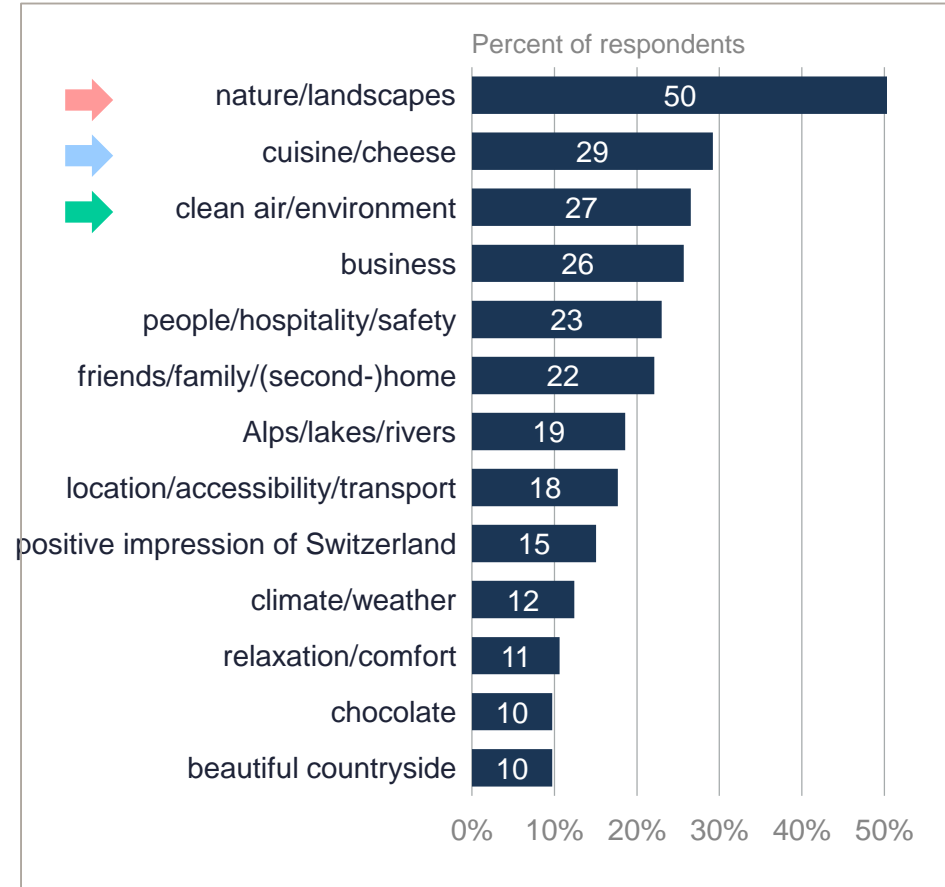
100+ destinations, 9 Focus Markets



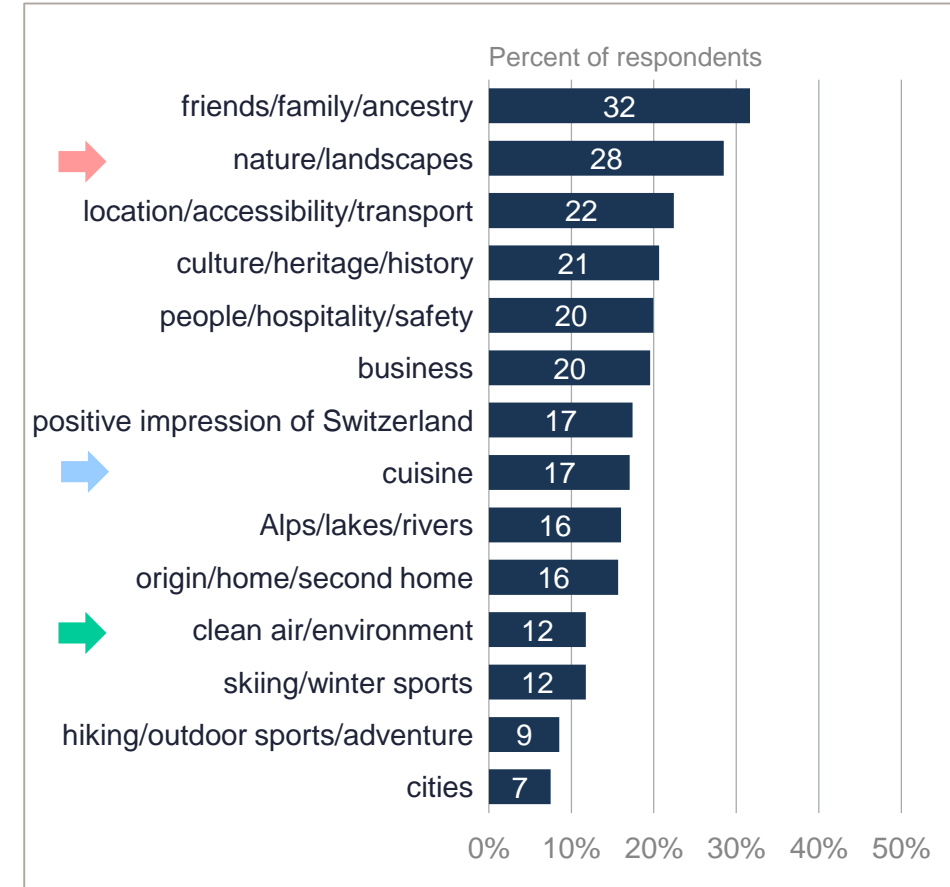
Reasons for visiting Switzerland

India and USA

India



USA



Die Schweiz aus internationaler Perspektive

Fazit:

- Die Wahrnehmung der Schweiz im Ausland ist sehr facettenreich
- Die intakte Natur und die wunderschönen Landschaften sind der gemeinsame Nenner
- Die gute Erreichbarkeit und die Zuverlässigkeit der Infrastruktur sind ein USP

aber:

- Ausser Roger Federer ist der einzige (lebende) Ambassador der Schweiz
- Die kulinarischen Kenntnisse beschränken sich auf Schokolade und Käse
- Das Bild der Schweiz ist heterogen und geprägt durch Clichés

Marketing-Kommunikation SWISS

The SWISS brand story

The strategic insight

Today all different airlines become increasingly similar in terms of what they offer and in their client centric communication strategies. Which is why actually ***the little things make a big difference.*** And no one is in fact better entitled to say this than a Swiss airline. Because in Switzerland, a passion for the little things in life is part of our DNA.

The creative concept of «the little big differences»

Everything that comes from here is known to be that tiny little bit better. Even though we Swiss did not invent the watch, we perfected manufacturing it – making our timepieces the very best and renowned in the world. The same goes for chocolate, cheese, democracy as well as reliability and hospitality.

Switzerland stands for only the highest quality. And these Swiss quality product and service features come together in SWISS.

Because SWISS is «**Made of Switzerland**».

Marketing-Kommunikation SWISS

Umsetzung im TV



International 60sec

Thank you!



Assoziationen zur Schweiz

Innensicht



Quelle: HSG, Swissness Worldwide 2016

Assoziationen zur Schweiz


Zusammenfassung Stärken und Schwächen

	Schöne Landschaft 1. Schweiz 2. USA 3. Deutschland 4. Japan 5. China				
Lebensqualität 1. Schweiz 2. Deutschland 3. Japan 4. USA 5. China	Zuverlässig 1. Schweiz 2. Deutschland 3. Japan 4. USA 5. China	Sympathisch 1. Schweiz 2. Japan 3. Deutschland 4. USA 5. China	Forschung 1. Japan 2. USA 3. Deutschland 4. Schweiz 5. China	Weltoffen 1. Deutschland 2. USA 3. Schweiz 4. Japan 5. China	Innovativ/modern 1. Japan 2. USA 3. Deutschland 4. Schweiz 5. China
	Respektiert 1. Schweiz 2. Deutschland 3. USA 4. Japan 5. China				






Quelle: HSG, Swissness Worldwide 2016

Segment overview on a country-level

USA and India



USA

 <h4>Business Travellers</h4> <p>Business Travellers travel primarily for business purposes and shows affinity for quality and luxury. For a stopover, taking time off to relax matters. Other activities include shopping, winter and summer sports, mountain experience, learning local traditions.</p>	 <h4>Outdoor-recreation Travellers</h4> <p>Outdoor-recreation Travellers show a particularly strong affluence for outdoor sports. For a stopover in Switzerland, this group rather gives preference either to winter sports or an active mountain experience in the summer.</p>
 <h4>Culture-oriented Travellers</h4> <p>Culture-oriented Travellers enjoy culture and history, appreciate local traditions/cuisine, favour touristic public transportation offers. They enjoy spending time in the nature and in the mountains or by going shopping. Less emphasis is put on relaxation.</p>	 <h4>Enjoyment-seeking Travellers</h4> <p>Enjoyment-seeking Travellers enjoy touristic activities, but also maintain focus on leisure and recreation. This segment is open to trying new things: experiencing new cultures, gaining new impressions by visiting famous landmarks or trying out local culinary offers.</p>
 <h4>Nature-loving Travellers</h4> <p>Nature-loving Travellers like fresh air and enjoying the nature. During a stopover in Switzerland, they passively enjoy Swiss Alps and mountain landscapes. This group is open to new things but in a relaxed way: through culture, landmarks, touristic transport offers.</p>	 <h4>Family-focused Travellers</h4> <p>Family-focused Travellers come to Europe primarily to spend time with their family. It is merely a passive group of people as it does not stand out in terms of specific activities. They often forego typical touristic activities to be with or visit their loved ones.</p>



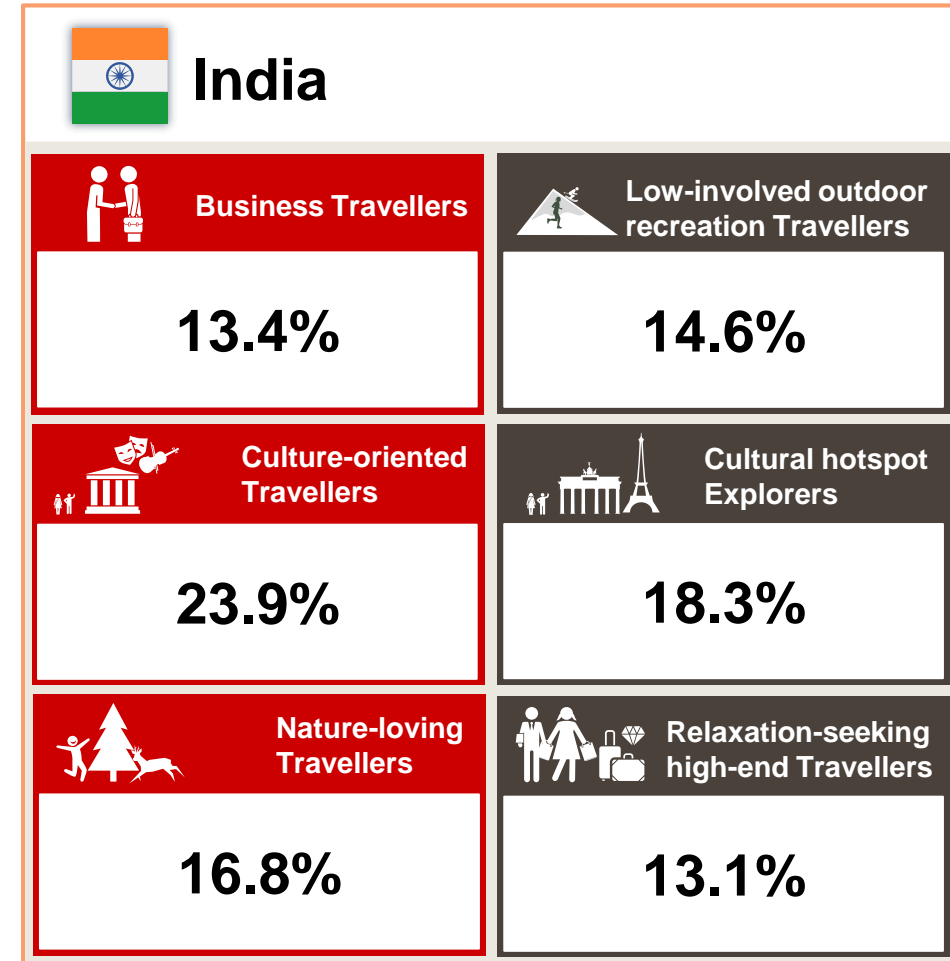
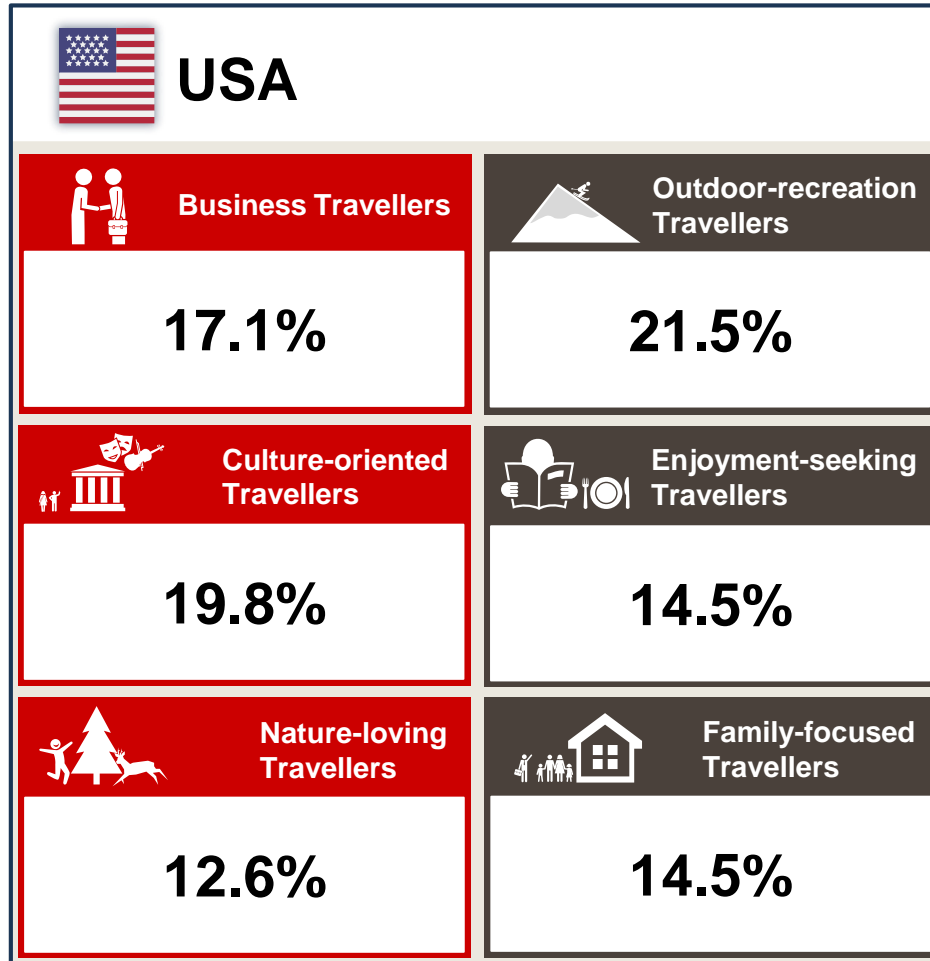
India

 <h4>Business Travellers</h4> <p>Business Travellers travel primarily for business purposes. This segment shows greater affinity for high quality and luxury. For a stopover in Switzerland, this segment has a preference for simply taking time off or going shopping.</p>	 <h4>Low-involved outdoor recreation Travellers</h4> <p>Low-involved outdoor-recreation Travellers are open to new things and show affluence for outdoor sports, but have lower appeal for Switzerland. Although winter sports in Switzerland are of interest, associations with this country as a destination are likely weaker.</p>
 <h4>Culture-oriented Travellers</h4> <p>Culture-oriented Travellers enjoy culture, history, new things, appreciate local traditions, touristic public transportation offers. Budget-friendly travelling is liked. Coupled with less stopover knowledge, foreign environments may create slight feelings of uneasiness.</p>	 <h4>Cultural hotspot Explorers</h4> <p>Cultural Hotspot Explorers enjoy culture, especially popular and well-known European cultural tourist destinations. For Switzerland, culture and nature are on the list. Yet, they have less stopover knowledge, and generally see stopover as less suitable for travel plans.</p>
 <h4>Nature-loving Travellers</h4> <p>Nature-loving Travellers like fresh air, nature and being with the loved ones. For a stopover in Switzerland, they prefer experiencing Swiss Alps, nature and passively enjoying mountain landscapes. This group also likes famous landmarks, touristic transportation offers.</p>	 <h4>Relaxation-seeking high-end Travellers</h4> <p>Relaxation-seeking high-end Travellers enjoy luxury and quality. They enjoy many activities, and the budget is generally not a concern. During a stopover, they prefer to combine nature/Alps with tradition and culture, as well as with sports and relaxation.</p>

■ The segment can be found in **both countries**
■ The segment is **country-specific**

Segment overview | Segment size

USA and India



The segment can be found in **both countries**
 The segment is **country-specific**

Die Marke SWISS

Brand Positioning - Swissness

2012-13 Top 25 Country Brands

