

- Swiss Banking

“With the banks. For Switzerland.”

Key information on the information campaign about the Swiss banking centre

March 2026

Banking centre communication campaign

Why now is the right time

The Swiss banking centre stands for stability, innovation and dedication – values that govern our day-to-day work, and we are justifiably proud of them. In recent years, however, our industry's public image has come under increasing pressure. Trust can no longer be taken for granted in today's environment, so it is no longer enough just to be doing good work in the background, we have to be visible and prepared to engage in dialogue. Only by being open and being noticed can we build trust.

This is why Swiss Banking, the umbrella association of banks in Switzerland, is launching a nationwide campaign focused on expressive short films and fascinating podcasts that will be broadcast mainly via LinkedIn, Instagram, Spotify and YouTube. The aim is to strengthen dialogue with the public at large. Geared to a contemporary audience and designed for high impact, it will show how diverse and forward-looking the banks in Switzerland are and how relevant our industry is to society and the national economy.

Together we can make a strong case for the Swiss banking centre. Get on board!

Banking centre communication campaign

Key points at a glance

FRAMEWORK

- **What:** Nationwide campaign
- **Why:** To make the banks' contribution to Switzerland's success story visible
- **For whom:** The broader Swiss population
- **Where:** Primarily on digital channels such as LinkedIn, Instagram, YouTube and Spotify
- **How:**
 - ➔ Campaign website as information hub
 - ➔ Short films, podcasts, social media content
 - ➔ English, French, German and some Italian
- **When:** Starting on 16 September 2025 for around two years

AIMS

We want to ensure that the Swiss banking centre and the people working in it are seen in a positive light by

- **promoting understanding**
We can improve people's knowledge through hard facts and easy-to-follow insights into the work we do and the challenges banks face, paving the way for objective discussions and differentiated opinion-forming.
- **building trust**
Authentic, relatable stories about the banking centre's role, genuine dialogue and openness to a range of different viewpoints will ensure credibility, which fosters trust.
- **enhancing its reputation**
By shedding light on how the banks serve Swiss society and business, we can portray the industry as a responsible partner and a strong pillar of the economy.

THE RIVER

The motif running through the campaign



Switzerland is a land of rivers. They embody movement, energy and constant change – just like the Swiss banking centre. After all, capital only performs a useful function as long as it keeps moving. It enables investment, encourages innovation and opens up new prospects for people, companies and society as a whole.

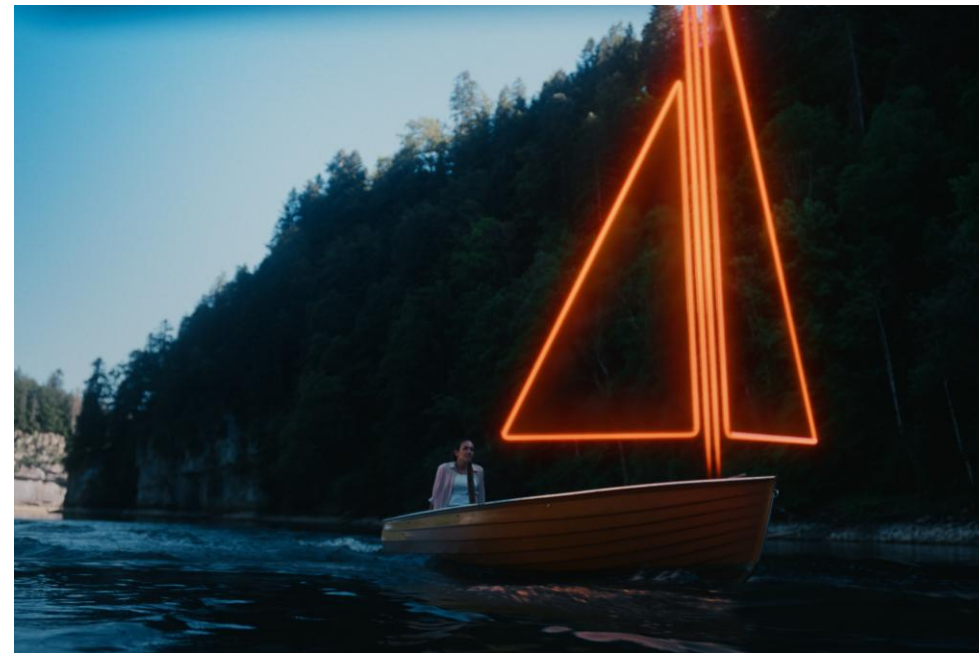
THE RIVER is the motif running through the campaign, its central narrative element. Our stories take place on the river. **THE RIVER** is also the campaign logo.

THE RIVER

Explaining the banks' importance through expressive short films



The person in the boat is moving forward along a river, pursuing goals and dreams. To achieve them, they need orientation, guides and enablers to help them through the difficult stretches.

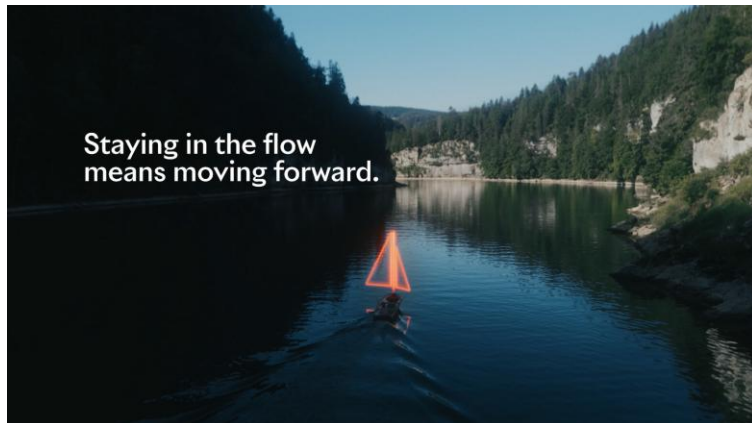


These guides and enablers are the banks. They are depicted in the campaign as icons lighting the way. They stand for stability, trust and dependability.

THE RIVER

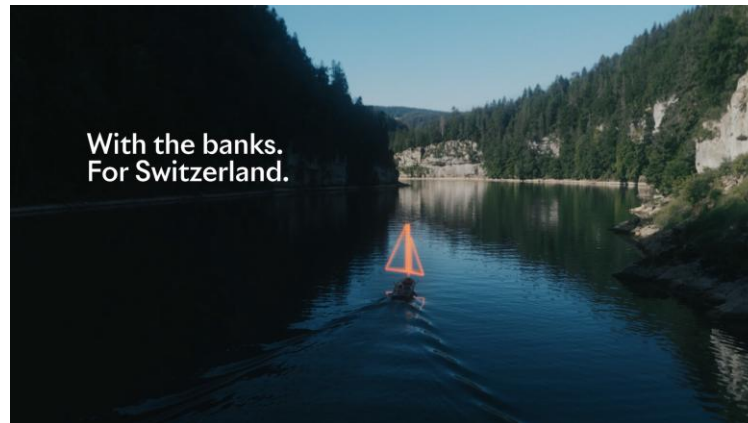
The overarching idea linking the campaign together

The three key statements at the end of each film convey the overarching idea linking the campaign together.



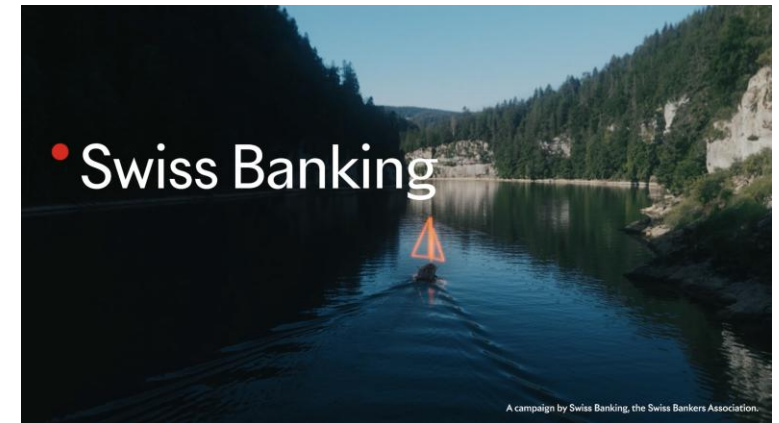
Staying in the flow means moving forward.

This statement at the end of the film encapsulates the campaign's main theme. Movement means development – for people, for companies, for Switzerland. Stay in the flow to get ahead.



With the banks. For Switzerland.

The campaign's claim emphasises the fact that the Swiss banks play a part in Switzerland's success day in, day out. They are partners for all – customers, society and business.

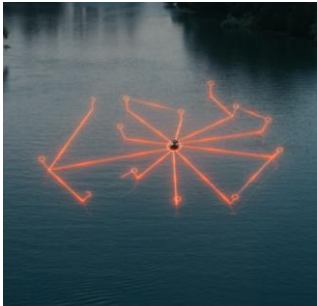


A campaign by Swiss Banking, the Swiss Bankers Association.

This highlights who has produced the campaign: Swiss Banking, the umbrella association of banks in Switzerland.

THE RIVER

Topics of films to start the campaign



Business hub: Swiss banks connect people, ideas and solutions – for real progress.



Technological progress: Swiss banks are shaping everyday digital life with payment solutions that keep pace with the speed of life.



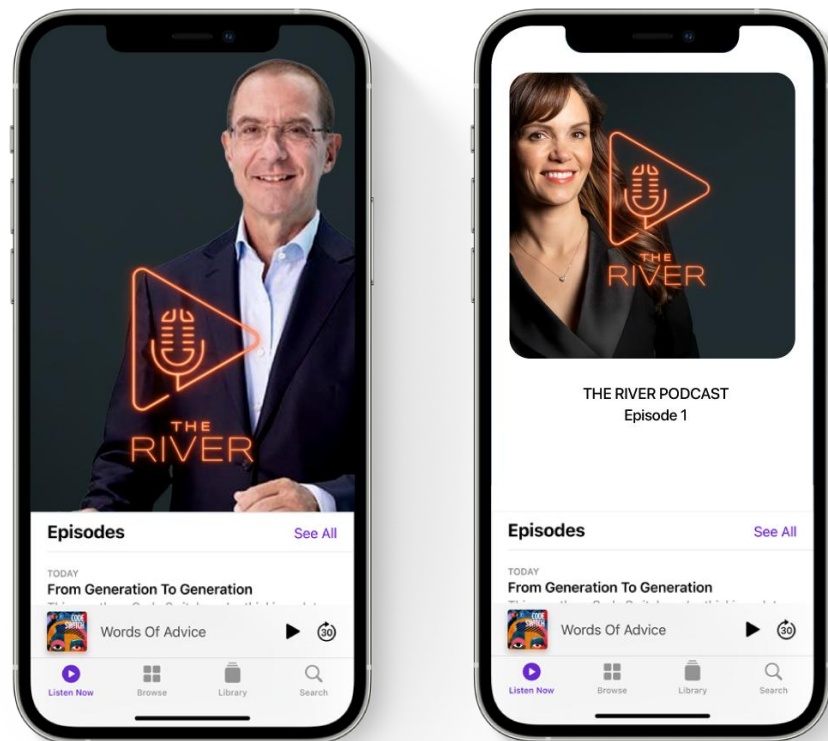
Wealth management: Swiss banks provide advice with foresight, protect assets and open paths for growth.



Mortgages: Indispensable for future generations. Swiss banks enable thousands of people every year on their path to homeownership.

THE RIVER

Explaining the banks' role through interesting, informative dialogue



Podcasts are a vital element of the campaign. The wide range of interesting guests from the business world and other areas of society ensure in-depth discussions, personal insights and a variety of perspectives on the Swiss banking centre. They are therefore ideal for achieving the campaign's aims:

- **Promoting understanding:** Podcasts can make complex topics more approachable by providing plenty of context, thus paving the way for objective discussions and differentiated opinion-forming.
- **Building trust:** Authentic voices, personal stories and genuine dialogue bring the audience closer, which fosters credibility and trust.
- **Enhancing reputation:** Podcasts are a credible and yet accessible format and can thus enlighten people about what the banks do for them at any time – at home, at work or on the move.

- Swiss Banking

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we can make a strong case
for the Swiss banking centre.

Get on board!