

Questions and Answers on the THE RIVER campaign

- **When and where will the campaign be launched?**

The campaign was launched nationwide on Bankers Day, September 16, 2025.

- **What is the aim of the campaign?**

The campaign is intended to explain how the banking centre serves society and the economy, allowing a differentiated view of the industry and contributing to constructive public discourse on the banks' role today and going forward.

- **Who has produced the campaign?**

The campaign has been produced by Swiss Banking (the Swiss Bankers Association), the umbrella association of banks in Switzerland. Swiss Banking has been representing the interests of Switzerland's banks vis-à-vis politicians, authorities and the general public since 1912. Its aim is a strong banking centre that inspires and connects through diversity and innovation, is an international leader rooted in Switzerland and one of the most attractive employers.

- **Who is involved in the campaign?**

The campaign has been commissioned by Swiss Banking (the Swiss Bankers Association), the umbrella association of banks in Switzerland, and is being developed and implemented in conjunction with the Zurich-based agency CRK. A working group comprising representatives of banks in each category is also on hand to provide input and act as a sounding board.

- **Why does the banking centre need a campaign?**

The Swiss financial centre is a world leader. The banks

- manage assets worth around CHF 9,300 billion,
- employ around 160,000 people,
- contribute some 5.5% of Switzerland's total economic output
- and account for around 16% of its service exports.

These figures underscore the banking centre's economic importance in terms of Switzerland's stability, innovation and competitiveness. It is thus all the more important to make its role visible and promote dialogue over its future. The campaign will help in this respect.

Source: Banking Barometer (2025), BAK Economics study "Economic Impact of the Swiss Financial Sector" (2024)

• Swiss Banking

- **How can people get involved, provide feedback or suggest topics?**

We invite anyone who is interested to contribute via the campaign website (<https://www.the-river.ch>) and Swiss Banking's social media channels ([Instagram](#), [Facebook](#), [Youtube](#)). All contact details can be found on the campaign website. Questions, suggestions and feedback are encouraged as the banking centre can only develop and grow stronger through open, constructive dialogue.

- **How can people keep up to date with the campaign?**

They can sign up to a newsletter via the campaign website (<https://www.the-river.ch>). This will keep them informed when news, films, podcasts or articles are published.

- **Where can people find out more about the Swiss financial centre?**

In-depth information, analyses and the latest developments concerning the Swiss financial centre can be found on the Swiss Banking website: <https://www.swissbanking.ch/en>.

- **What is THE RIVER?**

THE RIVER is the campaign's main visual and narrative motif. It embodies movement, change and energy – just as the Swiss banking centre does. People travel along it, driven by their personal goals, ideas and wishes. To achieve them, they need orientation and dependable partners to guide them through both calm and stormy waters. The campaign sheds light on how the banks in Switzerland help people through various phases of life by unlocking potential, enabling them to make their dreams come true and offering security.

- **On which platforms is the campaign running?**

The campaign is running on LinkedIn, Instagram, YouTube and Spotify, platforms people use every day that enable direct, relatable communication. Digital ads and a campaign website (<https://www.the-river.ch>) will also be used.

- **What is in the films?**

The short films use real-world examples to explain how the banks in Switzerland support people in their financial decisions, including investments, wealth management and buying a home. They focus on authentic situations and the banks' role as guides and enablers.

- **What is in the podcasts?**

The podcasts address hot topics relating to the financial centre that matter to society as a whole, from the digital transformation to regulation, sustainability and corporate responsibility. They are designed to be flexible as regards content to ensure that they can respond quickly to the latest developments. By including a variety of viewpoints from society, business and other areas, they pave the way for sound discourse and differentiated opinion-forming.