



Guidance for Global Campaigns under Covid-19

Version 6 March 2020

The ST Marketing Board has decided to postpone the launch of upcoming campaigns until further notice. The campaigns are postponed but not canceled. This decision impacts Central Marketing, Digital and Markets.

Impacted Campaigns:

- Summer Campaign 2020 (“I need Switzerland”) (initial launch date 25th March in Switzerland – new date to be announced)
- Win-back-Europe Campaign (same timing as Summer Campaign)

Maintained:

- GToS Campaign (June 2020)
- Fall Campaign (September 2020)

Contextual communication:

We urge all marketers to run campaign checks reflecting copy lines, pictures and stories in the context of the Covid-19. Evaluate its causal impact, market specifics or cultural attributes.

Brand Safety:

Challenge your media partners in terms of brand safety. At the current state, news portals are full of negative messages. You don't want to have your brand message next to it. Check if and how the media partner can guarantee avoiding those misfits that would be counterproductive.

Financial Impact:

Negotiate with your media partners how to postpone and attain maximum flexibility for your investments. It is in their interest too to generate positive impressions through their advertising space. We will maintain or eventually even increase our investments at the most appropriate moment in time to catch up with the current loss of guests.

For campaigns in the markets the same reflections apply, but as the campaign is handled locally and in the local context, the final decision whether the campaign will be executed or postponed is made at the market level in coordination with the MGL or Head of Markets.

Cancellation / postponement guidelines

If we cancel: We absorb the costs within the market and refund partner investments.

If we postpone: We keep the partner investment and absorb any administrative costs or penalties due to the postponement in the market.

If the partner withdraws the investment: We evaluate the financial impact on the whole campaign as well as if we can reduce the total investment. If possible, we will reimburse the original amount minus any expenses already made.

Opportunity:

Use the gained time wisely to adapt your campaigns appropriately. Perhaps you will see opportunities to give it an additional twist, given the context of a positive outlook.

Agility:

Get ready to promote our upcoming summer as soon as possible, building on short term leads and converting a maximum of guests spending their holidays in Switzerland.

The aim is to hit the right time and place with the right content to give “I need Switzerland” the best possible start and hopefully, our summer season will be a success.