

# Brand

*The success of the Swiss Life brand results from a consistent marketing strategy. On the basis of a corporate strategy and positioning as a provider of comprehensive life and pensions and financial solutions, the Swiss Life umbrella brand, flanked by its sub-brands, provides orientation and creates confidence.*

The brands are assigned to various levels in a clear brand hierarchy. The strategic management of the entire brand portfolio is an element of corporate communications.



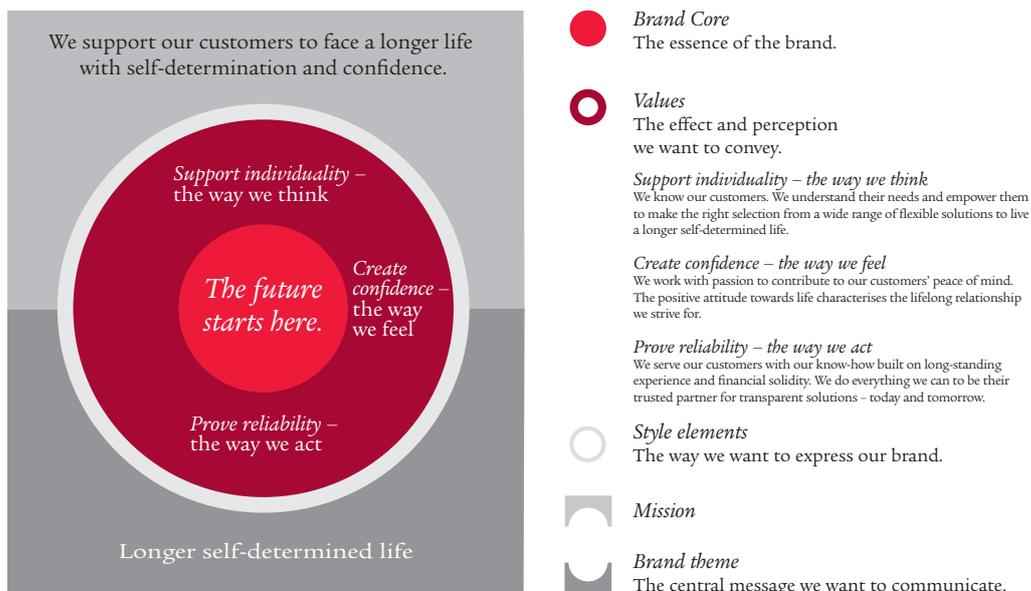
In 2015, in a survey carried out by Reader's Digest Switzerland, Swiss Life was once again voted "Most Trusted Brand" in the Life Insurance category. Furthermore, in 2015 the "Best Swiss Brands" study, conducted for the past several years by Interbrand, again lists Swiss Life, with a brand value of CHF 279 million, among the 50 most valuable brands in Switzerland. Numerous awards in other divisions also confirm the strength of the Swiss Life brand internationally. For example, Swiss Life Asset Managers was nominated best international asset manager for the second time in the European Funds Trophy 2015, organised by Funds Class. And in Germany, Swiss Life was voted best broker insurer in 2015 by Focus Money business magazine and the AfW Federal Financial Services Association.

### Worldwide brand protection

Swiss Life sets great store by the global and local protection of its brands. It takes vigorous action in cases of brand or copyright infringement, so customers can be sure that the Swiss Life logo and corporate name stand for Swiss Life quality and service wherever they appear.

### Corporate identity

With a uniform brand personality and clear corporate design guidelines, Swiss Life guarantees a standardised appearance at all brand contact points. The Swiss Life personality always centres on the customer: "We help our customers lead a longer self-determined life with confidence."



## Brand identity

The brand identity is one of the key instruments in making the Swiss Life brand personality tangible for internal and external target groups, and in distinguishing it from the competition. In 2015, the launch of the “Reversed sentences” campaign, winner of many awards in Switzerland, in Germany and the Czech Republic, set the foundation for the Swiss Life Select sub-brand in those countries. In Switzerland, meanwhile, a new brand campaign was launched, featuring the concept of a “longer self-determined life”. Brand awareness and other important factors, such as advertising and sponsorship presence, are subject to continuous local market research by independent institutes. The assessments made regularly in Switzerland, Germany and France show positive trends in brand performance in 2015. The results have an ongoing influence on the preparation and adaptation of marketing measures.



Reversed sentence campaign in Germany



Swiss campaign on the subject of a “longer self-determined life”