Introduction

This document defines Swisscom's understanding of the term "influencer", describes Swisscom's approach to collaborating with influencers and provides details of current relationships with influencers.

Influencer definition

"Influencer" is a multifaceted term. Swisscom defines an influencer as someone who:

- Is an early adopter and social media opinion leader.
- Has a strong presence, enjoys high credibility and is held in high esteem within social networks.
- Asserts significant influence over their community.
- Understands the aspirations, desires and fears of their community.
- Generates their own content and uses it to spark discussion and debate.
- Has extensive reach in their social networks.

Swisscom's approach to collaboration

The following core values characterise Swisscom's approach to collaborating with influencers.

- **Integrity**: Swisscom pursues honest, transparent PR and marketing and is committed to preventing the manipulation of consumers, especially minors.
- **Data protection**: Swisscom complies strictly with current legislation, in particular with the Telecommunications Act and Data Protection Act. The optimum protection and careful handling of personal data are a top priority for Swisscom.
- **Transparency**: Swisscom discloses all collaborative activities with influencers on its website. Influencers are, for their part, also required to disclose their involvement with Swisscom on their channels.
- **Approach**: Collaboration with influencers is in keeping with Swisscom's corporate values of "trust", "commitment" and "curiosity".
- **Authenticity**: Swisscom works with the influencers to define the content and key messages of communications. Influencers retain the necessary creative freedom to adapt content to their target group and their channels.

Current relationships

Current collaborative relationships with influencers are listed below.

2019

- Marc Scheiwiller aka "Marc Galaxy"
- Maelo Romani aka "Maleo"

2018

- Lionel Battegay aka "Ask Switzerland"

Contact

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