

# Swissness in Poland 2015

## Benefits of Marketing with the Swiss Origin

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Polish study on behalf of:

 **Swiss**  
Chamber Poland

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## Partner



## Polish Study conducted by



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**Set-up of Study**

**Perception of Switzerland in Poland**

**Conclusion**

The study has been conducted with a sample of over thousand people online in December 2014...

How?

**CAWI (Computer Assisted WebInterview)-Ipsos Access Panel**

Who?

**National representative 18+ for:**

- **gender**
- **age**
- **education**
- **place of living**

**sample n=1047**

When?

**December 2014**

Where?

**Poland**

Questionnaire?

**comparable with the "Swissness Worldwide" Studies 2008, 2010 and 2013 and "Swissness in Poland 2012"**

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**Set-up of Study**

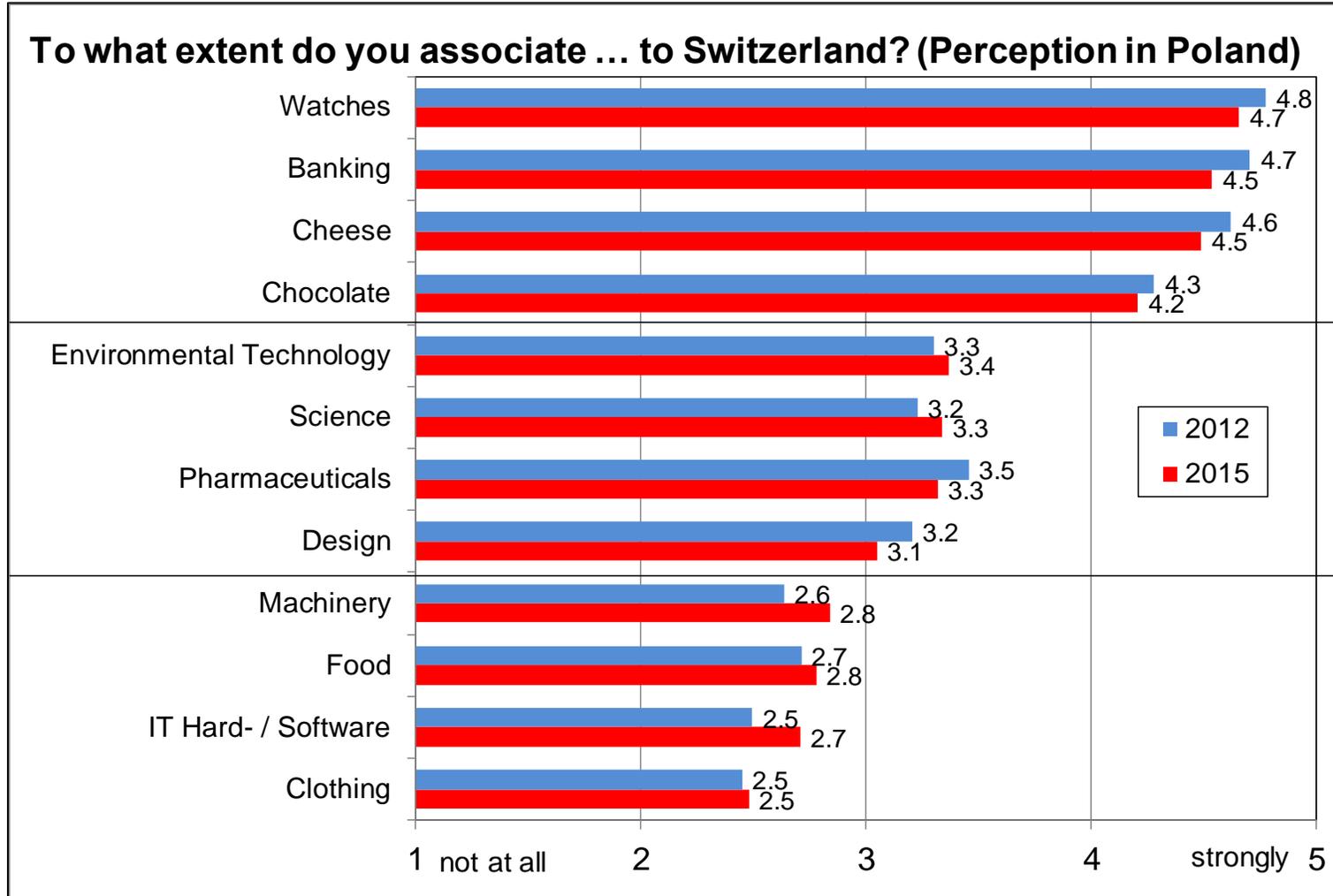
**Perception of Switzerland in Poland**

**Conclusion**



# Branch Associations of Switzerland (Aided)

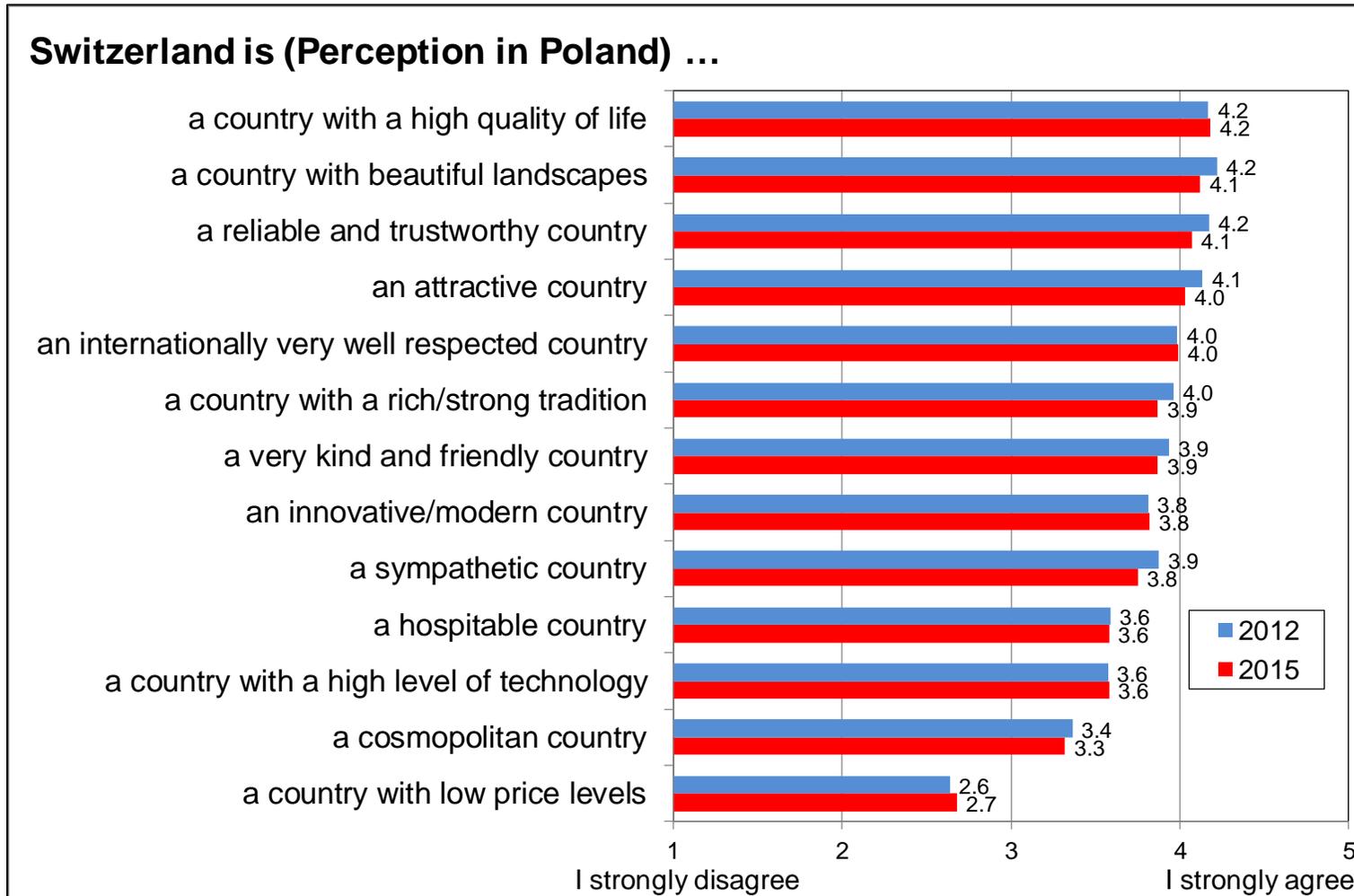
... which also can be seen by aided branch associations.





# General Image of Switzerland (Aided)

Switzerland stands especially for a high quality of life and beautiful landscapes...



# Consumers' image of Switzerland

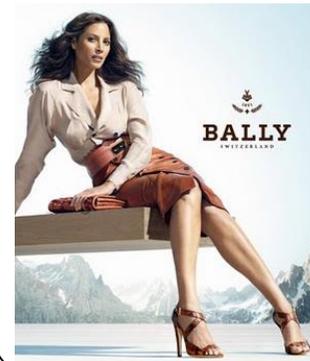
## Ideal world



## High performance

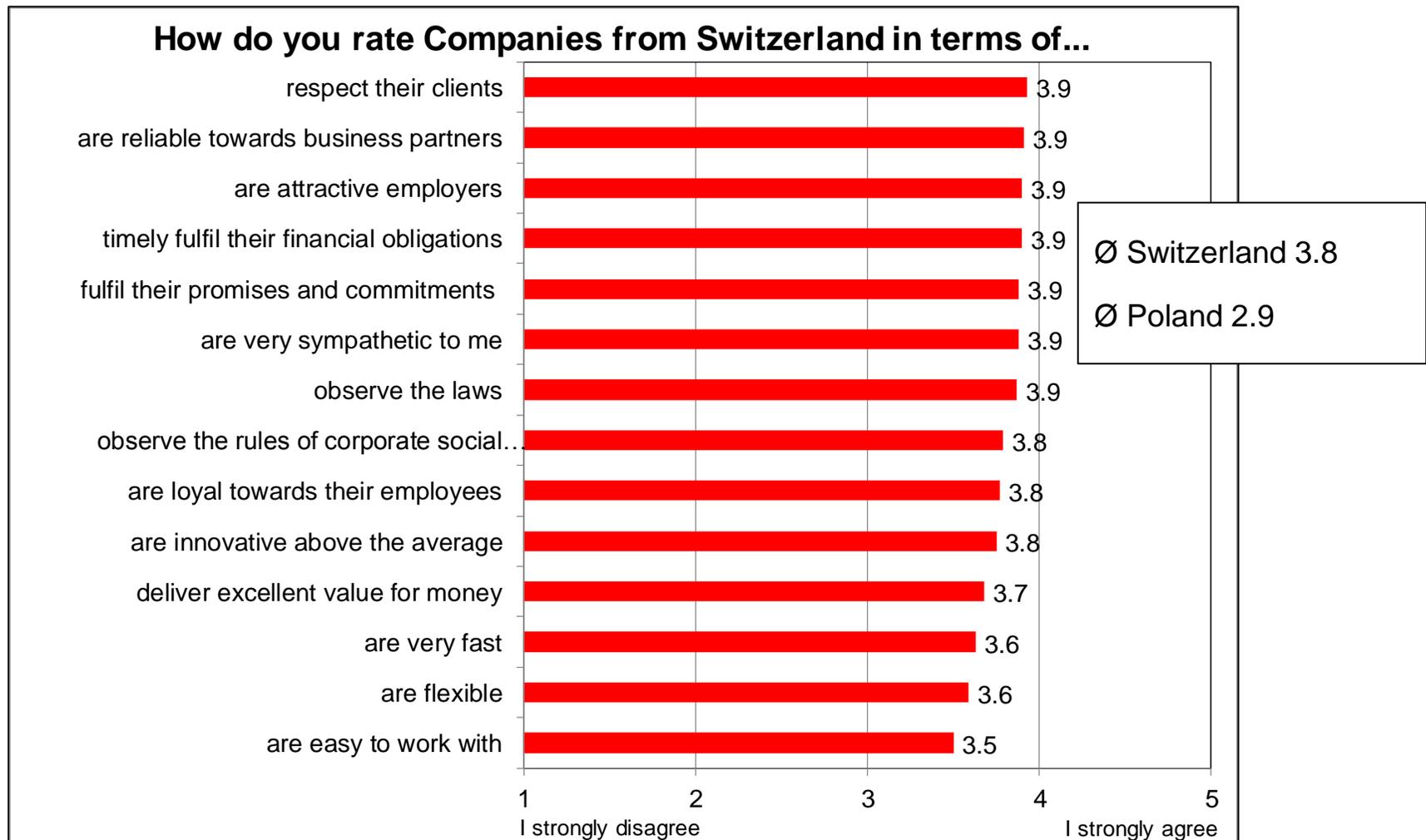


## Cosmopolitanism

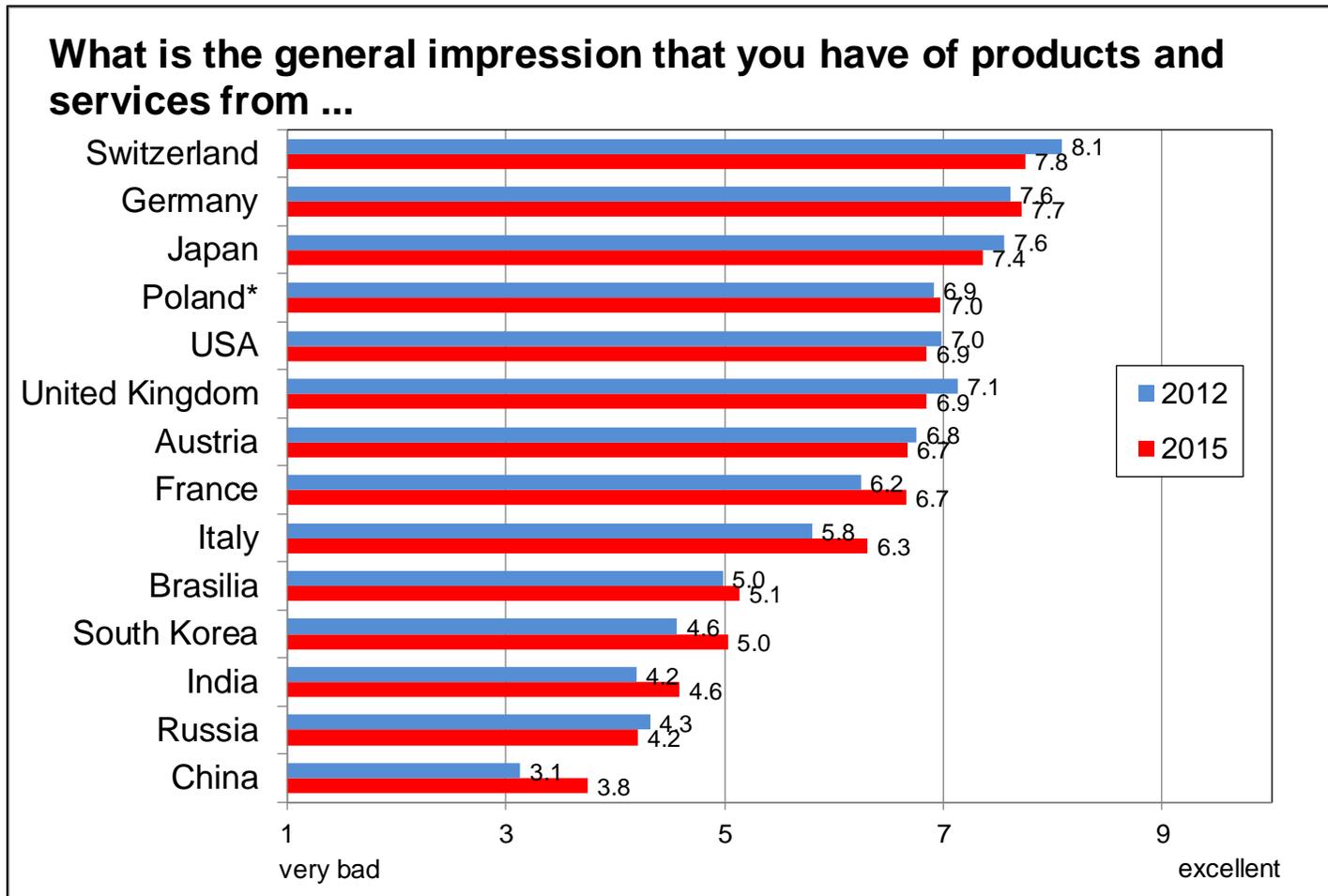


# Image of Swiss and Polish Companies

Swiss companies have an excellent image in Poland...



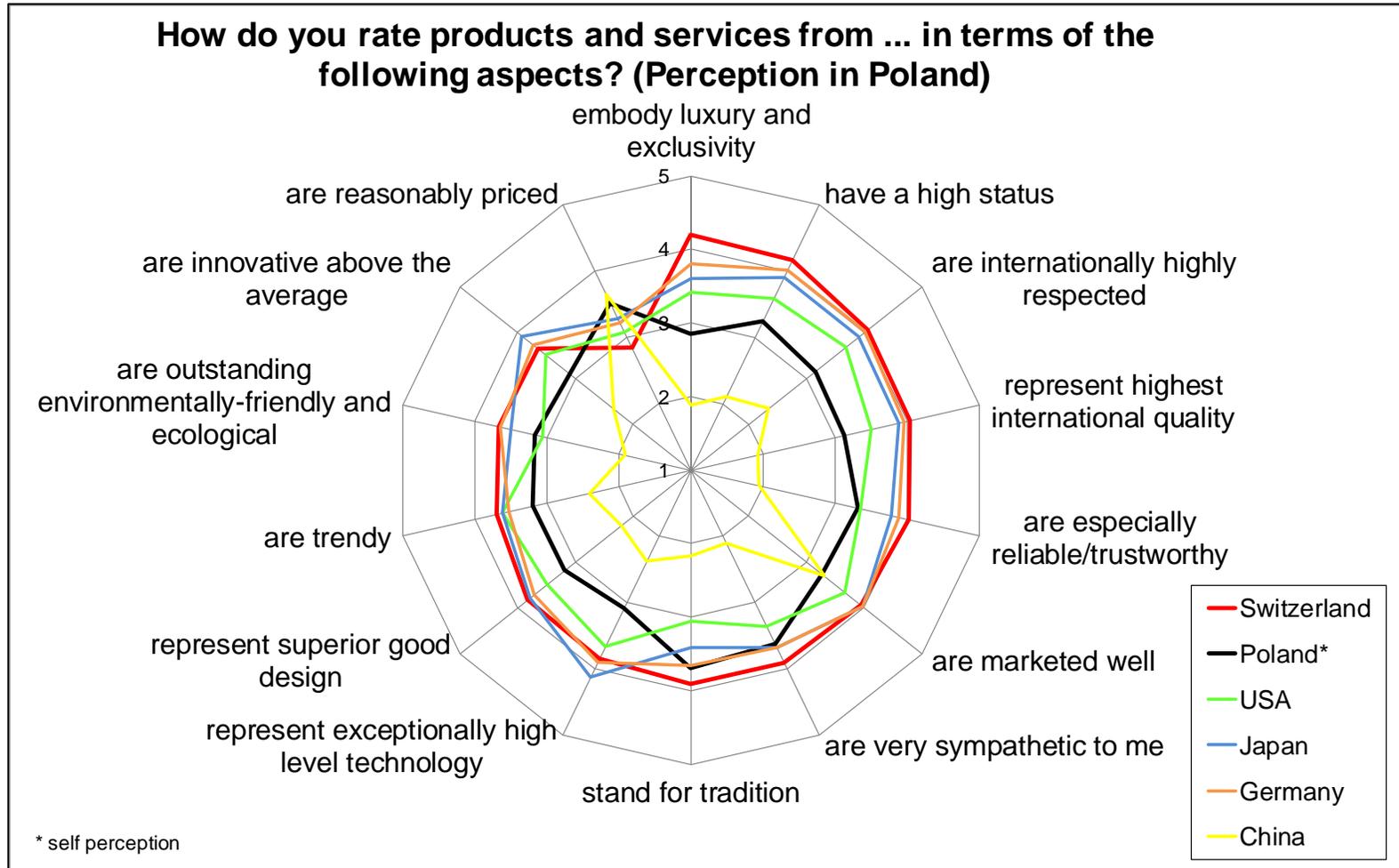
Swiss products and services are best rated directly in front of Germany and Japan...



\*self perception (country bias)

# Image of Swiss Products and Services vs. Competition

Swiss Products and Services stand for quality and sympathy whereas Chinese products are marketed successfully by a low price...



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# Does it pay?

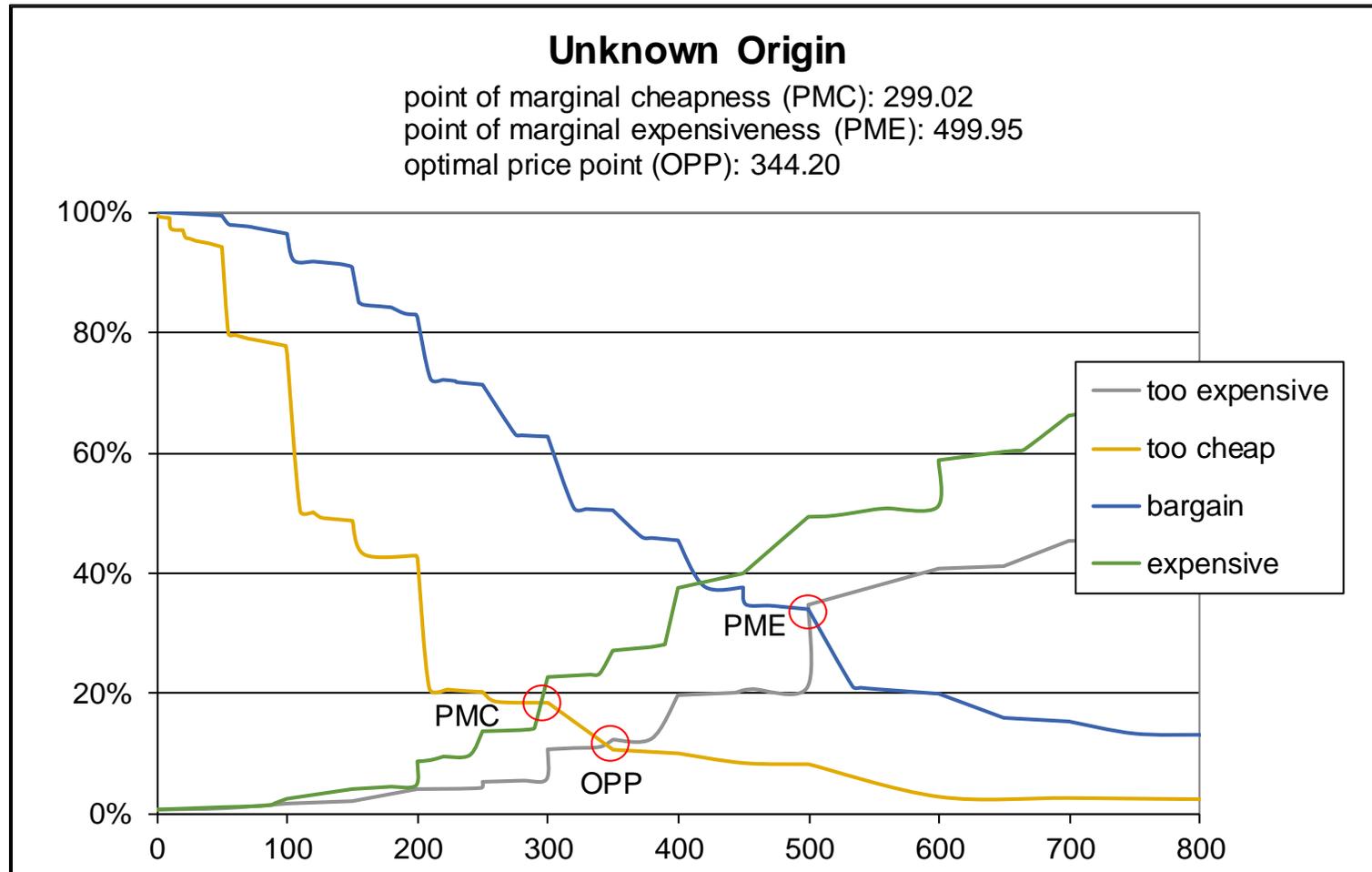
## The four questions of the van Westendorp-Analysis

At what price would you consider the product/service:

- ... to be a bargain – a great buy for the money?
- ... starting to get expensive, so that it is not out of question, but you would have to give some thought to buying it?
- ... to be priced so low that you would feel the quality couldn't be very good?
- ... to be so expensive that you would not consider buying it?

# The van Westendorp Method

Through the calculation of the intersections we get the point of marginal cheapness/expensiveness and the optimal price point...



## Price Premium Swissness

A price premium up to 12% can be realised for kitchen sinks made in Switzerland...

	No origin	Made in Switzerland	Price Premium Swissness
<b>Price Range:</b>	295.02 - 499.95	310.85 - 505.38	12%
<b>Optimal Price Point (OPP):</b>	344.20	385.10	



- best stainless steel
- high design quality and best functional fit into other kitchen equipment
- 10 years warranty
- **Country of Origin: Switzerland vs. Origin n/a**

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**Set-up of Study**

**Perception of Switzerland in Poland**

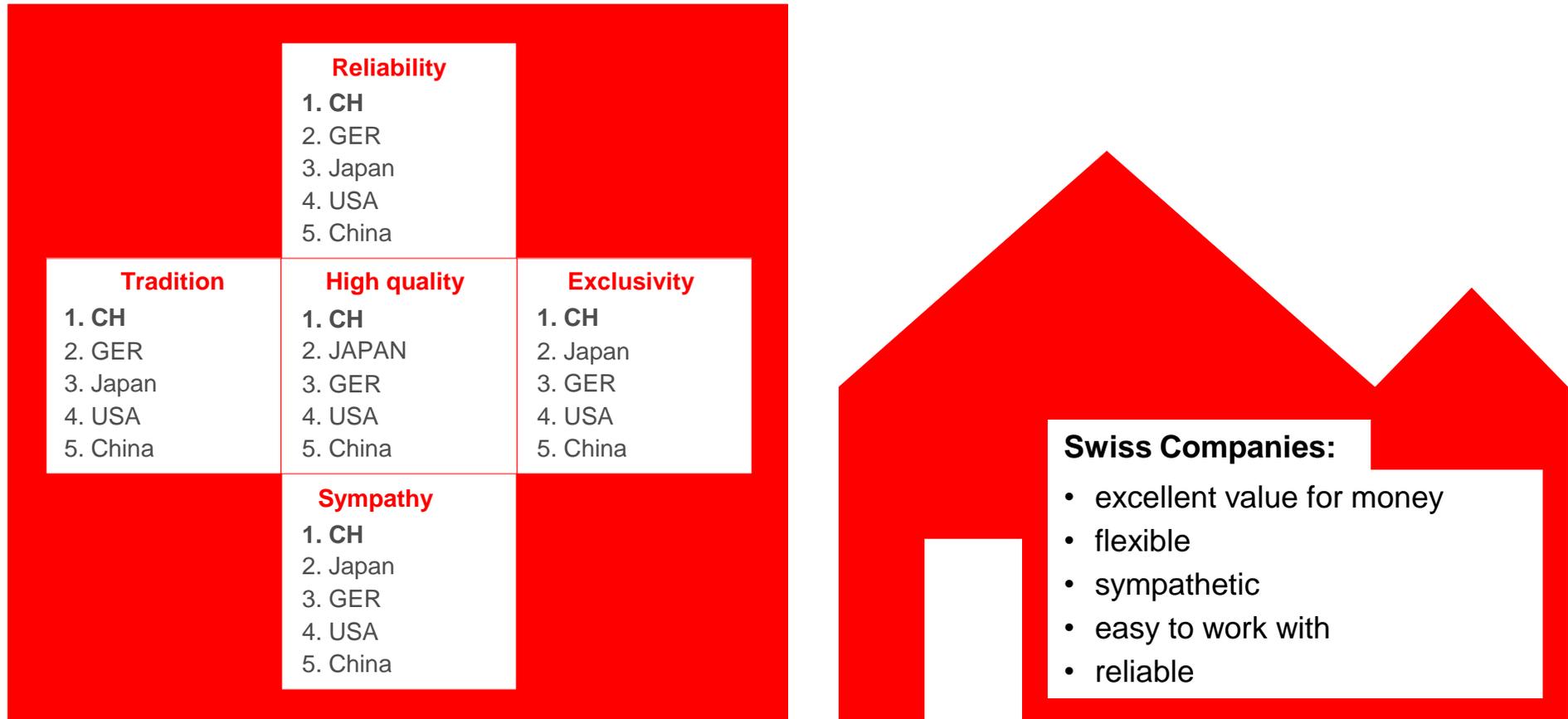
**Conclusion**

## Switzerland is a power brand



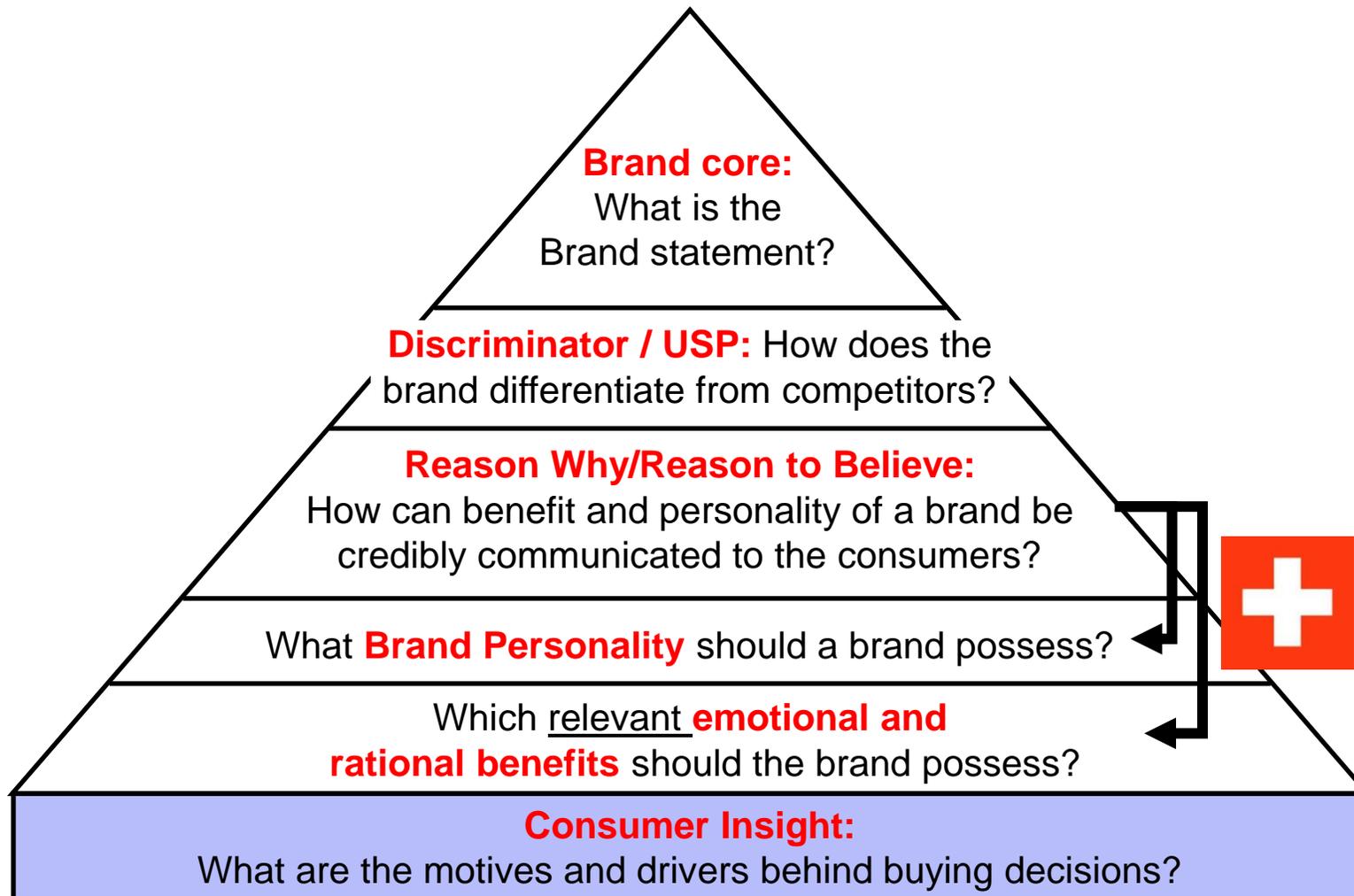
## Conclusion 2: Profile of Switzerland and Swiss Companies

Swiss Products are seen at the top end by many quality measures...



## Conclusion 3: Use of Swissness in positioning a brand

Swissness is not a brand message but a 'Reason to Believe' for other brand promises...



### **After January 15<sup>th</sup> (free exchange rate for Swiss franc)**

- **Brand Value remain unchanged high**
- **If a 20% price increase can be realised is in doubt**
- **It will be most probably even more attractive to produce "Swiss Quality" outside Switzerland**