

# HOW HAVE SWISS COMPANIES COMMUNICATED ABOUT THE CRISIS?

Companies have an opportunity to communicate about Covid-19 in ways that will lead their stakeholders and society towards resilience while laying the foundations for new visions for the future. Here are some examples of Swiss approaches.



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The unprecedented health emergency brought about by Covid-19 is systematically affecting businesses across sectors, independently of their size. Leaders are faced with the delicate challenge of communicating the impact of such a fast-changing crisis on their business, while at times not having the immediate answers stakeholders might be looking for.

Such times are characterised by the spread of misinformation and uncertainty, which means trust has never been more important. Armed with a strategic outlook, companies can capitalise on their communication practices to position themselves as leaders in transparency.

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After all, every crisis provides opportunities to show strength. Communication can focus on promoting values, ESG practices and most importantly companies' relevance to society. Here, we examine how some Swiss companies have dealt with this delicate task.

## In the spotlight: Zurich Insurance Group

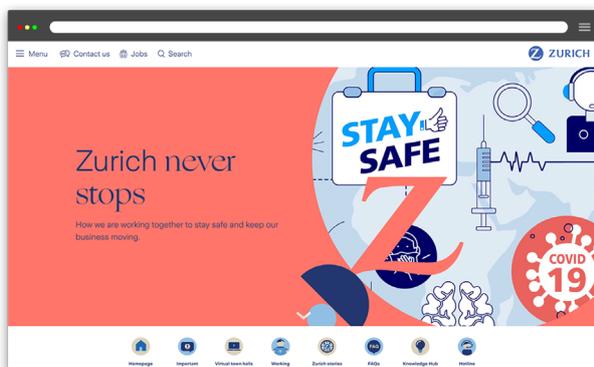
Zurich Insurance Group stands out by providing help and assistance to its stakeholders. One of the pages dedicated to Covid-19 is made up of the measures the group has put in place since the onset of the crisis, including advice on how to navigate this situation.

Moreover, they present a knowledge hub gathering expert knowledge on the risks associated with the crisis, from a mapping of the situation to cyber risk.

The hub also features a section called 'Ask the Expert' composed of podcasts, videos and interviews. A dedicated support page for customers, where the company gathered guidance and insights into dozens of topics such as protection of a business during the crisis, guidance on partial closures, and the risks associated with employees returning to work, is also presented.

Individuals can also find tailored and up to date information about Covid-19 depending on their locations by easily navigating to the local websites.

By addressing concerns on multiple levels, Zurich Insurance Group communicates to its stakeholders that the company is well prepared to face challenging situations, now and in the future.



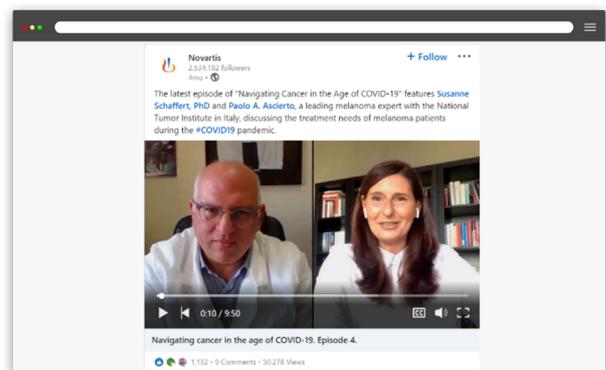
zurichinsurancegroup.com

## Navigating Covid-19: Novartis

Regularly interviewing experts on a podcast entitled "Navigating Cancer in the Age of COVID-19", Novartis addresses concerns of a key stakeholder group and attempts to foster a feeling of community.

Each episode features an oncology expert sharing their innovative solutions, stories of support offered to patients, and hope for the future. By bringing together people and experts on camera and in audio, Novartis tackles the hard task of making sense of lived experiences through connection and positive stories to build resilience.

Its communication policy is also outlined, which includes regular updates to all stakeholders, newsletters, and webinars. Frequency and clarity of information are key to keep all stakeholders reassured.



novartis.com

## Focus on recovery: LafargeHolcim

With health and safety at the core of the business, it is no surprise that building solutions leader LafargeHolcim provides well-rounded information on the management of the crisis.

What stands out is the company's forward-looking and positive approach. In one of the many sections of the Covid-19 landing page, recovery stories in different business subsidiaries are shared.

Leadership discusses the measures in place to ensure the safety of the workers, the donations and support towards the local communities, and how life has changed in their country. By sharing recovery stories around the world, LafargeHolcim effectively added a boost of positivity to their communications strategy to restore confidence.

## Market trends: Givaudan

Besides setting up a Covid-19 page on their corporate website, which gathers all the actions the company took in response to the crisis as well as testimonials, Givaudan launched a campaign on LinkedIn under the hashtag #NewNormalbyActiveBeauty.



[givaudan.com](http://givaudan.com)

Exploring how consumer lifestyles are changing amidst the pandemic, Givaudan's Consumer Market Insight team investigates the needs and desires of 'new' beauty profiles. The company has also opened a free webinar to learn about these emerging trends.

By sharing insights and guidance for the future in the field of beauty, as well as

setting itself up as a good corporate citizen on the website, Givaudan presents a strong grip on the crisis and shows its capacity to react quickly and adapt the business.

These examples highlight some innovative practices in communication during the crisis across Swiss enterprises. Effective communication can foster a sense of reassurance, convey clarity, and set in motion positive change.

The right mix demands updated and accurate information, a presence across different channels, catering to diverse audiences, a note of positivity and above all transparency, even if this means acknowledging the lack of total certainty in a company's future.

With such practices, companies can successfully illustrate their purpose and leadership with authenticity to harness the power to build resilience and new visions for the future.

### LUNDQUIST GIVES BACK TO THOSE WHO HAVE SUPPORTED ALL OF US

Lundquist is supporting medical workers and volunteers from the Nemo Clinical Centre at the Niguarda Hospital of Milan, contributing in collaboration with Olga Cola Cosmetics over 300 skincare products to those on the frontline helping fragile patients.



We hope to show our appreciation and offer much-needed comfort for those who have worked in difficult conditions throughout this entire pandemic, using protective equipment such as masks, gloves and hand sanitizer for hours on end, often leaving marks on their hands and faces.

Lundquist hopes to contribute to a culture of giving that persists in our daily lives and is not limited only to moments of crisis.