

SPECIAL OLYMPICS WORLD WINTER GAMES SWITZERLAND 2029

33% AWARENESS

of the total population know
 the Special Olympics World Games
 (aided answers)

55% INTEREST

of those aware of the SOWWG
 are interested in the event

84% ANTICIPATION

of those aware of Switzerland as
 host of the SOWWG 2029 look forward
 to the event

SPONSORSHIP/ BRAND EFFECTS

80%

evaluate corporate
 social engagement as important

58%

Likelihood of a positive brand perception as
 result of a SOWWG 2029 sponsorship

40%

SOWWG 2029 sponsorship would positively
 influence the purchase decision

Sports / Outdoor

47%

Healthcare / Pharma

45%

Health Insurance

40%

Mobility / Transport

32%

83%

of those
 aware of the SOWWG **associate the event
 with important values**

SOCIETY AND INCLUSION



86%

view **interacting** with people
 with intellectual or cognitive
 disabilities as **normal**



77%

endorse public support
 for SOWWG 2029
 by public authorities



82%

evaluate **political support**
 for people with disabilities
 in Switzerland as **important**



72%

calculate with a **positive
 impact** on **Switzerland's image**
 through the SOWWG 2029

STRONG IMAGE

Where awareness exists, the image
 is excellent. The challenge lies in reach
 – not in reputation.

BUILD AWARENESS

Systematic communication needed.
 Only 13% of the total population know
 that Switzerland is the 2029 host.
 Storytelling is the central lever.

ATTRACTIVE PLATFORM

Engagement in the SOWWG environment
 significantly increases likeability and credibility.
 Particularly strong effect among
 sports-affine audiences.

GUIDING THEME: COMMUNITY

Community as a motif generates
 the strongest resonance. Position sense
 of togetherness, cohesion, and inclusion
 as the core communication message.