

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

83%

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

TOP-2 SUITABILITY OF INDUSTRIES AS SOWWG SPONSOR

Sports / Outdoor

47%

Healthcare / Pharma

45%

Health Insurance

40%

Mobility / Transport

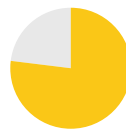
32%

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%

expect 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-oriented audiences.

GUIDING THEME: COMMUNITY

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