

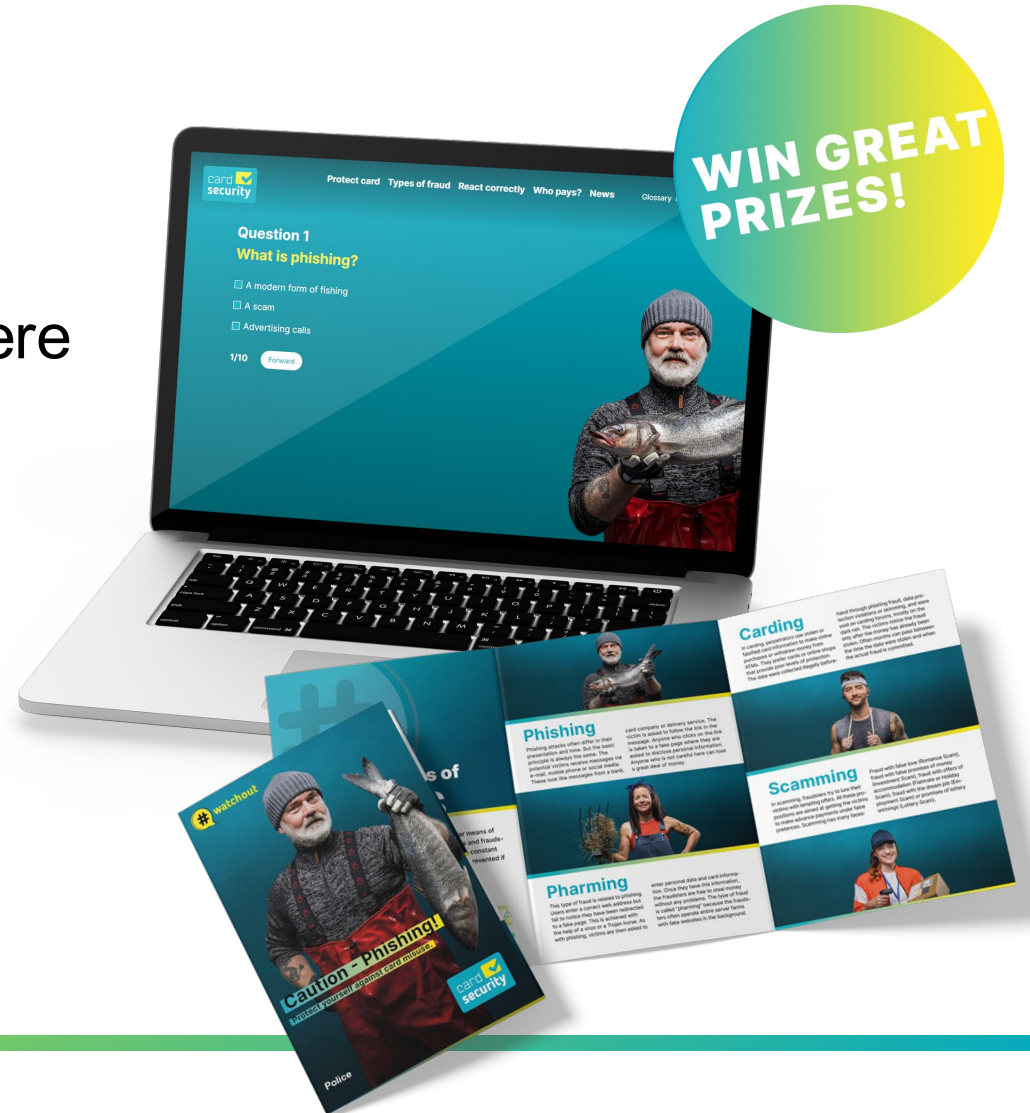
watchout



Card Security 2024

What was achieved in 2023?

- # “Phishing & Co.” campaign was very successful and attracted attention.
- # The campaign subjects were popular and were readily disseminated (multiplication).
- # The competition was particularly effective, bringing many visitors to the website. The participants had to engage with the topic.
- # The campaign was characterised by great commitment on the part of the police, banks and card issuers.



Successes

Reach 25 million people (throughout Switzerland)

Above-average click rates

Excellent dwell time on website

High level of commitment on the part of the police and financial institutions

Free advertising thanks to popular campaign subjects

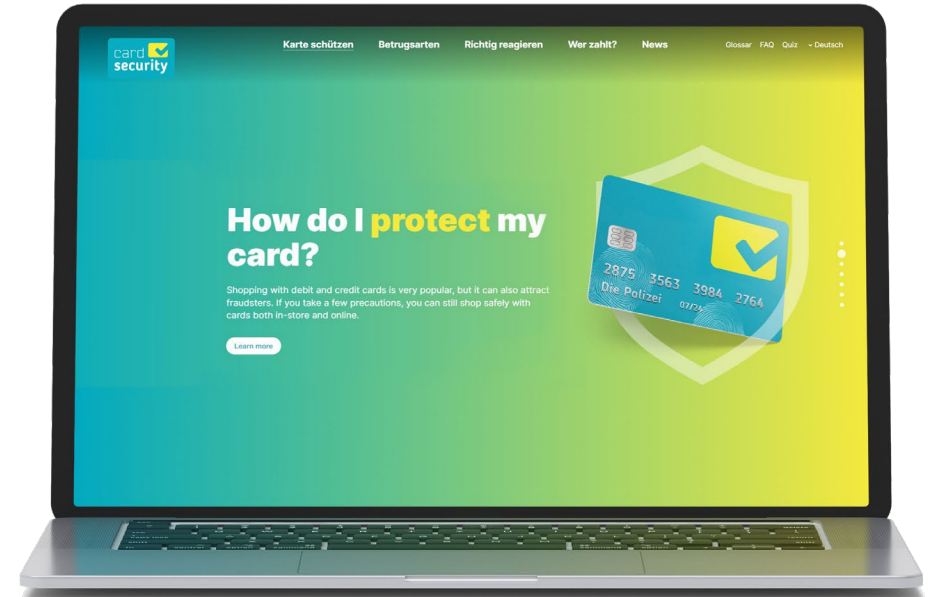
New award 2024



Outlook

Challenges

- # Card offences continue to increase.
- # Human risk factor: careless and negligent
- # Prevention messages must be regularly repeated and reinforced in order to embed them.



Financial institutions are increasingly obliged to provide information about risks. Their commitment to prevention is in demand.

Sender "Your Police"

- # The police act as the official sender for all Card Security activities.
- # The sender is neutral and gives the prevention platform the necessary credibility.
- # Financial institutions and card issuers support the initiative both financially and in terms of content.
- # They spread the message and the campaigns via their own channels (multiplication).



What is planned for 2024?

- # National campaign in two waves (June/September)
- # Focus on phishing → emphasis on online offences
- # Repetition of the core message
- # Appeal to personal responsibility
- # Greater involvement of financial institutions

Campaign 2024

- # Continuation of phishing visual
- # Communication of rules of behaviour
- # Target group: general public (35+)
- # Measures:
Online campaign, flyer, competition, social media posts



Spring wave:

Campaign launch: 29 May 2024

Duration of the campaign: 29 May to 26 June 2024

Take part!

- # Use the following measures to communicate with your customers:
 - # Flyer with informative tips
 - # Draw attention to the Card Security competition (with quiz) ([link](#)).
 - # Social media posts



The dissemination of the prevention campaign by banks and card institutions is helping to make cardholders more cautious.

How can we support you?

- # From 6 May 2024, the materials will be available at: card-security.ch/en/banks/
- # Flyer on the subject of phishing
- # Social media posts/tips
- # Explanatory videos



We are happy to support you. Contact us if you have any questions or requests.

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→ We look forward to your input, suggestions and a good working relationship!



**Thank you for your
attention!**