

Press release

Sympany's new brand design

Today marks the launch of Swiss insurer Sympany's new brand design. The company's colours and logo have been refreshed, and there is also a new slogan: "All the insurance you need". Because Sympany offers its customers exactly what they need.

Basel, 4 July 2022 – What do customers expect from an insurer? This was the question at the heart of Sympany's rebranding process. The answer: simple, reliable assistance and products tailored to their needs. And that is precisely how Sympany has set out its stall.

Unique selling point – the Customer Advisory Council

The Sympany Customer Advisory Council plays a key role in this, and is the only body of its kind in the Swiss health insurance market. The Council ensures that Sympany focuses on its customers' needs, for example by assessing the insurer's suggestions for document design or providing feedback on the clarity of information letters.

It also has a starring role in Sympany's TV adverts about its new brand design, as its discussions and feedback ensure that Sympany's customers always get all the insurance they need. The new corporate design will be introduced gradually across all channels and customer documents over the coming months.

www.sympany.ch/brand