

# Communication and marketing

Coop inspires millions of customers daily with its multifaceted, targeted communications. Whether in the Coop member press, at sales outlets, on digital platforms or in emotive campaigns, Coop relies on a finely-tuned interplay of various channels and formats.

## Communication and marketing highlights

- Coop member press: established as a leading magazine with over 3.4 million readers, stable readership despite decline in print market, second-most effective media brand
- Coop Member Press Weekend: further increase in popularity among commuters, Friday edition in «20 Minuten» with an increased reach of 1.3 million readers
- Six inspiring subject-specific magazines: «Feel Good», «Easter», «BBQ», «Italy», «Advent & Christmas» each with 2.6 million copies and 3.4 million readers
- «scoop!» digital magazine: presence among Gen Z significantly increased with around 1.4 million interactions, now also on Snapchat in addition to TikTok, YouTube and Instagram
- Social media: over 110 000 followers and two million likes on TikTok
- Record growth for Supercard: surpassed 3.3 million active accounts and reinforced its position as Switzerland's no. 1 customer loyalty programme
- 10th anniversary of Mondovino: launch of the free digital Wine Academy
- Integration of Supercard Pay: introduction of the mobile payment feature for quick and easy payment through scanning using the Supercard app
- Customer support: 580 000 enquiries with a focus on sustainability, product range, digital offerings and collection promotions
- Media Unit: high visibility of Coop in the media, with over 80 proactively placed media information items and approximately 1 800 media enquiries addressed
- Internal communication: quarterly issue of Forte magazine with over 77 000 copies issued to employees and retired employees, quarterly country-specific issue of the Transgourmet magazine for each of the ten countries, 30 000 copies each
- App for employees: high rate of activation with over 49 670 employees (95%), supports internal information-sharing and access to key services
- Coop sponsorship: numerous diverse projects and local initiatives with a focus on gymnastics and family events
- Family collection campaigns with four successful loyalty programmes: «Spring is in the air», «This is summer», «Blast off into space» and «Winter wonder»
- Roll-out of diverse advertising measures across online and offline channels, such as «Tschilli the bumblebee» for the barbecue season and the hidden notes for Christmas

Readers of Coop member press  
and Coop Member Press Weekend

**approx. 4.7 m**

