

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 highlights

- Coop member press: relaunch of the leading and highest-reach magazine, now dispatched to 3.4 million readers on Thursday as a weekend edition
- Coop Weekly: popularity among commuters remains unbroken, with the Monday edition of «20 Minuten» now reaching over 1.4 million readers
- The youth initiative «scoop!» generates a strong image impact among tomorrow's customers with 17.4 million interactions on TikTok, Snapchat, Instagram and YouTube
- Media Unit: high visibility of Coop in the media, over 100 proactively placed media information items, around 1 200 answered media enquiries, and four successful media events
- Internal magazines: Forte magazine for around 80 000 Coop employees and retired Coop employees. Relaunch of the Transgourmet magazine «Plus» for around 31 000 employees and retired employees in seven Transgourmet countries. Employee magazine «Pronto Inside» of Coop Pronto AG, reaching around 5 200 employees
- MyCoop app for employees: high rate of activation with over 51 000 employees (96%), up-to-date news to support internal information exchange, and access to key services
- Principal sponsorship of the Federal Gymnastics Festival in Lausanne as well as 110 other projects and local initiatives focusing on gymnastics, culture and family events with over 3.34 million participants and visitors

Marketing highlights

- Social media: over 125K followers and 2.4 million likes on TikTok
- Supercard: with 3.4 million active accounts, Supercard 2025 consolidates its position as Switzerland's leading customer loyalty programme
- Hello Family: the family club is celebrating its 15th anniversary and now has more than 800 000 member families
- Donation feature in the Supercard app now facilitates donation of Superpoints to good causes
- Family collection campaigns with four successful loyalty programmes: «Spring is in the air», «This is summer», «Woodland adventure» and «Magical winter»
- A wide range of advertising activities across online and offline channels, such as a barbecue TV commercial featuring «Tschilli the bumblebee» and singer Baschi, the raclette fondue campaign with ambassador «Stevie the skunk», and a Christmas campaign with «Googly eyes»
- Six inspiring subject-specific magazines: «Easter», «Barbecue», «Italy», «Advent & Christmas». The «Feel Good» themed magazine will now be distributed to specific target groups with a print run of 600 000 copies
- Customer service: 540 000 enquiries with a focus on products, product ranges, digital services, Trophy and collection promotions

Readers of Coop member press
and Coop Weekly

4.7 million

