



watchout

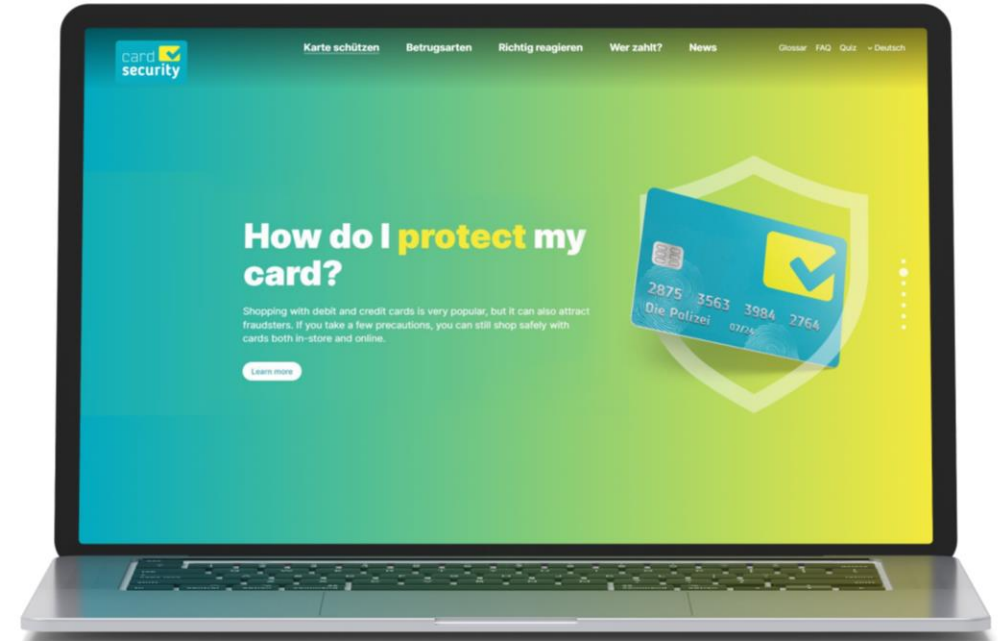
card 
security

Card Security

At a glance

What is Card Security?

- # Prevention Initiative by the Swiss National Police
- # Website with tips and actual cases
- # Regular national campaigns



→ Significant shift from physical offences at ATMs and in trade to online offences on the net.

Challenges

- # Increase in card offences
(annual increase 10%–20%)
- # Corona → change in behaviour
- # Perpetrators more sophisticated,
attacks are more and more specific/more
targeted
- # Human risk factor:
carelessness and negligence



Effective prevention work

Education and regular repetition of prevention messages are crucial for sustained retention.

Core message

Credit cards and debit cards are secure means of payment. Card offences can generally be prevented if cardholders adhere to a few basic rules.

What have we achieved so far?

Successful campaigns in 2020 to 2022:

Reached 21 million people (throughout Switzerland)

Above-average click rates

Excellent dwell time on website

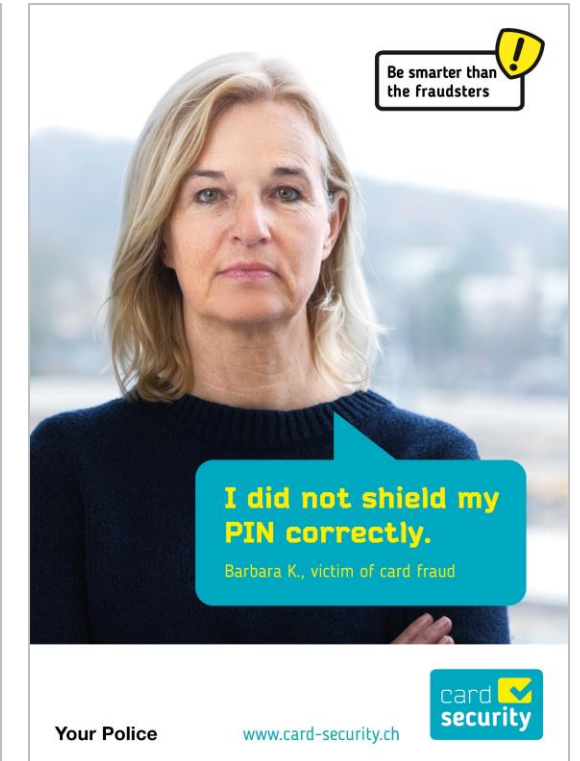
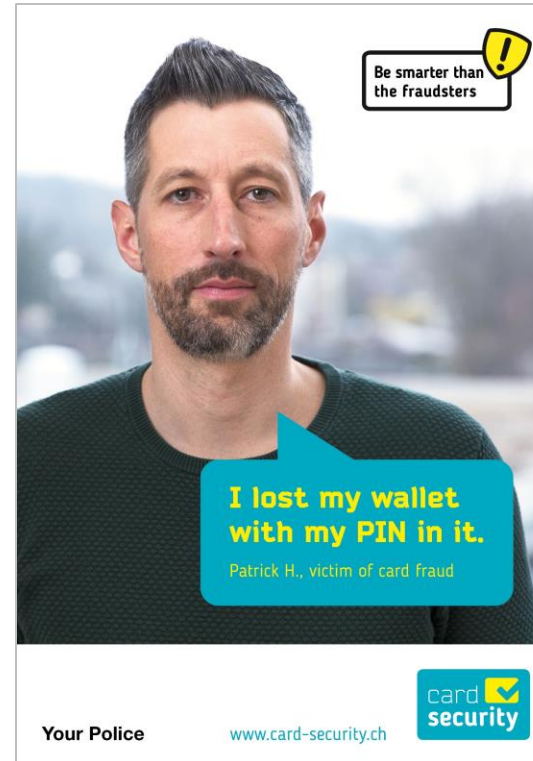
Better networking (police forces, initiatives, banks)

High level of commitment from the police and banks

Free advertising thanks to the eye-catching motifs

Campaign 2020

- # Concern at the centre
- # Target group 45+ years (national)
- # Focus: Physical offences in trade and at ATMs
- # Measures: Videos, online banners, social media, street actions



Campaign 2021/2022

- # Actual cases described by those affected.
- # Target group 35 to 80 years (national)
- # Focus: Offences on the Internet
- # Measures: Videos, online banners, social media, street actions



ufpasse



gaffetoi



faiattenzione

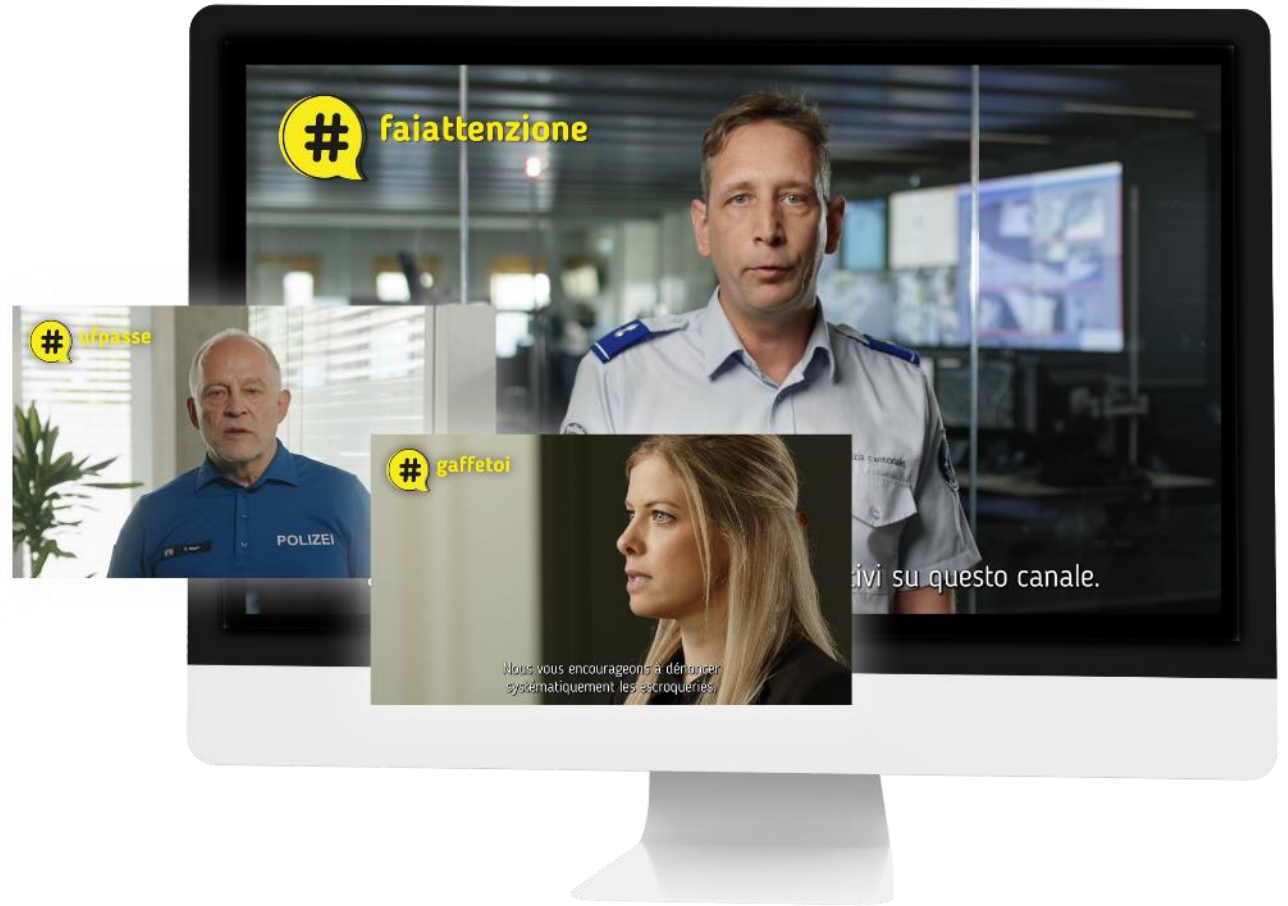


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Campaign 2022

- # Actual cases described by those affected.
- # Target group 35 to 80 years (national)
- # Focus: Offences on the Internet
- # Measures: Videos, online banners, social media, street actions



Campaign 2023

- # Striking visuals with an appeal to personal responsibility
- # Target group 35 to 80 years (national)
- # Focus: Offences on the Internet
- # Measures: Videos, online banners, online quizzes, social media, street actions and explanatory videos



Campaign Overview



Awards and nominations



german
brand
award
22
special



GERMAN
DESIGN
AWARD
SPECIAL
2023



GERMAN
DESIGN
AWARD
WINNER
2024



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→ We look forward to inputs, suggestions and good cooperation!



**Thank you for your
attention!**