



>> **Swiss chocolate, wrist watches, and pocket knives are prime export items. But Heidi and William Tell are also household names all over the world. Which products and symbols help to shape Switzerland's image? And why are they so popular?**

① For many people, the terms “Swiss made” and “Made in Switzerland” are a reason to buy a particular product.

a) Which Swiss products are known outside Switzerland? Name at least five products.

b) Why is it in the interest of companies to label and advertise their products as “Swiss made”?

c) In the case of which products do you personally think it's important that they come from Switzerland? Give your reasons.

d) What arguments can you find in favour of buying Swiss products? What arguments can you find against? Make a list of the pros and cons.

**Pro**

**Con**



- ② In this section you will find three products that are frequently associated with Switzerland. How well do you know them? Test your knowledge.

### Cheese

Cheese is a food consisting of protein, fat, water, and salts. For a long time, dishes made with cheese or milk were staple foods only in the Alpine regions of Switzerland. Not until the nineteenth century did cheese find its way onto the menu in all parts of the country. Swiss cheese is also popular abroad. Today, Emmental and Gruyère cheese are the most popular Swiss cheeses on the export market.

How many kilograms of cheese do you think each person consumes per year in Switzerland?

How many kinds of Swiss cheese do you know? List them.

What typical Swiss cheese dishes do you know?

Why is cheese typical for Switzerland?

### Watches

Every hour has 60 minutes and every minute has 60 seconds. We have to be able to rely on watches so that everyone has the same notion of time. This is why watches are symbols of reliability, punctuality, and consistency.

Who brought the watch industry to prominence in Switzerland?

- General Guillaume Henri Guisan in the nineteenth century
- Catholic priests from the Vatican
- The astronaut Buzz Aldrin
- Protestant religious refugees from France

Which Swiss watch brands do you know? Do you also know where they are made?

What do you use to keep track of time?

- I wear a wrist watch.
- I have an alarm clock.
- I use the clock on my smartphone.
- Other:

### The Swiss franc

After the founding of the federal state, Swiss franc coins were introduced in May 1850. Before that, there had been several hundred different coins in circulation that had to be exchanged at the borders to each canton. The appearance of the coins has barely changed since their introduction. They, too, stand for consistency and stability to some extent.

The history of the bank notes is very different. The series that was introduced in 2019 was the ninth. Swiss francs are not in circulation in any other country in the world, which makes the currency especially Swiss.



Coin. Swiss Franc, 2 CHF, obverse and reverse. 1860. Wikimedia Commons.



Coin. Swiss Franc, 2 CHF, obverse and reverse. 1995. Wikimedia Commons.

## 2 Products



What criteria (types of presentation / figures / elements) do you think a currency has to meet in order to be a good fit for the country? What are the most important things that should be shown on notes and coins?

Choose a country, list the criteria, and give your reasons.

Country:

Criteria:

Design a new currency (coins, bank notes, or something completely different) according to your own ideas. What identity or nation does it represent? Share the result with your class.

- ③ Advertising uses ingenious strategies for marketing products. Advertisements for “typically Swiss” products are no exception. The principle of storytelling comes into play here. In other words, advertisements often tell the story behind the product. In this way, they try to link the product with Swiss identity and tradition.

a) Watch the following commercial for Appenzell cheese.

<https://youtu.be/9HFW5kQQhm0>

b) The commercial uses various elements that can be associated with Swiss identity and the traditions of Appenzell: Hammered dulcimer, traditional dress, and the actions of the three men... What do these elements allude to? Can you find additional elements?

Example

### Elements

Hammered dulcimer music

### Meaning

The sound of the instrument, which is popular in Appenzell, creates a sense of home.

c) What does the commercial try to convey to viewers?