

Press release

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Salt marks a first in Swiss telco with an advertising campaign exclusively starring team members

Salt has once again chosen a refreshing approach for its latest online advertising campaign putting Salt's team into the spotlight – a real innovation in the Swiss telecommunications industry. The result is providing customers with a rare insight into Salt's brand essence as well as conveying a unique feeling of both ownership and ambassadorship to participants.

The call to participation to what started as a «Mr. & Mrs Salt» photo contest attracted more than 50 employees from all Salt offices and Stores nationwide. Thirteen shortlisted candidates took part in the photo shooting in Lausanne and Zürich, directed by three young talented Swiss photographers: TERENCE Spagnolo, Sam Diener and Patrick Caçador Mateus.



The stunning result of Salt's latest advertising campaign picturing Salt employees of all ages and background.

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Snapshot, as the campaign is called, has generated more than 200 visuals reflecting different moods for marketing, public relations and employer branding purposes. The image variety will ensure a diverse online presence – notably on social media.

A. Schönenberger, CEO Salt Mobile: «I am very proud for Salt to continue demonstrating its entrepreneurial spirit in finding new and innovative ways to promote the brand, its products, the company values as well as its employees».

Salt's attractive products comprise personal, straightforward and efficient flat rate subscriptions such as Plus Swiss at CHF 59.- per month, Plus Europe at CHF 89.- as well as the company's Young and Senior offering: Plus Basic Young and Plus Basic Senior at CHF 25.- and Plus Swiss Young and Plus Swiss Senior at CHF 49.- per month.

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About Salt Mobile SA: With Plus (Start, Basic, Swiss, Europe, World), Young and Surf, Salt offers personal, straightforward and efficient flat rate subscriptions for everyone. Salt's mobile network has been rated "good" by Connect magazine and in a study performed by SIQT in 2017, its customer service was given the mention "best customer care" for both the pre- & postpaid category. At up to 300 Mbps and no extra costs, Salt customers can surf on the fastest available internet connection (4G+) – without any speed or volume limitations. Salt Mobile SA in figures: 1.203 million postpaid customers (as of 31/12/2016), 88 Salt Stores and 4G coverage of 97% of Switzerland's population. Salt Mobile SA is fully owned by NJJ.