

COM IMPACT
Die Schweizer
CommTech-Initiative



FARNER | TEAM
FARNER

HWZ

die Mobiliar

**MEDIA
FOCUS**



web republic

aclevion.



DIGITAS

dreifive³⁻⁵
digital performance

n|w Fachhochschule
Nordwestschweiz



sonova
HEAR THE WORLD



swisscom



Patronat



Signal aus dem Rauschen

Swiss Re Group Communications & Public Affairs
3.06.2026



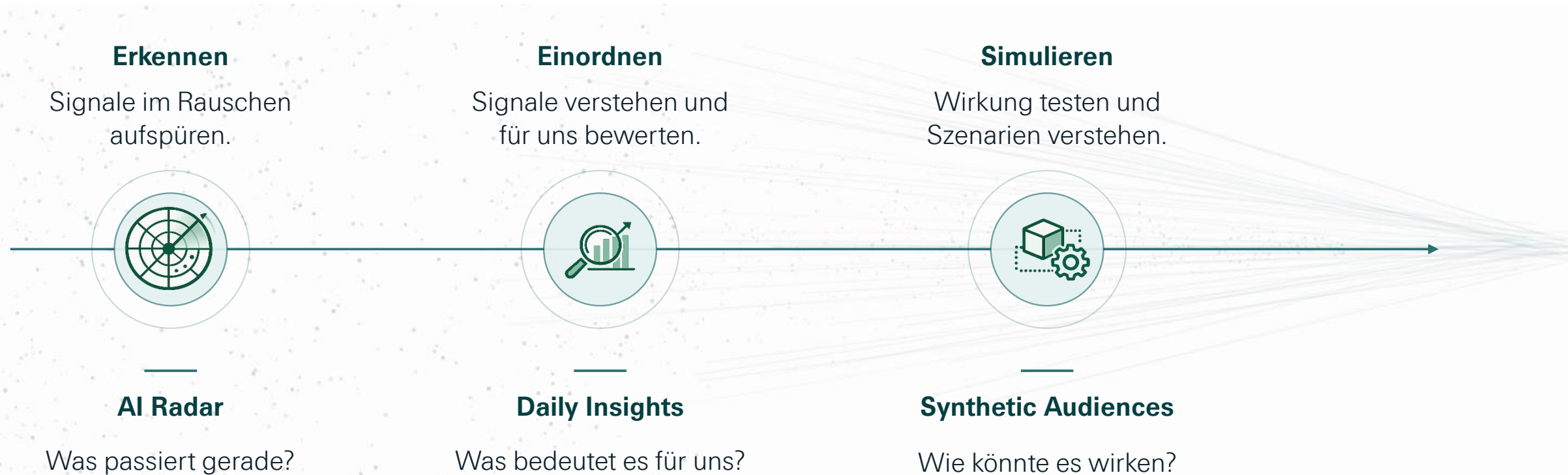
Antoine Brand
Data & Analytics Manager



Alexander Wolski
Communications Intelligence Lead

Vom Rauschen zum steuerbaren Signal

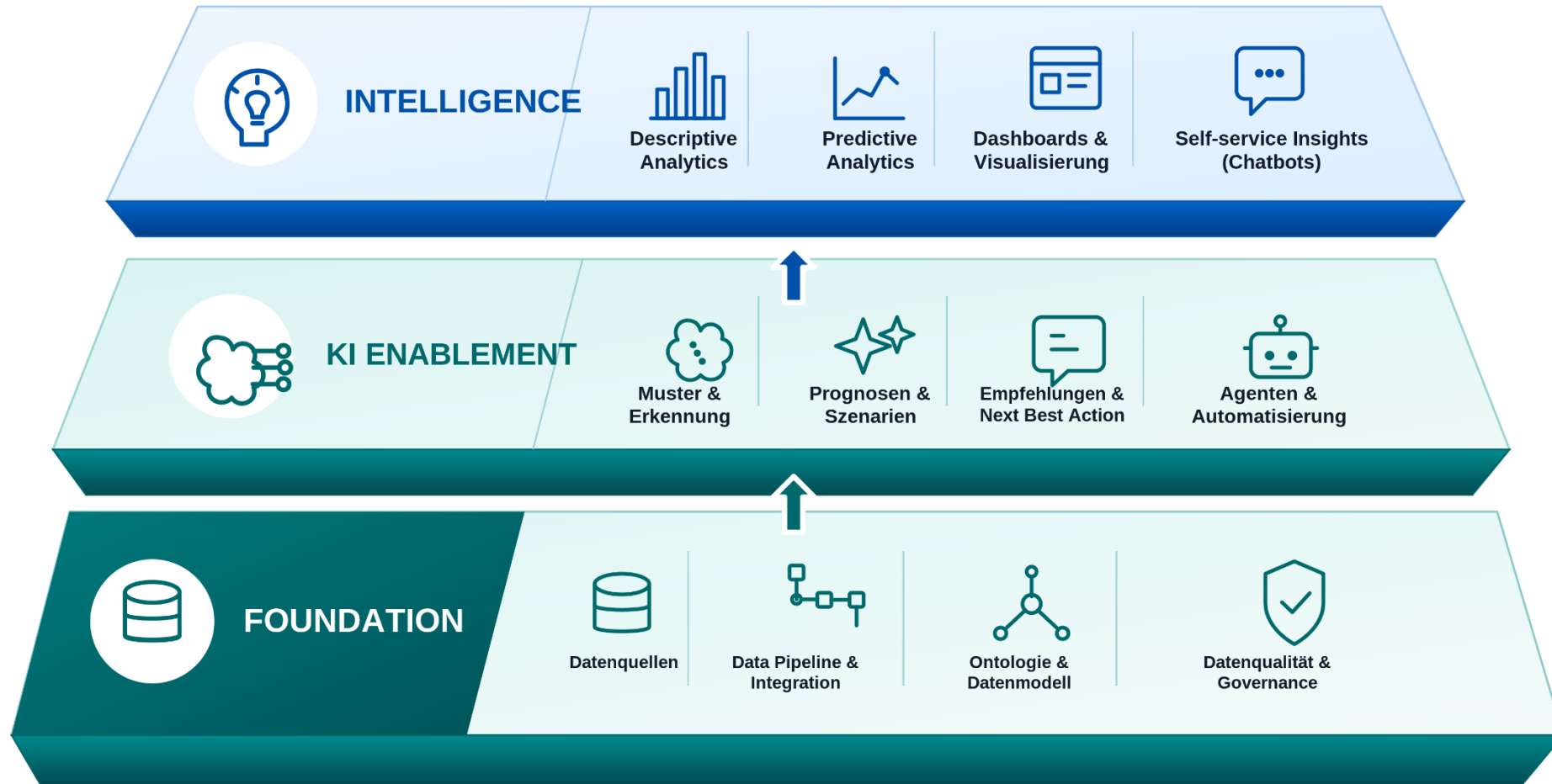
Fähigkeiten, die aus Input Orientierung liefern



Zu viel Input, zu wenig Orientierung



Weg vom Report, hin zur Intelligence





Erkennen

Was passiert gerade?

COMMS ARENA

Litigation Abuse

Filter List

DATE RANGE

Date range ☐ Relative to today

After (inclusive)

Mon, May 18, 2026

Before (inclusive)

Sun, May 24, 2026

FILTERED CATEGORIES

- ☐ Litigation funding 24,672
- ☐ Tort reform 21,832
- ☐ Liability trends outsi... 2,207

Reach

7,21,34,447

+27 %

Mentions

10,527

+2 %

Positive Sentiments

1%

-10 %

Neutral Sentiments

88%

+6 %

Negative Sentiments

10%

-24 %

Generate Key Insights

Demo

Which 5 countries have the most positive vs most negative sentiment?

What is the year-over-year growth rate in social media mentions of litigation abuse-related terms?

What changed today in mentions, sentiment, and reach in the Litigation abuse topic, and which regions, channels, or authors drove those changes? Please also summarize th...

What is the current geographic distribution of conversations (by continent)?

What are the top 20 sites with the highest reach in 2025 on the topic of litigation abuse?

I am a bot to help you understand the emerging trends related to societal topics and debates

+

Antoine Brand & Alexander Wolski | 3. Juni 2026

CORPORATE LITIGATION AND WARRANTY CLAIMS
Corporate litigation and warranty claims saw 173 mentions, a significant topic driven by government travel restrictions and product liability risks.

AUTO ACCIDENT LITIGATION AND PERSONAL INJURY
Auto accident litigation and personal injury discussions generated 151 mentions, focusing on premises liability and accident scene investigations within legal services marketing.

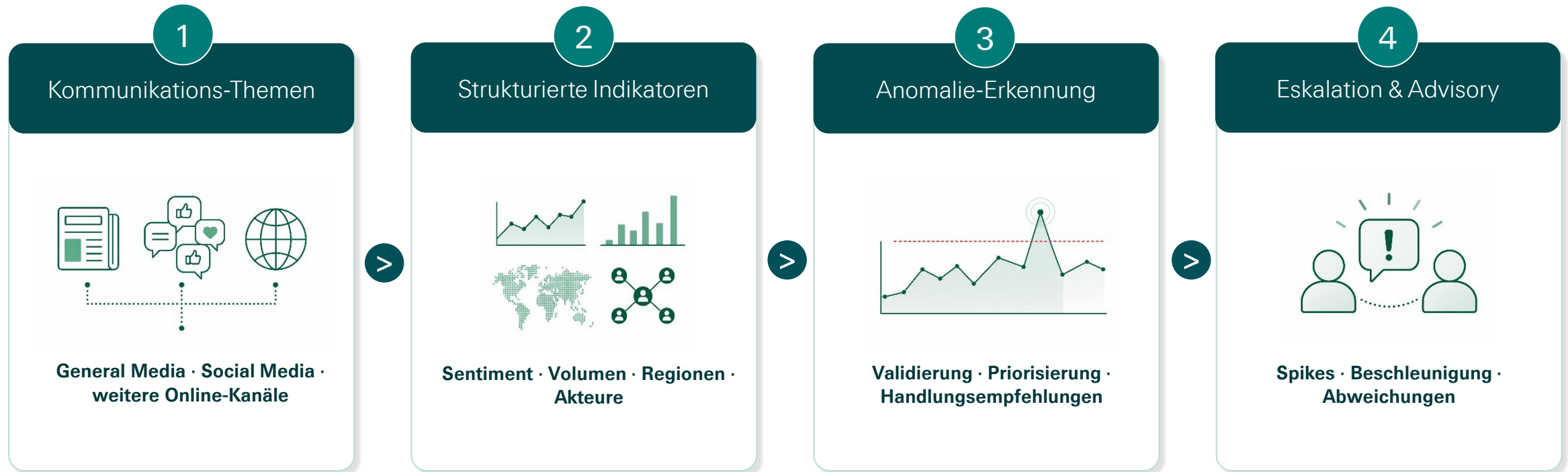
HEALTHCARE REIMBURSEMENT AND INSURANCE PROGRAMS
Healthcare reimbursement and insurance programs were mentioned 145 times, highlighting patient privacy and third-party payor negotiations in the healthcare sector.

OVERALL PERFORMANCE METRICS
Total mentions increased by 1.8% to 10,527, while reach surged by 26.5% to 72,134,447, indicating wider audience engagement.

KEY CHANGES VS. PREVIOUS PERIOD
Negative sentiment decreased by 23.6%, and neutral sentiment increased by 6.0%, showing an overall improvement in public perception.

KEY INSIGHTS
The substantial increase in reach, coupled with a decrease in negative sentiment, suggests a growing but more positively perceived conversation around key industry topics.

AI Radar - Frühwarnsystem für Kommunikationsrisiken



 **Learning:** Mit den automatisierten Frühwarnungen wurden klare Eskalations- und Reaktionsprozesse entscheidend.



Einordnen

Was bedeutet es für uns?

Daily Insights – Von der Shortlist zum Newsletter

Executive Intelligence Signal Engine

Useful Links

Key News Voting

Wed, May 27, 2026

Submit Vote

Key news of the day	News Source	URL	Voting in today's story
Major reinsurers have strengthened reserves by hundreds of millions of dollars in response to Middle East conflict losses, while executives flag that secondary effects—particularly energy-driven inflation—may ultimately exceed direct war loss costs. For Swiss Re, this signals both immediate reserve pressure on war and political violence lines and a broader inflationary tail risk that could affect claims costs across multiple lines of business.	The Insurer	https://www.theinsurer.com/ti/analysis/reinsurers-strengthen-reserves-and-raise-inflationary-concerns-over-middle-east-2026-05-27/	☐ Must Include ☒ Include ☐ Skip
PERILS has revised its third industry loss estimate for severe convective storms that struck Queensland and New South Wales between 21–27 November 2025 down to AUD 2.943 billion. This updated benchmark figure is directly relevant to reinsurers with Australian SCS exposure, affecting loss reserving, model calibration, and upcoming treaty negotiations.	Aljazeera International	https://www.aljazeera.com/news/2026/5/27/why-is-israel-attacking-lebanons-nabatieh-the-major-southern-city/traffic_source=ss	☐ Must Include ☐ Include ☐ Skip
California's insurer of last resort has received regulatory approval to raise dwelling coverage rates by an average of 29.1%, effective October 15 for new and renewing policies, reflecting sustained wildfire and catastrophe loss pressure. As the FAIR Plan grows in size due to private market retreat, it increases Swiss Re's potential reinsurance exposure to a concentrated, adverse-selection pool in one of the world's most loss-prone cat markets.	A.M. Best News	https://news.ambest.com/newscontent.aspx?refnum=274697&altsrc=23	☒ Must Include ☐ Include ☐ Skip
Iran's Islamic Revolutionary Guard Corps has confirmed an ongoing prohibition on vessels from hostile countries transiting the Strait of Hormuz, with 23 vessels having passed through the strait under this restriction. For Swiss Re, this represents a concrete, active maritime access constraint in one of the world's most critical energy chokepoints, with direct implications for marine war risk underwriting, energy infrastructure exposure, and potential accumulation of losses if the restriction escalates to vessel seizures or conflict.	China Global Television Network	https://news.cgtn.com/news/2026-05-27/news-1NuuvSaMHwA/p.html	☐ Must Include ☐ Include ☐ Skip
Mercury General Corporation is issuing its second Luca Re catastrophe bond, targeting \$100 million in reinsurance protection against California wildfire losses. This transaction reflects ongoing primary insurer reliance on ILS markets for California fire risk transfer, a peril with material accumulation implications for traditional reinsurers including Swiss Re.	Artemis (bm)	https://www.artemis.bm/news/mercury-targets-100m-california-fire-reinsurance-with-second-luca-re-catastrophe-bond/	☒ Must Include ☐ Include ☐ Skip
Moody's has published a report warning that the US flood protection gap could exceed \$1 trillion, based on flood scenario analysis covering multiple regions of the country. For Swiss Re, this signals both a substantial uninsured exposure risk and a potential market opportunity to expand flood reinsurance or parametric flood products to close the gap.	Global Reinsurance	https://www.globalreinsurance.com/home/moodys-warns-us-flood-protection-gap-could-top-1tn/1458661.article	☐ Must Include ☐ Include ☐ Skip
An analyst report highlights meaningfully easing reinsurance market conditions for Florida-based insurers at the 2026 mid-year renewals, citing American Integrity Insurance as a beneficiary of improved prospects. For Swiss Re, this signals a potential softening of the hard market cycle in Florida, with implications for reinsurance pricing adequacy and the sustainability of margins in a high-severity nat-cat corridor.	Artemis (bm)	https://www.artemis.bm/news/the-return-of-humpty-dumpty-as-florida-reinsurance-conditions-ease/	☐ Must Include ☐ Include ☐ Skip

Today's summary

Generate Key News

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Artemis (bm)
<https://www.artemis.bm/news/mercury-targets-100m-california-fire-reinsurance-with-second-luca-re-catastrophe-bond/>

Major reinsurers have strengthened reserves by hundreds of millions of dollars in response to Middle East conflict losses, while executives flag that secondary effects—particularly energy-driven inflation—may ultimately exceed direct war loss costs. For Swiss Re, this signals both immediate reserve pressure on war and political violence lines and a broader inflationary tail risk that could affect claims costs across multiple lines of business.

The Insurer
<https://www.theinsurer.com/ti/analysis/reinsurers-strengthen-reserves-and-raise-inflationary-concerns-over-middle-east-2026-05-27/>



Swiss Re

Daily Insights Report

Beyond the headlines

A council appointed by President Trump approved recommendations that could significantly narrow FEMA's role in disaster recovery. The proposals stop short of dismantling the agency, but could make federal support harder to access, shift more responsibility to states, and reduce the amount of disaster funding distributed.

US Treasury Secretary Scott Bessent met with the National Association of Insurance Commissioners to discuss insurers' exposure to private credit. The talks also covered offshore reinsurance of life insurance and annuity reserves, reflecting growing scrutiny of links between insurers, alternative asset managers, and private credit markets.

The IMF warns that advanced AI models could create systemic financial risk through correlated cyber failures. It said new AI capabilities could elevate cyber risk into a potential macro financial shock, urging policymakers to prepare for an inevitable breach and strengthen resilience across the financial system.

Internal pulse

The first Strategy Unscripted session, focused on Advance reinsurance, took place yesterday with Andreas Urs and Pravinia. With 70 participants mainly from EMEA (84%), sentiment was positive and very engaged, with a range of questions focused on the process of developing Built to Lead, AI including the impact it already creates, operational rigour and transformation, among other topics. The next sessions will take place on 22 May (Achieve more together) and 15 June (Amplify our core).

Event	CEO TH January 2026	CEO TH March 2026	Strategy Unscripted 7 May 2026
I have a clear understanding of Built to Lead.	3.8	4.0	4.7
I personally feel energised by the direction Swiss Re is taking.	3.9	4.0	4.6
I can see how Built to Lead connects to my area or role.	3.7	3.9	4.5
I understand how I can contribute to Advance reinsurance			4.4

Key dates to watch (next few days)

SWISS RE

- 12 May: Launch Global Volunteer Week
- 12 May: American Swiss Foundation Gala, New York City in honor of Andreas Berger
- 13 May: P&G APAC Community Dialogue

EXTERNAL

- 4 – 9 May: Climate Week Zurich
- 11 – 15 May: London Risk week (Pravinia Ladva on panel discussion on 12 May)

Newsletters

Read the latest edition of *Emerging Risk Insights*.

More dates

Feedback

Unsubscribe

Swiss Re

Antoine Brand & Alexander Wolski | 3. Juni 2026

10

Daily Insights – Umsetzung



Learning: Unser erster Keyword-basierter Clustering-Ansatz führte zu Duplikaten und vermischten Stories. Erst semantisches Clustering, Deduplizierung und Sättigungsfilter machten die Story-Auswahl stabil.



Simulieren

Wie könnte es wirken?

Von klassischer Marktforschung zur schnellen Simulation

Klassische Marktforschung



Belastbar



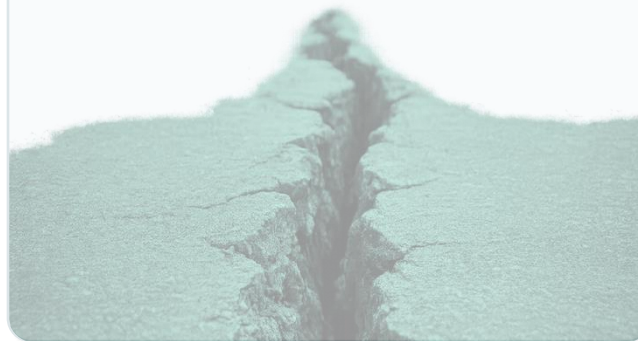
Wochen bis
Ergebnisse



Hohe Kosten pro
Test

Die Lücke

Botschaften und Risiken
entstehen schnell



Synthetic Audiences



Erste Reaktionsmuster
sehen



Unklarheiten & Risiken
markieren



Entscheiden: anpassen,
testen, veröffentlichen



Erste Erfahrungen: Synthetic Audiences sind ein schneller Simulationslayer, aber ihre Qualität hängt von den Daten ab, auf denen sie basieren.

Was hat nicht geklappt?

Technisch

Menschlich

Strategisch



Q&A

