



**Man's World Hamburg
(8)9-11 Nov 2017 | Fischauktionshalle**

Project overview



This is Man's World 1|2

360° curated communications & marketing platform

Annual public fairs in
Zürich and Lausanne



Side-Events



Special-Campaigns



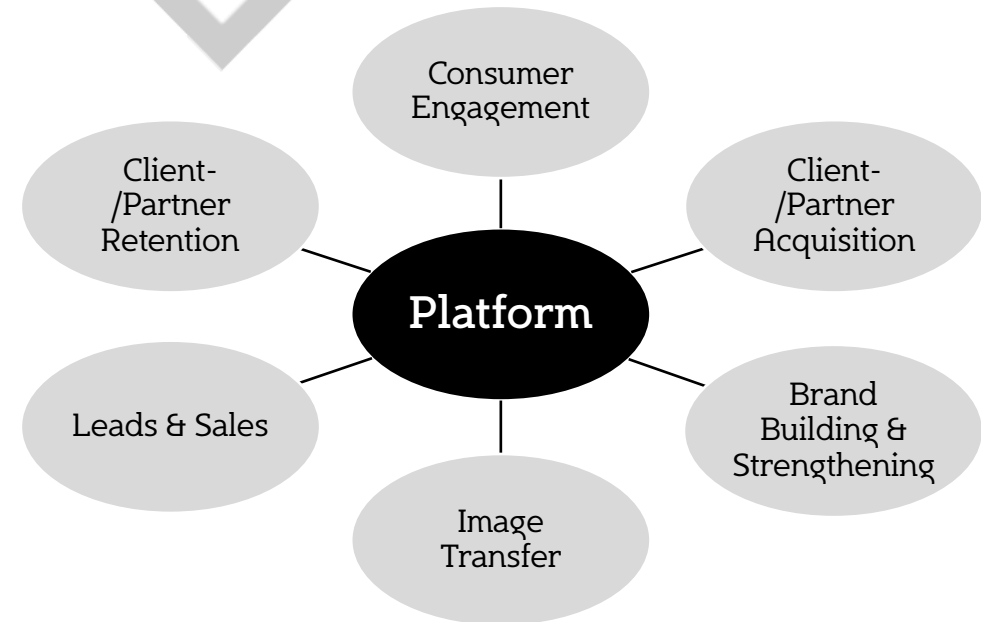
Communication throughout the year



This is Man's World 2|2

Cross-topic platform for men (and women)

experience discover have fun
enjoy **World of experiences** taste
get inspired trigger emotions



Man's World 2016+

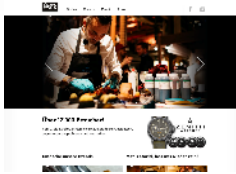
2016

2017

2018

...

Online Channels



Continuous: News, Brands, Stories, Content, Social Media & Website, Online-Store

Switzerland



Event



Side-Events



Germany



Event



Side-Events



Add. Markets:
DE, AT, I,
BeNeLux,
Scandinavia





Man's World Review Zürich 2-5 February 2017



Man's World Zürich 2017 (-> Sum-Up Clip)



12'500 visitors



>100 exhibitors & partners



On Site Sales: tot. ~Fr. 3 mio. turnover
Ø ~ Fr. 240.- turnover/visitor



Communication: > 50.7 mio. contacts*

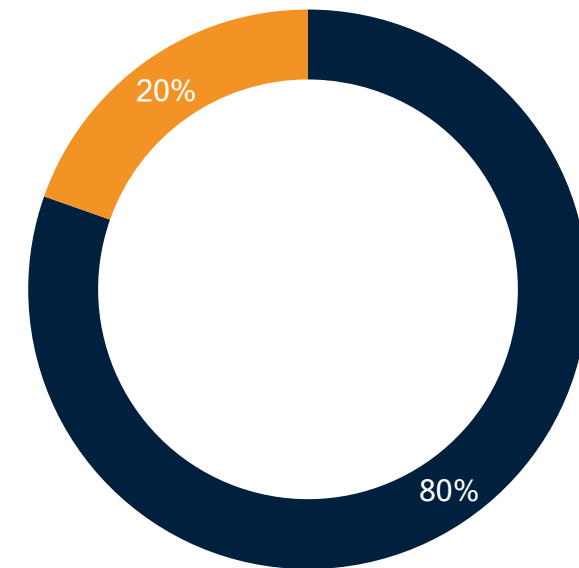


* Excl. on site contacts at the event - Source: ARGUS DATA INSIGHTS Schweiz AG, Media Analysis 2017

Media Data Man's World 2017

- Total reach of Man's World campaign and editorial press coverage: 50,7 Mio contacts*
- Equivalent media value total: Fr. 3,8 Mio
- 27,3 Mio contacts (Fr. 518k) via editorial press coverage
- 23,5 Mio contacts (Fr. 3,3 Mio) via Man's World campaign

CAMPAIGN VALUE MAN'S WORLD (CHF)



■ Campaign ■ Editorial press coverage

* excl. on-site contacts at the event

Source: ARGUS DATA INSIGHTS Schweiz AG, Abschlussbericht 2017



Editorial press coverage Man's World 2017

- Total reach: 27,3 Mio contacts
- Equivalent media value: Fr. 518k
- Throughout positive feedback in all media
- Numerous press clippings in national and regional media: print, online, social media, radio and TV



Source: ARGUS DATA INSIGHTS Schweiz AG, Abschlussbericht 2017



Man's World 2017 campaign

- Campaign from Oct 2016 until Feb 2017
- Total reach: 23,5 Mio contacts
- Equivalent media value: Fr. 3,3 Mio
- Supporting communication from partners on- and offline
- Media mix: print, TV, online, social media, billboard, flyers
- Media partnerships with focus on target groups: Punkt, DMAX, PCTipp, Cash, persoenlich.com

Source: ARGUS DATA INSIGHTS Schweiz AG, Abschlussbericht 2017



Man's World ist kein Zigarrenbaron.
Ich schon.

Heinrich Villiger, Grandseigneur der Zigarrenbranche und Aussteller

MAN'S WORLD
WEIL MÄNNER MÄNNER SIND.

2. - 5. Feb. in Zürich | www.mansworld.com

DMAX MIN PUNKT

Photo: Sandro Bacher

The advertisement features a man in a dark suit sitting on a wooden barrel in a dimly lit room filled with cigars and boxes. The text is white and black, contrasting with the dark background. The overall tone is sophisticated and masculine.

Man's World Zürich 2017 Partner

Main Partner



Co-Partner



Media Partner



www.mansworld.com (Oct 15 – Feb 17)

- >132'000 sessions
- >87'000 unique users
- ~570'000 page views / impressions
- Avg duration of visit: 2:59 min
- 77% of users aged 25-54 y
- 69% of users are men
- 98% of male users aged 18-65 y

Man's World on Facebook (Oct 16 – Feb 17)

- Post Reach in CH >5 Mio
- Engagement >120'000
- 84% of fans, 72% of people reached are men
- >75% of men aged 25-54 y
- ~75% of people reached aged 25-54 y

The screenshot displays the Facebook profile for 'Man's World' (@MansWorldCom). The profile picture is a black square with the 'MAN'S WORLD' logo in white. The cover photo shows a large indoor event space with various exhibits and people. The page includes a navigation menu on the left with options like Home, Posts, About, Events, Likes, Photos, Videos, and Quiz. A 'Create a Page' button is visible. The main content area features a 'Featured For You' section with a map of Grubenstrasse 15 in Zurich, a 'Get in touch with Man's World' section with a 100% response rate, and an 'Event in Zürich, Switzerland' section with a 4.4-star rating. A post from March 8 at 7:15pm is visible, sharing a link to a list of items: Autoheizung, Kühlschrank, COBOL, Computersoftware, Kuchendiagramm, Faltbarer Fallschirm, Kevlar, Rettungsboot, Leuchtraketen, Erster Computer-Algorithmus, and Optische Gläser, Monopoly.

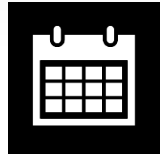




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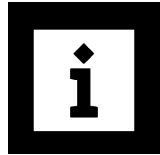
Man's World Hamburg in November 2017



Event on Th|Fr|Sa
exclusive Pre-Opening on Wed
8 to 11 Nov 2017



Experience, discover, taste, get
inspired, try out, enjoy...



Ca. 80 exhibitors for various areas
in life and interest of men



360° Communication as of Sept 2017,
all year online-presence



Fischauktionshalle >2'500 m²
directly at Elbe pier



Visitor target 2017: 8'000 – 10'000



Target group: adult working men
aged 25-65 y, above average income

Target Group: Men



Man's World is for men. The platform, the offers and its communication are targeted accordingly.

- Working men with an above average income
- 25 – 65 years of age
- traditional to modern
- Geographical focus 2017: Switzerland, German part and Zurich region, French part and region of Geneva/Riviera/Lausanne

...in their variety of types, identities, interests, needs and phases of life.

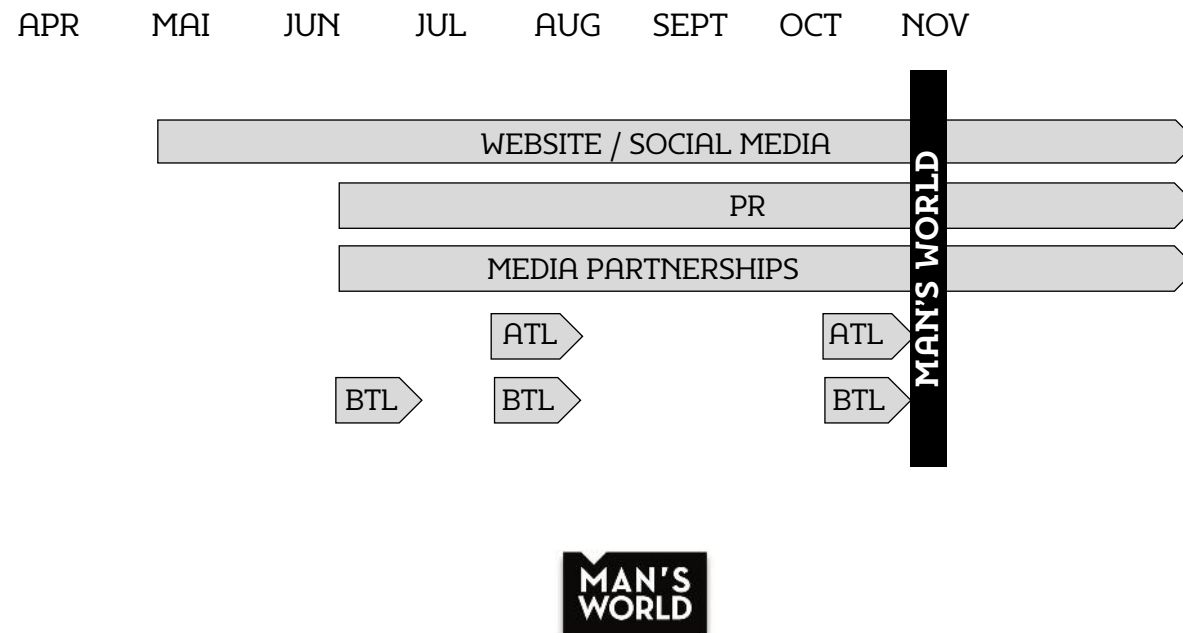
Fischauktionshalle Hamburg

Built in 1894, located directly at the Elbe river, the Fischauktionshalle is of impressive architecture and unique atmosphere. And with its 2'500 sqm of surface and its history the perfect venue for Man's World.



Communication plan 2017

- Man's World plans a 360° campaign in Hamburg / northern Germany region
- Media partnerships with business journals, lifestyle magazines, TV and various special magazines, both online and offline
- Communication budget 2017 > EUR 80'000.



Organisation | Contact



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**MAN'S
WORLD**