

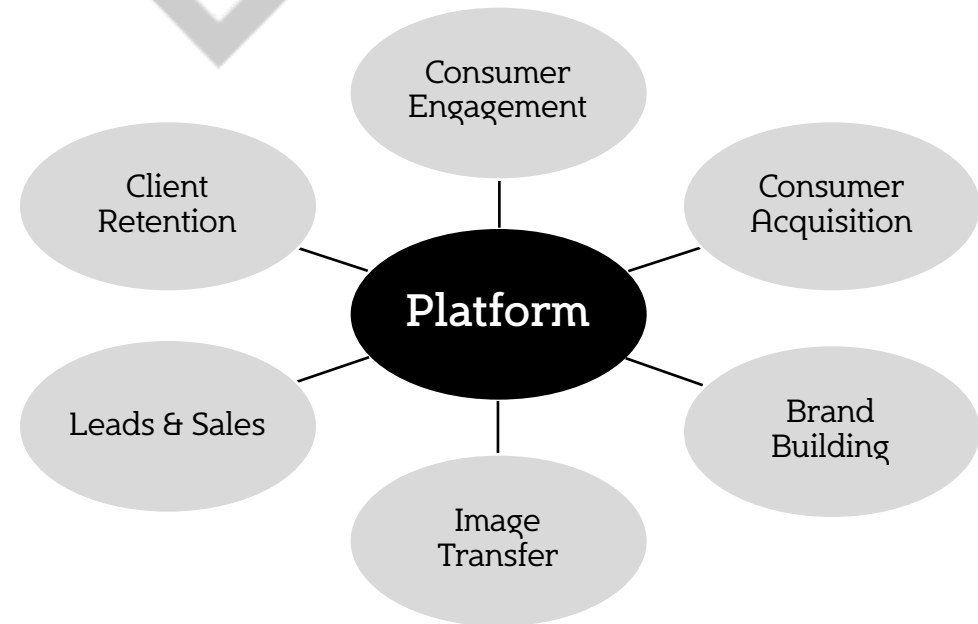


Man's World 2017 Project Overview

This is Man's World

Cross-topic platform for men (and women)

try out discover enjoy
Experience & emotions taste
get inspired create emotions



Man's World 2016+

| 2016 | 2017 | 2018 | ...

Online
Plattform



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

Zürich



Expo



Side-Events



Hamburg



Expo



Side-Events



Markets in
Evaluation: GER,
AUT, BeNeLux,
Scandinavia





Man's World Review 2016 Zürich February 4-6

Man's World Zürich 2016 (-> [Sum-Up Clip](#))



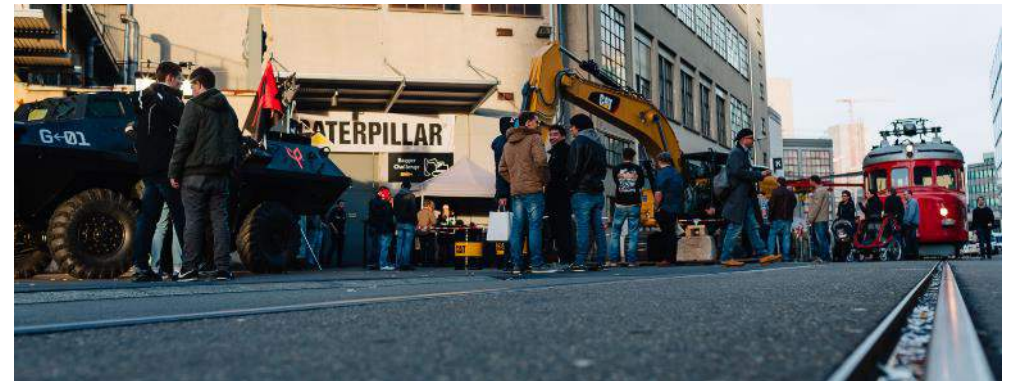
11'000 excited visitors



>90 exhibitors & partners



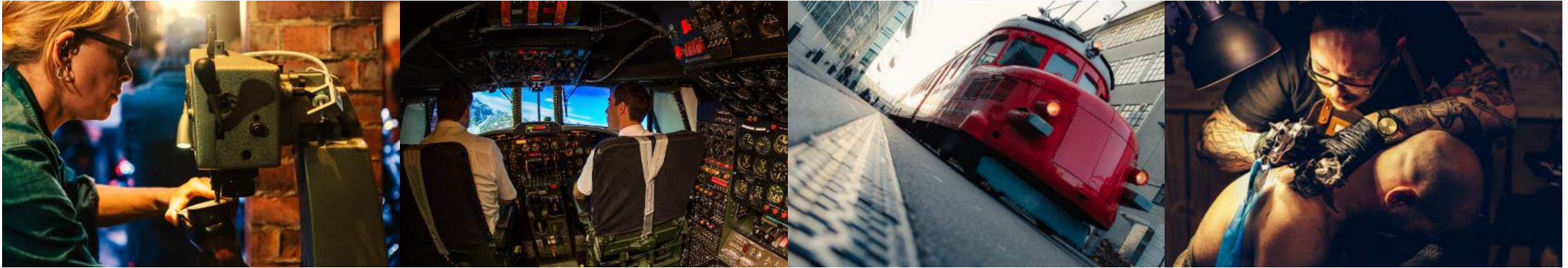
**On site sales: tot. ~Fr. 2 mio. turnover
Ø ~ Fr. 180.- turnover / visitor**



countless men's toys...



Man's World Zürich 2016



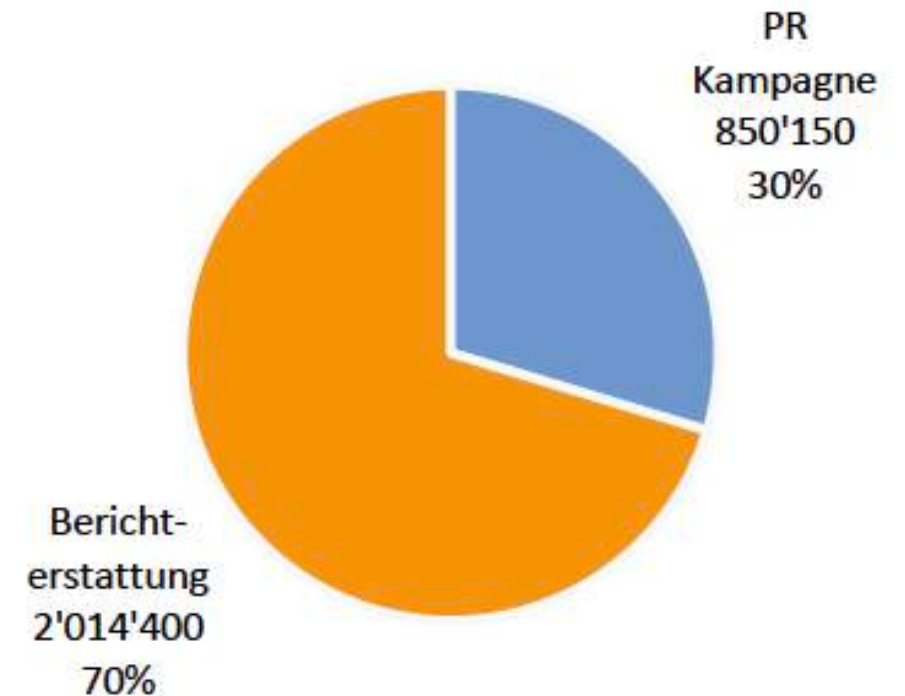
...and various attractions...



Media Data Man's World 2016

- Total reach of Man's World campaign and editorial press coverage: 65,7 Mio contacts*
- Equivalent media value total: Fr. 2,9 Mio
- 48,3 Mio contacts (Fr. 2 Mio) via editorial press coverage
- 17,4 Mio contacts (Fr. 850k) via Man's World campaign

Kampagnen-Wert [CHF]



* excl. on-site contacts at the event
Source: ARGUS der Presse AG, Abschlussbericht 2016

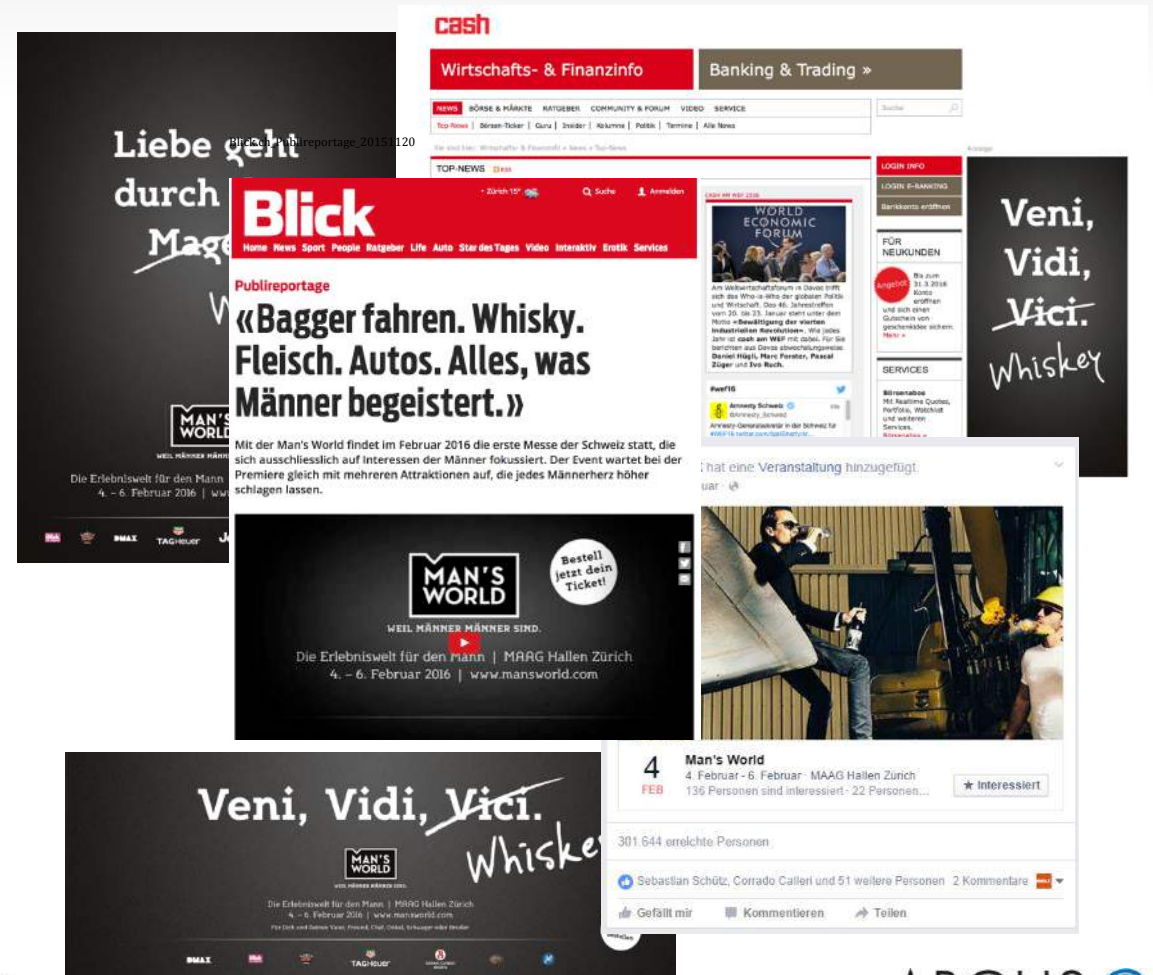
Editorial press coverage Man's World 2016

- Total reach: 48,3 Mio contacts
- Equivalent media value: Fr. 2 Mio
- Throughout positive feedback in all media
- Total >180 press clippings in national and regional media: print, online, social media, radio and TV



Man's World 2016 campaign (Oct 15 – Feb 16)

- Total reach: 17,4 Mio contacts
- Equivalent media value: Fr. 0,9 Mio
- Guerilla promotion “Tank-Taxi”
- Supporting communication from partners on- and offline
- Media mix: print, TV, online, billboard, ZVV tram & bus, flyers
- Media partnerships with Blick am Abend, Radio24, DMAX, Cash, Red Bulletin



Man's World partners 2016

Main Partner



Co-Partner

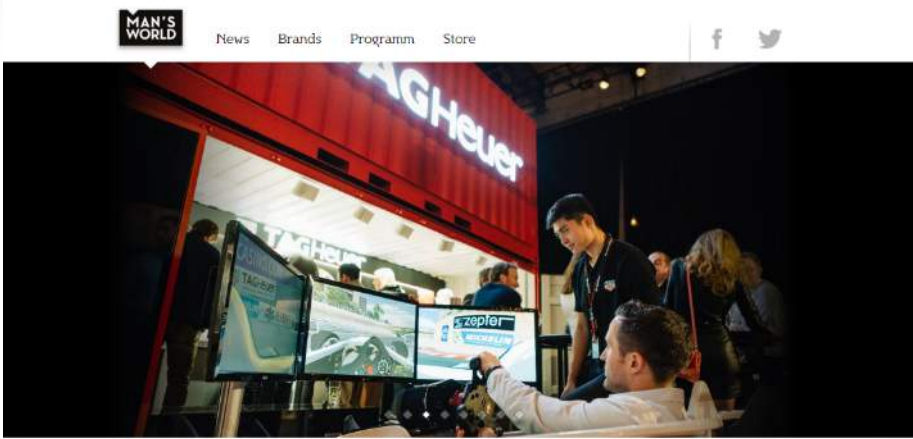


Media Partner



www.mansworld.com (Sept 15 – Feb 16)

- >125'000 sessions
- >85'000 unique users
- ~500'000 page views / impressions
- Avg duration of visit: 2:48 min
- 75% of users aged 25-54 y
- 69.3% of users are men
- 98% of male users aged 18+65 y



MAN'S WORLD News Brands Programm Store

See you next year!

Was für ein fulminanter Auftakt! Fast 11'000 Besucher und jede Menge zufriedene Gesichter, Gemüter und Gaumen! Und kaum ausgeschlafen nach dem Abbau planen wir schon die nächste Ausführung für Euch!

See you next year!

TAG Heuer

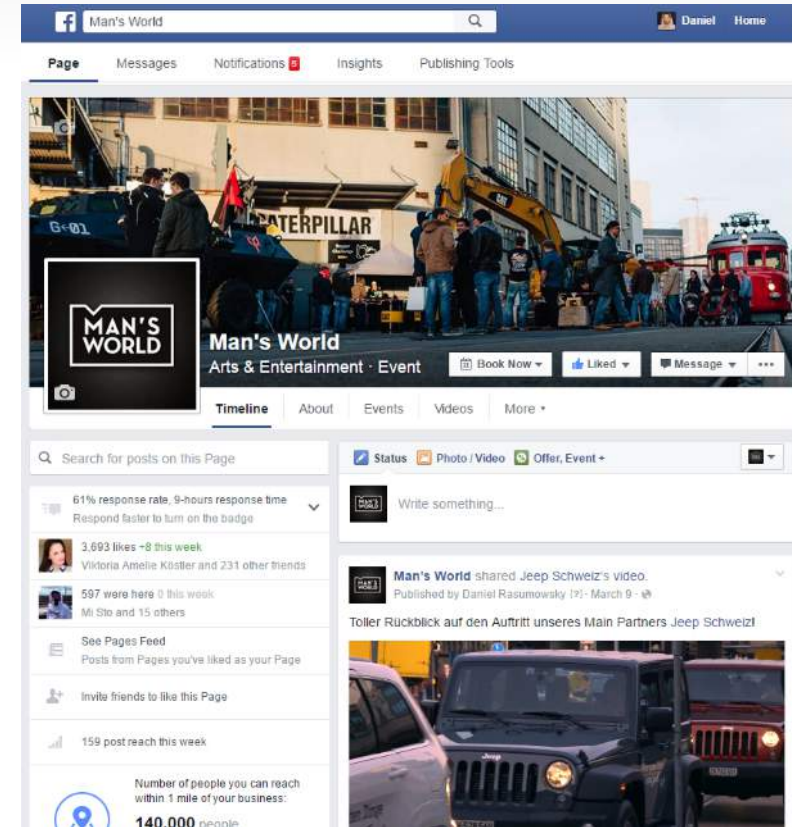
Turicum: Man's World Limited Edition Entdecke unsere Brands

999 limitierte Flaschen feinsten Turicum Gin aus Zürich in der schwarzen Man's World Limited Edition.

Vom italienischen Barbershop über Massanzüge bis zum Raupenfahrzeug: Entdecke unsere Brands.

Man's World on Facebook (Sept 15 – Feb 16)

- Post Reach in CH >330'000
- Engagement >120'000
- 89% of fans, 72% of people reached are men
- >75% of men aged 25-54 y
- ~75% of people reached aged 25-54 y

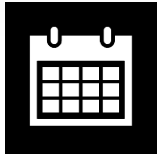




Man's World Zürich 2017



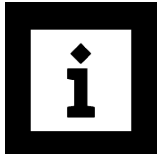
Man's World Zürich in February 2017



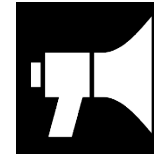
Cross-topic platform, Th|Fr|Sa|Su
02nd 05th Feb 2017



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



Ca. 100 exhibitors for various areas
in life and interest of men



360° Communication as of Sept 2016,
all year online-presence



Industrial hall >3'000 m²
in Zürich



Visitor target 2017 >12'000



Target group: adult working men
aged 25-65 J. with above avg. income

Target Group: Men



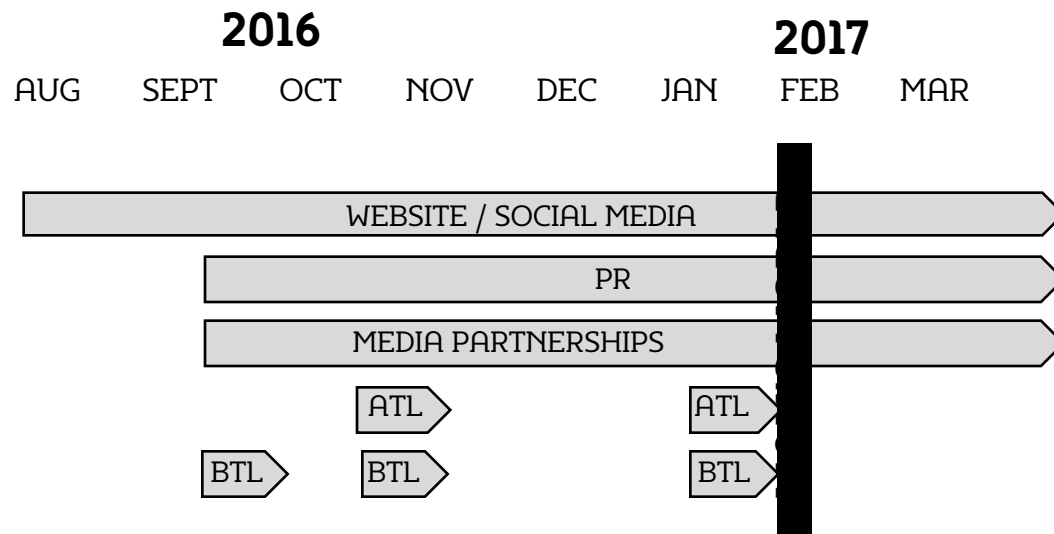
Man's World is for men. The Platform, offers and communication are created and targeted accordingly

- Working men with above average income
- 25 – 65 years old
- From traditional to modern
- Regional focus 2017: entire German part of CH with focus on Zürich region

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

Communication 2017

- Man's World plans a national 360° campaign with focus on the German part of Switzerland with focus on the Zürich, Luzern, Zug, Aarau and St. Gallen regions.
- Media partnerships in the focus regions are being elaborated and will be communicated soon
- Communication budget 2017 > CHF 200'000.



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**MAN'S
WORLD**

WEIL MÄNNER MÄNNER SIND.