

**MAN'S
WORLD**

The format

Man's World is an international format where every man finds exclusive and high customized products, services and experiences.

A unique and original platform connecting brands and carefully selected target.

TARGET

Boutique
event for
man

25-65 yo



**WORKERS
HIGH SPENDERS**

With strong
appeal also
for **women**

MAN'S WORLD 2016|2018



**4|6
FEB
2016**



ZÜRICH

**2|5
FEB
2017**



ZÜRICH

**1|2
SEP
2017**



LAUSANNE

**9|11
NOV
2017**



HAMBURG

**8|11
MAR
2018**



ZÜRICH

**11|13
MAY
2018**



MILAN



Milano l'è un gran ~~Milano~~
Man's World

PLAY THE VIDEO

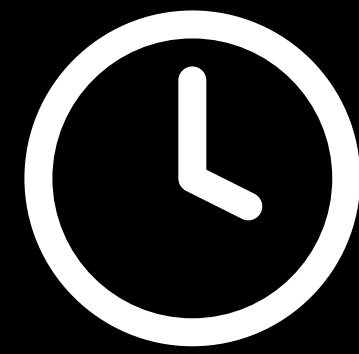


The italian way



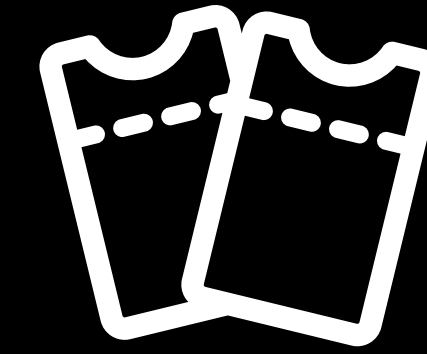
FABBRICA OROBIA 15

A post industrial location
(more than 5.000 SQM)
in the Fondazione Prada
neighborhood



OPENING TIME MAY 11-13 2018

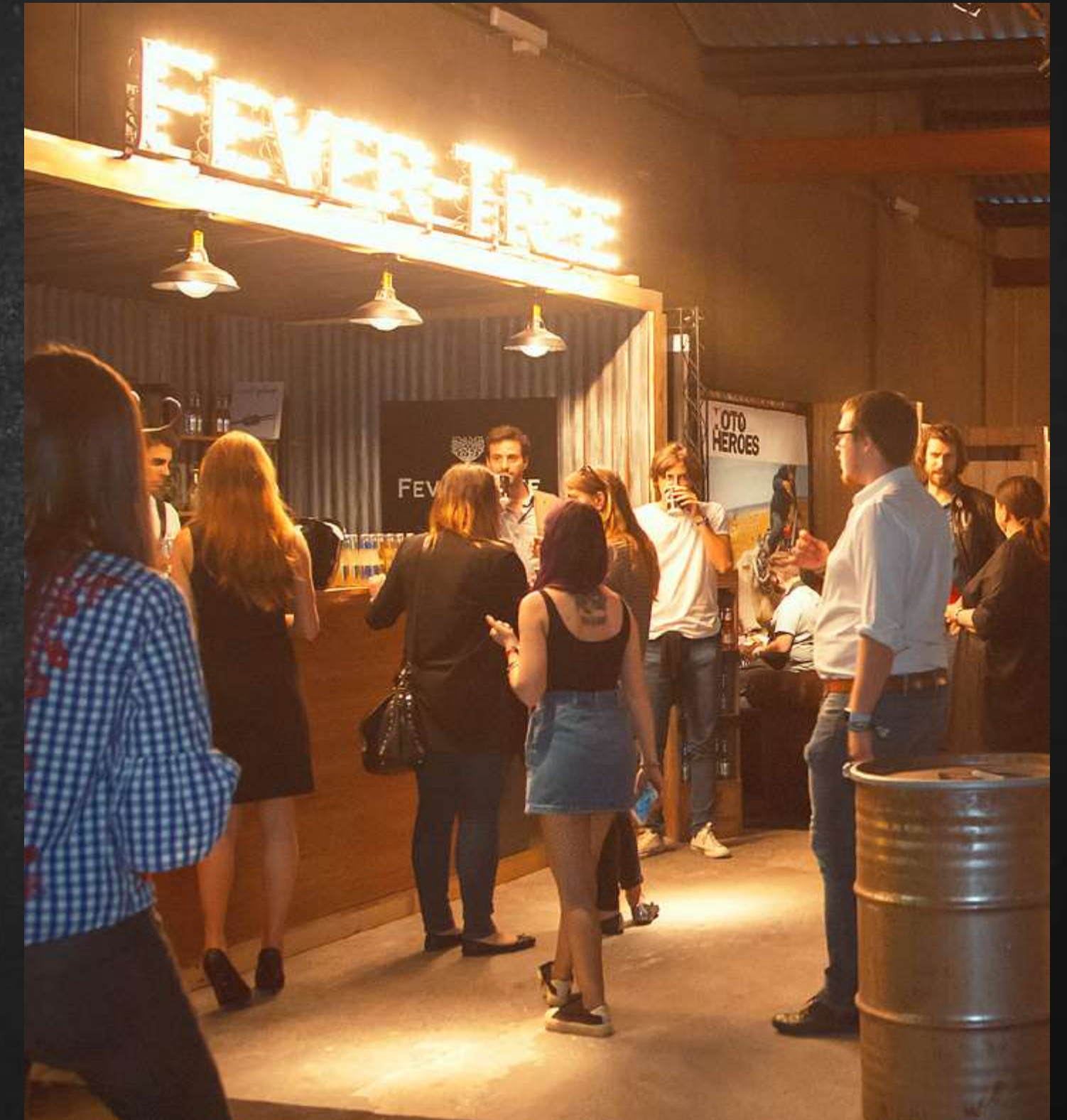
vip pre opening on
Thursday May 10 from 6.30 pm
11.05.18 | 12 pm - 12 am
12.05.18 | 10 am - 12 am
13.05.18 | 10 am - 10 pm



TICKET PRICE


29euro on site including drink
is on purpose expensive to select
only high spender
and committed men

Co-Partner



MOTOR TREND
IN ARRESTABILE


BULLFROG


FEVER-TREE



Visitors and exhibitors

**more than
6.000
visitors**

2.500 of them
visited Man's World
during the pre
opening evening

Excellence was the trademark
of Man's World exhibitors
panel with the ultimate balance
between

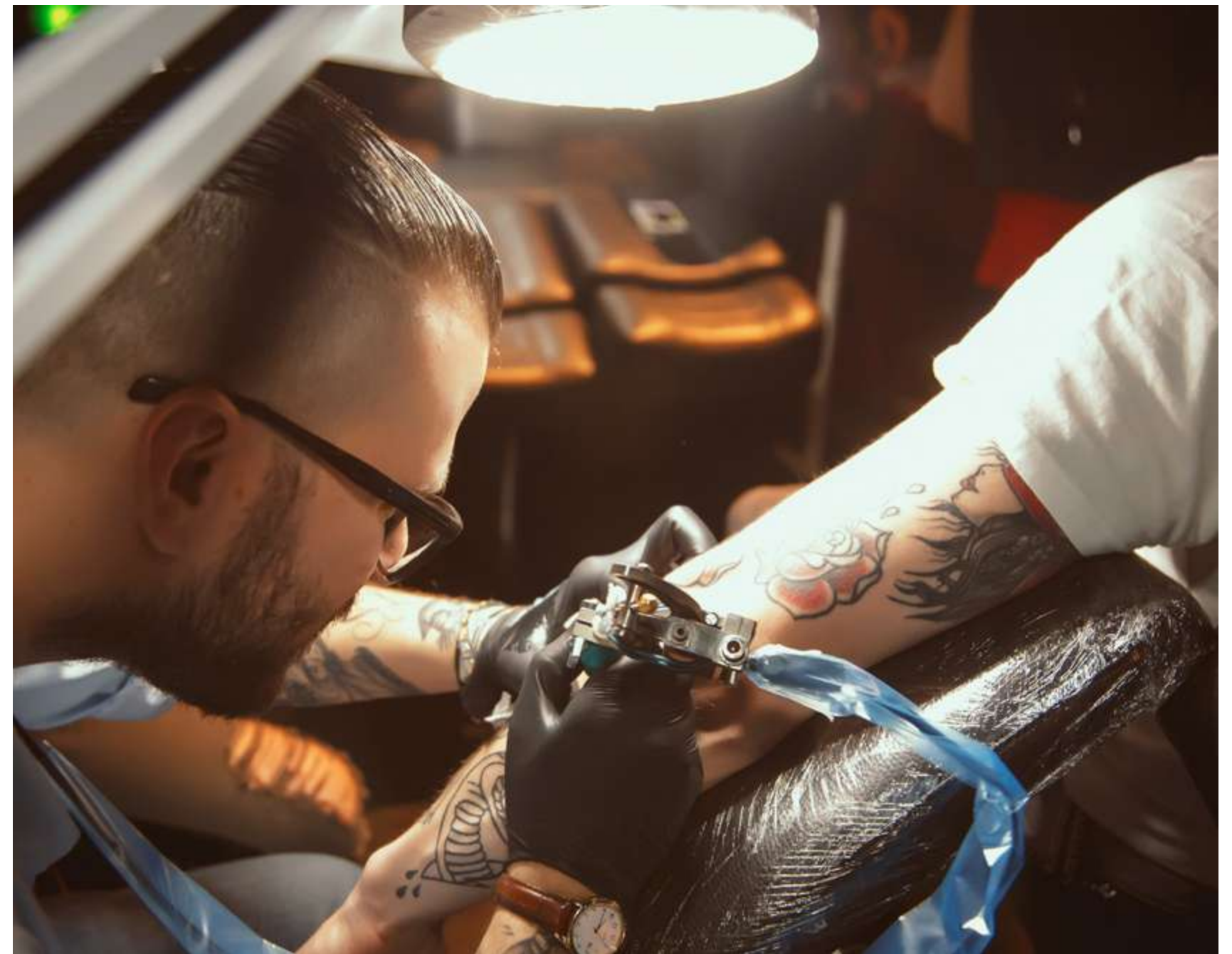
**big brands
and small artisan
companies**

**More than 60
brands**

created unique
experiences and
activations to
involve the target









**So custom
so good**

Man's World developed interesting special projects with brands and exhibitors in order to create "unique" goods with the MW logo domination

...

Fever-Tree and Unicum created a special Man's World cocktail



Media Plan

Digital & Social

- Facebook
- Instagram
- Google Search Campaign
- Display Targeting Campaign
- Eurosport
- Dplay DMAX
- Milanofinanza.it
- Italiaoggi.it

TV

Spot 15" on air
April 22 - May 13

- DMAX
- DCHANNEL
- EUROSPORT
- MOTORTREND

Press

Advertising tables

- Moto Heroes
- Urban
- Riders
- Entertainment Illustrated
- Milano Finanza

Media Plan

Out of home

Mega Ledwall Milan city center
April 28- May 13

BRIAN&BARRY
MONDADORI STORE DUOMO
PICCOLO TEATRO
TEATRO NAZIONALE

Viale Forlanini
Via Farini
Piazzale Cadorna

12" Spot on Telesia TV
(Milan Subway & main airports)

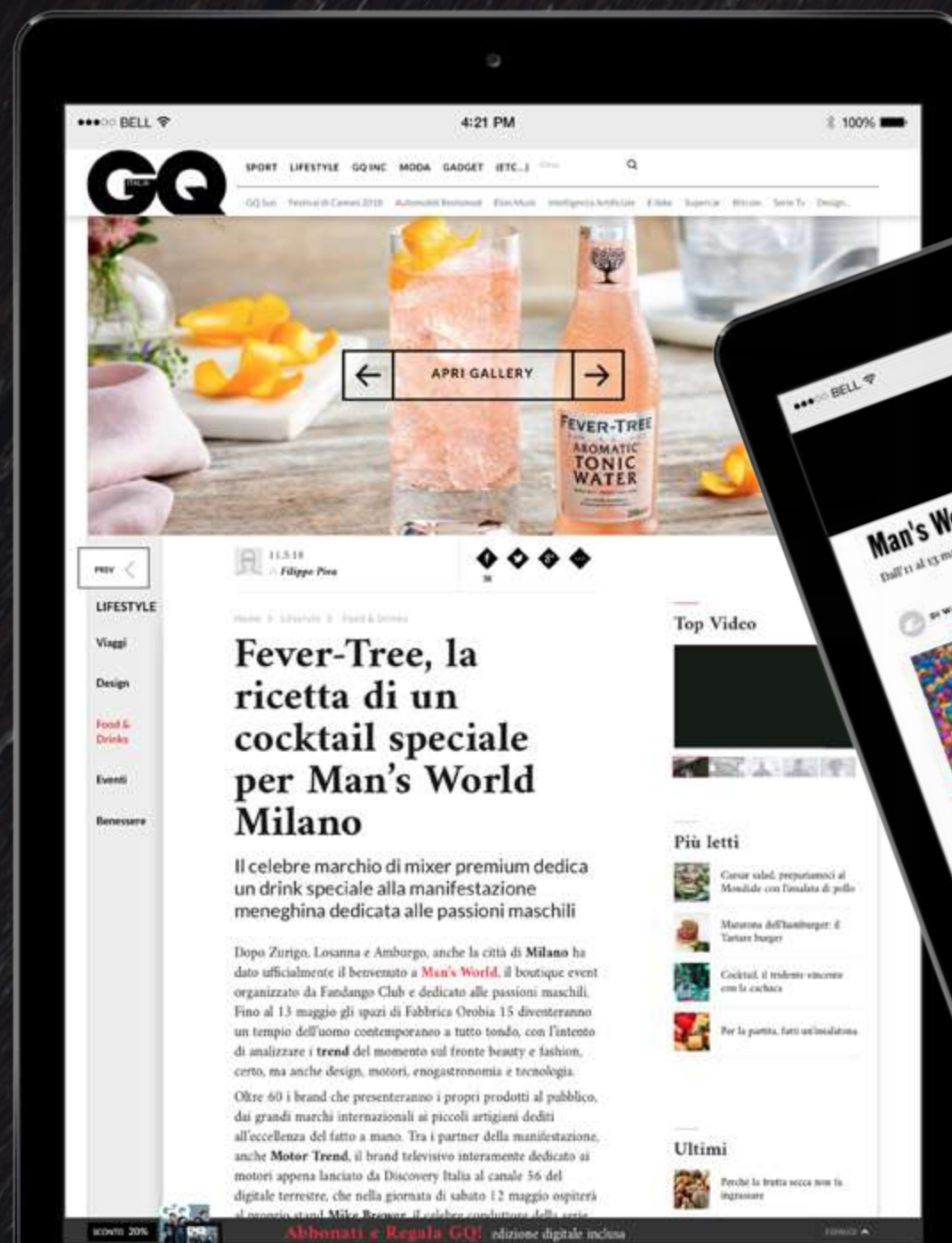




Press coverage



- 60 journalists (on line, press and tv)
- Editorial content on #hype (Mediaset - Canale 5)



Selected articles

Il Foglio

“Il patriarcato ha i giorni contati, ma Man’s World l’uomo può ancora divertirsi”

La Verità

“La fiera per l’uomo che non si vergogna di essere maschio”

Esquire

“La fiera delle passioni maschili arriva in Italia”

Il Giornale

“La fiera anti mee-too per l’uomo macho snobbato dalle donne”

GQ Italia

“Giocattoli da Peter Pan con la barba. Una mappatura delle passioni maschili contemporanee”

Neue Zürcher Zeitung

“Nella stanza del divertimento degli uomini”

Digital content creation

Acer Swift7
for Man's World.

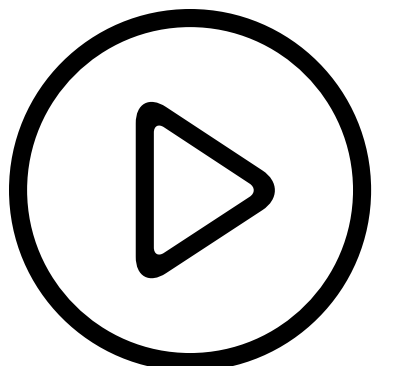
GWD & Acer Swift 7

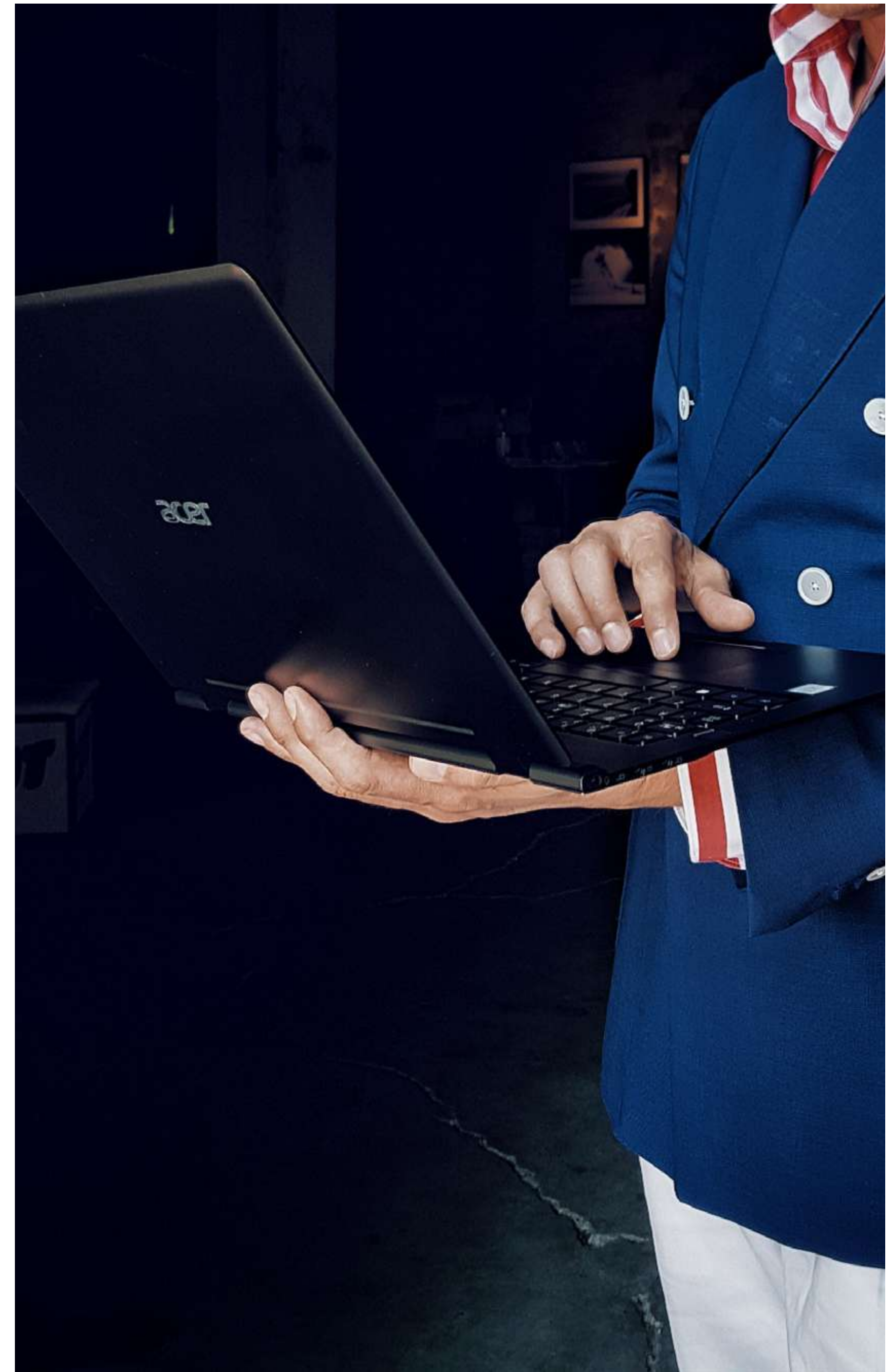
Acer choose Man's World to launch in Italy Swift7, new born and sleek laptop (the thinnest laptop on the market).

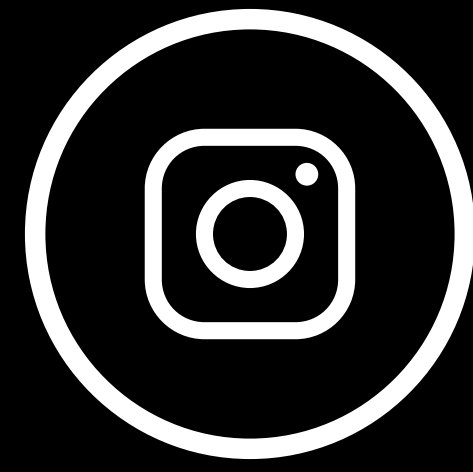
Man's World designed for Acer a collaboration with GWD, a digital platform sharing exclusive and inspiring stories about Men's lifestyle.

Man's World was the "natural environment" for this exciting digital content creation project.

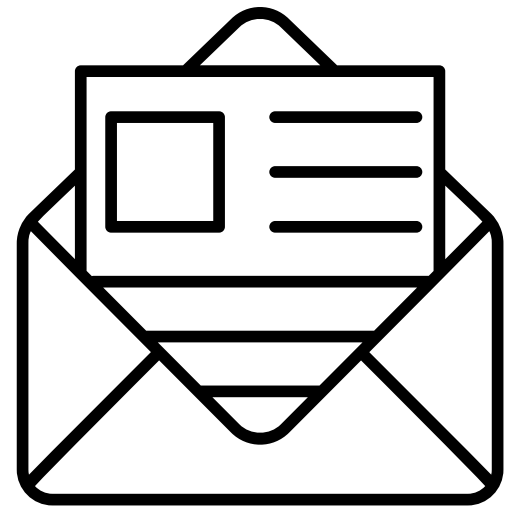
PLAY THE VIDEO



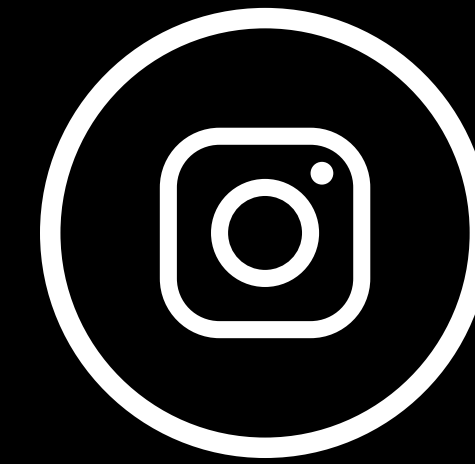




Our community



Man's World Italia manages database
of **almost 4.000** profiled contacts.



In the first Italian edition,
Man's World launched its official
social media profiles in Italy,
getting a community of **almost
10.000** followers on Facebook
and Instagram.

mansworld.com

January - May 2018

May 1 - May 28 2018

SESSIONS
103.944

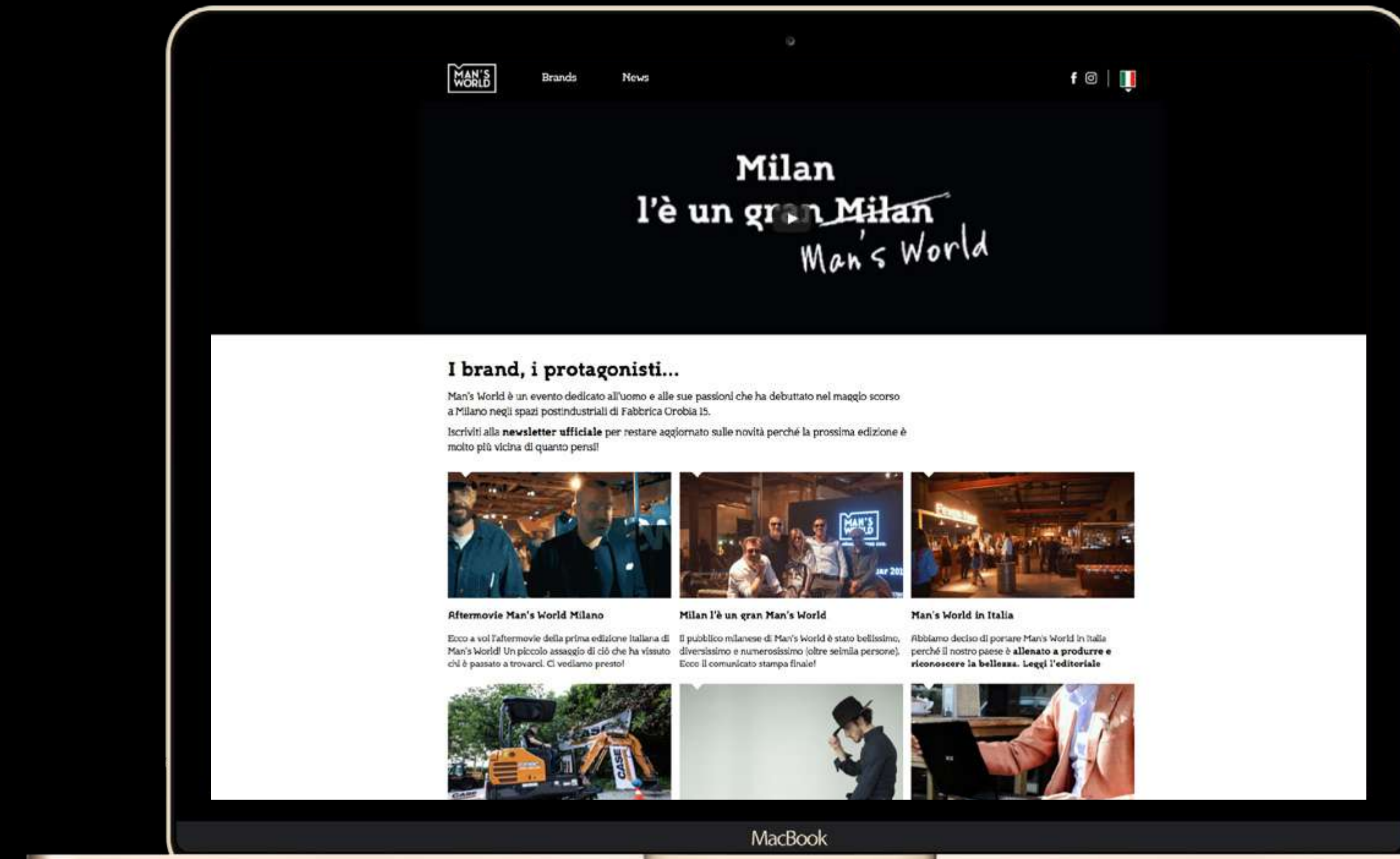
SESSIONS
72.952

UNIQUE USERS
77.906

UNIQUE USERS
52.087

VIEWS
158.040

VIEWS
107.962



WHAT'S NEXT?

UPCOMING EVENTS TIME LINE



Benvenuti

**19 - 21
OCT
2018**



HAMBURG

**30 NOV
02 DEC
2018**



MILAN

**31 JAN
03 FEB
2019**



ZÜRICH

**MAY
2019**



MILAN

**JUN
2019**



FLORENCE

MAN'S WORLD

Winter

New Edition

Fabbrica Orobia 15
Nov. 30 - 02 Dec. 2018



MILAN NOVEMBER 2018

15

**Fabbrica
Orobia 15
Milano**

PRE OPENING

Thursday – Nov. 29th
06.30 pm – 12.00 am

EVENT

Friday – Nov. 30th
06.30 pm – 12.00 am

...

Saturday – Dec. 01st
04.00 pm – 12.00 am

...

Sunday – Dec. 02nd
10.00 am – 09.00 pm

WHY NOVEMBER?

PRE-CHRISTMAS PERIOD
TARGET PRESENCE*
SEASONAL PRODUCTS

* no



E-COMMERCE



**Special products and
limited edition**

...

**Combo
Pack**

#HaveFan.

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