



**Man's World 2018 Zürich
(8)9-11 March 2018 | StageOne, Zürich-Oerlikon**

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



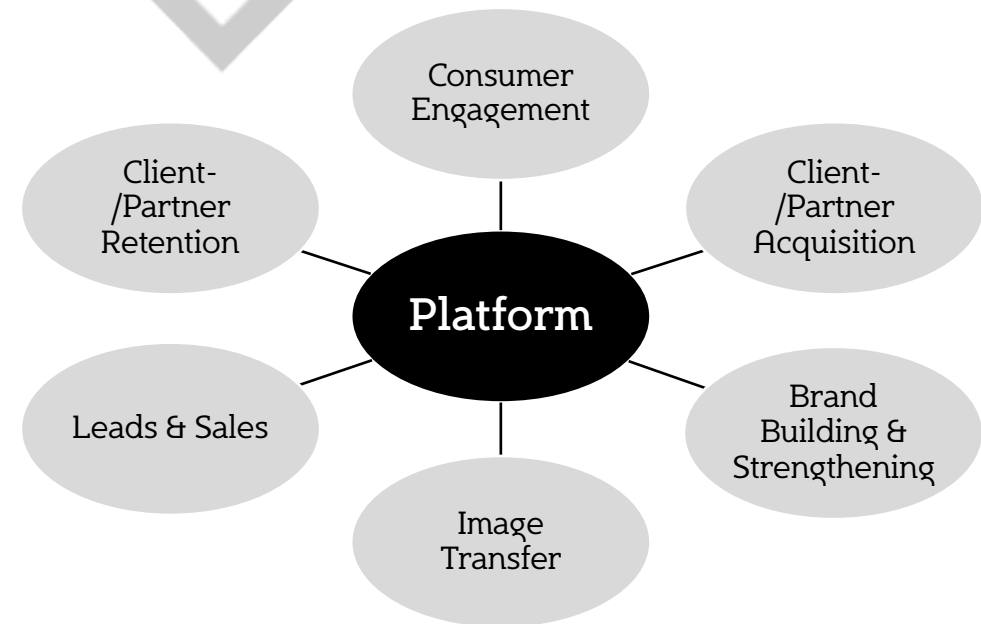
Communication throughout the year



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
Plattform



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

Switzerland



Event



Zürich



Zürich



Lausanne



Zürich



Lausanne



Zürich

Side-Events



Germany



Event



Hamburg

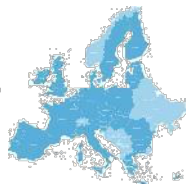


Hamburg

Side-Events



Markets in
Evaluation: GER,
AUT, 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*

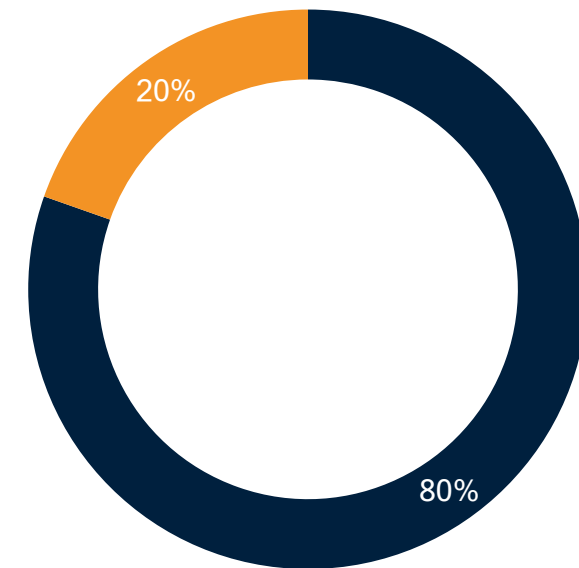


* Excl. on site contacts at the event - Source: ARGUS DATA INSIGHTS Schweiz AG, Media Analysis 2017

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, persoanlich.com

Source: ARGUS DATA INSIGHTS Schweiz AG, Abschlussbericht 2017



An advertisement for the 'Man's World' campaign. It features a photograph of Heinrich Villiger, an elderly man with a white beard, wearing a dark suit and tie, sitting on a wooden barrel in a dimly lit room filled with more barrels. He is holding a cigar. The text at the top reads 'Man's World ist kein Zigarrenbaron.' and 'Ich schon.' Below the photo, it says 'Heinrich Villiger, Grandseigneur der Zigarrenbranche und Aussteller'. At the bottom, there is a 'MAN'S WORLD' logo with the tagline 'WEIL HÄNDLER HÄNDLER SIND.', the dates '2. - 5. Feb. in Zürich', and the website 'www.mansworld.com'. Logos for 'DMAX', 'PUNKT', and 'MAN'S WORLD' are also visible at the bottom.

Man's World Zürich 2017 Partner

Main Partner



Co-Partner

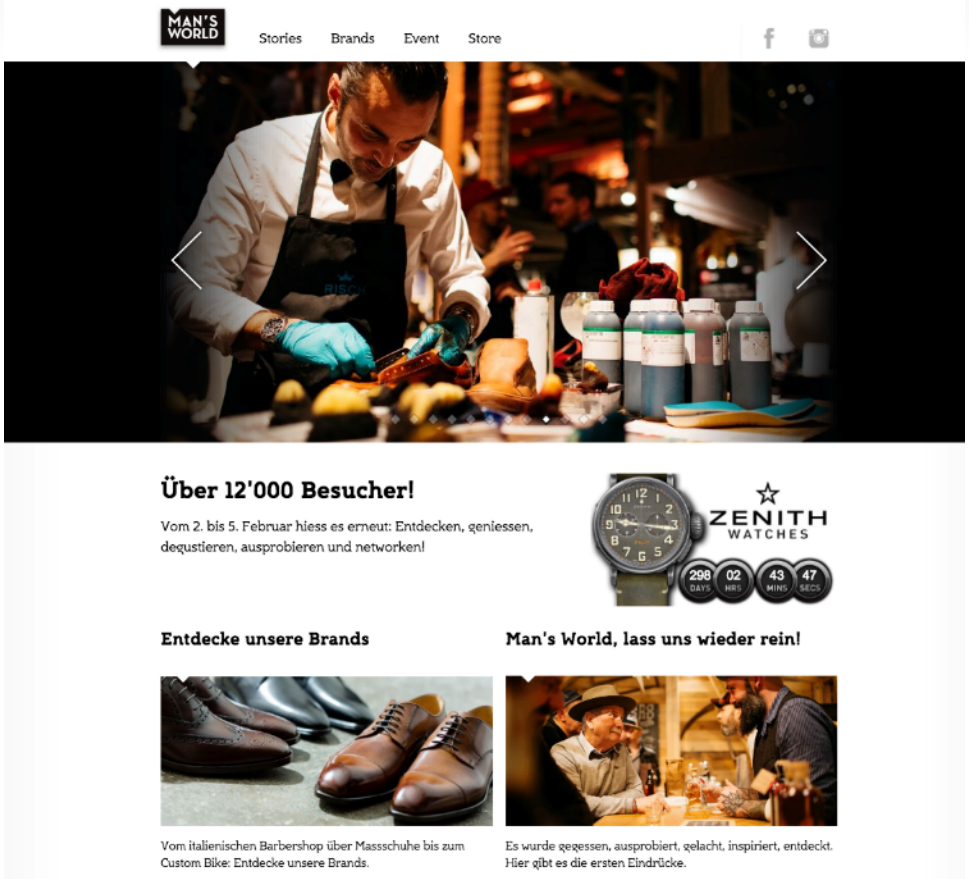


Media Partner



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 Stories Brands Event Store

Über 12'000 Besucher!
Vom 2. bis 5. Februar hiess es erneut: Entdecken, genießen, degustieren, ausprobieren und networken!

ZENITH WATCHES
298 DAYS 02 HRS 43 MINS 47 SECS

Entdecke unsere Brands

Vom italienischen Barbershop über Massschuhe bis zum Custom Bike: Entdecke unsere Brands.

Man's World, lass uns wieder rein!

Es wurde gegessen, ausprobiert, gelacht, inspiriert, entdeckt. Hier gibt es die ersten Eindrücke.

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 people and a helicopter. 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 showing the location at Grubenstrasse 15, Zürich, and a 'Get in touch with Man's World' section with a 100% response rate. Below this is a post from March 8 at 7:15pm sharing a link to a list of items: 'Autoheizung, Kühlschrank, COBOL Computersoftware, Kuchendiagramm, Faltbarer Fallschirm, Kevlar, Rettungsboot, Leuchtraketen, Erster Computer-Algorithmus, Optische Gläser, Monopoly.' The right sidebar shows an event in Zürich, Switzerland, with a 4.4 star rating, and a 'Very responsive to messages' badge.





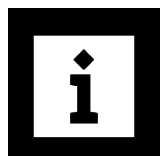
Man's World Zürich (8)9-11 March 2018



Man's World Zürich in March 2018



Cross-topic platform, Fr|Sa|Su
9 to 11 March 2018; Pre-Opening on
Thu, 8 March



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



StageOne Hall in Zürich-Oerlikon,
total >5'000 m² and outdoor area



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



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



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



Visitor target 2018 >12'000

Target Group: Men



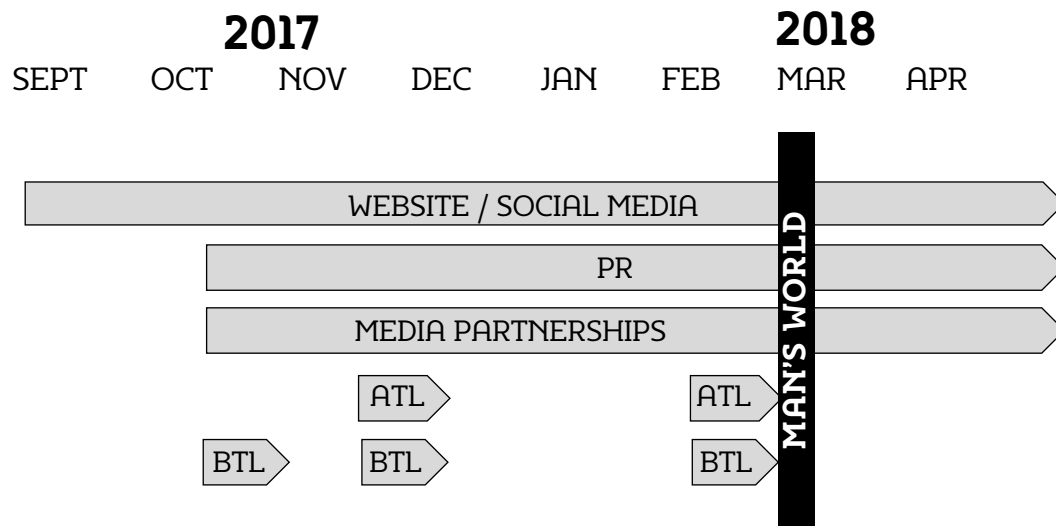
Man's World is for men. The platform, the offers and its communication are targeted accordingly.

- Working men with 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.

Communication 2018

- Man's World plans a 360° campaign in both the German and French part of Switzerland
- Media partnerships with business journals, lifestyle magazines, TV and various special magazines, both online and offline
- Communication budget 2018 > CHF 200'000.



Organisation | Contact



Daniel
Rasumowsky



Karim
Debabe



Roman
Stämpfli

Your Contact:

daniel.rasumowsky@mansworld.com

karim.debabe@mansworld.com

roman.staempfli@mansworld.com

MAN'S WORLD Schweiz AG

Grubenstrasse 15

8045 Zürich

www.mansworld.com

+41 43 543 61 80





**MAN'S
WORLD**