



Switzerland.



Grand Train Tour of Switzerland.

Roger Federer Campaign 2023.



Switzerland.



Interlaken

Montreux

GTToS Campaign with Roger Federer.



Campaign Objectives

- Awareness: international awareness for Switzerland as an attractive travel country
- Earned reach: big int. media buzz thanks to prominent brand ambassador, co-star and creative storytelling
- Attraction: knowledge about touring offers, especially the Grand Train Tour in Switzerland
- Stay longer: extension of overnight stays

Target markets

- International campaign with a focus on USA, India, South Korea, UK, SEA, Germany, France, Italy and Japan

Segment

- Attraction Tourer





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Storytelling – «The ride of a lifetime».

Roger Federer has convinced yet another co-star to do a Switzerland Tourism ad together, this time promoting the Grand Train Tour of Switzerland. It starts off well, until the two board a panoramic train instead of the specially prepared carriage. During their trip they accommodate themselves with the situation, get to know the other passengers and enjoy the ride of a lifetime.



Timing.

- Communication via B2B Newsletter 27.02.23
- Partner Presentation Content Team 27.02.23
- Registration opens 27.02.23
- Info RDK 28.02.23
- Registration closes 22.03.23
- Content delivery from ST to participants 27.03.23
- **Campaign Launch 30.03.23**

Launch Date:
Thursday, 30 March 2023

Assets.



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Main Film.

- **Please share YT-link only, e.g. by including it on your website via iFrame**
- 16:9 (cinemascope)
- English
- Subtitles in all required languages (SRT files)
- 270s

Trailer.

- **Please use digitally only on owned channels**
- 9:16
- English
- Subtitles in all required languages (SRT files)
- 30s
- CTA «Watch now on YouTube» included

Social Media.



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Social Media Guidelines.

- If you'd like to post on **Facebook, Twitter & LinkedIn** please share the YT-link and post it as a link preview.
- For **Instagram** you can order the trailer via the registration form so you can share it on Instagram. If you're creating a story you can link to the YT main film or share the ST post.
- For LinkedIn, you can also share the ST Post and add the wording.
- Please use the prepared wordings and our hashtags **#IneedSwitzerland** and **#grandtraintour** and tag us:
 - Instagram: @myswitzerland
 - Facebook: @MySwitzerland
 - Twitter: @MySwitzerland_e
 - LinkedIn: @SwitzerlandTourism
- If you have questions regarding the community management, please get in touch via socialmedia@switzerland.com

Thank you.



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