



**Switzerland.**

# News from the Partner Campaign & Social Media

Florian Rötheli, Sabrina Vonesch, Jérôme Lacourrège & Alexa Chessex  
Key Partner Meeting Extended - 6. November 2023.

# Our aim today.

- General update
- Review and outlook
- Input and exchange







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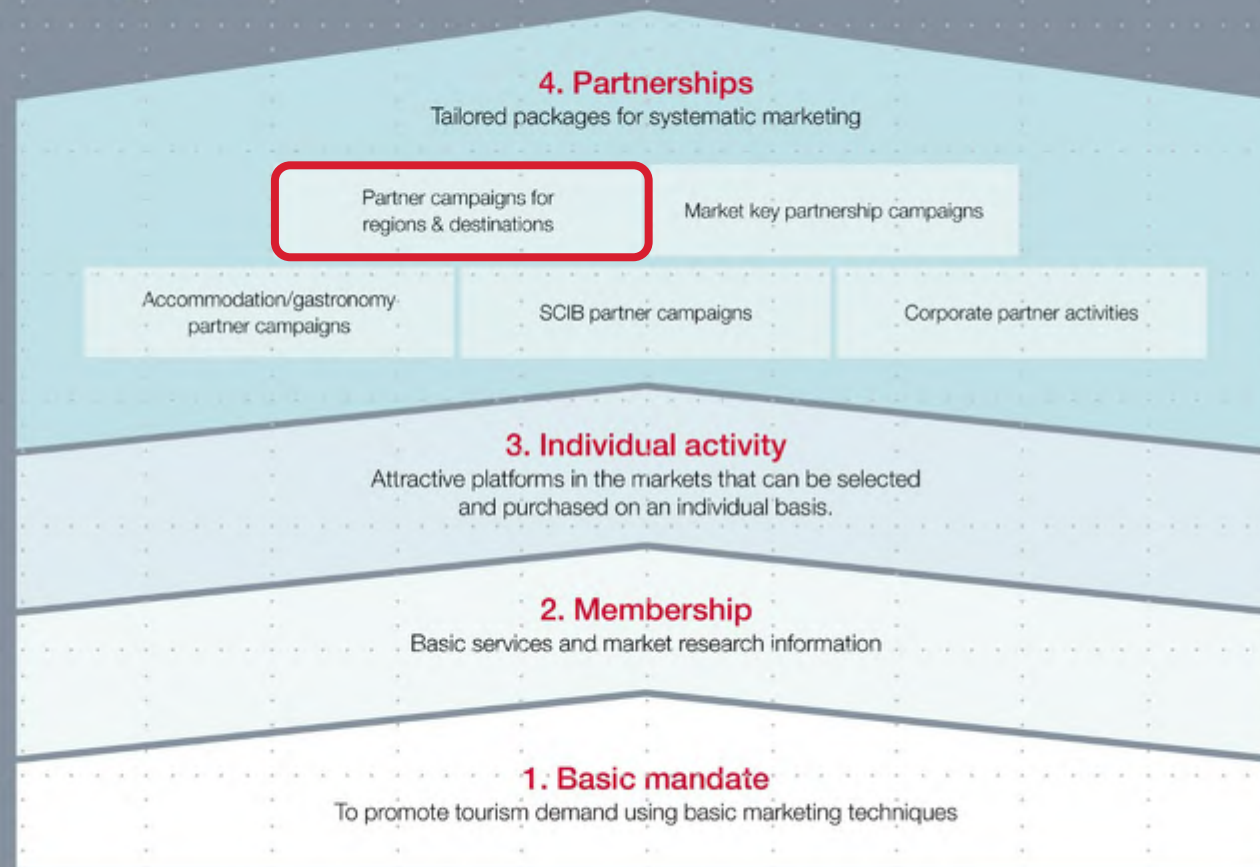
# Partner Management Partner Campaign





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# Partner integration.





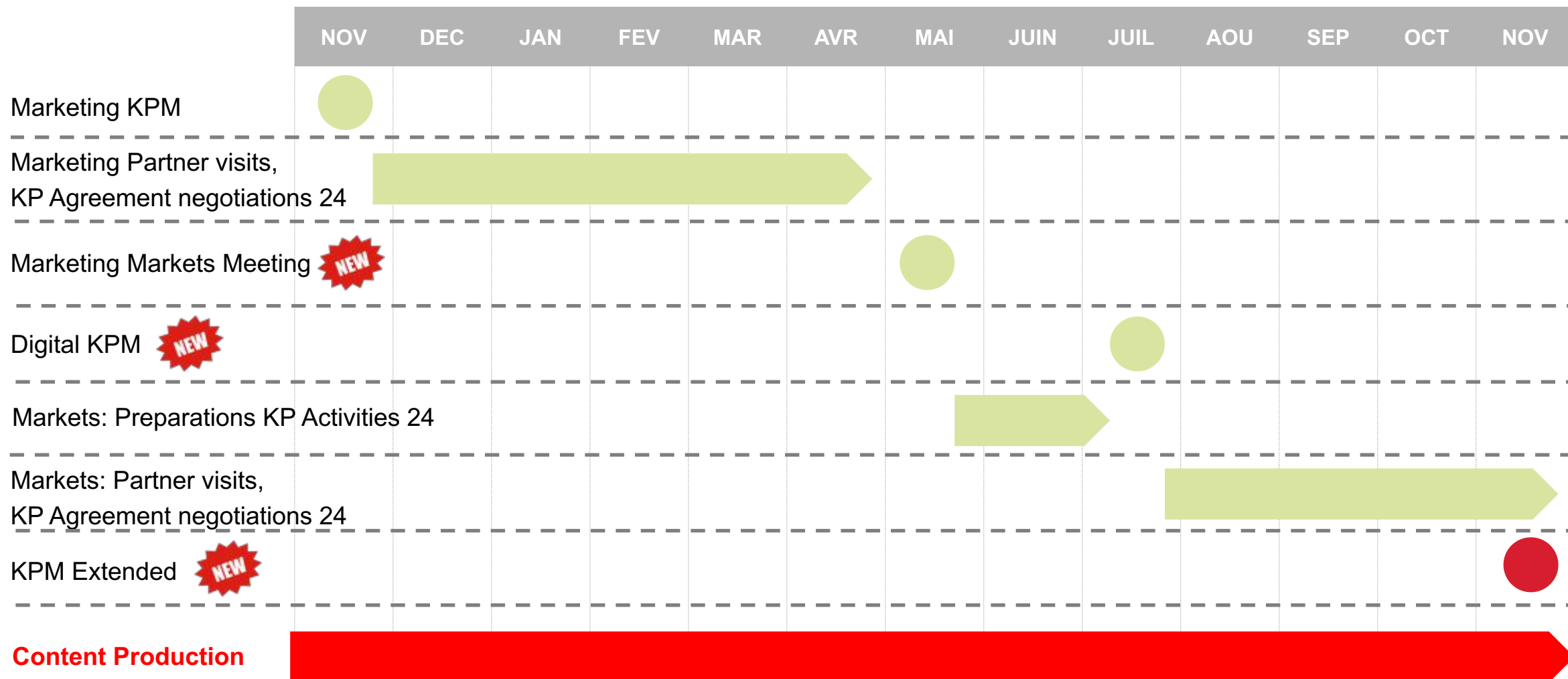
# Our Plan for 2024.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Partner Campaigns													
Regions & Destinations	Partner Winter			Partner Summer					Partner Autumn		Partner Winter		
Cities & AMoS	Partner Cities								AMoS		Partner Cities		
Accom. & Gastronomy	Cooperations / Touring / Swisstainable/ Serviced Appartements / Para Hotellerie /Gastronomy												
Swisstainable Campaigns													
Summer				Swisstainable on Public Transport									
Winter	Swisstainable on Public Transport (Winter / Future Gen)												
BAK/ISOS				The magic of beautiful places									
Grape Escapes				Grape Escapes									
Hotel Campaign				Overarching Accomodation Topic									
Roger Federer Campaign									RF Autumn				
SCIB Campaign				Bleisure (Come to work, stay to play)									
Always on Campaign				Topics: Seasons, Activities, Touring (GToS & GTToS), Cities, ...									

# Our year with you.



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# Survey productions 2023/24



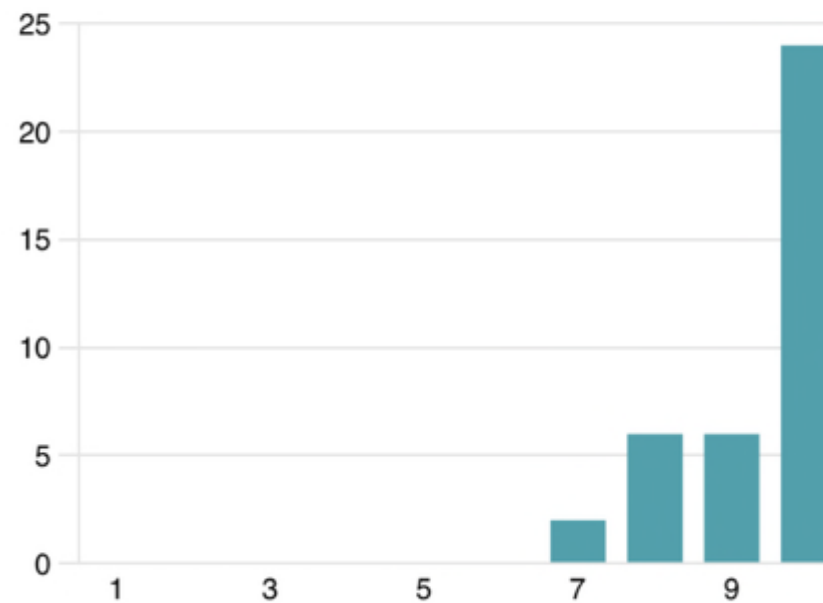
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## 7. General satisfaction with the process so far:

[More Details](#)

 Insights

9.37  
Average Rating



100%

0%

100%

n = 38 responses

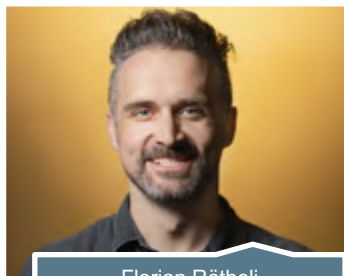
# Our Team.



## special guests



Felix Pal  
Content Manager



Florian Rötheli  
Head of Content and Partner  
Marketing



Franziska Lüthi  
Content Manager



Hans Estermann  
Content Manager



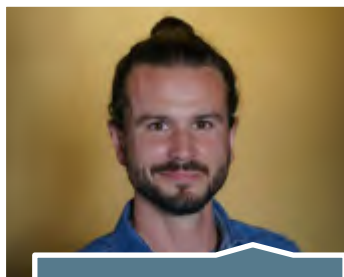
Jérôme Lacourrège  
Key Account Management



Alexa Chessex  
Directrice France



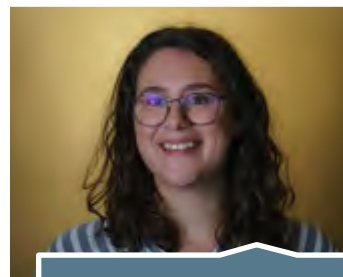
Nicole Meier  
Content Manager



Pascal Fussen  
Content Manager



Samantha Scheuch  
Content Manager



Samira Steriti  
Trainee



Silja Müller  
Content Manager



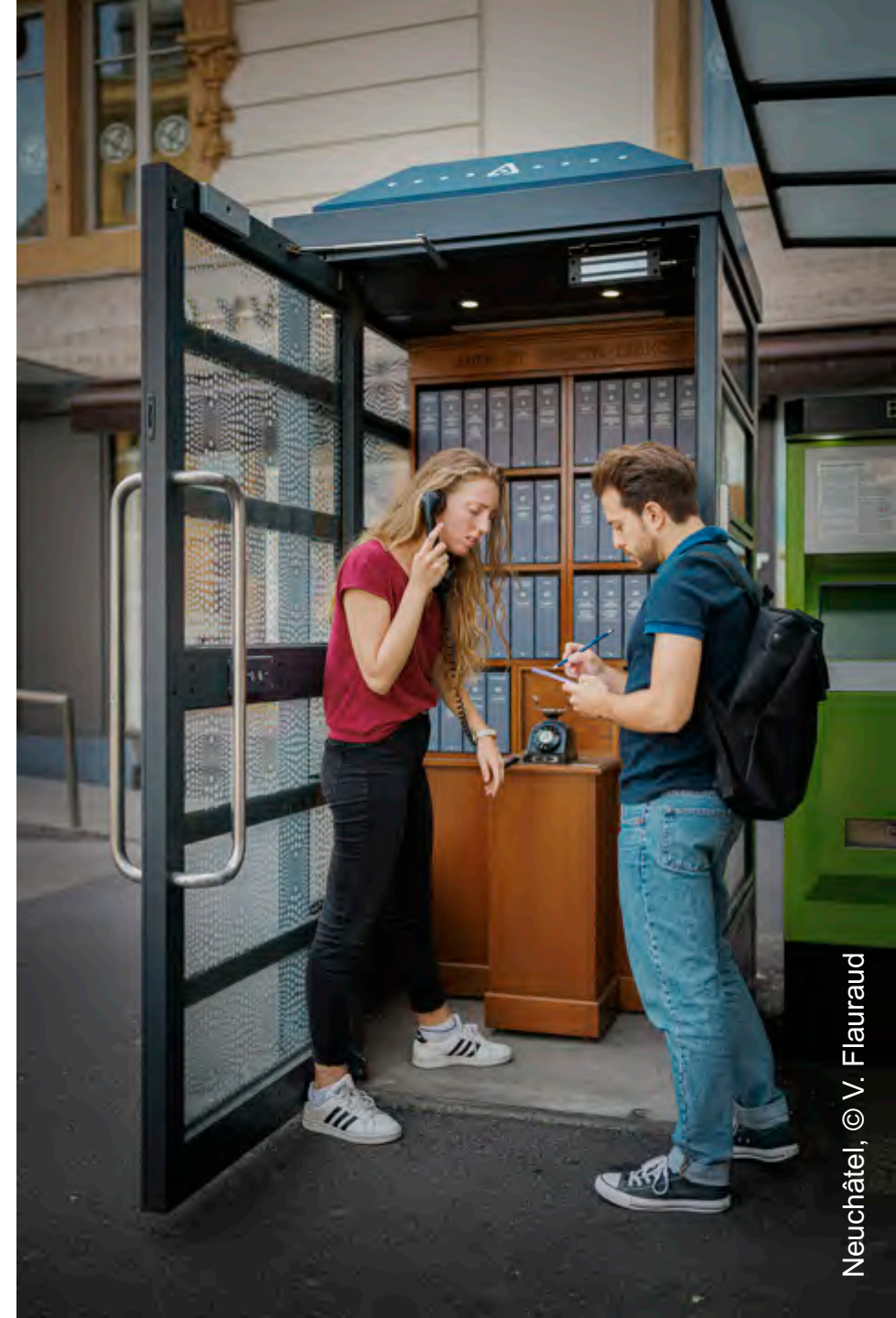
Sabrina Vonesch  
Marketing Distribution Manager



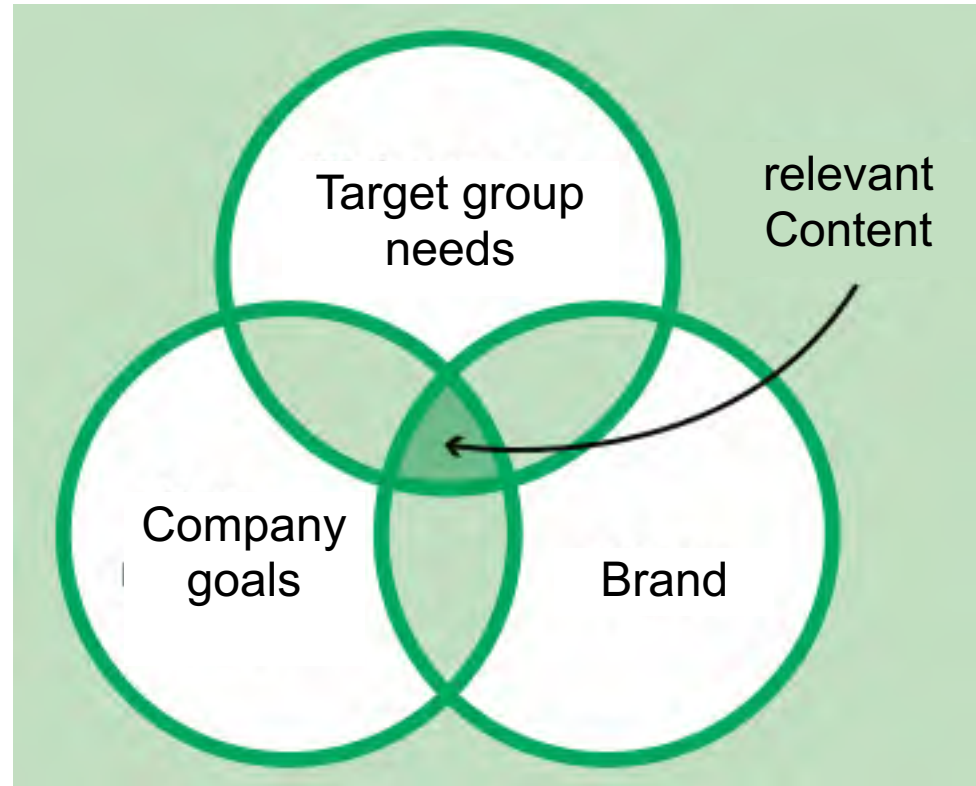
# Our Mission.

We are content and Switzerland experts with the goal to produce :

- the right content
- to the right audience
- with the right message
- for the right channels



# How do we create relevant content?



Source: <https://www.digitalmarketingblog.ch/content-marketing-fur-anfanger/>

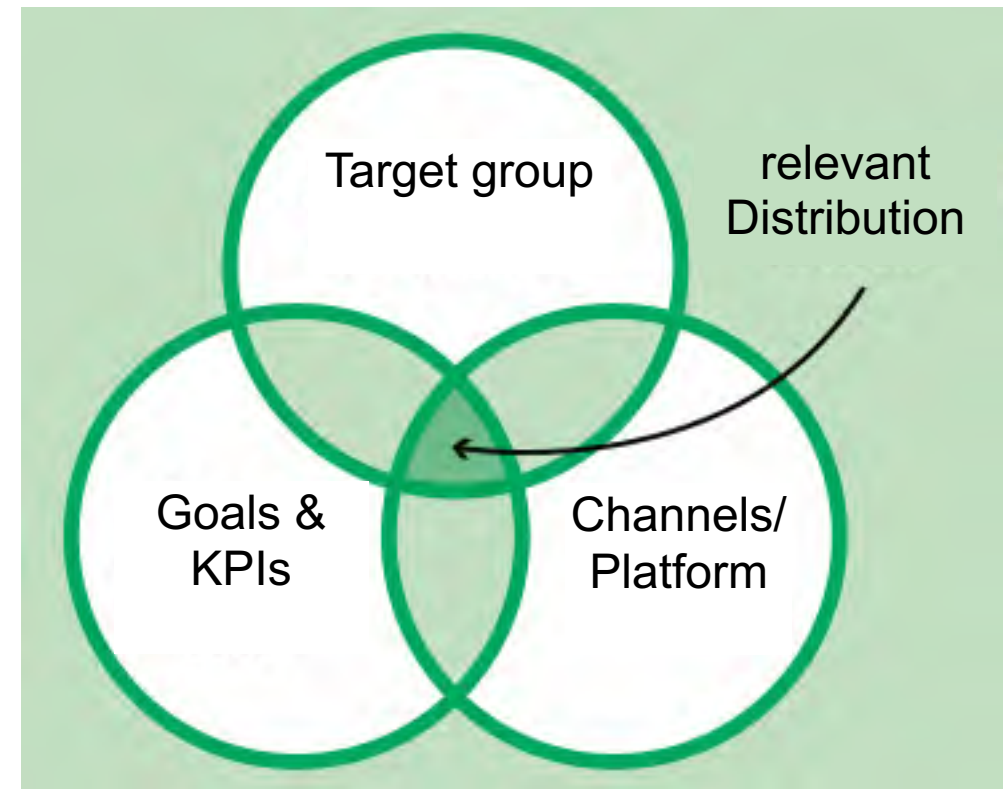


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# How do we distribute our content?

**The best content is useless if no one (or the wrong person) sees it.**

- What are our goals?
- Who do we want to address?
- When do we want to address this target group?
- How do we want to address the target group?







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Let's have a closer look  
at some examples...







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# Culture & Gastronomy in Geneva

- **Goal:**

To establish Geneva as an art & gastronomy city.

- **Target group:**

Art lovers, connoisseurs, appreciate the diverse offer of a city in a small space.





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# Culture & Gastronomy in Geneva

- Awareness campaign
- **QUINN** as Persona
- Lever: indulgence, time out, exclusivity

## Implementation

- Multimedia Production Story
- a credible local from the scene
- Impressive images
- Tonality

### Travel motives

I want ...

- ... want to enjoy the good side of life.
- ... to pamper myself and my loved ones – have a perfect time.
- ... to see/learn new things.
- ... to enjoy maximal relaxation.
- ... to interact with interesting people.
- ... to feel like someone special.

### Top 5 activities while travelling

1. City visits 61%
2. Staying at the sea 54%
3. Sightseeing 52%
4. Art & culture 46%
5. Culinary expeditions 43%

**WATCH VIDEO:** <https://www.youtube.com/watch?v=KjYuUkc8Zqk>



# Baroque Days in Solothurn.



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- **Objective:** To promote the Baroque Days in Solothurn.
- **Target group:** People interested in culture and history
- **Guest requirement:** Immerse yourself in the baroque history of Solothurn and experience life „anno dazumal“.





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# Baroque Days in Solothurn.

- Traffic campaign
- **KRIS** as Persona
- Lever: tradition & history, mingle with locals

## Implementation

- Short clip 15 sec
- Show diversity of the offer
- Interactions with locals

### Travel motives

#### I want ...

- ... discovering new places I have not been.
- ... an abundance of authentic and exotic experiences (e.g. getting to know traditions, culture, culinary customs, historical sites).
- ... to learn about the history of a destination.
- ... to go off the beaten track.
- ... to see art.
- ... freedom and independence.

### Top 5 activities while travelling

1. City visits 82%
2. Sightseeing 77%
3. Exploring a country's history 76%
4. Art & culture 66%
5. General nature experience 65%

**WATCH VIDEO:** <https://www.youtube.com/watch?v=aFzVMm8xoX8>

# But we also work very closely with the markets



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- **France :**

Seize the opportunity of the 2024 Olympic games to promote the city's range of sport activities and the Olympic Museum.







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# How will we distribute the content (in France)?

- Paid distribution **via Instagram** as video ad in spring in selected cities in France & in german speaking parts of Switzerland
- **Time Out Paris** : Distribution of the video as part of the partnership with Time Out Paris (online content hub + social media). 100% online. Spring.



# Partner Campaign 2023. Best performer & first learnings.



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# Partner campaign – paid distribution.



## Dreaming

### Goal KPI

Impressions (CPM),  
**Video Views (CPV)**

### Additional Optimization KPI

Engagement Rate,  
**View Rate** (ThruPlay,  
Full Views, etc.)



## Planning

### Goal KPI

**Clicks (CPC)**,  
Trackable Website  
Sessions (CPS)

### Additional Optimization KPI

Website Session Quality  
(e.g. Events/Goals  
such as Scroll Depth,  
Sessions per Pages,  
**CTR**, Leads, Avg. Time  
Spent, Engaged  
Visit Rate)



## Booking

### Goal KPI

Clickout to Partner  
Website / Booking Engine  
(CPA)

### Additional Optimization KPI

Goal Completion Rate  
at (Partner) Landing  
Page, Bookings at  
Partner Landing Page,  
Outbound Click Rate



## Exploring

### Goal KPI

App Downloads (CPDL),  
SEA Clicks (CPC)

### Additional Optimization KPI

App Usage,  
Website Session Quality  
(e.g. Events/Goals  
such as Scroll Depth, Sessions  
per Pages, CTR, Leads,  
Avg. Time Spent, Engage  
d Visit Rate)



## Remembering

Remembering is not  
part of a paid campaign





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# Partner Campaign 2023 - overview.

## Summer, City & Autumn.

- **Meta:** overall 179 campaigns (46 Key Visuals, 133 Cutdowns (Shortclips, MMS))

**Click-Through-Rate: 1.34%**

- **Youtube** (Stories only): overall 76 campaigns

**Video 100%: 35.64% (Full Views)**

# Partner Campaign 2023 – best performer city.



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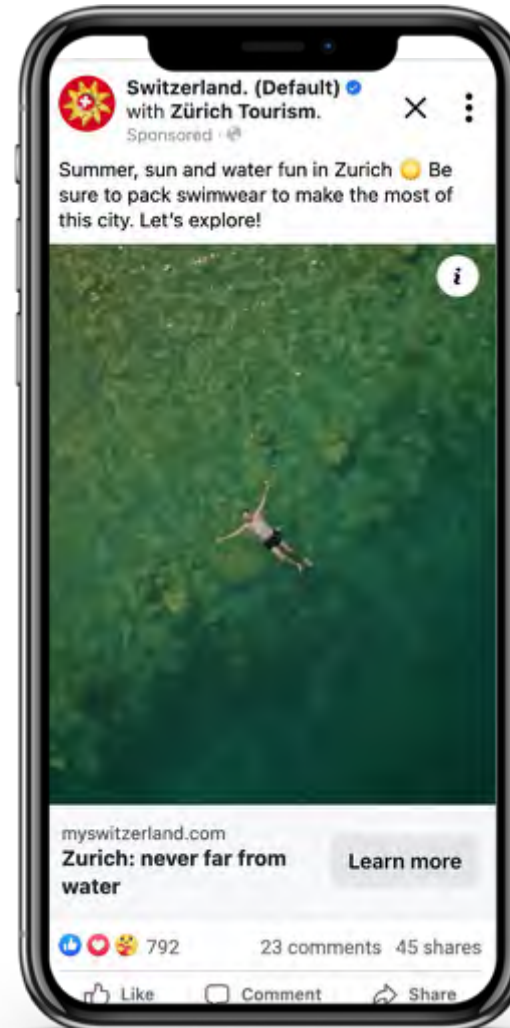
## All markets

- Story Zurich (Water & Recycling)
- Market USA, en
- **CTR 5.69%** (overall 1.64%)
- CPC EUR 0.16

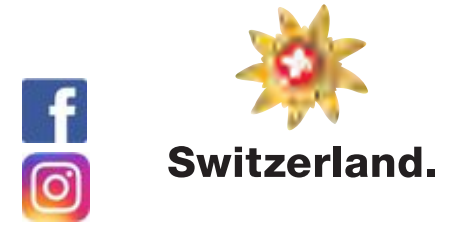
## Market CH

- Shortclip Thun (Summer & Water)
- Market CH, de
- **CTR 2.45%** (overall 1.03%)
- CPC EUR 0.26

(in regards of the highest CTR)



# Partner Campaign 2023 – best performer summer.



## All markets

- Story Engadin (climbing)
- Market DE, de
- **CTR 3.89%** (overall 1.15%)
- CPC EUR 0.11

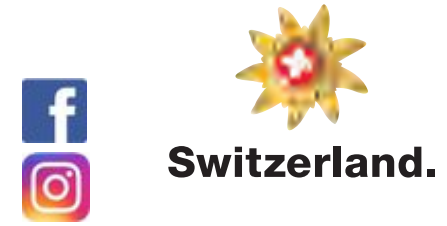
## Market CH

- Keyvisual Fribourg / Estavayer (beaches)
- Market CH, de
- **CTR 1.97%** (overall 0.88%)
- CPC EUR 0.26

(in regards of the highest CTR)



# Partner Campaign 2023 – best performer autumn.



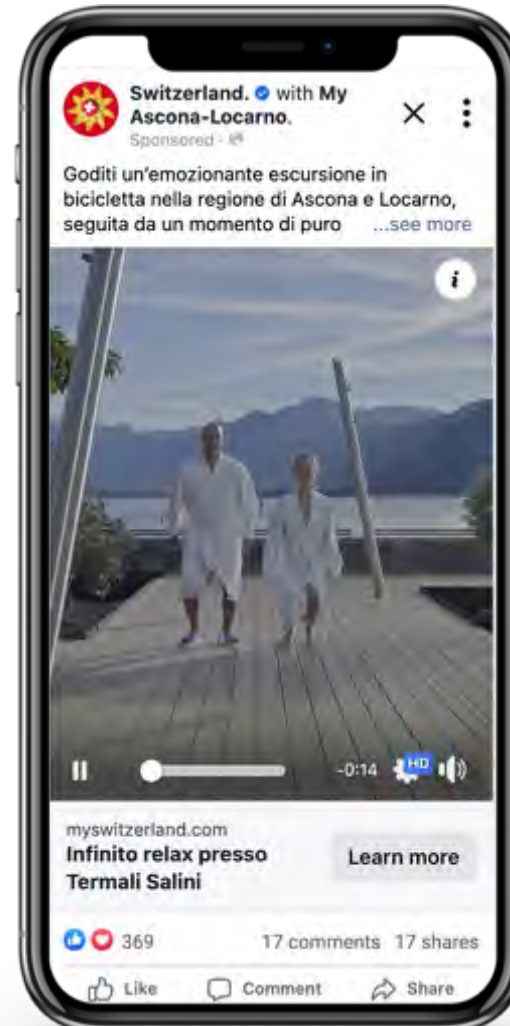
## All markets

- Shortclip Ascona-Locarno (Ebike)
- Market IT, it
- **CTR 3.90%** (overall 1.07%)
- CPC EUR 0.05

## Market CH

- Keyvisual Ticino (Bellinzona)
- Market CH, de
- **CTR 2.31%** (overall 0.84%)
- CPC EUR 0.32

(in regards of the highest CTR)





# Partner Campaign 2023 – best performer.



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Multimedia Stories all markets:

Autumn: **Ticino** – Rice Fields, CH, de

City: **Geneva** – Art & Culture UK, en

Summer: **Bern** – Grimselwelt, BeNeLux, nl

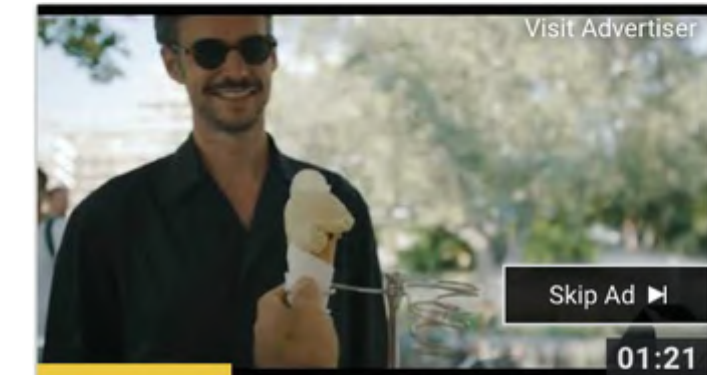
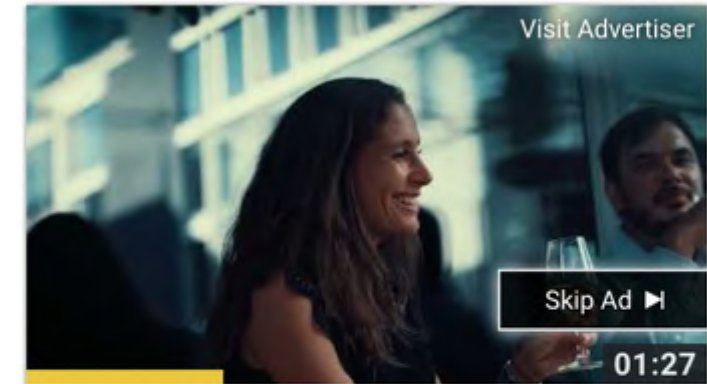
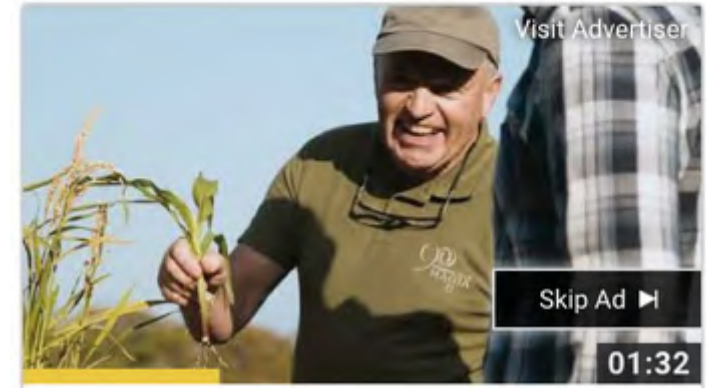
Ticino: **48.52%** of the viewers watched **100% of the video.**

Geneva: **47.37%** of the viewers watched **100% of the video.**

Bern: **40.49%** of the viewers watched **100% of the video.**

(overall 35.64%)

(in regards of the "video played to 100%")





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# Partner Campaign 2023 – platform fit.

**Overall: satisfying performance with partner campaigns 2023**

## Youtube

- User are in the **mindset** of consuming **video content**
- So far best platform choice for **long-form video content** (mms, 30s+)

## Meta (Facebook, Instagram)

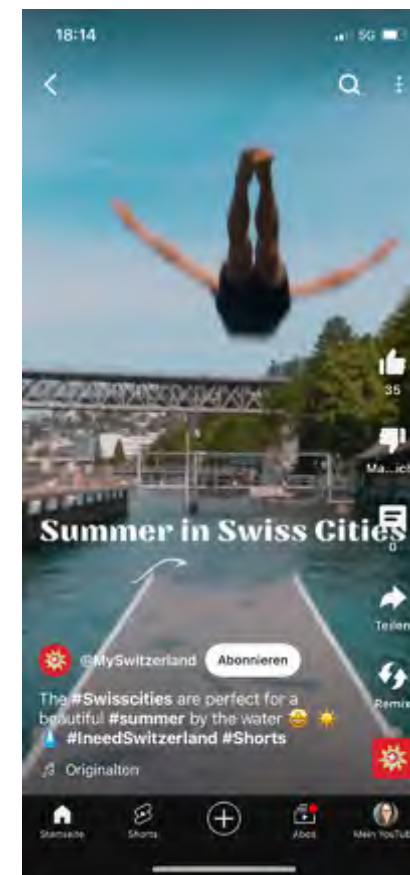
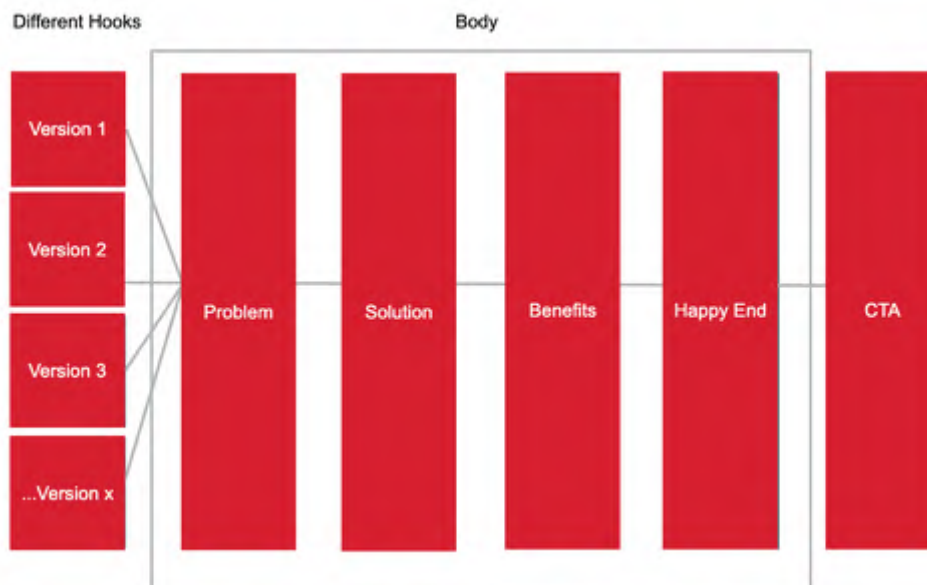
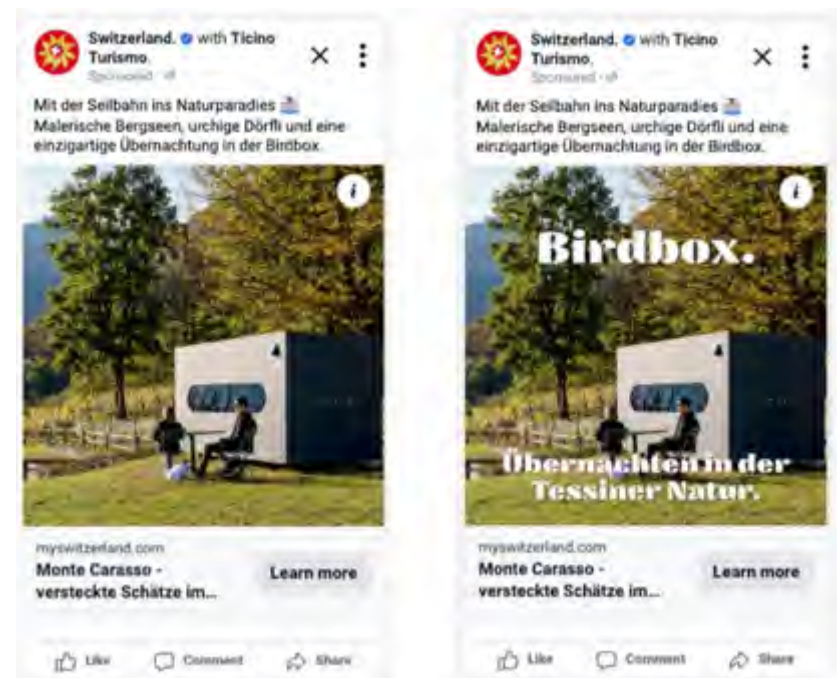
- best platform for **generating link clicks** and to lead user on a certain landing page (myS or partner landing page)
- **no comparable CTR** on other platforms
- Videos usually have a higher CTR than link ads > **video first strategy**

What about 2024 and later?



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# Partner campaign - Testing 2024.



Testing 1: Images

Testing 2: Video

Testing 3: Publisher,  
Formats





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# Content Items 2024... (almost everything is produced)

Event Promotion		Experience Promotion		Multi Experience Promotion		Multimedia Production		Booster Distribution	Print / Magazin
Festivals, Museum, etc		As in 2022/23		various experiences & offers in a region as Carousel Ads		Adaption of our Multimedia Stories 2022/23		various experiences & offers in a region as Carousel Ads	1 Magazine for 2024
“instant distribution”				NEW!		NEW!		Distribution only!	
Vertical Video	Key Visual	Short Clip	Photo	Video	Mood Video	Story Video	Photo	Print 300k copies	
Traffic or Awareness	Traffic	Traffic or Awareness	Traffic	Traffic	Awareness & Traffic or Traffic	Awareness	Traffic	Awareness	
Meta Ads / TikTok	Meta Ads	Meta Ads	Meta Carousel Ads	Meta Carousel Ads	Meta Ads	Youtube & Media partnersh.	Meta Carousel Ads	Only in combination with Multimedia Production (2 pages) & Experience Promotions (½ page)	
NEW!							NEW!		
CHF 10k	CHF 10k	CHF 25k	CHF 20k	CHF 40k	CHF 60k	CHF 60k	CHF 30k	CHF 20k: 2 pages CHF 5k: ½ page	



## .... Content Items for 2025? (registration in January 2024)

Event Promotion		Experience Promotion		Multi Experience Promotion		Multimedia Production		Booster Distribution		Print / Magazin	
Festivals, Museum, etc		As in 2022/23		various experiences & offers in a region as Carousel Ads		Adaption of our Multimedia Stories 2022/23		various experiences & offers in a region as Carousel Ads		Integration in print Magazine	
“instant distribution”								<i>Distribution only!</i>			
Vertical Video	Key Visual	Short Clip	Mood Video			Story Video	Photo	Print 300k copies			
Traffic or Awareness	Traffic	Traffic or Awareness	Awareness & Traffic or Traffic			Awareness	Traffic	Awareness			
Meta Ads / TikTok	Meta Ads	Meta Ads	Meta Carousel Ads			Meta Carousel Ads	Youtube & Media partnersh.	Meta Carousel Ads	Only in combination with Multimedia Production (2 pages) & Experience Promotions (½ page)		
CHF 10k	CHF 10k	CHF 25k	CHF 20k	CHF 40k	CHF 60k	CHF 60k	CHF 30k	CHF 20k: 2 pages CHF 5k: ½ page			

# Nothing decided, but we have more ideas for 2025/26

(tests in 2024, production in 2025, distribution in 2025 or 2026)

- Ideas for 2025ff...





# Youtube Series.

Organic communities are getting more important. The potential of the partner campaign should be integrated from the outset.

- Create a Youtube series à la "The perfect Shot" that is entertaining and informative  
(entertainment and/or "edutainment")
- Regularity: a video will be posted every x weeks
- Distribution: cross-media promotion with shorts/TikTok --> 2-3 cutdowns per series), distribution: 6 sec. bumper ads, etc.



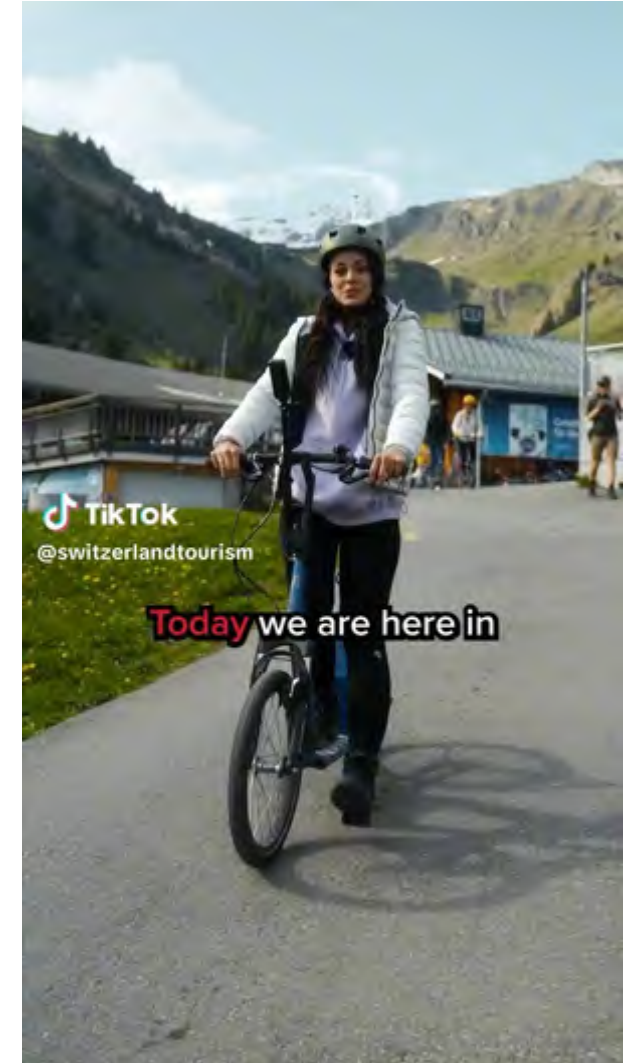
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# TikTok Calendar incl. Paid Boost

TikToks are posted daily on the ST account for X days on a specific topic / season

- Seasonal Advent Calendar Variant (excursion tips in a specific Season based on partner content)
- a creator tests all partner activities and rates them (English)

**Goal: create content that goes viral, account push with partner focus**





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# Omnichannel Market CH Campaign.

Most partners invest a large part of the budget in the Swiss market. With an **omnichannel campaign focusing on the Swiss market**, the campaign can be expanded and visibility among potential guests and the tourism industry can be strengthened.

## Idea: à la Coop "Taten statt Worte"

- Overall awareness is generated for Coop and their good deeds, but per specific ad attention is generated for the specific deed, we want the same for the touristic partners (a common cover that allows focus on the individual)
- Paid social, organic social, banner MyS, (D)OoH, Radio, influencer, SEA, newsletter campaign, Events, etc...



# Coop: Taten statt Worte.

**Taten statt Worte Nr. 49**



**Bei unseren leisen,  
sparsamen und abgasfreien  
Elektrolastwagen gibt's  
nichts zu brummen.**  
taten-statt-worte.ch



Für mich und dich.

**Taten statt Worte Nr. 157**



**Bei uns sind alle  
willkommen. Auch die, die  
aus der Reihe tanzen.**  
taten-statt-worte.ch



Für mich und dich.

**Taten statt Worte Nr. 251**



**Da schau her:  
Alle unsere frischen Ananas  
werden fair gehandelt.**  
taten-statt-worte.ch



Für mich und dich.



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# Multimedia Production. Reportage.

We would like to offer a reportage format as a supplement to the mood film or scripted story.

With the **long format** reportage, we dive even **closer** into the life of a place, a region an experience and show everything even **more authentic**.



# Podcast.



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A podcast offers listener convenience and the ability to multitask, while videos require visual attention. Podcasts are accessible to a wide audience and can convey a region / experience in more depth.



# Summary Menti-Voting

(n=38 votes, Scale 1-5)

Item	Youtube	TikTok	Omnichannel	Reportage	Podcast
<b>This is very interesting for us:</b>	<b>3.8</b>	<b>2.8</b>	<b>3.1</b>	<b>3.0</b>	<b>2.1</b>
<b>We would invest a considerable amount of our total investment in this item:</b>	<b>2.9</b>	<b>2.3</b>	<b>2.8</b>	<b>2.7</b>	<b>1.5</b>





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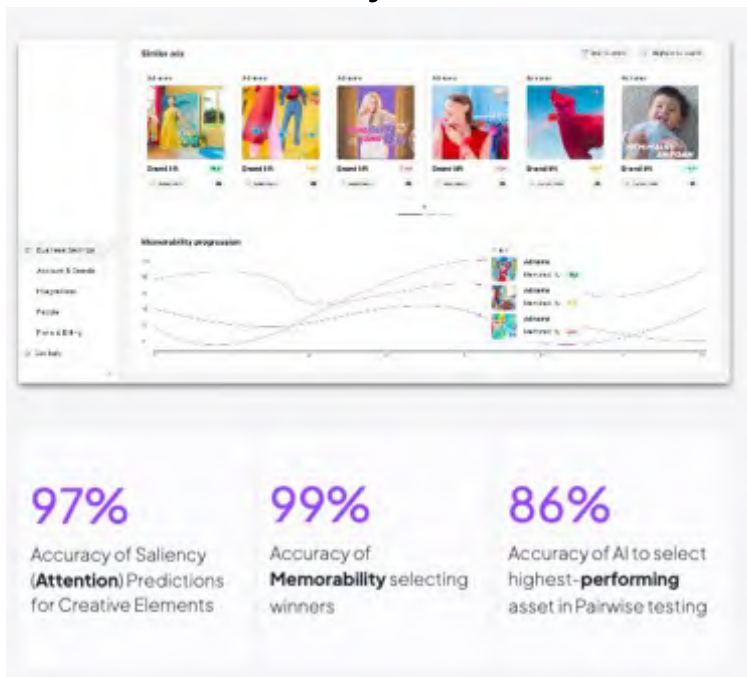
**Social Media 2024.**

# Social Media 2024 – Artificial Intelligence.

- Artificial intelligence opens a **new era of technical innovation** for marketing

## Example ST Testing Memorable

- Creative Pretest
- Creative Analytics



**Creative element reporting**

Identify areas for improvement by analyzing specific creative elements.

Channels: All Time range: Last 90 days

Top Bottom Total impressions Search creative elements Average Variance

Creative element	Tips	Channel	Spent	Impressions	Freq	CPM	EB	CPE	CTR	CPC	VTR
Main color: Green	Use more	-	\$ 123,456	123,456	1.5	\$ 1.50	0.50%	\$ 1.50	0.50%	\$ 1.50	0.50
Music: only audio	Use more	-	\$ 123,456	123,456	1.5	\$ 1.50	0.50%	\$ 1.50	0.50%	\$ 1.50	0.50
Has question	Use more	-	\$ 123,456	123,456	1.5	\$ 1.50	0.50%	\$ 1.50	0.50%	\$ 1.50	0.50
Endscreen	Use more	-	\$ 123,456	123,456	1.5	\$ 1.50	0.50%	\$ 1.50	0.50%	\$ 1.50	0.50
Aspect ratio: 4:5	Use more	-	\$ 123,456	123,456	1.5	\$ 1.50	0.50%	\$ 1.50	0.50%	\$ 1.50	0.50
Has speech	Use more	-	\$ 123,456	123,456	1.5	\$ 1.50	0.50%	\$ 1.50	0.50%	\$ 1.50	0.50
Animal: Cat	Use more	-	\$ 123,456	123,456	1.5	\$ 1.50	0.50%	\$ 1.50	0.50%	\$ 1.50	0.50
Large position: Top	Use more	-	\$ 123,456	123,456	1.5	\$ 1.50	0.50%	\$ 1.50	0.50%	\$ 1.50	0.50
Has person	Use more	-	\$ 123,456	123,456	1.5	\$ 1.50	0.50%	\$ 1.50	0.50%	\$ 1.50	0.50
Has CTA	Use more	-	\$ 123,456	123,456	1.5	\$ 1.50	0.50%	\$ 1.50	0.50%	\$ 1.50	0.50
Main color: Green	Use more	-	\$ 123,456	123,456	1.5	\$ 1.50	0.50%	\$ 1.50	0.50%	\$ 1.50	0.50
Music: only audio	Use more	-	\$ 123,456	123,456	1.5	\$ 1.50	0.50%	\$ 1.50	0.50%	\$ 1.50	0.50
Has question	Use more	-	\$ 123,456	123,456	1.5	\$ 1.50	0.50%	\$ 1.50	0.50%	\$ 1.50	0.50



# Social Media 2024 – Vertical Short form videos.



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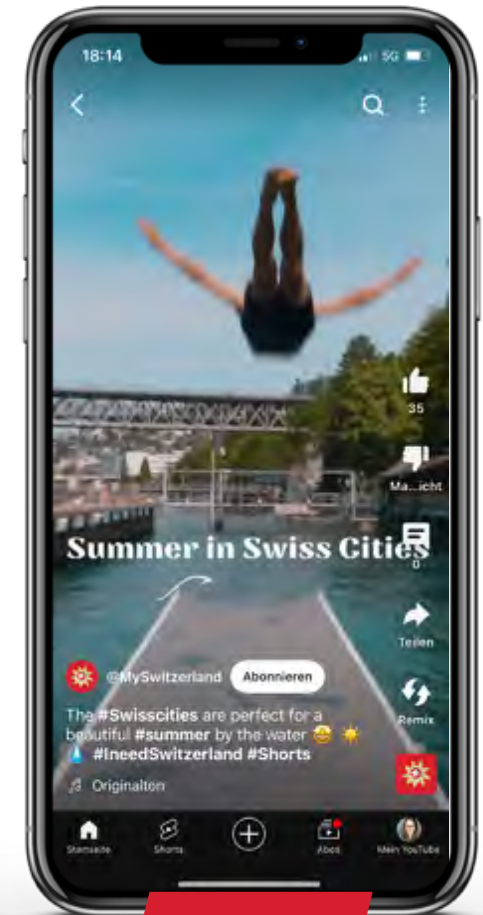
- Focus on
  - Vertical 9:16 videos
  - Short videos
  - Less social
  - More entertaining
- More AI recommendations



IG Reels



TikTok



YT Shorts



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# Social Media 2024 - Creative first.

- The creative is the **most important element** of a paid campaign. We have the biggest **impact** on the campaign **performance** with it.
- Video first: starting with a strong entry



## Story telling Framework

1. a strong entry (Hook – problem or need)
2. Show the brand as a solution to the problem
3. unexpected twist
4. another highlight
5. CTA

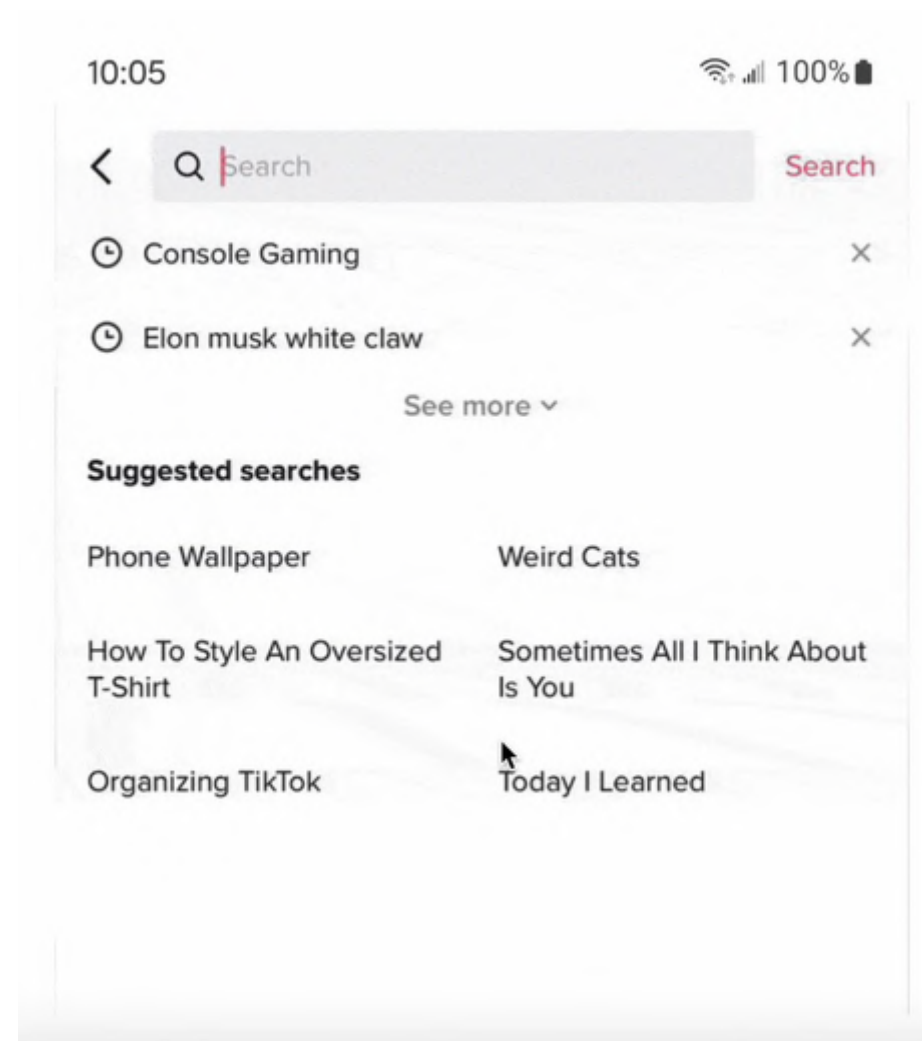




# Social Media 2024 – TikTok Search Ads.

- Tiktok is getting **more relevant** in 2024, the platform is used as **Search Engine** - especially by the **Gen Z**
- Base of potential **change in search behavior** (role of Google)
- Not only interest based but also based on search behavior
- Upper funnel --> Inspiration --> tourism
  - Looking for destinations, insider tips, etc

*\*Currently the search ads toggle is available in the US, and testing in other markets.*



Inputs / Q&A



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## Next steps.

- 27. November 2023: Partner Update Call
  - December 2023: Partner surveys
  - January 2024: Registration partner campaign 2025
  - January - April 2024: 1on1 Meetings with Regions
- 
- Share your feedback and personal needs.

# Your main contacts.



**Switzerland.**



Florian Rötheli  
Head of Content and  
Partner Marketing  
[florian.roetheli@Switzerland.com](mailto:florian.roetheli@Switzerland.com)



Jérôme Lacourrège  
Key Account Manager  
Content and Partner Marketing  
[Jerome.lacourrege@switzerland.com](mailto:Jerome.lacourrege@switzerland.com)





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# KPM Extended: Day 1 – Focus Marketing

Time	Topic	Speaker	Location	Group
09:45 – 10:45	Opening	Martin Nydegger and other members of the Executive Board	Kleiner Saal	everyone
11:15 – 12:15	All-year tourism Artificial Intelligence Partner Campaign	M. Pally, D. Chiani, R. Ammon D. Stöcklin, A. Freimann J. Lacourrège, S. Vonesch, A. Chessex	Kleiner Saal Bodensee Foyer	Blue ● White ● Green ●
12:15 – 13:30	<i>Lunch</i>		<i>Cafeteria</i>	everyone
13:30 – 14:30	All-year tourism Artificial Intelligence Partner Campaign	M. Pally, D. Chiani, R. Ammon D. Stöcklin, A. Freimann J. Lacourrège, S. Vonesch, A. Chessex	Kleiner Saal Bodensee Foyer	Green ● Blue ● White ●
14:45 – 15:45	All-year tourism Artificial Intelligence Partner Campaign	M. Pally, D. Chiani, R. Ammon D. Stöcklin, A. Freimann J. Lacourrège, S. Vonesch, A. Chessex	Kleiner Saal Bodensee Foyer	White ● Green ● Blue ●
<i>From 16:00</i>	<i>Apéro</i>		<i>Cafeteria</i>	everyone
16:00 – 17:00	<i>Workshop WEURO</i>	<i>M. Pally, V. Grobet</i>	<i>Kleiner Saal</i>	<i>by invitation</i>

Danke. Merci. Grazie. Grazia.