



**Switzerland.**

Head of Campaigns

Martin Pally



# Switzerland.

# Main Challenges





1.

# Battle for Attention







2.

#firsttimevisitors

Guests are our best ambassadors





3.

Rejuvenate the target group





23

Markets

34

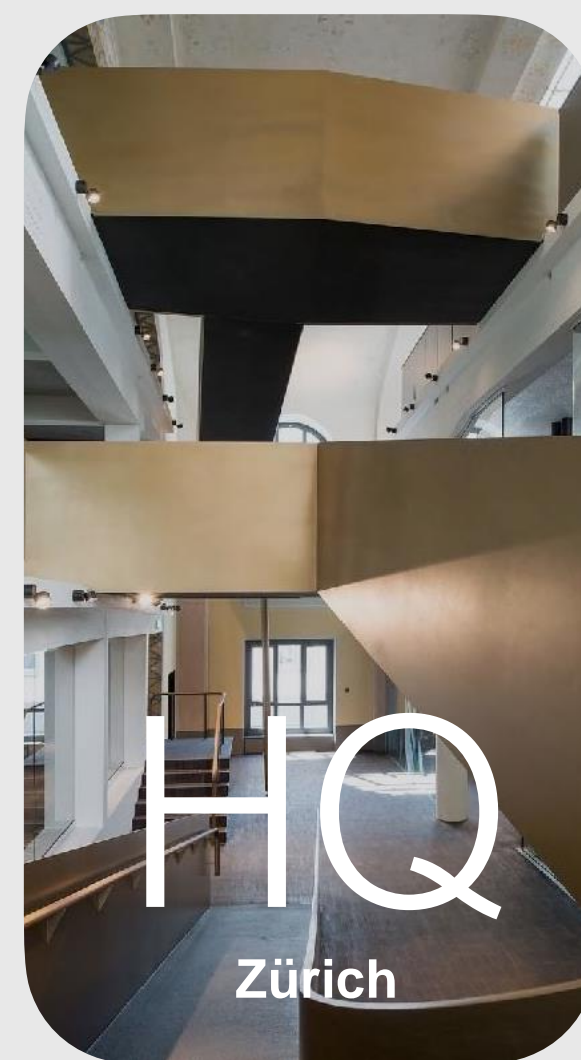
Offices





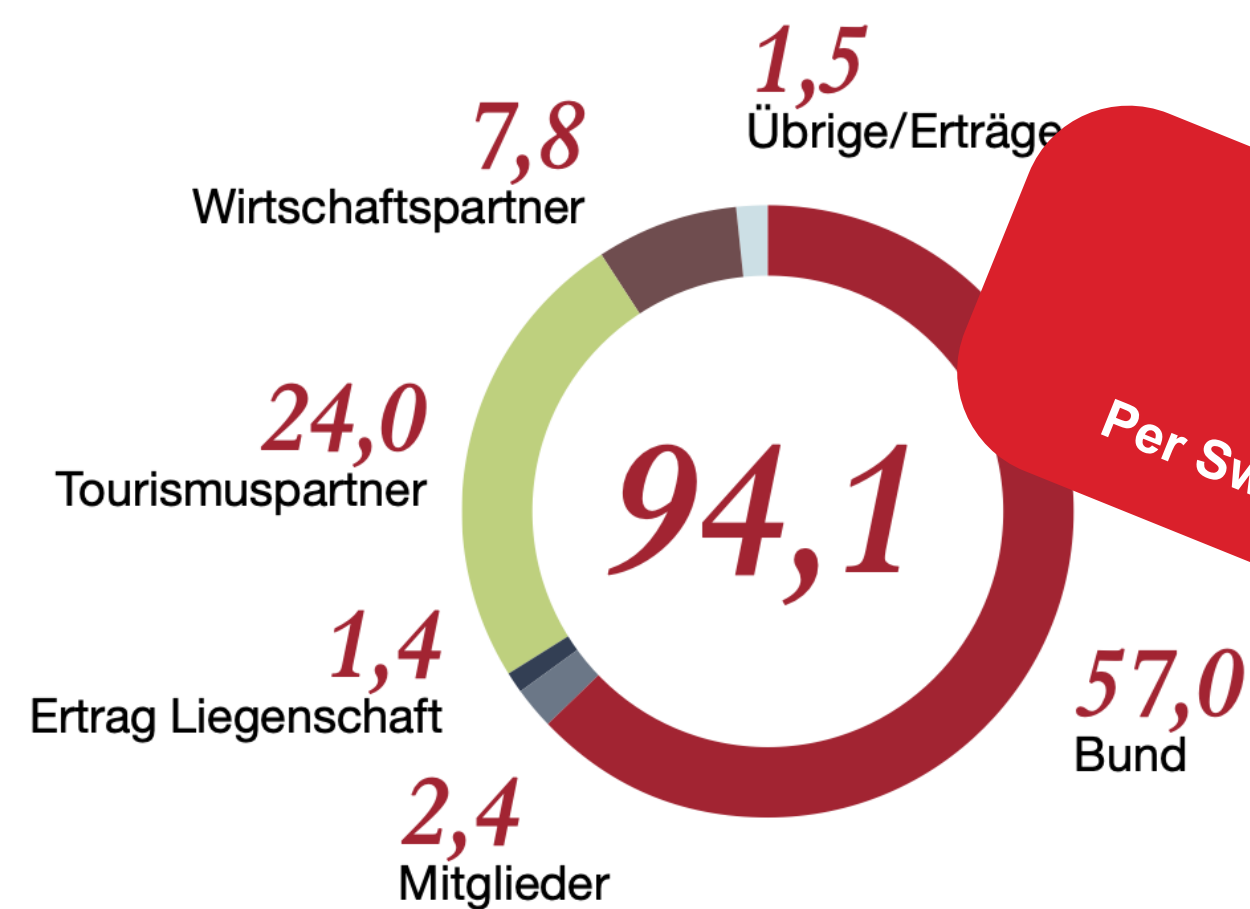
## Switzerland Tourism (ST) is:

a public-law corporation of the Swiss Confederation and is tasked with promoting tourism demand for Switzerland as a vacation, travel and convention destination, both in Switzerland and abroad.



Every franc that ST invests in marketing generates 29 francs in tourism revenue.

### Yearly budget 2022 in Mio. CHF



**11.-**  
Per Swiss tax payer







Nation Brand Index 2021

#9











Our Asset

Creativity.





Low budget

High Awareness

?

A close-up portrait of Roger Federer, a professional tennis player, smiling warmly at the camera. He has short, dark hair and is wearing a dark blue t-shirt. The background is a soft, out-of-focus light blue and white.

Hi, I'm Roger.









**No budget**  
for global TV.

Full focus on  
**Starpower.**

Measure **realtime**  
and **adjust.**



Biggest campaign success in the history of ST



53

Million YouTube-Views

 YouTube Advertising

YouTube Ads  
Leaderboard:  
2021  
Cannes Edition

800

Million Mediacontacts









Schweiz.

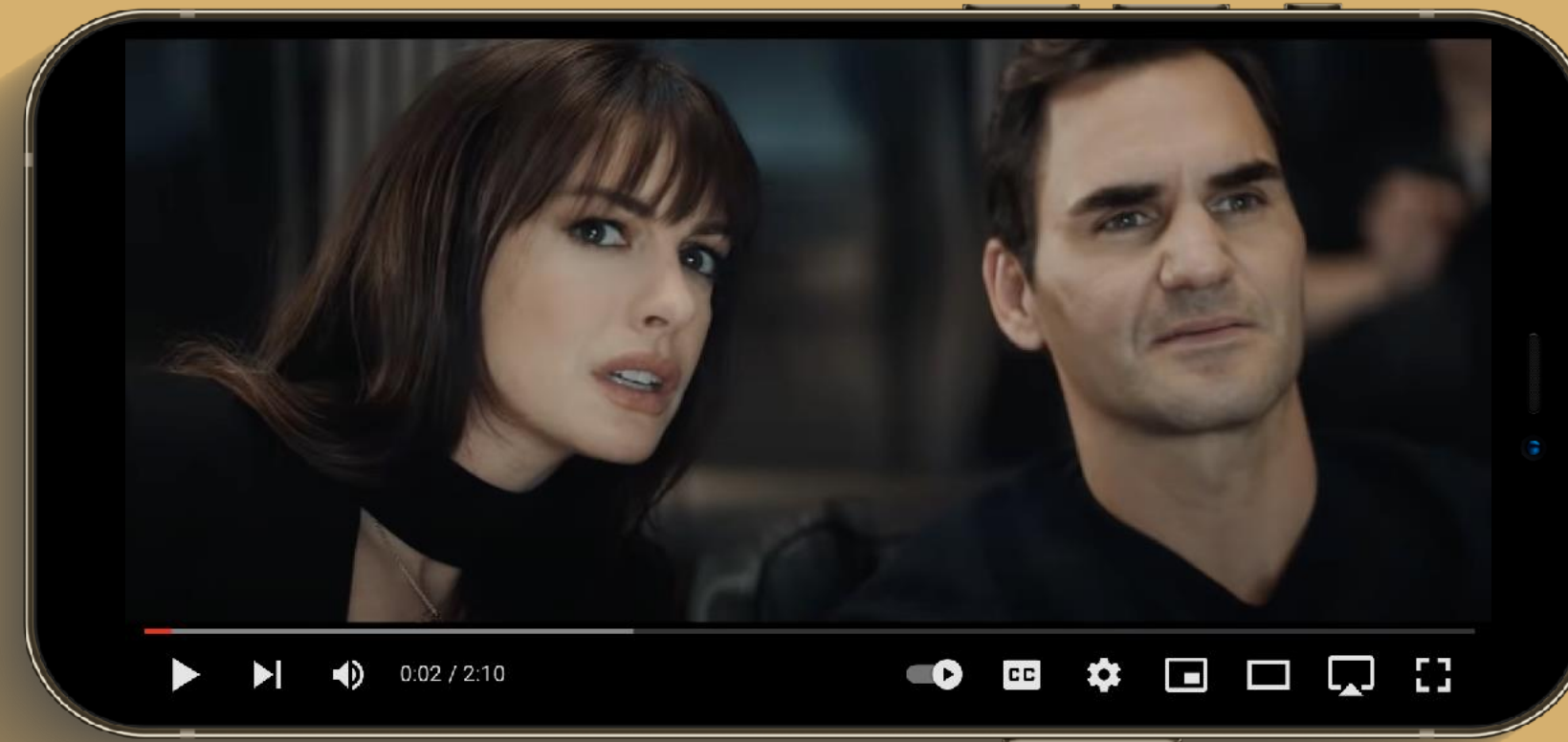
2022

Hello again!









A little more  
**Womenpower**  
and more  
Storytelling.

Promote a real  
**Product.**

A **Story** told  
with continuity.





youtube.com



 **YouTube Advertising**

1-877-763-9810

START NOW

Why YouTube

How it works ▾

News and inspiration

Resources ▾

FAQs

## YouTube Ads Leaderboard: Cannes 2022

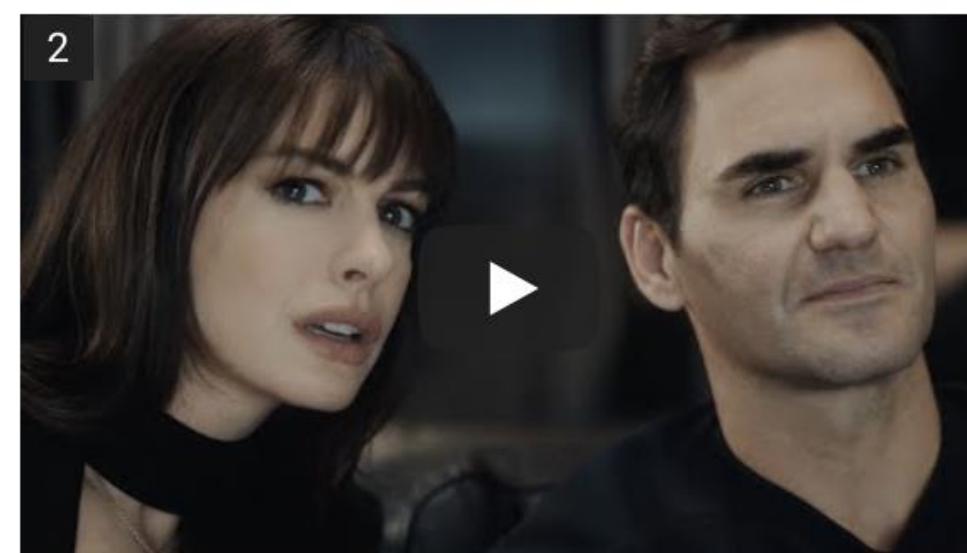
With the spotlight on Cannes Lions 2022, we take a moment with our special edition of the Ads Leaderboard to celebrate the most popular global video ads since last year's festival.



**Galaxy Unpacked August 2021: Official Trailer | Samsung**

Brand

Samsung



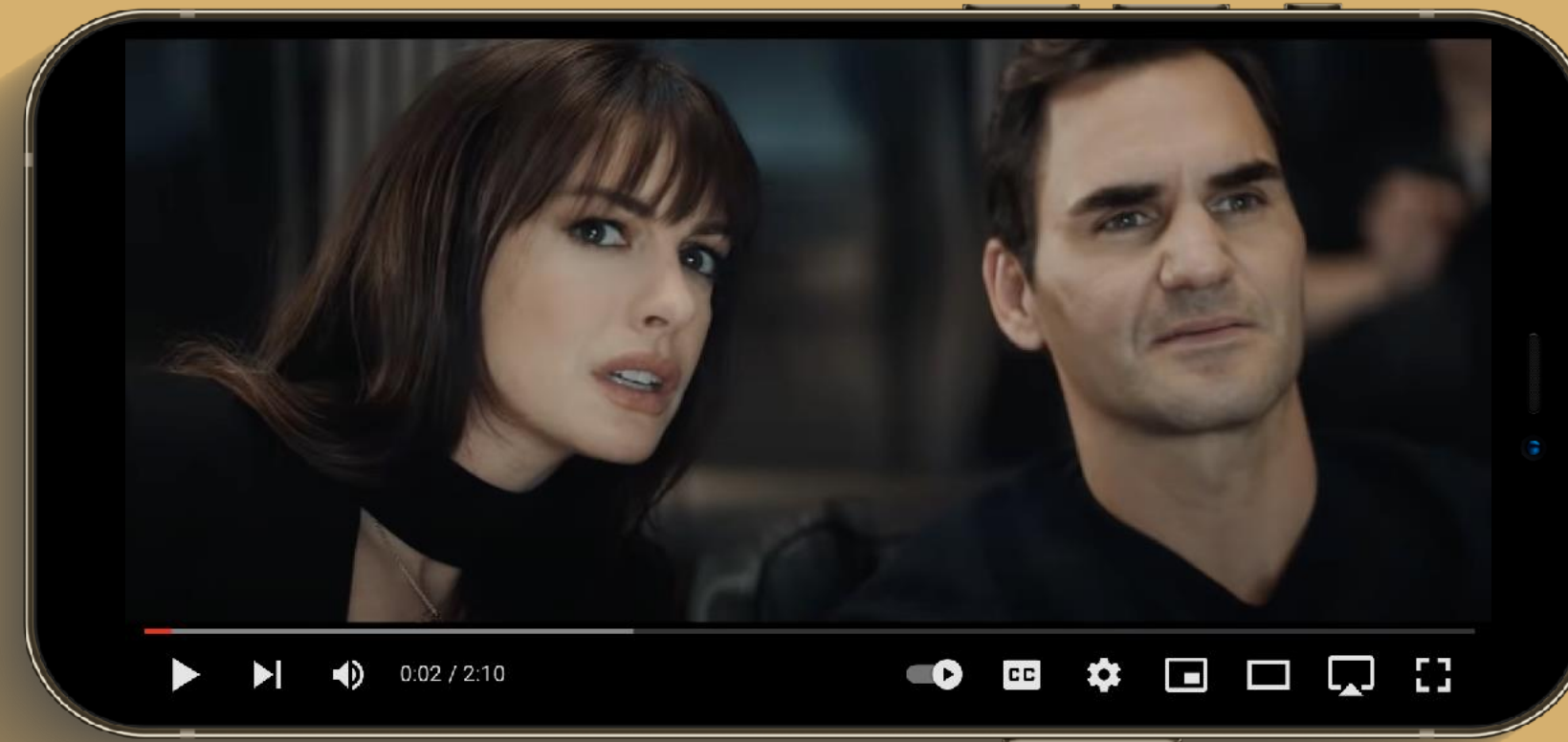
**No one upstages the Grand Tour of Switzerland**

Brand

MySwitzerland







# 103

Million YouTube-Views

 YouTube Advertising

YouTube Ads  
Leaderboard:  
2022  
Cannes Edition

# 40%

More Mediacontacts  
in Switzerland



I need the road trip of a lifetime.



Lugano

Bellinzona

I need

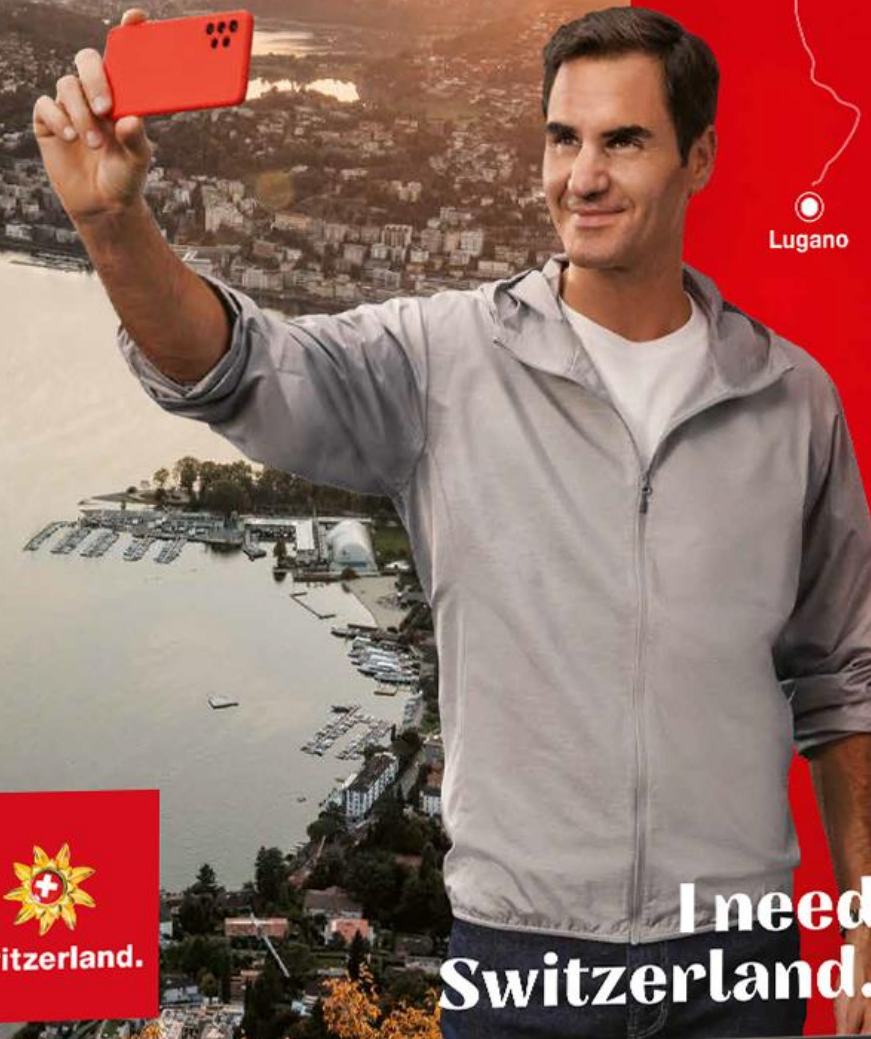


I need the road trip of a lifetime.



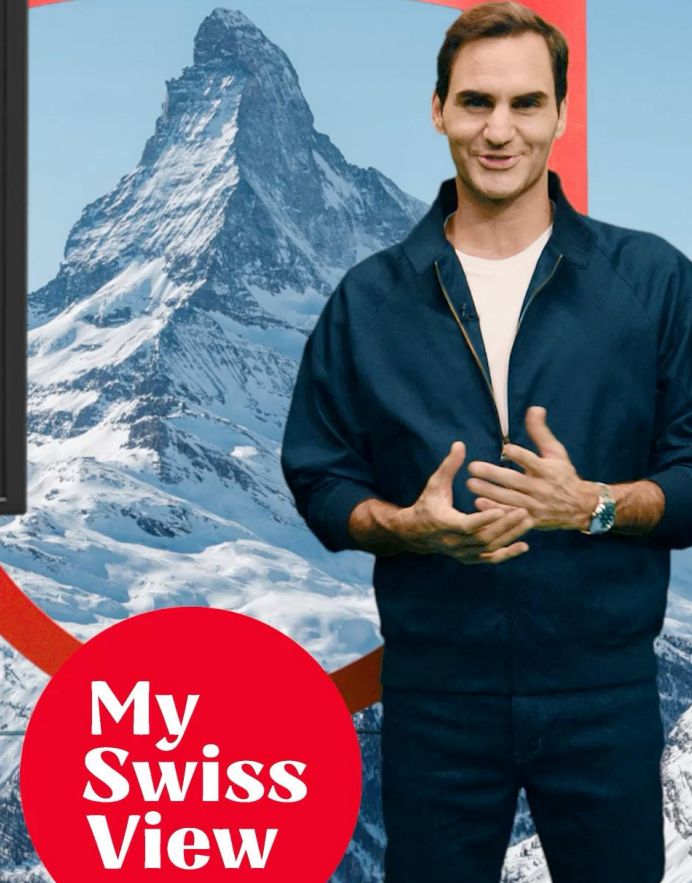
Chiasso

Lugano



I need Switzerland.

Grand Tour of Switzerland  
GRAND TOUR  
of Switzerland



My Swiss View



Download on the  
App Store



Appenzell  
→ St. Moritz

Details zu diesem Abschnitt

21:17

4G



Grand Tour of Switzerland

Grand Tour of Switzerland

690 likes • 6h 22m

Bastian Baker Jackpot • The Beatles Here Comes The Sun - Remastered 2009 • Eagles Take It Easy - 2013 Remaster • The Proclaimers I'm Gonna Be





Successful  
**Storytelling**  
creates tension.

Trust in  
**Algorithms** and  
**AI** based  
forecasts.

**Integrated  
communication**  
enables maximum  
**Impact.**



1.

Battle for Attention



2.

#firsttimevisitors



3.

Rejuvenate the target group







Schweiz.

2021

Bob

2022

Annie

2023

?



Questions.





**Switzerland.**