Cities

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Cities.

Refreshing trendsetters.

Many Swiss cities enjoy an idyllic lakeshore or riverbank setting, with an enviable lifestyle to match. This year, ST chose water as its main theme.

Basel's cultural variety, Bern's historic charm, Geneva's international atmosphere: each is inviting, yet it is the cities' waterside setting that crowns their irresistible allure. Smaller cities, too, typically owe their unique appeal to a lake or river. Hence the theme of ST's summer campaign: Switzerland – Land of Water.

Main partners for the Cities campaign:

Basel Culture Unlimited. · BERN · GENÈVE A WORLD OF ITS OWN · Lausanne OLYMPIC CAPITAL · LUGANO swiss mediterranean style · LUZERN THE CITY. THE LAKE. THE MOUNTAINS. · St.Gallen Bodensee explore enjoy learn · …winterthur… · zürich



International.

Always at hand: the top city tips.
ST's "Tempting city breaks." e-brochure, available on iPad, leads users on 24-hour tours through each of 24 Swiss cities, taking in the famous sights as well as revealing plenty of insider tips. Meanwhile the City Guide app, already popular in iPhone format, is now available for Android, with a wide variety of functions and covering eight Swiss cities. 138,843 users downloaded the app in 2012.

Facts and figures.

Cities	2012	2011
Budget	CHF 8.2 m	CHF 10.2 m*
Share of total budget	8.1 %	10.8 %
Target markets	BE, CH, DE, ES, FR, IT, RU, UK, US (with CA)	
Brochures distributed	3 m	4 m
Participants on ST media trips	381	332
Media conferences in Switzerland and abroad	23	24
Media contacts (readers, viewers, listeners)	2.09 bn	2.3 bn

All figures including impulse programme

*Increased marketing activities ("Cities." TV ad)

> "Switzerland's beautiful landscapes inspired Korea."
>
> Seunghoon Kim, Marketing Communications Manager at Sony Korea Corporation

Korea.

Sony focuses on Switzerland.
In Korea, Sony's latest camera model focused entirely on Switzerland. As a key travel companion, its duty is to accompany its owner to the most beautiful destinations. For two months, superb images of Switzerland's cities and mountains appeared on Korean TV as well as in cinemas and magazines, achieving a total of 4.2 billion media and marketing contacts. ST supported Sony Korea in a variety of ways, including production of the campaign in Switzerland.



USA.

Switzerland underground in New York.
The New York City Subway's 42nd Street Shuttle links Grand Central Station and Times Square, carrying about four million passengers a day. For a full month in spring, travellers found themselves in a little corner of Switzerland: the carriages were decorated inside and out with Swiss images. The campaign was accompanied throughout by promotions, events and competitions.



A full Switzerland makeover: a carriage of the 42nd Street Shuttle of the New York City Subway.

China.

Swiss festival rhythm.
For the third time, Zürich's China Drifting festival brought together Chinese and Swiss artists. This year's event reached its climax at the Street Parade, when Chinese DJs pitted themselves against their European counterparts. Under the title "Swiss Kiss", ST launched a social media competition in China, with a trip to Zürich's techno party as the main prize. Eight journalists from all regions of China accompanied ravers and DJs on their journey and produced a series of detailed reports on Switzerland's summer of festivals.