

mycationTM
GET INSPIRED - GET AWAY

Day off Studios GmbH
www.mycation.ch



Swiss Platform for Travel and Leisure Inspiration

my

We tell our stories where people are receptive for inspiration:
On Social Media, in podcasts, in the web, on TV and while commuting.

REEL EXPERIENCES ON SOCIAL MEDIA

3,5+ MIO.
Combined reach
(Meta & TikTok)

3'000+
Podcast plays

CONTINUED IN PODCASTS

52 %
Newsletter
open rate

15'000+
Website users
per month

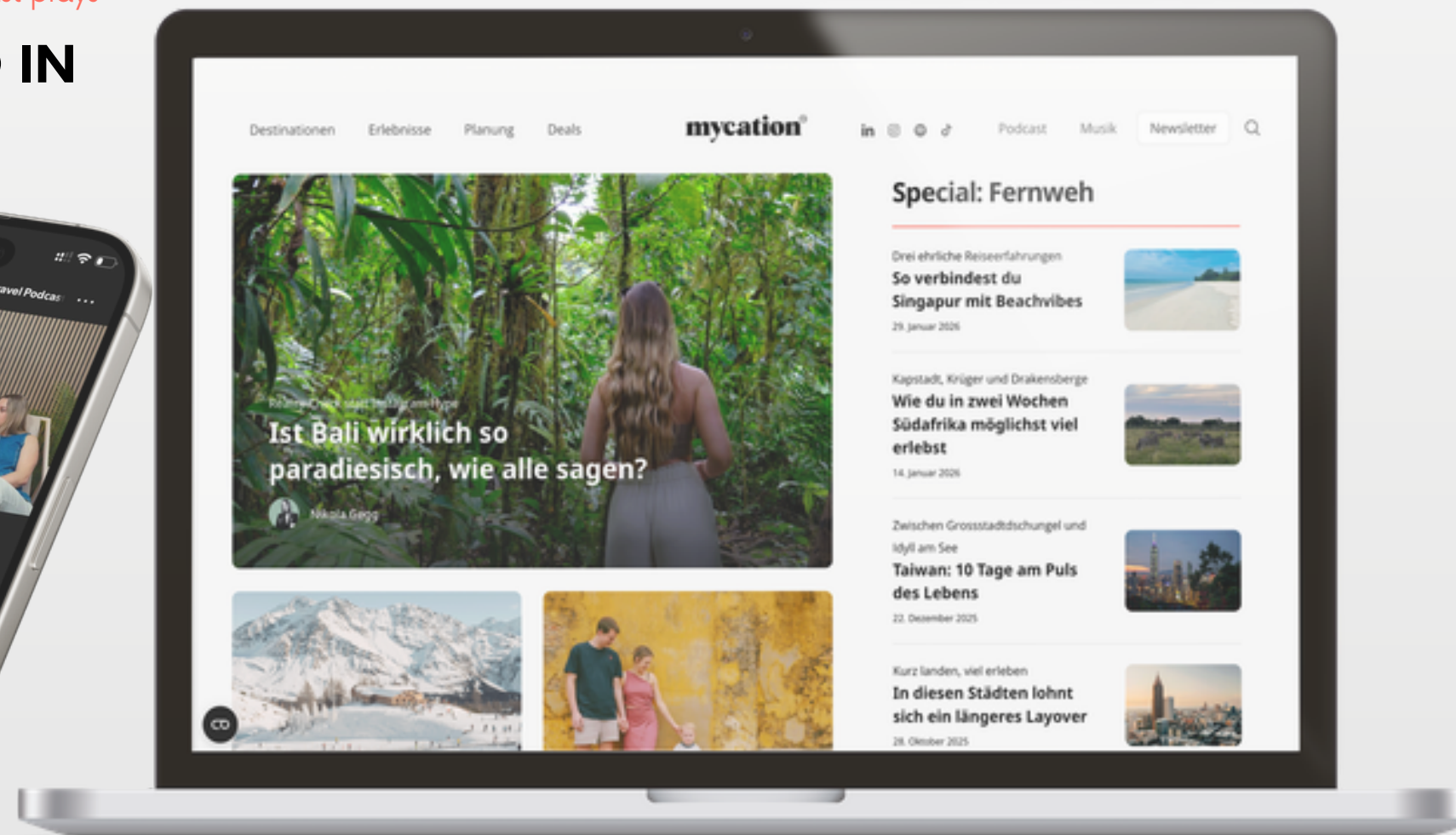
DEEPENED ON MYCATION.CH

STRONG SWISS PARTNERS

Selected mycation articles
are exclusively on blue
News. Campaigns are
shown on billboards in
Swiss train stations or in
Swiss national TV.

ON- AND OFFLINE

www.mycation.ch



blue News

SRG SSR

APG|SGA
Out of Home Media

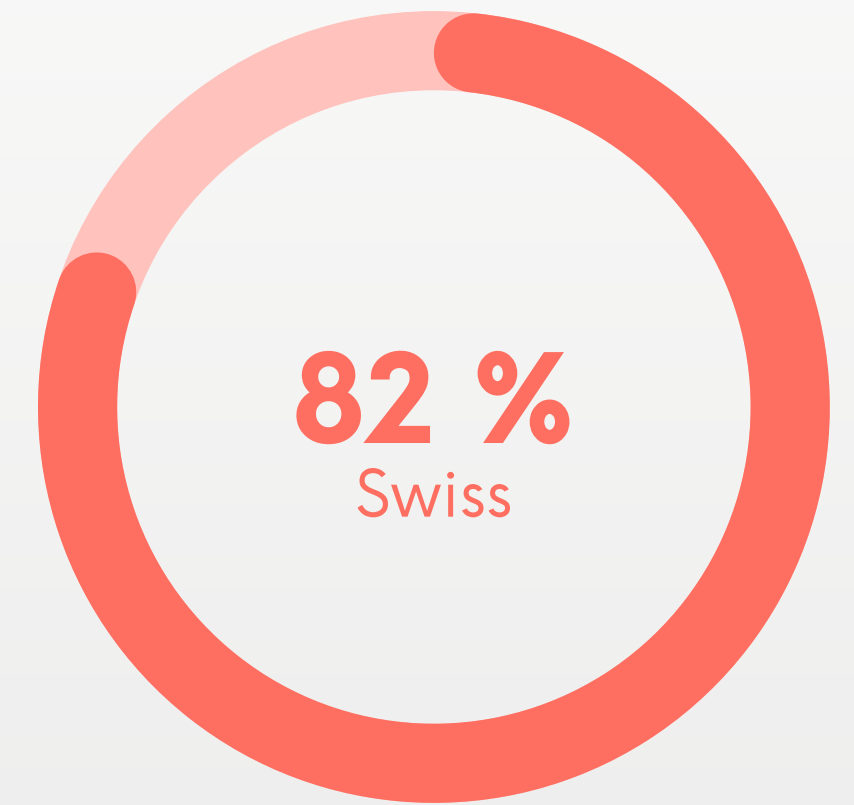
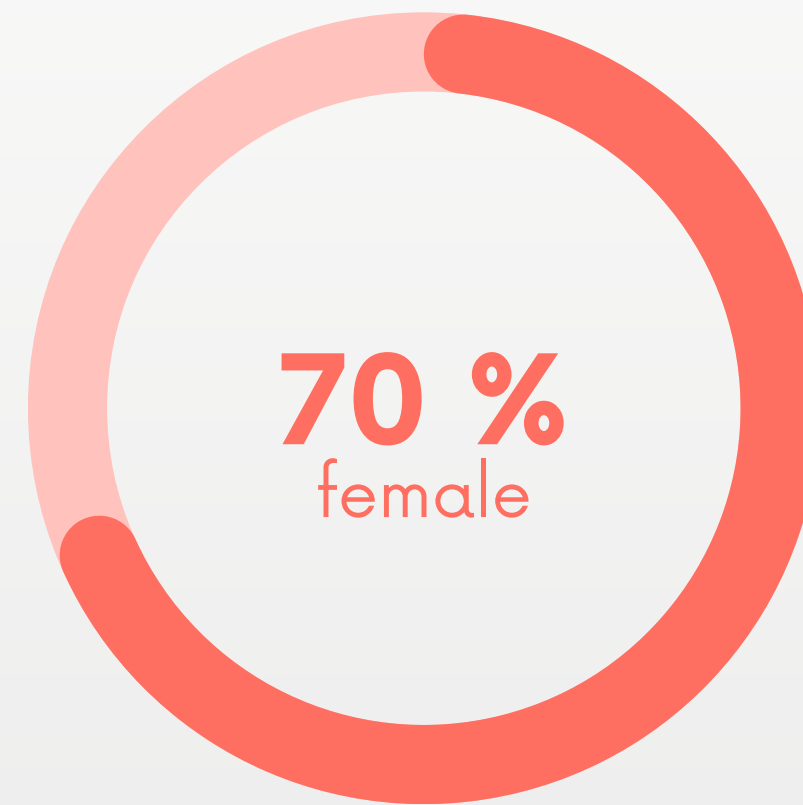
Our Community in a glimpse



25 - 45 years

Our community consists primarily of female, Swiss **Millennials** with a high interest in **travel**.

They like to spend money on experience – from boutique hotels to daycations.



How our Traveltelling works

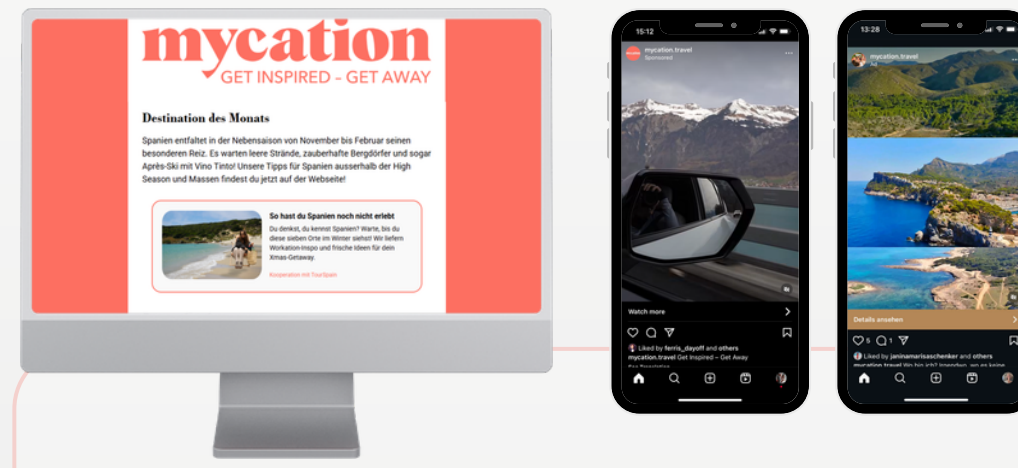
my



AUTHENTIC AND CROSSMEDIAL

Your story is experienced and told by our creators. You book the **Traveltelling Package** by choosing the **channels**:

- ✓ Social Media
- ✓ Website
- ✓ Podcast



VISIBLE AND MEASURABLE

Your story is featured in the mycation **newsletter** and a tailored **Social reach campaign**. We measure:

- ✓ Reach
- ✓ Engagement
- ✓ Clicks



STRONG PARTNERS

If you wish, we tease your mycation story in **Swiss national TV** and on **billboard screens** in Switzerland's most frequented train stations.

 **APG|SGA**
Out of Home Media

 **SRG SSR**

The Ecosystem

my

APG | SGA
Out of Home Media

SRG SSR



TV OR BILLBOARD CAMPAIGN

We make the mycation story about your brand visible in Swiss national TV or on billboard screens in Switzerland's biggest train stations.

INSTAGRAM CAMPAIGN

We boost the campaign for four weeks on mycation's instagram channels, using multiple tailored assets.



mycation Storyline

Together we create a storyline that matches with your marketing strategy and sparks our community's interest.

NEWSLETTER TEASER

The reels, article and podcast episode are pushed through the mycation newsletter.



REELS

We tell your story in trendy videos on mycation's Instagram and TikTok.



ADVERTORIAL

Our editorial team crafts a unique article for mycation.ch, with informative and trackable links.



PODCAST EPISODE

We produce an entire episode for our mycation Podcast and include fitting guests to tell your story.





CTR
5 %



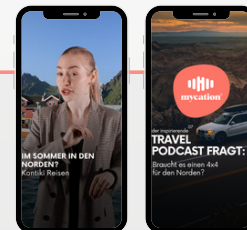
PODCAST PLAYS (>30S)
340



YOUTUBE VIEWS (TRUVIEWS)
16'600

INSTAGRAM KAMPAGNE

We boosted our reach over a four-week period through our Instagram channel.

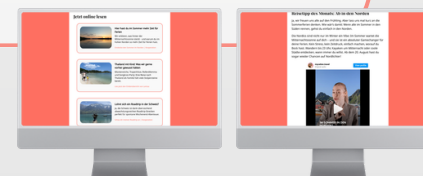


mycation storyline

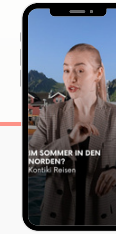
Nordication: Where the sun never sets this summer - so you can simply make more of your vacation days.

NEWSLETTER TEASER

The campaign was featured in the mycation newsletter.



REEL



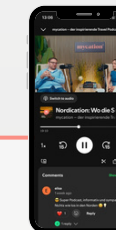
We turned our editorial team's current interest in the North into an authentic "hidden gem" video for the mycation Instagram and TikTok channels.

ADVERTORIAL



Our team wrote an informative article for mycation.ch about summer travel to the Nordic countries.

PODCAST EPISODE



We spoke with Kontiki about the midnight sun, fascinating facts about the North, and the most common travel mistakes.

SCREEN-KAMPAGNE



We showcased the highlights of the road trip with Hertz on digital screens at Zurich Main Station, Bern, and Basel.

INSTAGRAM KAMPAGNE

We boosted our reach over a four-week period through our Instagram channel.



mycation storyline

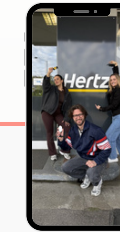
Is a road trip in Switzerland worth it?
We set out ourselves in search of that feeling of freedom.

NEWSLETTER TEASER

The article was featured in the mycation newsletter.



REEL



We organized a one-day road trip through Switzerland and filmed an entertaining vlog for the mycation Instagram and TikTok channels.

ADVERTORIAL



Our editorial team wrote an in-depth article around the vlog and featured the Hertz Yellow Card several times.



INTERACTIONS
88'000



CLICKS ON ARTICLE
4'400



BILLBOARD PLAYS
12'000 Zürich, Bern, Basel

mycation & ESPAÑA

my

INSTAGRAM KAMPAGNE

We boosted our reach over a four-week period through our Instagram channel.



mycation storyline

Spanien Offseason: Wir geben authentische und remote-freundliche Tipps für ein Spanien-Getaway im Winter.

NEWSLETTER TEASER

The article was featured in the mycation newsletter.



REEL

We had Emel daydream about a mild winter in Spain for the mycation Instagram and TikTok channels.



ADVERTORIAL

Our editorial team presented travel ideas for Spain on mycation.ch, focusing on experiences during the off-season.



INTERACTIONS
121'000



CLICKS ON ARTICLE
5'130



SCROLL DEPTH
75 %

Traveltelling Packages



All Assets for these packages are produced by mycation **in Switzerland**.

TAKE OFF

CHF 4'500

1 Reel for @mycation.travel
Newsletter Feature
Social Reach Campaign

SHORT TRIP

CHF 8'500

1 Reel for @mycation.travel
1 Article for mycation.ch
Newsletter Feature
Social Reach Campaign

ROUND TRIP

CHF 12'500

1 Reel for @mycation.travel
1 Article for mycation.ch
1 mycation Podcast Episode
Newsletter Feature
Social Reach Campaign

LONG DISTANCE (TV)

CHF 19'500

1 Reel for @mycation.travel
1 Article for mycation.ch
1 mycation Podcast Episode
TV Campaign Switzerland
Newsletter Feature
Social Reach Campaign

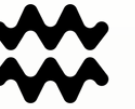
LONG DISTANCE (DOOH)

CHF 23'000

1 Reel for @mycation.travel
1 Article for mycation.ch
1 mycation Podcast Episode
Billboard Campaign Stations
Newsletter Feature
Social Reach Campaign

mycation music

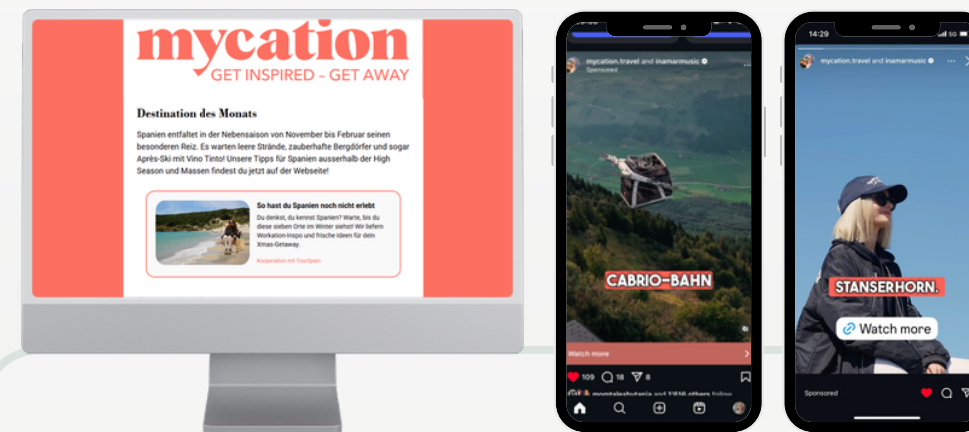
Wir discover a location through music



TAILORED ON-SITE PRODUCTION

mycation music takes you to iconic destinations, accompanied by cool beats by **DJ INAMAR**.

- ✓ Live DJ set in iconic scenery
- ✓ Storytelling around activities on-site
- ✓ possible partner integration
- ✓ Authentic vlog for mycation's Socials



MULTI-FACETED REACH CAMPAIGN

The mycation music episode is pushed in the mycation **newsletter** and a **reach campaign** on Meta and YouTube. We measure:

- ✓ Reach
- ✓ Engagement
- ✓ Clicks



LIFETIME PLACEMENT

The mycation music episode is featured **forever** on mycation's YouTube channel, the website, and mycation's Social Media channels. It will also be shared by DJ INAMAR herself.

[CLICK HERE](#)

mycation music

The package shown includes the production costs in Switzerland. Prices may vary depending on the production location.

from CHF 10'000

1 YouTube Video (45 Min.)
1 Reel for @mycation.travel
1 Feature on mycation.ch
Newsletter Feature
YouTube Campaign
Social Reach Campaign



mycationTM
MUSIC
presents

Get Inspired,
get Away.

