

# Social Media.

@Ringier Advertising



## **Message meets Social Media**

**We have the channels, the followers - and the ideas. We stage your message in such a way that it inspires users and distribute it precisely.**

# Approaches

**01**

## Branded Social

- As a traffic booster in our portfolio for content and 360° campaigns.
- As a stand-alone sponsored reel/post in our portfolio.

**02**

## Social campaign

- Creation and ad set-up on your channel or in the Ringier Media Switzerland universe.

**03**

## Social Outsourcing

- We take over your social media channel. From strategy to conception and creation to implementation: everything from a single source.

# Branded Social.



# Mechanismus Social Posts

**01**

## Extension branded stories

- These social posts extend existing branded stories as teasers or package their core messages in snackable social bites. For example, as in-house created reels.

**02**

## Standalone post

- These social posts convey your message in such a way that it fits perfectly into the feeds of our media brands. Including a visual created in-house. Optionally, we can link to your website.

# Social Content

## Our formats:

- ✓ Picture post
- ✓ Carousel post
- ✓ Story post
- ✓ Contextual post
- ✓ Contextual story
- ✓ Host video
- ✓ Street survey

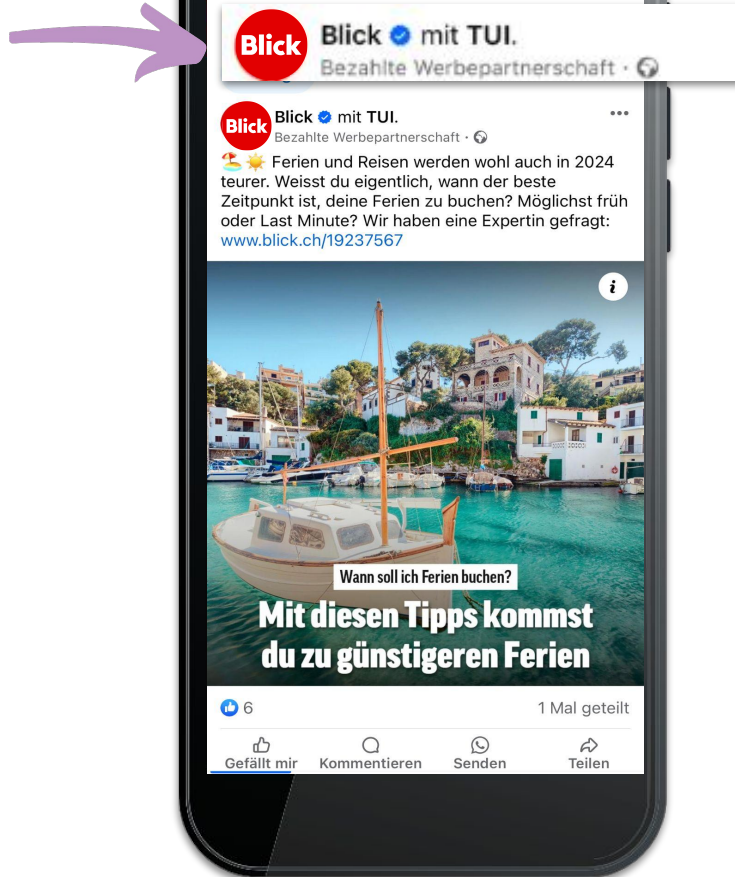
# Picture post

Do you have a short statement that can easily be told in a visual? Then the picture post is just right for your message!

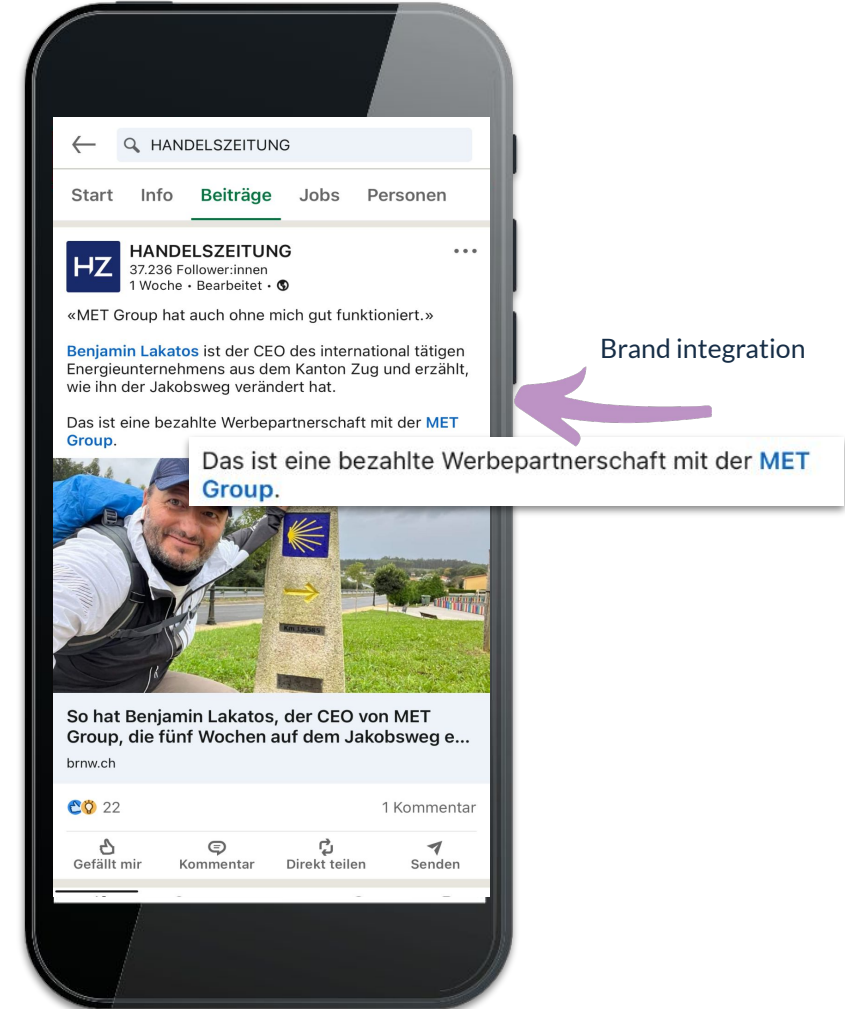
Channel



Brand integration



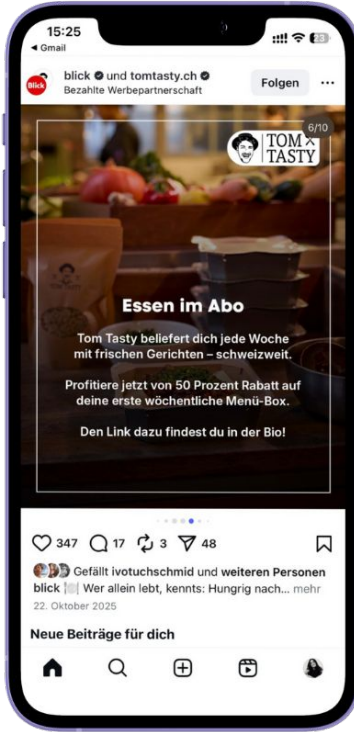
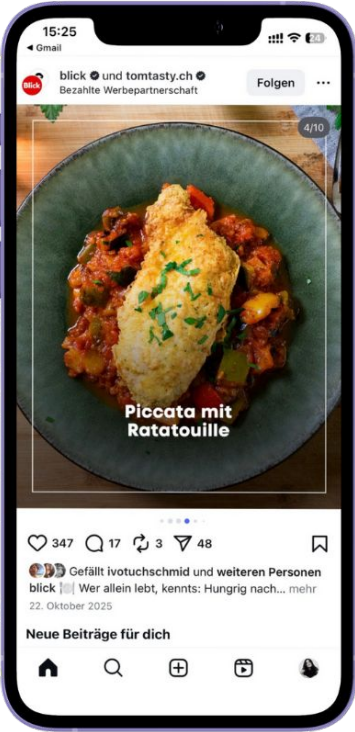
Brand integration



# Social Posts without a Branded Story

No Branded Story? No problem! If you want to drive traffic to your landing page, a Branded Story is not required—we link directly to you. This is ideal for promoting offers, competitions, etc.. If desired, we can use precise targeting to reach only your specific target group.

Channel



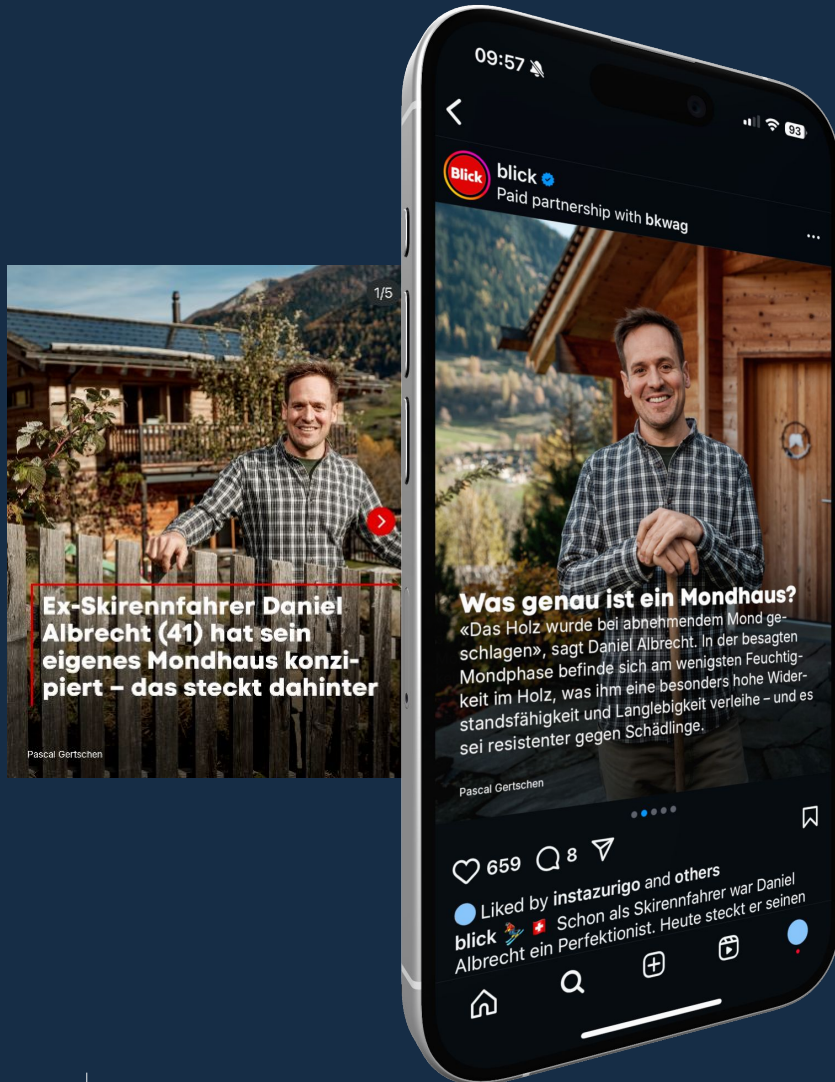
# Syngenta

For Syngenta, we used a targeted social media video campaign to give away tickets for the ESAF 2025 and thus generate maximum attention.



# Carousel Posts for Storytelling and KPI Success

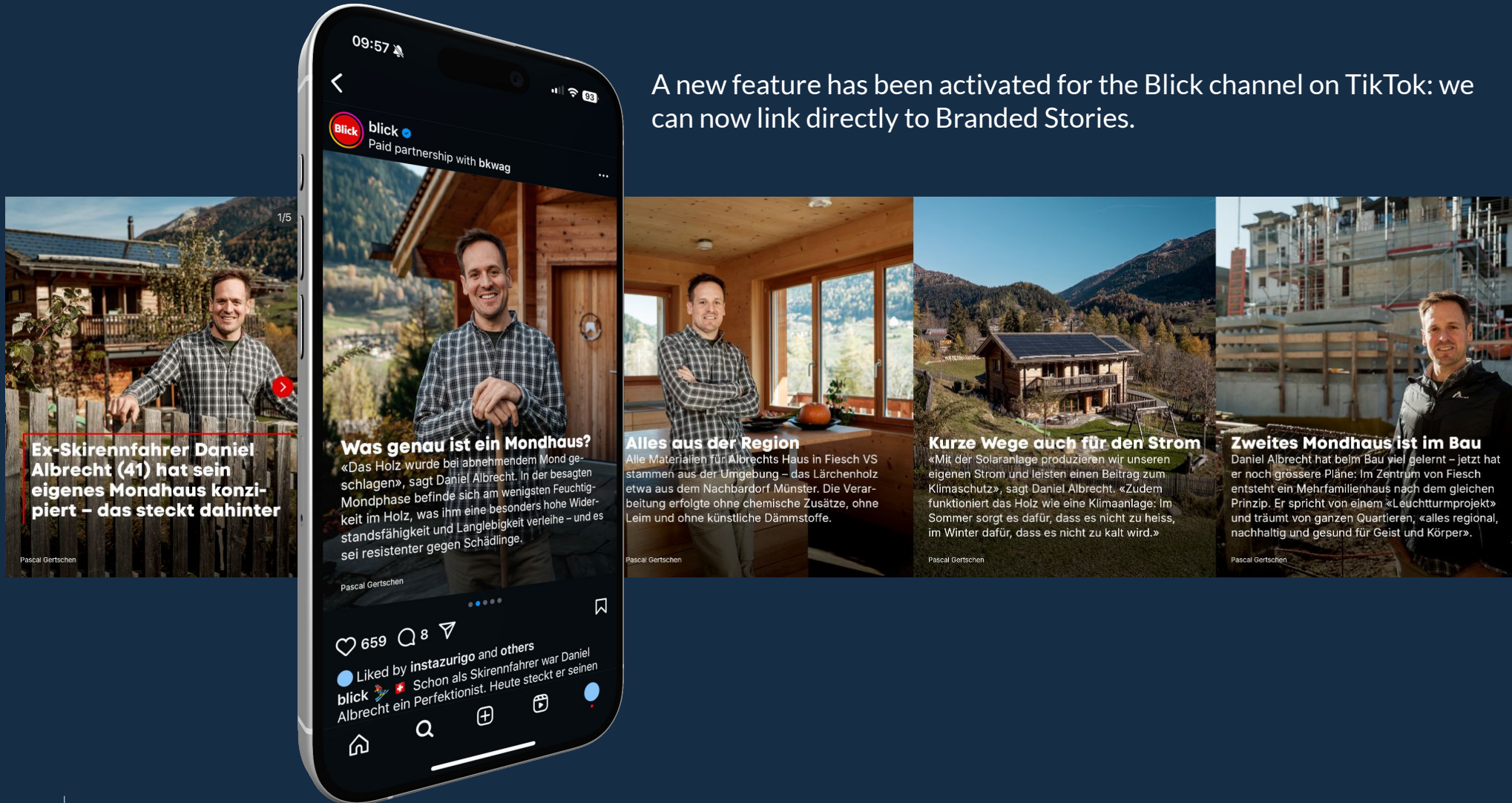
On Instagram, we now consistently deliver suitable branded post content as Carousel Posts ("sliders," interactive galleries). This allows us to place core messages directly into the users' feeds.



👁️ 56'284  
❤️ 659  
Client: BKW

# Now also as a Combination on Instagram and TikTok

A new feature has been activated for the Blick channel on TikTok: we can now link directly to Branded Stories.



# Story post

We tease your message - and deepen it externally. Either in a branded story or on your landing page.

Channel



Brand integration



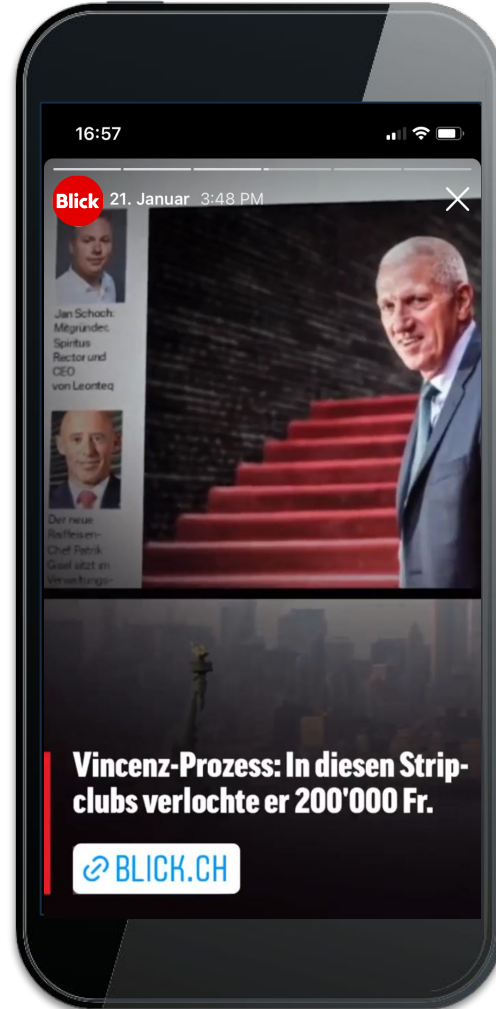
Brand integration



# Contextual story

Same mechanics as the contextual post - but with story pace. An editorial story is followed by its message with reference to the content. Clever and funny.

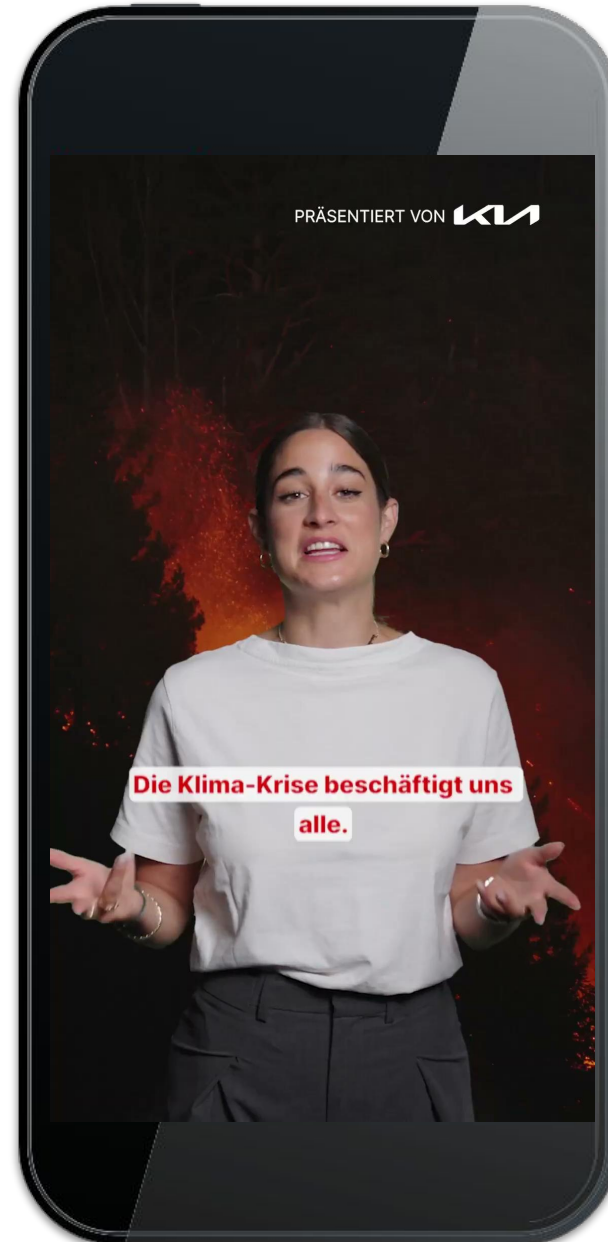
Channel



# Host video

The core of your message distilled in a channel-appropriate way: Our hosts extend your branded story into a vertical video in front of the green screen.

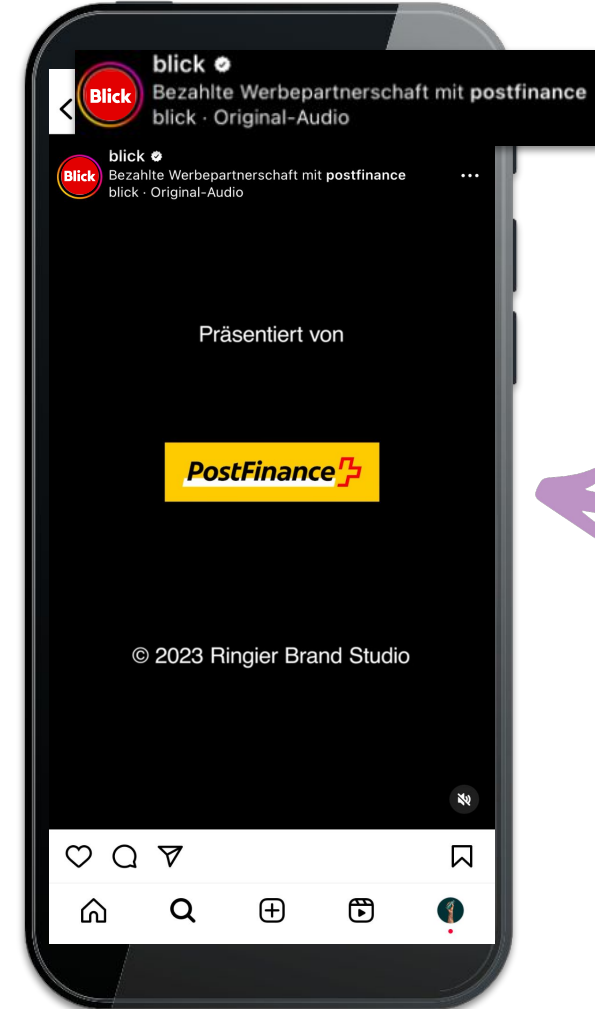
Channel

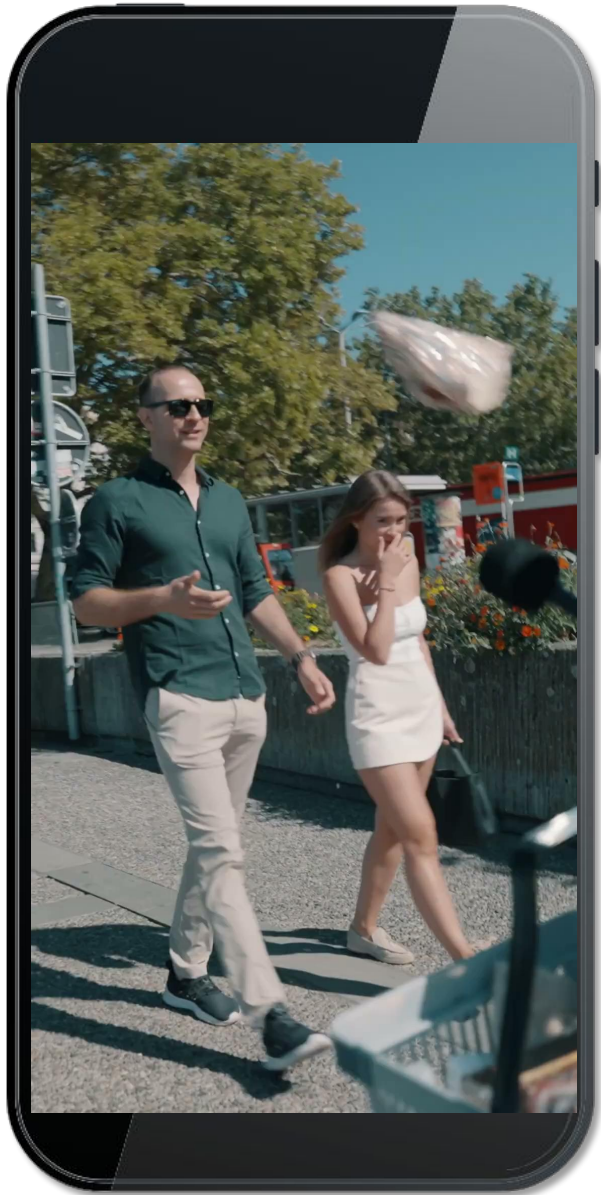


# Street survey

Would you like to let people have their say on your topic? Then the street survey is the right format.

Channel





**In a playful quiz, we confront couples in Zurich with a laundry basket. This humorous survey shows how Electrolux becomes the ideal solution for every household.**



# “Real commitment: a reality check of the banking package”

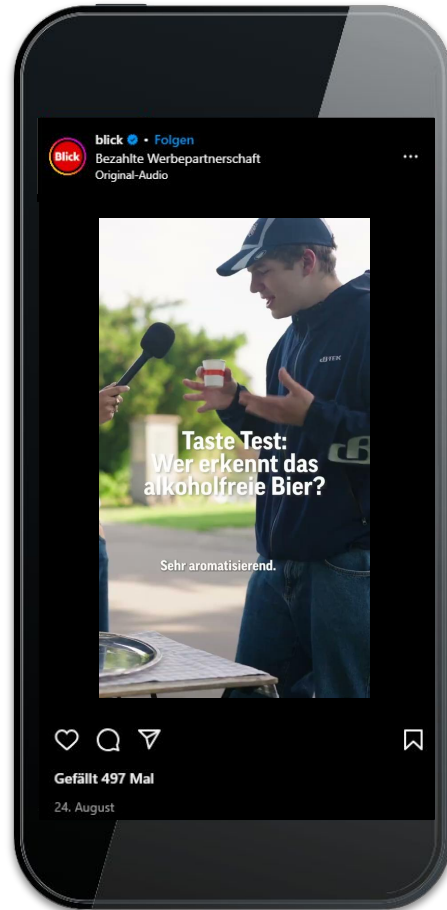
To make banking packages appealing to young people, we conducted a street survey especially for TikTok.

**Convertible  
from  
CHF 4'500**

# Storytelling Works – as well on Social

A Brand Lift study<sup>1</sup> shows: "Authentic storytelling with credible content creators is more effective than classic social media ads".

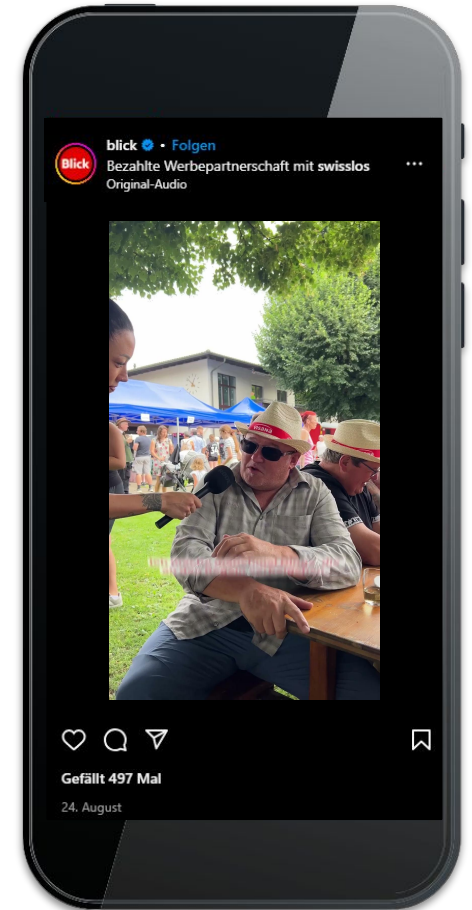
Our hosts anchor your message in the real world!



Chiara



Lukas



Jasmin

<sup>1</sup> Brand Lift Studie von 20 Minuten, Furthur und Meta.

# Pricing Social-Content

## Picture or story post

**Language:** German

**Included:** Creation of static post (feed or story) with existing image material, caption, posting, ad setup

**Preis:** CHF 1'000

## Carousel-Post

**Language:** German

**Included:** Creation of static post with several slides (feed or story) with existing image material, caption, posting, ad setup

**Preis:** CHF 1'500

## Host video / street survey

**Language:** German

**Included:** Production of social video (explanatory video or street survey). Editing, caption, posting, ad setup

As an extension to the existing Story Host video:

**Price:** from CHF 2'500

Street survey or standalone videos:

**Price:** from CHF 4'500

# Even more premium?

With our video unit we also realize even more sophisticated productions.

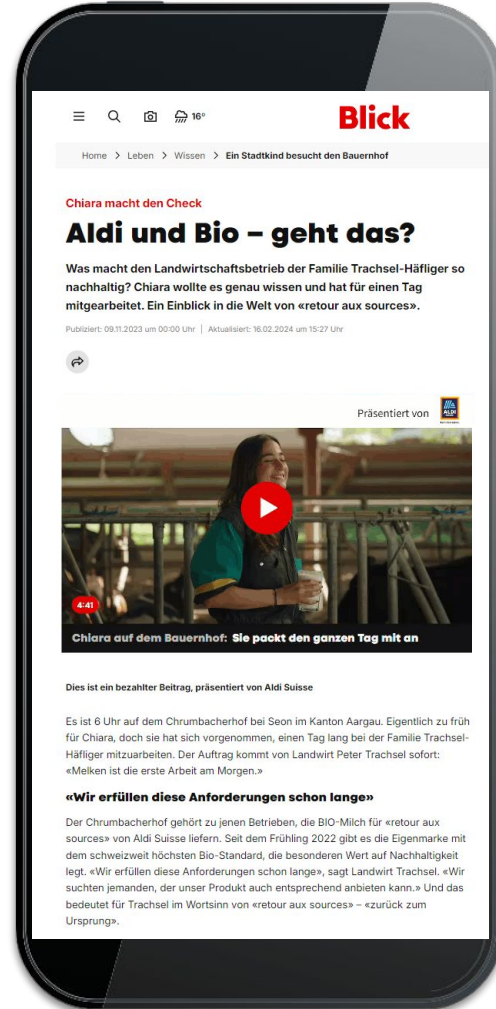
## Our scope of services:

- ✓ Brainstorming and concept
- ✓ Treatment and storyboard social video
- ✓ Social video production
- ✓ Campaign implementation and -support
- ✓ Analysis & reporting

# Video adaption

We ensure that videos created for formats such as branded stories also work on social media. To do this, we revise and adapt existing videos.

## Channel



[Here](#) go to the video in the Branded Story

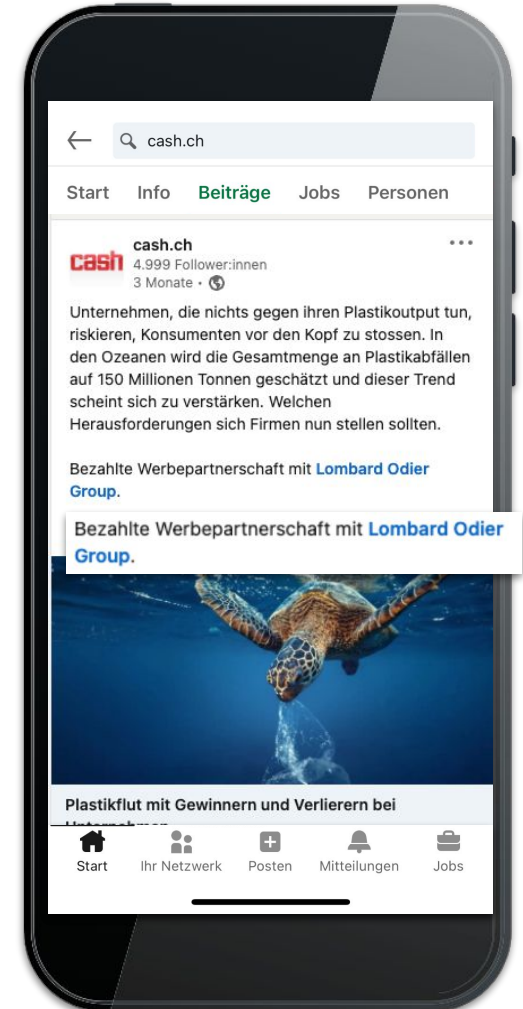
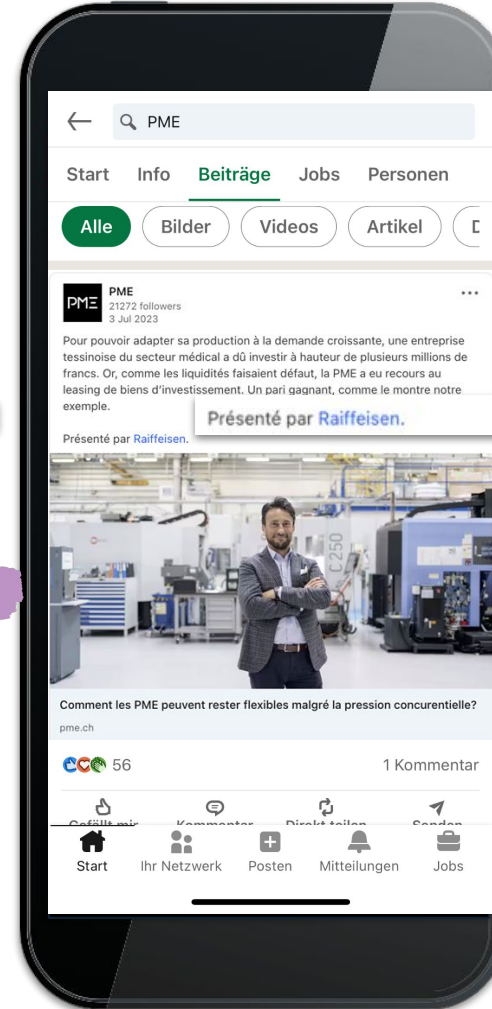


Reel

# LinkedIn-Post

Image, video or link posts in the feed of our business competence titles are perfect LinkedIn matches.

Channel



# Pricing Social Media Blick Gruppe - Reach

	Package S	Package M	Package L
Costs in CHF without production	1'950	3'450	4'950
<b>Reach</b>			
Blick	195'000	450'000	850'000
Blick Romandie Blick Sport	130'000	300'000	550'000
Blick Soda	105'000	275'000	460'000

## Production

- Picture-Post\*\*  
CHF 500
- Carousel-Post\*\*  
CHF 1'000
- Story-Post\*\*  
CHF 500
- Contextual-Post/-Story\*  
CHF 1'000

\*For national campaigns, the following translation costs apply to combined posts:

Image Post CHF 300  
 Carousel Post CHF 500  
 Story Post CHF 300

\*\*If the Social Contextuals refer to a daily news item, it is not possible to guarantee reach.

# Pricing Social Media Blick Gruppe - Video

	Package S	Package M	Package L
Costs in CHF without production	1'950	3'450	4'950
<b>Video Views</b>			
Blick	65'000	200'000	300'000
Blick Soda	40'000	120'000	180'000

## Production

- Production of video post incl. adaptation of existing video on Instagram CHF 1'000
- Production costs video, existing image material (d) CHF 3'500
- Production costs reel CHF from 2'500

# Pricing social media all other RMS channels - Reach

	Picture-Post	Instagram-Story	Linkedin-Post
Costs in CHF incl. production	2'900	1'400	2'900
Reach			
All other RMS channels	80'000	40'000	30'000
BlueNews	100'000 (Video Views) 50'000	-	-

# Channels.



# Blick

Blick is one of the strongest news channels in German-speaking Switzerland. With videos, instantly shareable content and links to Blick.ch articles, we deliver the most important news every day.



News, current events and background information  
Focus

446'349  
Subscribers

42% | 58%  
f | m



News, current events and background information  
Focus

165'000  
Subscribers

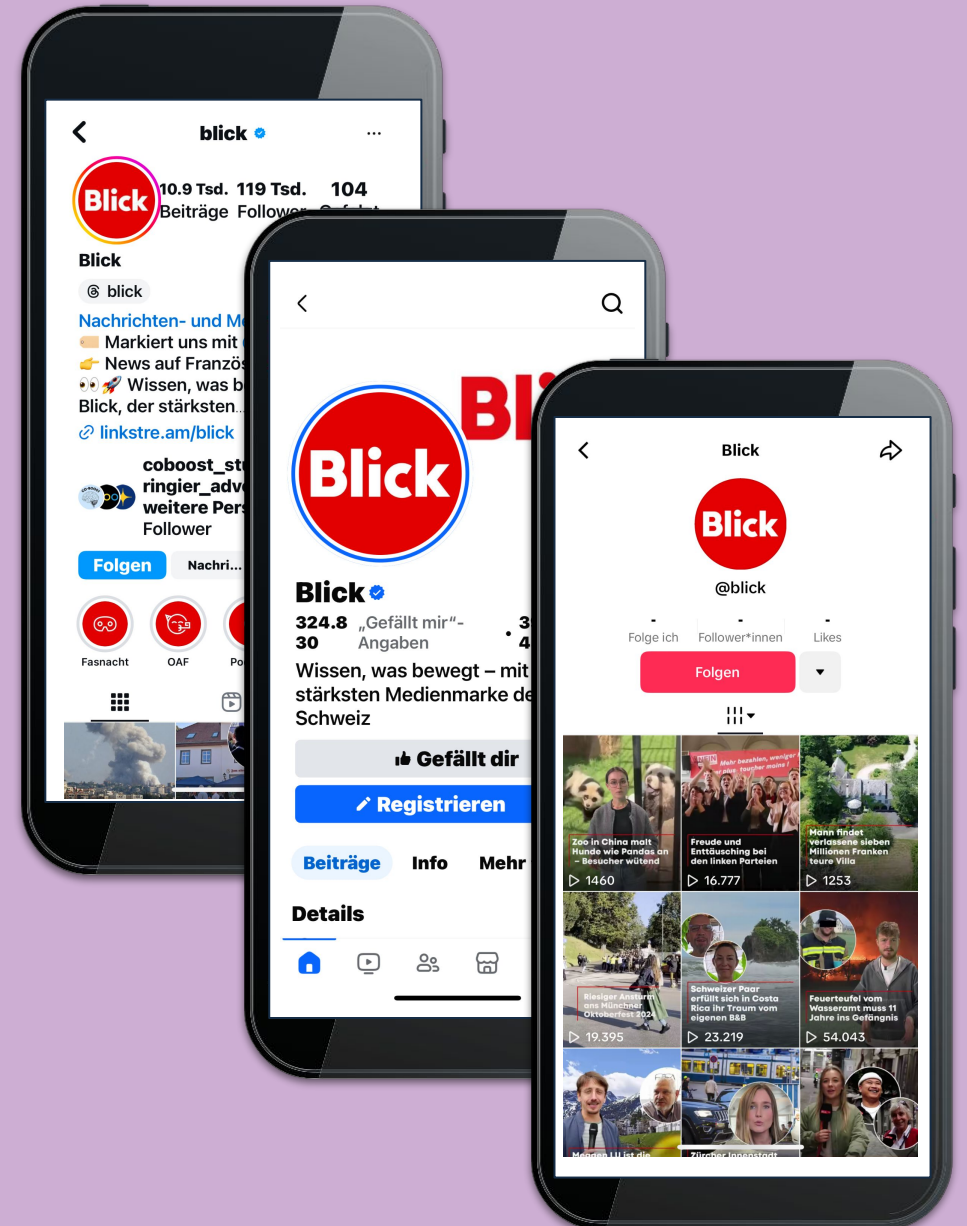
51% | 49%  
f | m



News, current events and background information  
Focus

262'800  
Subscribers

41% | 59%  
f | m



# Blick Sportwelt

Blick Sport, Blick Football and Blick Ice Hockey cover the Swiss and international sports world with the most relevant news and information.



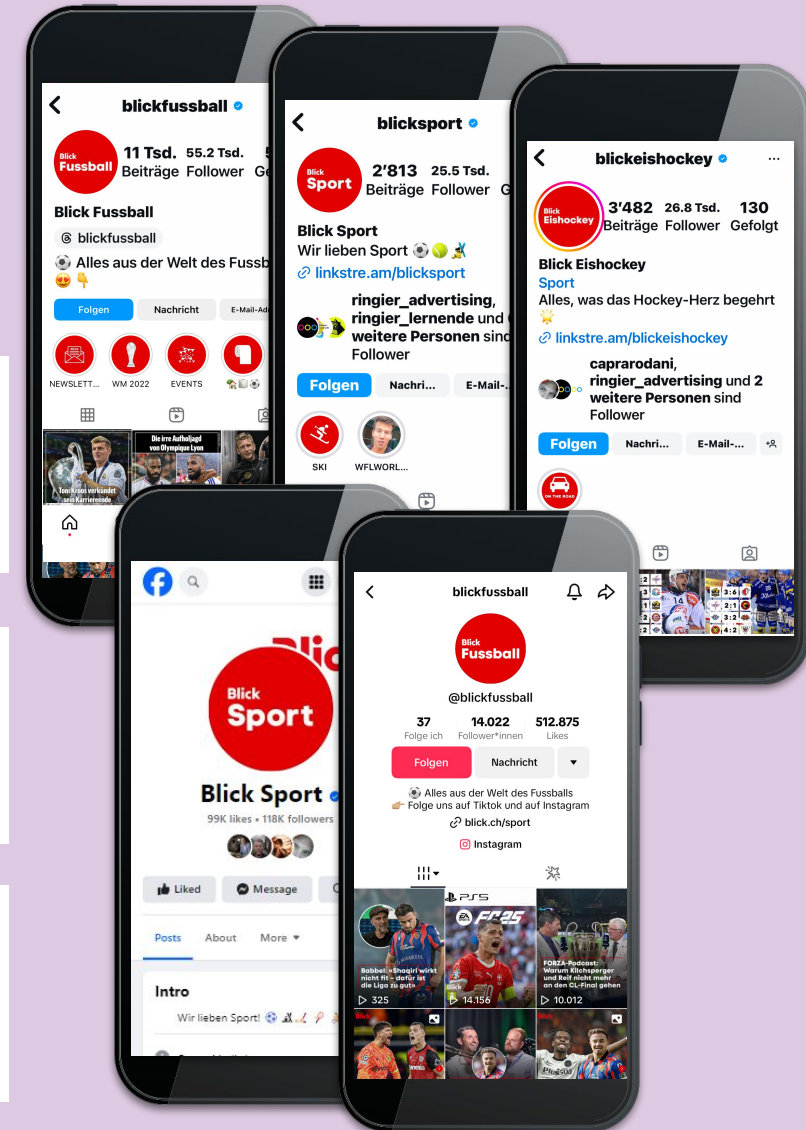
@blicksport	129'429	25 - 34	19%   81%
Channel	Subscribers	Age	f   m



@blickfussball @blickeishockey @blicksport	127'523	18 - 44	20%   80%
Channel	Subscribers	Age	f   m



@blickfussball	19'646	18 - 24	29%   71%
Channel	Subscribers	Age	f   m



# Handelszeitung

The economy in plain language! Handelszeitung is the leading business title in Switzerland. News, interviews, job changes, career tips and start-ups. This is what moves the economy in Switzerland and worldwide.



**Swiss economy,  
politics and finance**

Focus

**12'069**

Subscribers

**35 - 54**

Age

**28% | 73%**

f | m



**Swiss economy,  
politics and finance**

Focus

**3'669**

Subscribers

**35 - 54**

Age

**33% | 67%**

f | m



**Swiss economy,  
politics and finance**

Focus

**39'000**

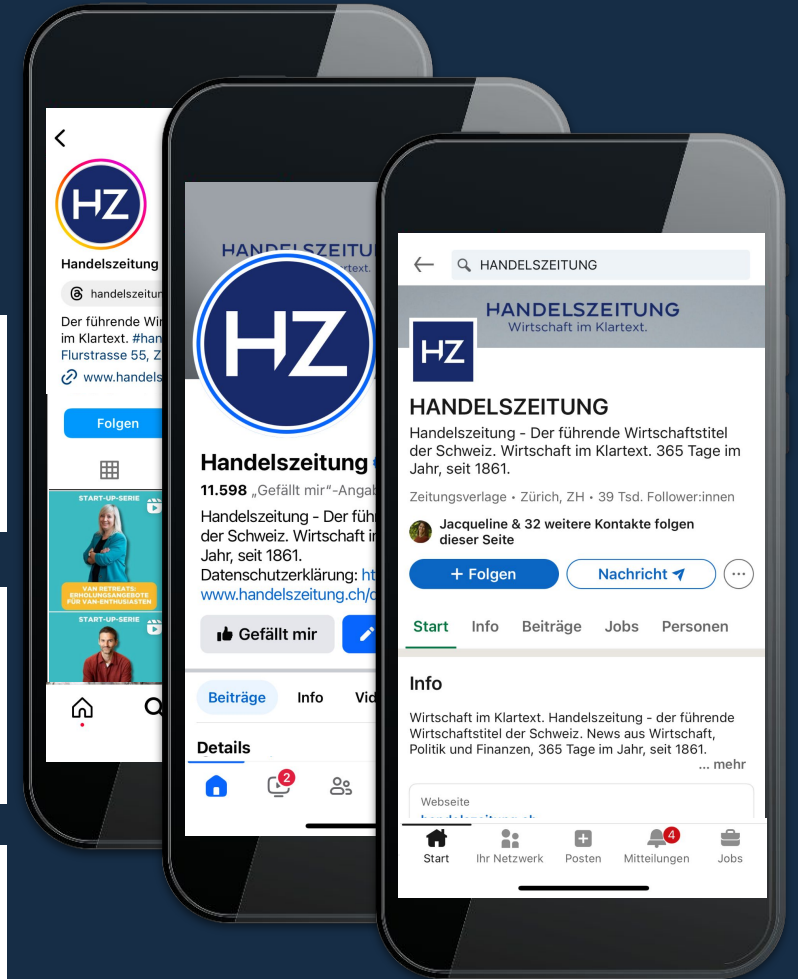
Subscribers

n/a

Age

n/a

f | m



# Bilanz

BILANZ is the leading Swiss business magazine and covers all facets of the business world. Personalized, researched business journalism in magazine form and online.



**Economic journalism**

Focus

**20'603**

Subscribers

**25 - 44**

Age

**28% | 72%**

f | m



**Economic journalism**

Focus

**5'069**

Subscribers

**25 - 44**

Age

**39% | 61%**

f | m



**Economic journalism**

Focus

**47'000**

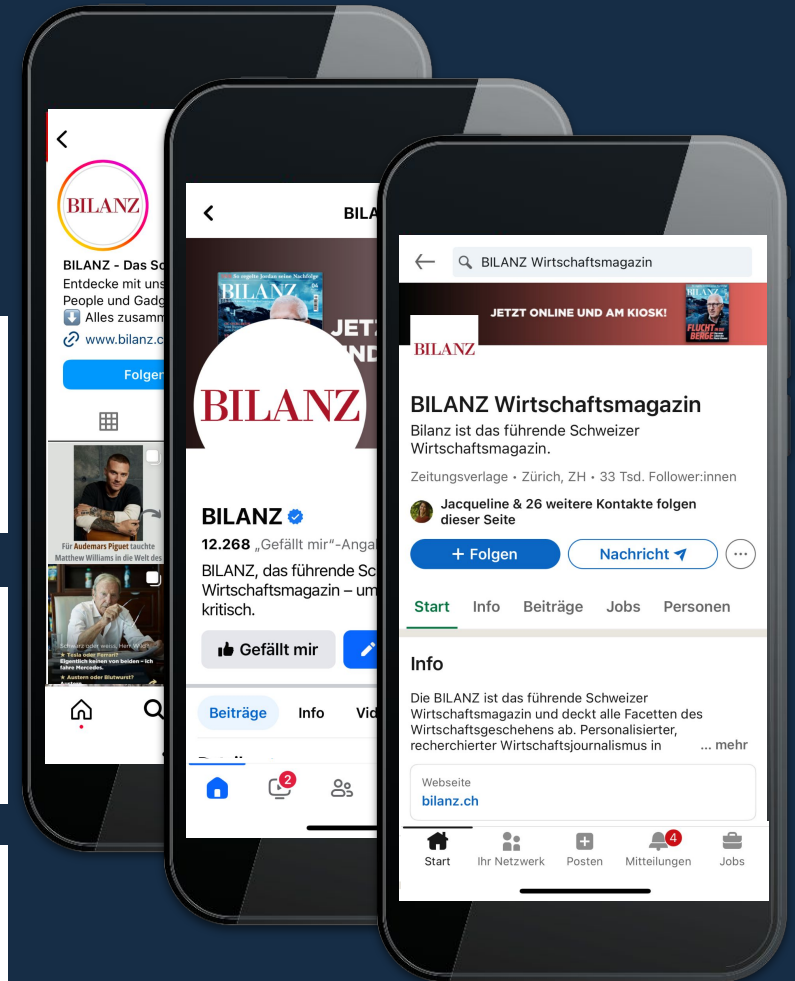
Subscribers

n/a

Age

n/a

f | m



# Beobachter

The Beobachter offers its readers active help in all legal and life issues. well-founded information on current affairs and extensive advice content. Knowledge helps.



Health, work,  
consumption, housing,  
legal advice  
Focus

67'627

Subscribers

35 - 54

Age

64% | 36%

f | m



Health, work,  
consumption, housing,  
legal advice  
Focus

24'600

Subscribers

35 - 54

Age

64% | 36%

f | m



Health, work,  
consumption, housing,  
legal advice  
Focus

10'187

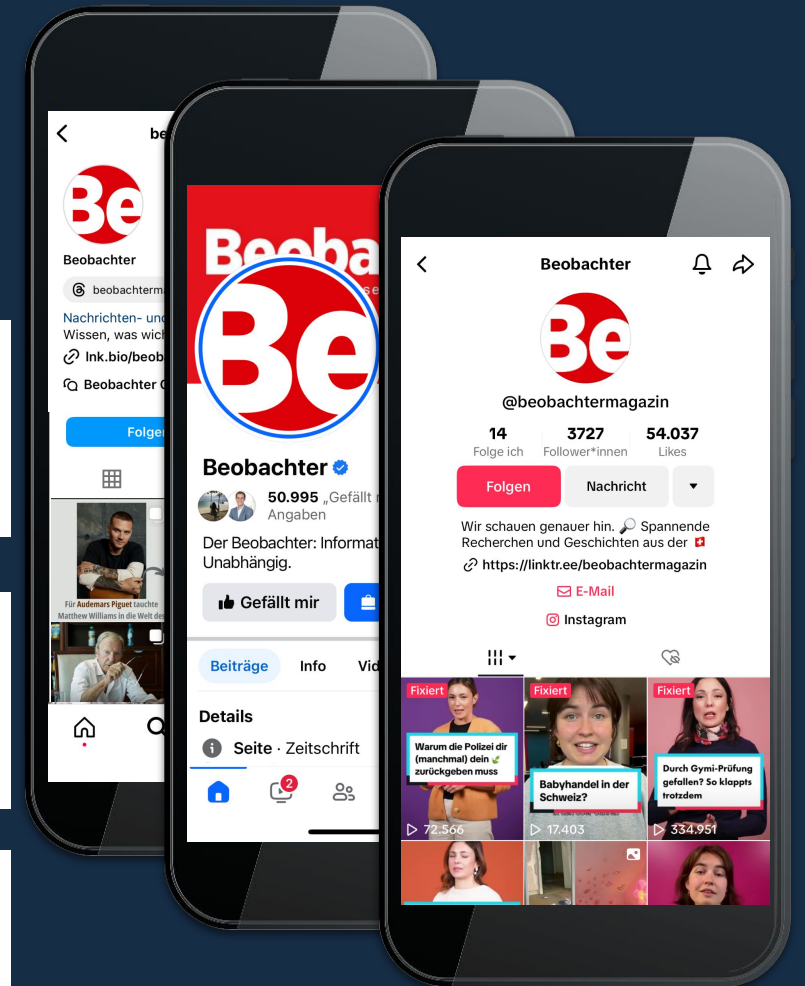
Subscribers

34 - 44

Age

46% | 54%

f | m



# PME

PME is the best source for business happenings in French-speaking Switzerland. The magazine reports on news, management, start-ups, mergers, takeovers, innovation, cybercrime and investments.



**Economy of Western Switzerland - Focus on SMEs**  
Focus

**4'773**  
Subscribers

**44 - 54**  
Age

**45% | 55%**  
f | m

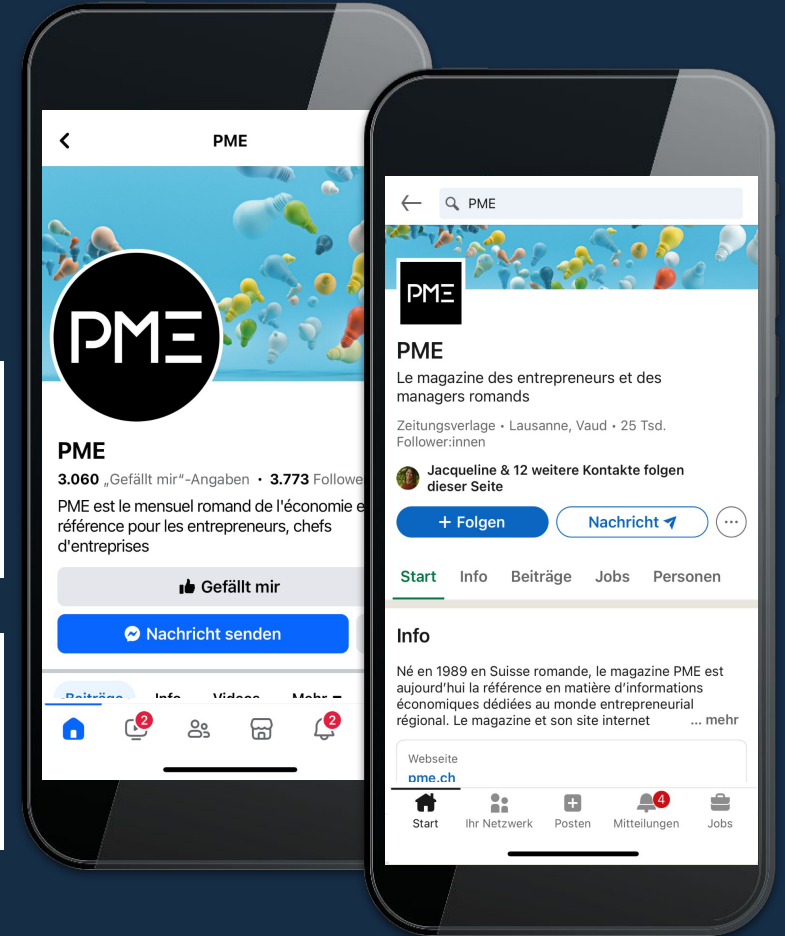


**Economy of Western Switzerland - Focus on SMEs**  
Focus

**29'000**  
Subscribers

**44 - 54**  
Age

**n/a**  
f | m



# Schweizer Illustrierte

Switzerland's most popular people magazine provides fast and competent news about national and international stars as well as moving topics such as family, education, health, travel, love and sexuality.



People news and entertainment

Focus

69'684

Subscribers

72% | 28%

f | m



People news and entertainment

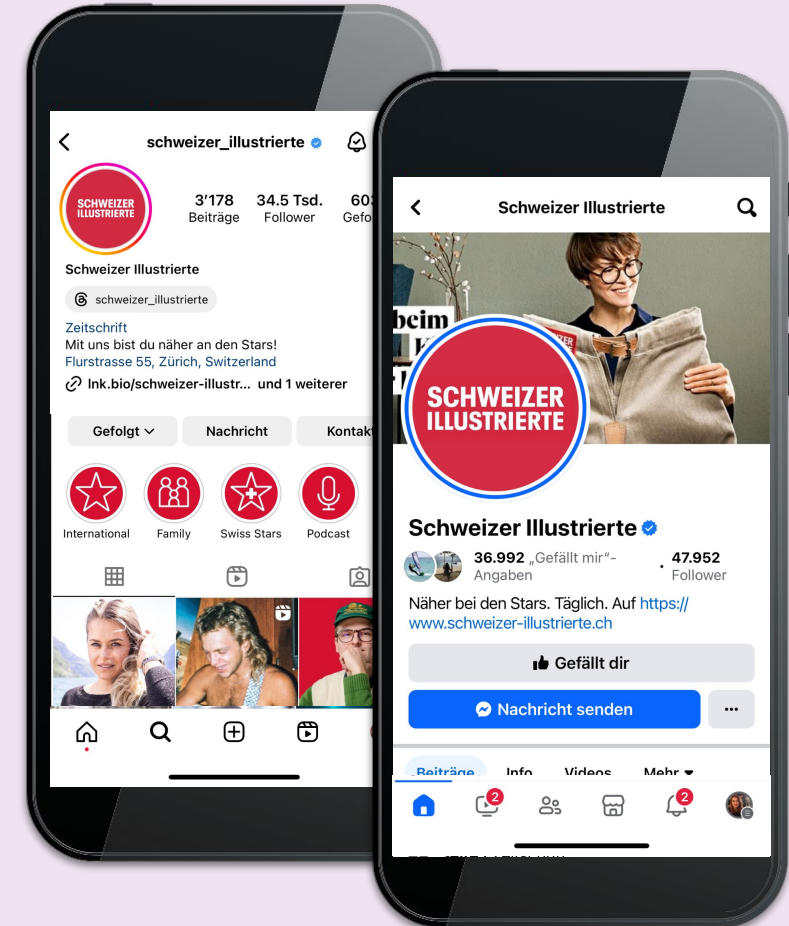
Focus

39'300

Subscribers

74% | 26%

f | m



# Realizations

## Schweizer Illustrierte



# L'illustré

Unique, committed, generous - just like the people of French-speaking Switzerland! L'illustré is a positive, open magazine that appeals to all generations.



**moving personalities  
and fates**

Focus

**260'677**

Subscribers

**25-44**

Age



**moving personalities  
and fates**

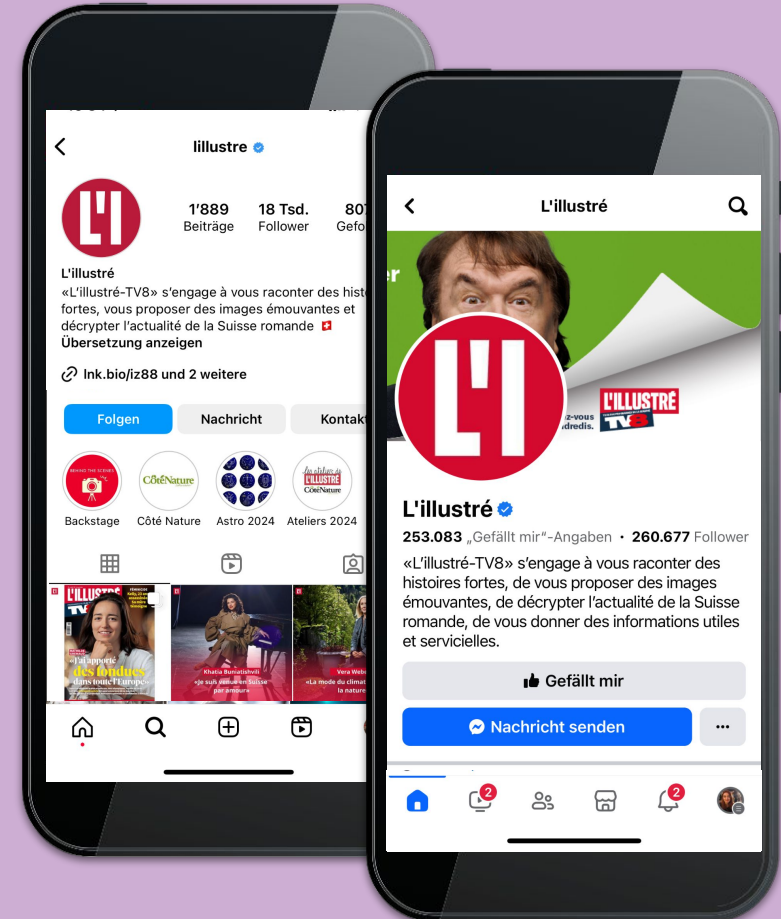
Focus

**18'000**

Subscribers

**35 - 54**

Age



# Style

Die Trends in Sachen Fashion, Beauty, Living. Inhalte von H&M bis Hermès, von Micasa bis Minotti , von Streetstyle bis Catwalk, von Öko Lux bis Haute Couture. Immer mit Style!



**Fashion, Beauty,  
Body & Health and  
Lifestyle**  
Focus

**9'918**  
Subscribers

**35 – 54**  
Age

**84% | 16%**  
f | m



**Fashion, Beauty,  
Body & Health and  
Lifestyle**  
Focus

**28'700**  
Subscribers

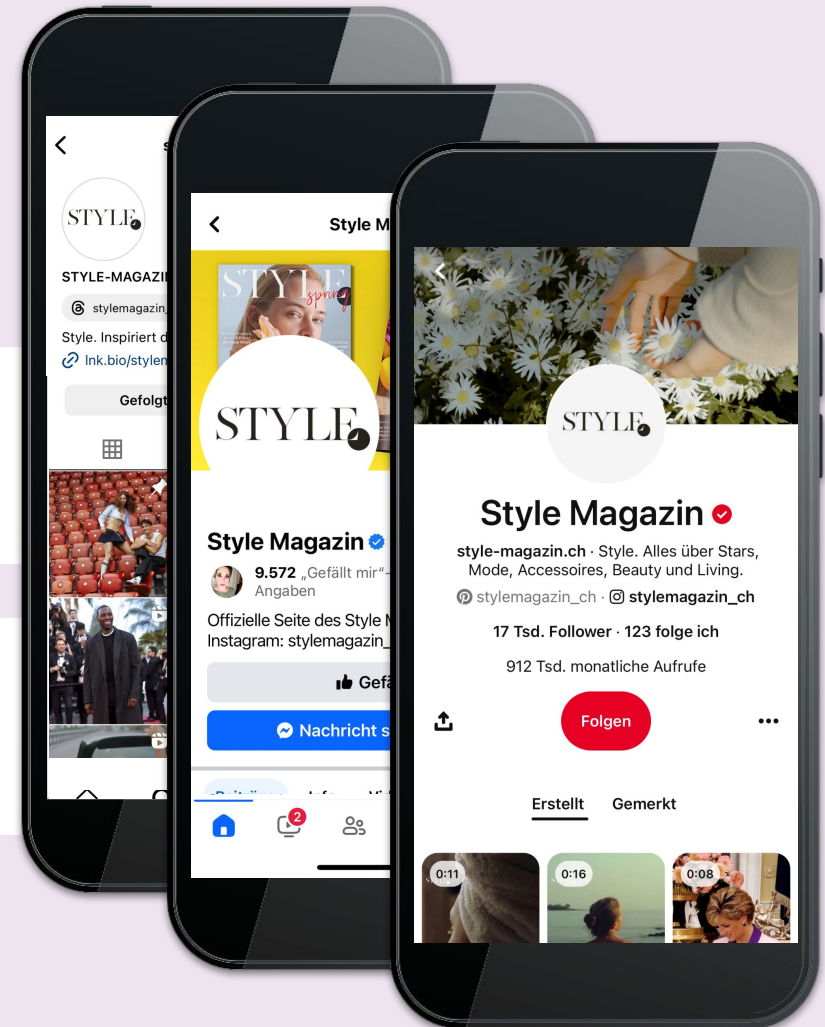
**35 – 54**  
Age

**74% | 26%**  
f | m

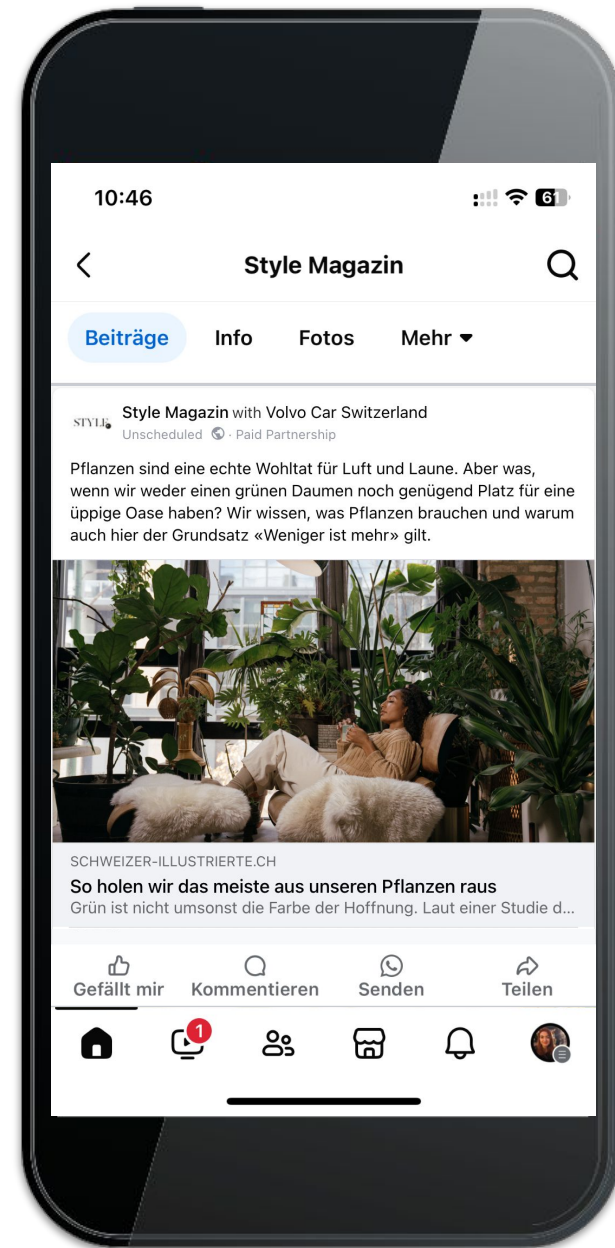


**Fashion, Beauty,  
Body & Health and  
Lifestyle**  
Focus

**18'000**  
Subscribers



# Realizations Style



# Bolero

For over 30 years, Bolero has stood for culture, design, fashion, travel and beauty. Bolero's strength lies in its close relationships with internationally recognized decision-makers in the fashion and beauty industry.



**Fashion, style & culture**

Focus

**11'960**

Subscribers

**18 - 34**

Age

**49% | 51%**

f | m



**Fashion, style & culture**

Focus

**19'000**

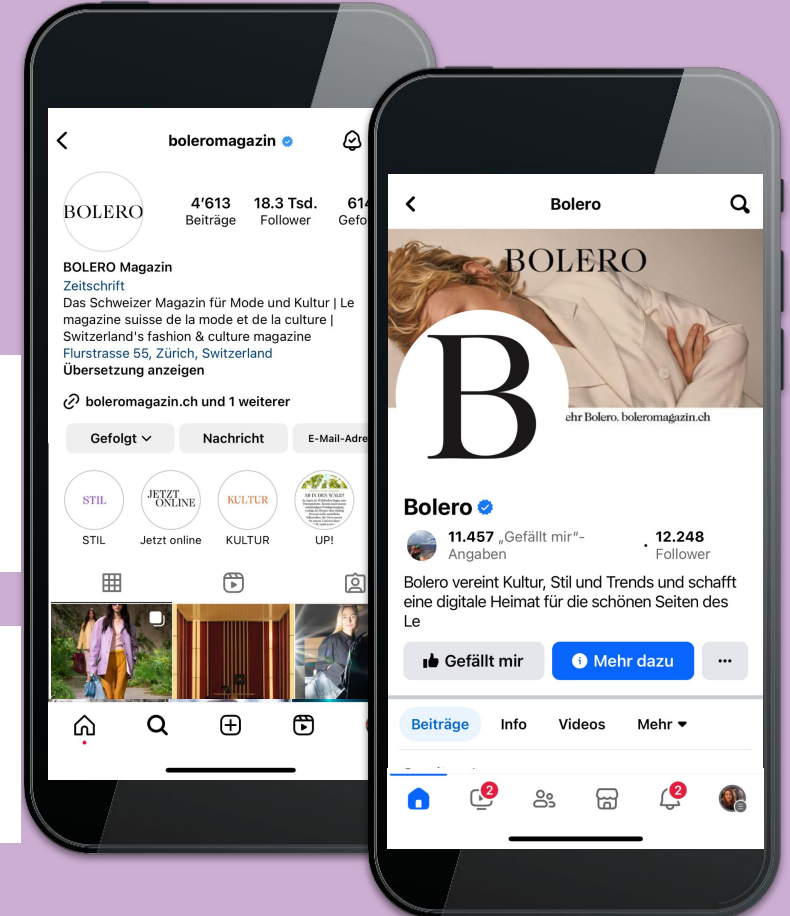
Subscribers

**25 - 44**

Age

**70% | 30%**

f | m



# LandLiebe

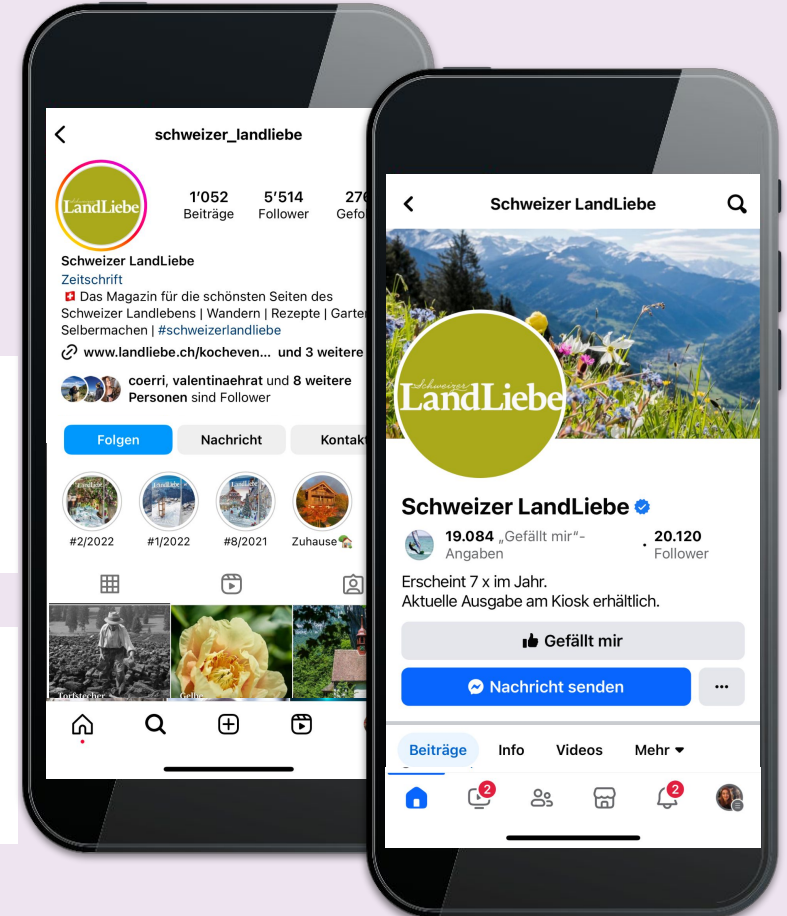
The most beautiful aspects of Swiss country life and the decelerated way of life. Fascinating photo reportages, delicious country women's cuisine, ingenious knitting ideas and portraits of down-to-earth people.



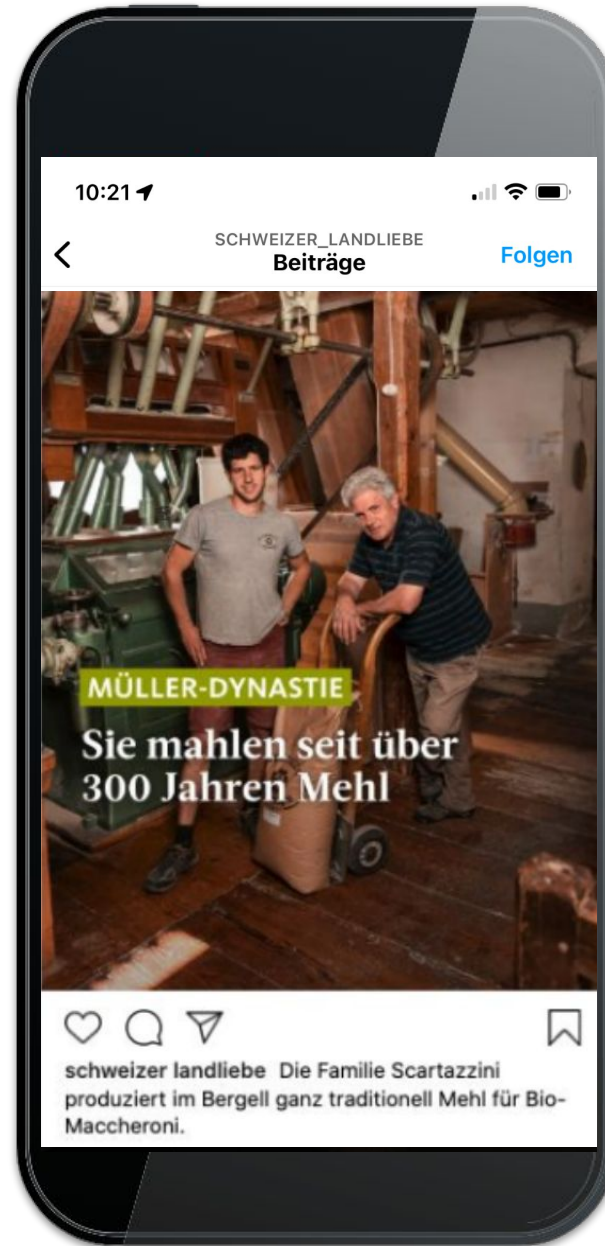
Swiss country life	20'873	45 – 65	82%   18%
Focus	Subscribers	Age	f   m



Swiss country life	6'698	35 – 55	83%   17%
Focus	Subscribers	Age	f   m



# Realizations LandLiebe



# Energy

Multimedia content for social media inspires hundreds of thousands of people every day. This storytelling expertise and a large social community are also available to customers.



**Entertainment,  
Humor**

Focus

**266'654**

Subscribers

**25 - 34**

Age

**52% | 48%**

f | m



**Entertainment,  
Humor**

Focus

**288'000**

Subscribers

**18 - 34**

Age

**56% | 44%**

f | m



**Entertainment,  
Humor**

Focus

**169'500**

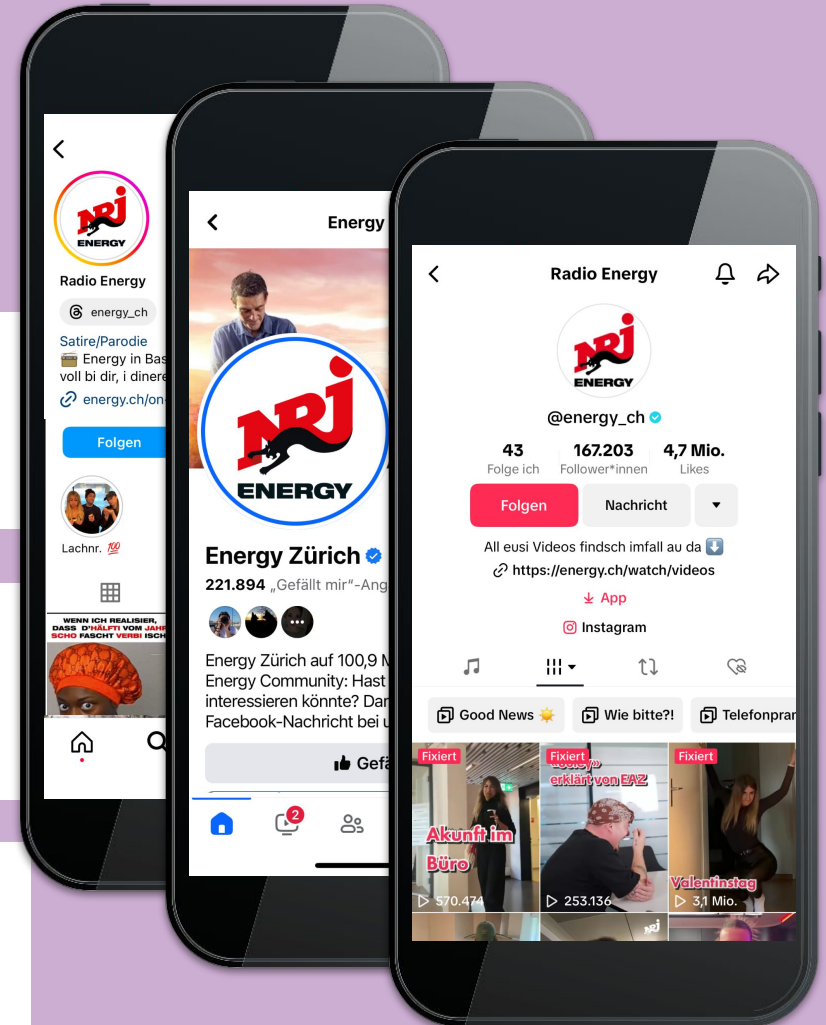
Subscribers

**18 - 24**

Age

**51% | 49%**

f | m



# izzy Projects

izzy Projects - Effective campaigns for young target groups



**Entertainment,  
Journalism**

Focus

**275'241**

Subscribers

**18 - 34**

Age

**44% | 56%**

f | m



**Entertainment,  
Journalism**

Focus

**297'000**

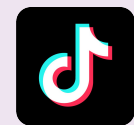
Subscribers

**18 - 34**

Age

**44% | 56%**

f | m



**Entertainment,  
Journalism**

Focus

**73'353**

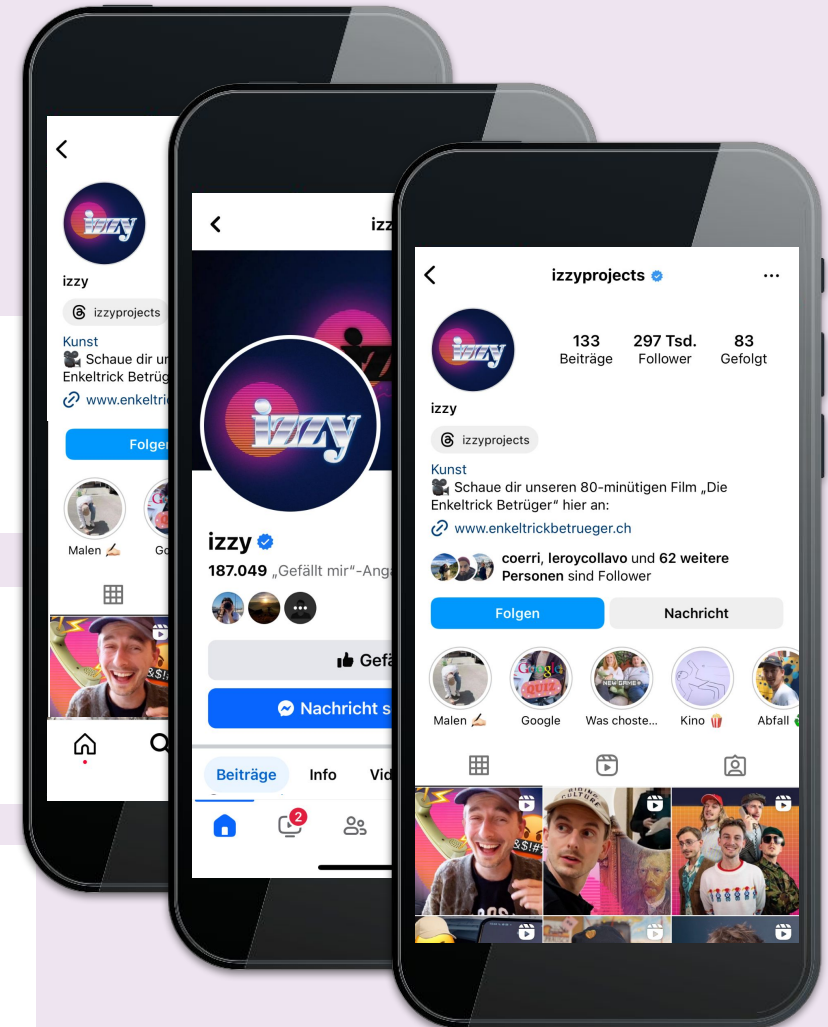
Subscribers

**18 - 34**

Age

**44% | 56%**

f | m



# Realizations

IZZY

**WER TRINKT HIER  
BEI DER ARBEIT?!**



**Es ist Montagmorgen, acht Uhr.  
Heute machen wir etwas ganz spezielles**

# Blue Sport

Exclusive broadcasting rights for football and other sports, a top-class team of experts, news, tickers and background information.



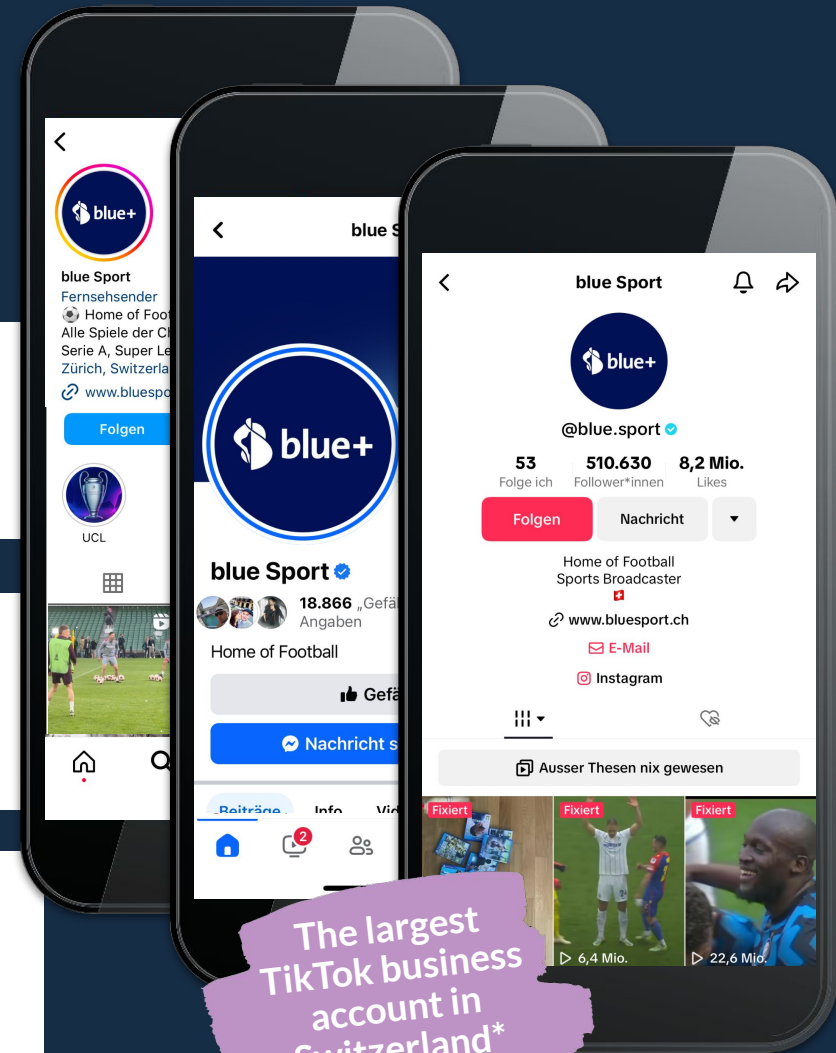
Sport	52'810	25 - 44	12%   88%
Focus	Subscribers	Age	f   m



Sport	158'000	18 - 35	12%   88%
Focus	Subscribers	Age	f   m



Sport	887'100 (D-CH) 1.3 Mio (F-CH)	18 - 34	12%   88%
Focus	Subscribers	Alter	f   m



# Blue News

Exclusive broadcasting rights for football and other sports, a top-class team of experts, news, tickers and background information.



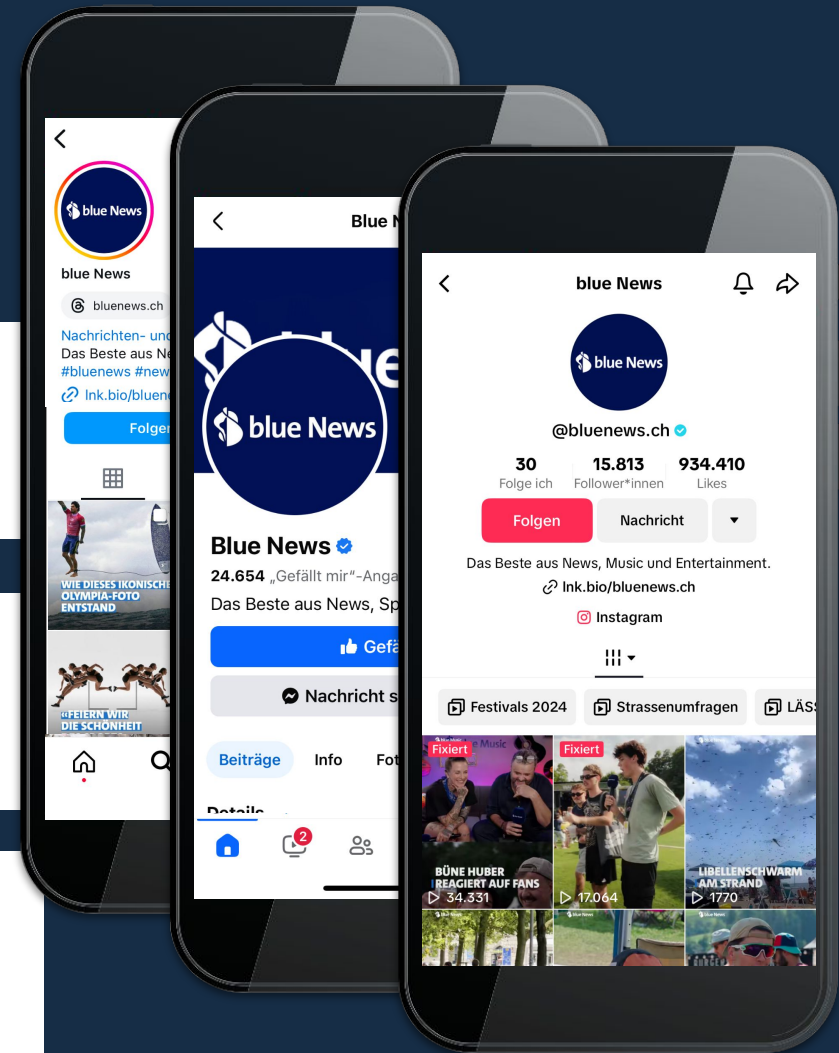
News	49'295	35 - 65	47%   53%
Focus	Subscribers	Age	f   m



News	20'900	18 - 45	41%   59%
Focus	Subscribers	Age	f   m



News	91'300	35 - 54	41%   59%
Focus	Subscribers	Age	f   m



# Approaches

01

## Branded Social

- As a traffic booster in our portfolio for content and 360° campaigns.
- As a stand-alone sponsored reel/post in our portfolio.

02

## Social campaign

- Creation and ad set-up on your channel or in the Ringier Media Switzerland universe.

03

## Social Outsourcing

- We take over your social media channel. From strategy to conception and creation to implementation: everything from a single source.

# Social- Kampagne

## Our scope of services:

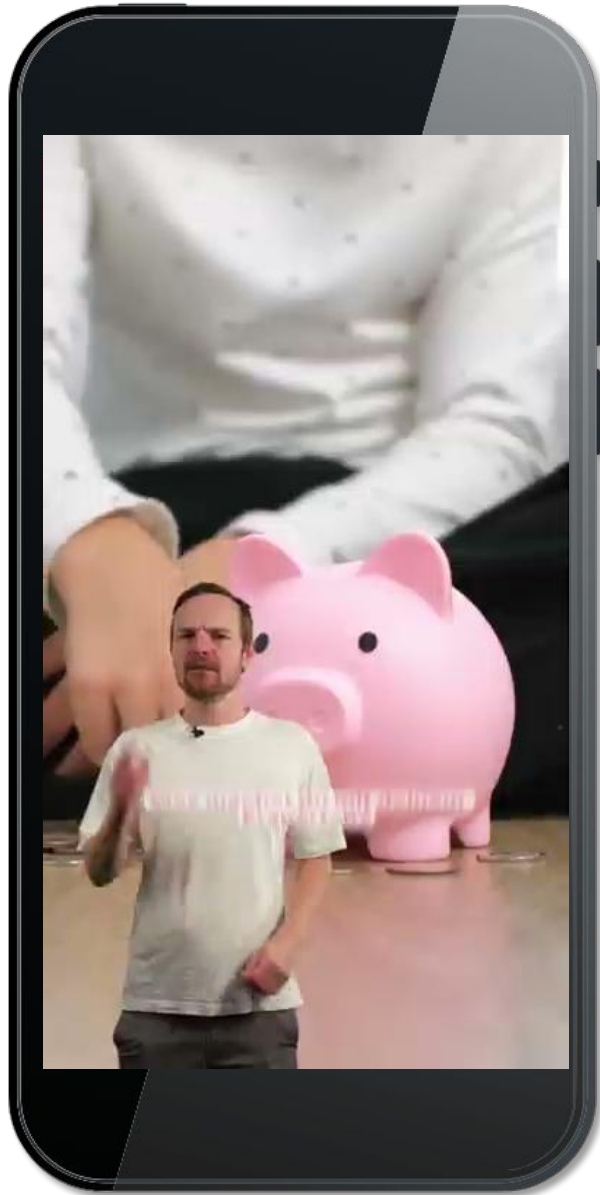
- ✓ Brainstorming and concept
- ✓ Strategy and planning
- ✓ Campaign setup
- ✓ Campaign implementation and support
- ✓ Production and adaptation Ad Creatives
- ✓ Analysis and reporting

# Cases.



SWISSCANTO.





Sparkonto VS Anlegen

# Swisscanto

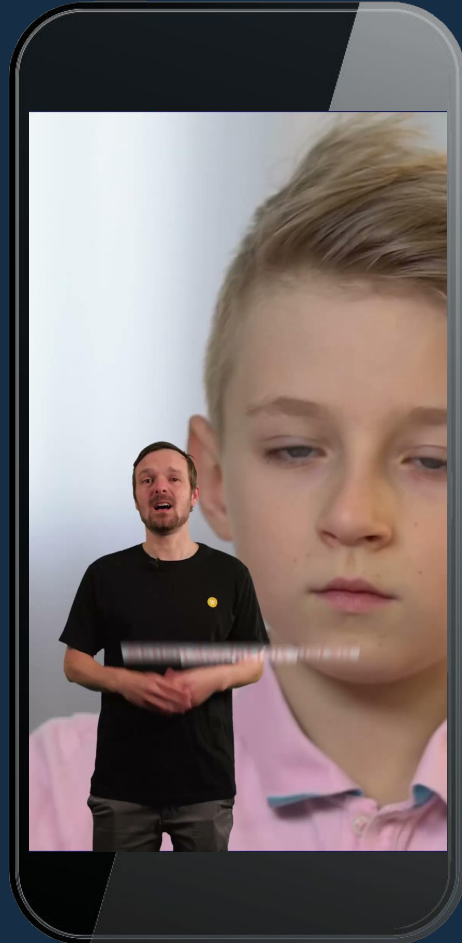
## Task

- Social-Only Campaign
- The primary goal was to share knowledge about Exchange Traded Funds (ETFs) in an accessible way.
- The campaign targeted individuals who have not yet engaged with financial topics but want to enter the investment world with the goal of investing simply.

## Idea

- In easy-to-understand vertical videos, our host, Ivo, explains what ETFs are and how they work. These explainer videos were deployed as Instagram Reels and received an additional push via TikTok to maximize visibility. The videos included direct links to the client's landing page to drive seamless traffic.

# ETFs – explained simply by our host Ivo



ETF savings plans



Invest sustainably



Clichés

# GRAUBÜNDEN TOURISMUS.





# Graubünde Tourism “Patgific”

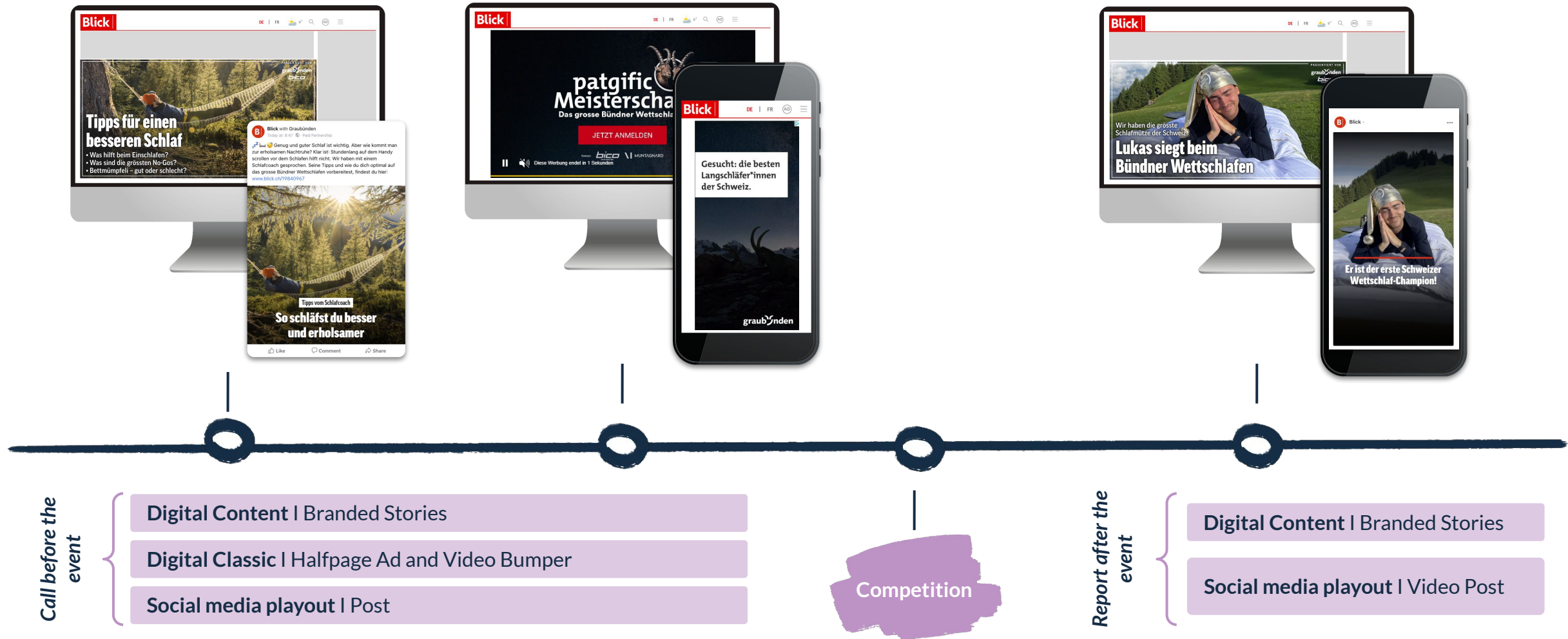
## Task

- Application for new “Patgific” campaign
- Highlighting the topics of “healthy sleep” & “Patgific - Graubünden lifestyle” and promoting registrations for the “sleep competition”.

## Idea

- We send our social media manager to the competition and document the 'sleep competition' with social stories, posts and a video. Before the event, we call on the community to also register for the competition and at the same time give tips for healthy sleep. We conclude the whole thing with a post-event report in video form.

# Distribution



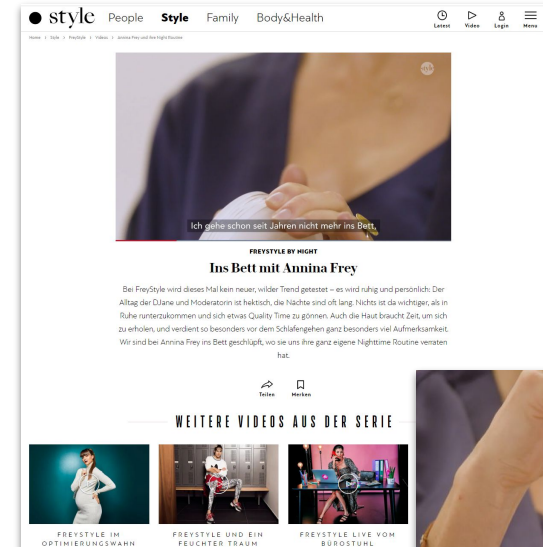
# Follow-up video



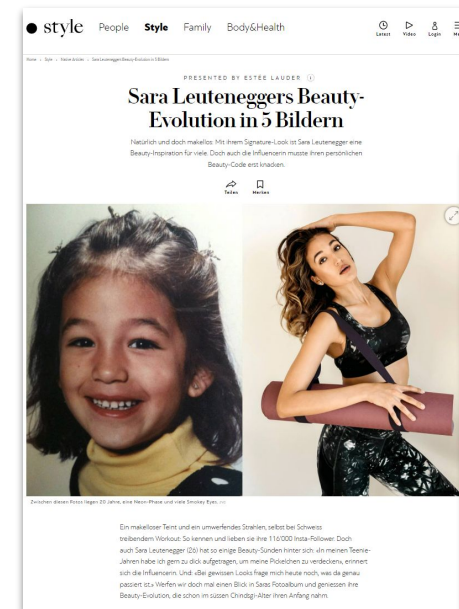
ESTÉE LAUDER.



# ESTÉE LAUDER BEAUTY IMPLEMENTATIONS



Click [here](#) for the story



Click [here](#) for the story



OPI.





# OPI New Collection

## Task

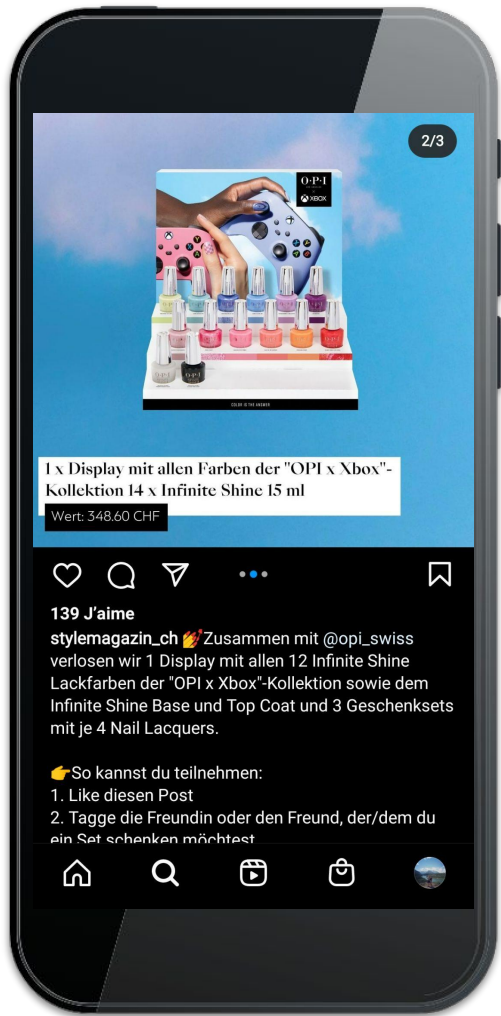
- Announcement of the new nail polish collection from OPI

## Idea

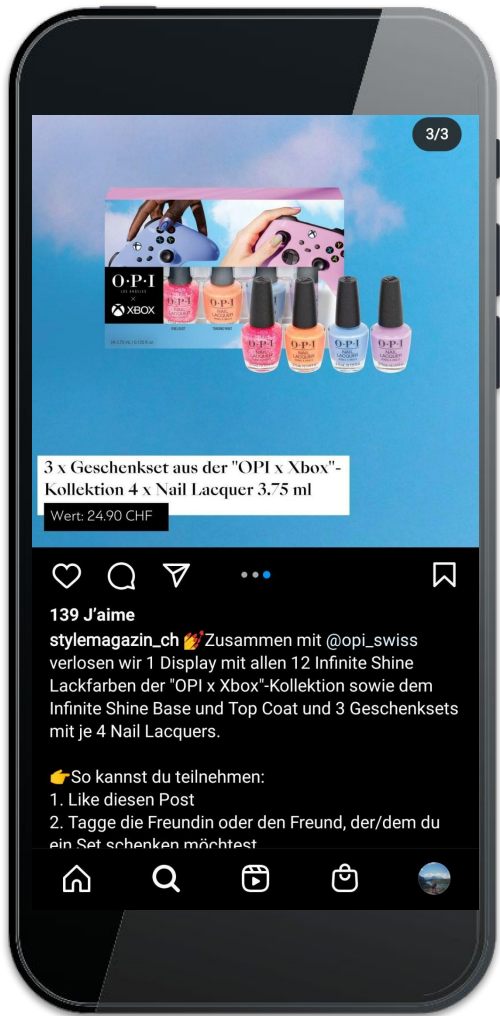
- Competition on Instagram: Implementation via stories and posts on Style and Illustré Instagram channel

# Social Only Case

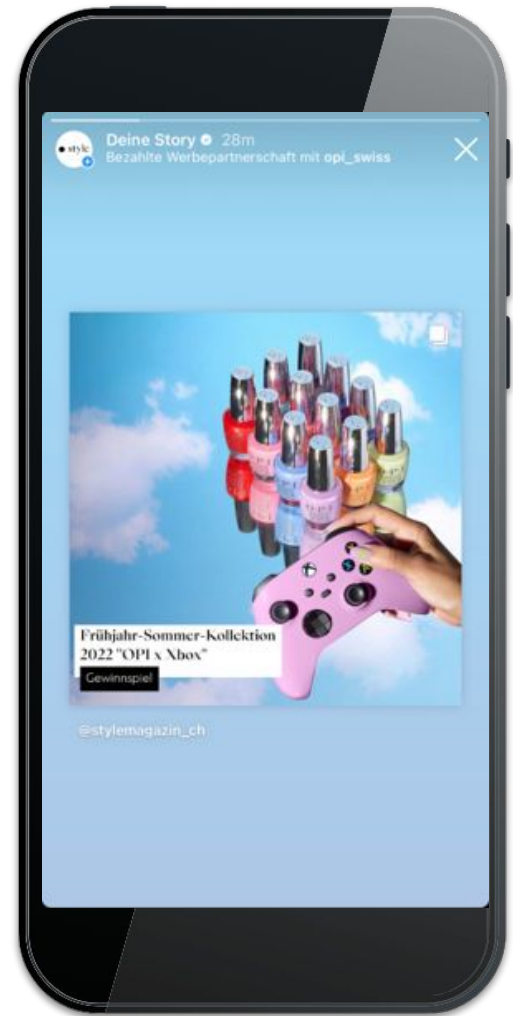
Social Post



Story

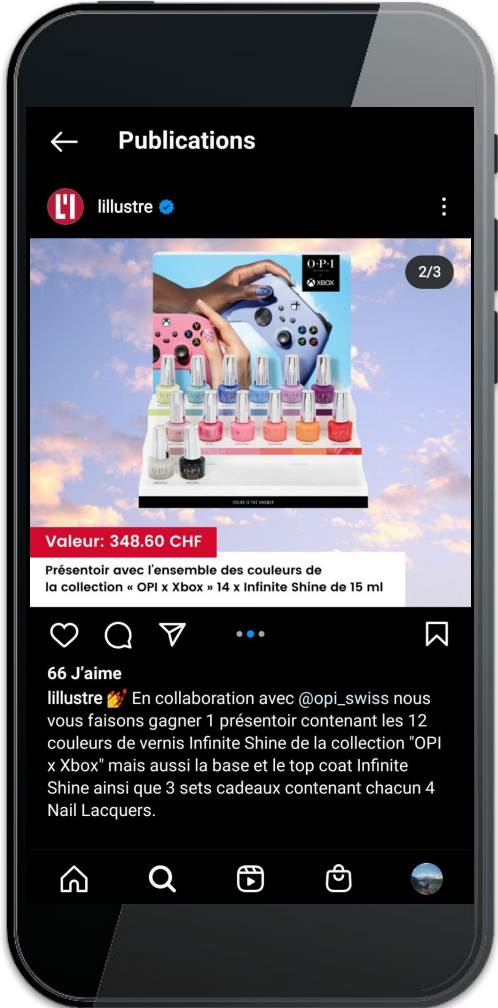


Story

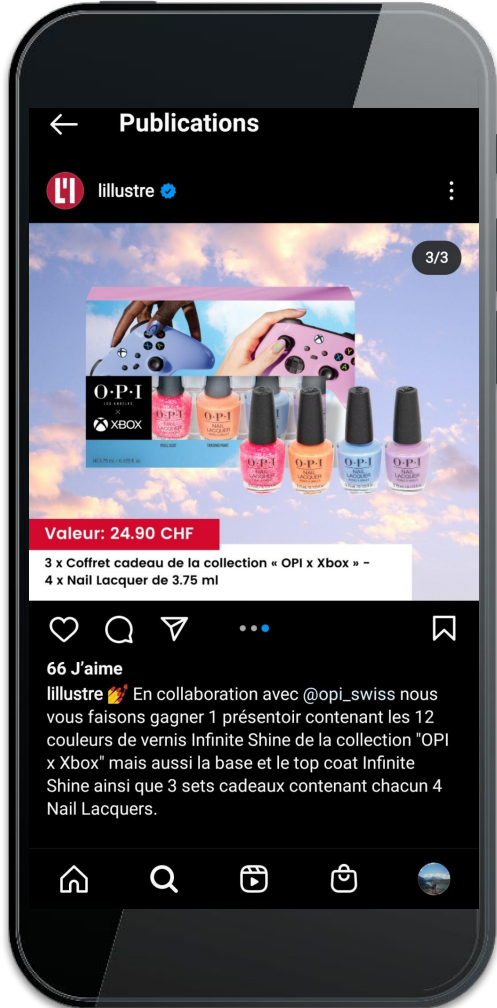


# Social Only Case

Social Post



Social Post



Story



SWISSLOS.





# Swisslos: Schiebermeisterschaften

## Task

- raise awareness of the Swiss Sliding Championships among the the younger target group.
- Generate more registrations for the 7th Swiss Sliding Championships.

## Idea

- A broad-based campaign across various Ringier channels.
- Supplemented by a social ad campaign with creative visuals.



# Social-Ad-Kampagne

In order to reach the younger target group, we created a social ad campaign in addition to print and online communication. We generated awareness for the qualification phase with special visuals that appeal to millennials and Gen Z in particular.

To optimize conversions, we then used retargeting to play out adapted visuals.

## Conclusion

The extensive campaign exceeded the number of registrations from the previous year and was therefore a complete success.

# Social campaigns.



# Realizations

**Startschuss zur 7. Schweizer Schieber-Meisterschaft**

**Holen Sie sich die Jass-Krone!**

Die Schweizer Schieber-Meisterschaft von Blick und Swisslos geht in die 7. Runde! Mit mehr Gewinnchancen und tollen Preisen. Das müssen Sie über das grösste Jassturnier des Landes wissen.

**Jetzt auftrumpfen auf jass.ch**

«Es war eine Achterbahnfahrt, die mit einem Höhepunkt endete»

**7. Schweizer Schieber-Meisterschaft**

**Preis im Wert von 20 000 Franken**

## Print

**Blick**

SPORT

**Wir Schweizer wahren nicht! Wer hat das Jassen eigentlich erfunden?**

Jassen gilt in der Schweiz als Kein Wunder, wurde das Kart hier erfunden. Würde man m Dem ist aber nicht so.

Publiziert: 11.10.2023 um 06:11 Uhr  
Aktualisiert: 17.11.2023 um 14:29 Uhr

**7. Schweizer Schieber-Meisterschaft**

**Am 18. November wird gross aufgetrumpft!**

Der Finalevent der **7. Schweizer Schieber-Meisterschaft** geht am 18. November 2023 im Theater Casino Zug über die Bühne. Moderiert wird das Turnier von Ex-«Samschtig-Jass»-Moderator Reto Scherrer (47). Die 100 Finalistinnen und Finalisten, Vorjahressieger Walter Steiner (61) aus Muri AG und die Promi-Jasser Marc Berthod (39), Nöldi Forrer (45), Monika Fasnacht (59) und Monika Kaelin (69)

## Digital

**Blick**

Bezahlte Werbepartnerschaft

♣♣♣ Beim Jassen ist Köpfchen gefragt! Trümpfe zählen und wissen, welche Karten Bock sind, ist Pflicht. Wer nicht mitzählt, verärgert beim Schieber seine Jassgspäni und verschenkt Punkte. Das muss nicht sein! Mit diesen Tipps kannst du dir die Karten besser merken. 📖 Zu den Tipps: [www.bit.ly/SSMTraining](http://www.bit.ly/SSMTraining) — mit Swisslos.

**Gedächtnstraining für Schieber**

**So merkst du dir die Karten beim Jassen**

👍❤️😄 113 15 Kommentare 9 Mal geteilt

👍 Gefällt mir 💬 Kommentieren ➦ Teilen

## Social Media

# Realization Socia

**Blick** Anzeige

Jetzt für die Schweizer Schieber-Meisterschaft anmelden.

**Die grösste Jass-Meisterschaft der Schweiz!**

Mitmachen und tolle Preise gewinnen.

swisslos.ch  
**Mitmachen und tolle Preise gewinnen.** **Registrieren**

113 15 Kommentare 9 Mal geteilt

Gefällt mir Kommentieren Teilen

**Reels** Schelle isch Trumpf

**«Du hesch kei Stich! Wirklich?»**

Jetzt für die Schweizer Schiebermeisterschaft anmelden.

**Registrieren**

Du hesch kei Stich! Wirklich?

Anzeige

Instagram

**blick** Anzeige

Schelle isch Trumpf  
**«Häsch Bock?»**

Jetzt für die Schweizer Schiebermeisterschaft anmelden.

**Registrieren**

blick Die grösste Jass-Meisterschaft der Schweiz!

**blick** Anzeige

**«Schiebsch?»**

Jetzt für die Schweizer Schiebermeisterschaft anmelden.

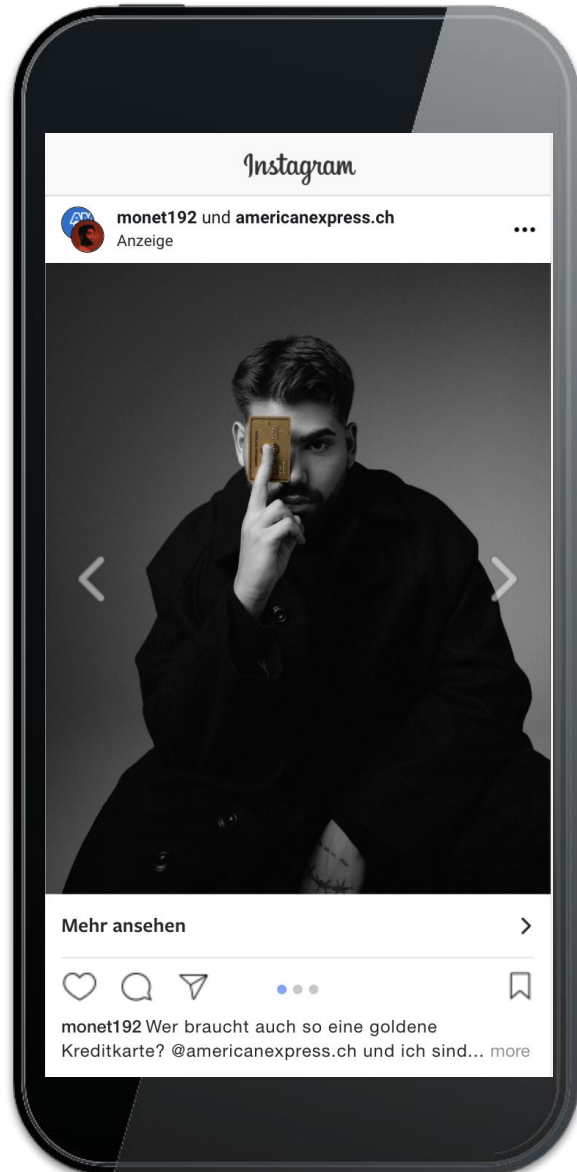
**REGISTRIEREN**

# Realization Socia



AMERICAN  
EXPRESS GOLD.





# American Express

## «GOLD BUZZ»

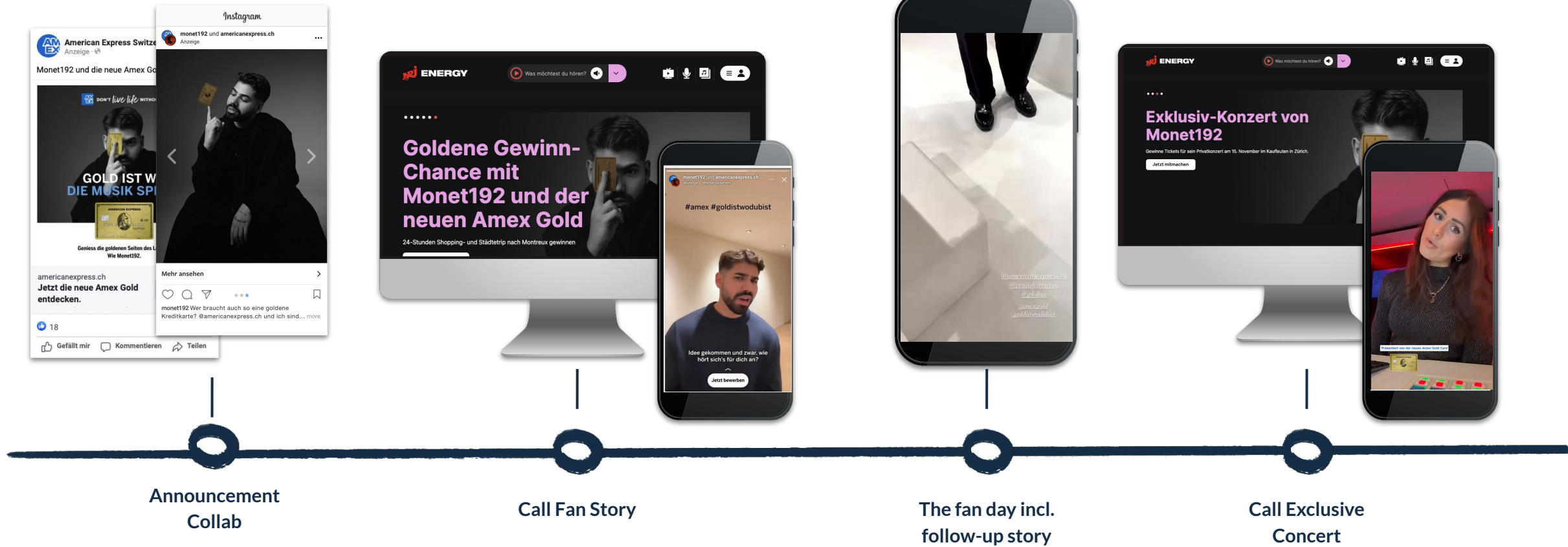
### Task

- Creating attention for the new American Express Gold. Or more than just attention: a real buzz.

### Idea

- To achieve this, we are relying on a surprising lever. A collaboration with a well-known Swiss hip-hop act. On and off stage. We establish the Swiss star rapper as a testimonial for American Express Gold.

# Timeline campaign

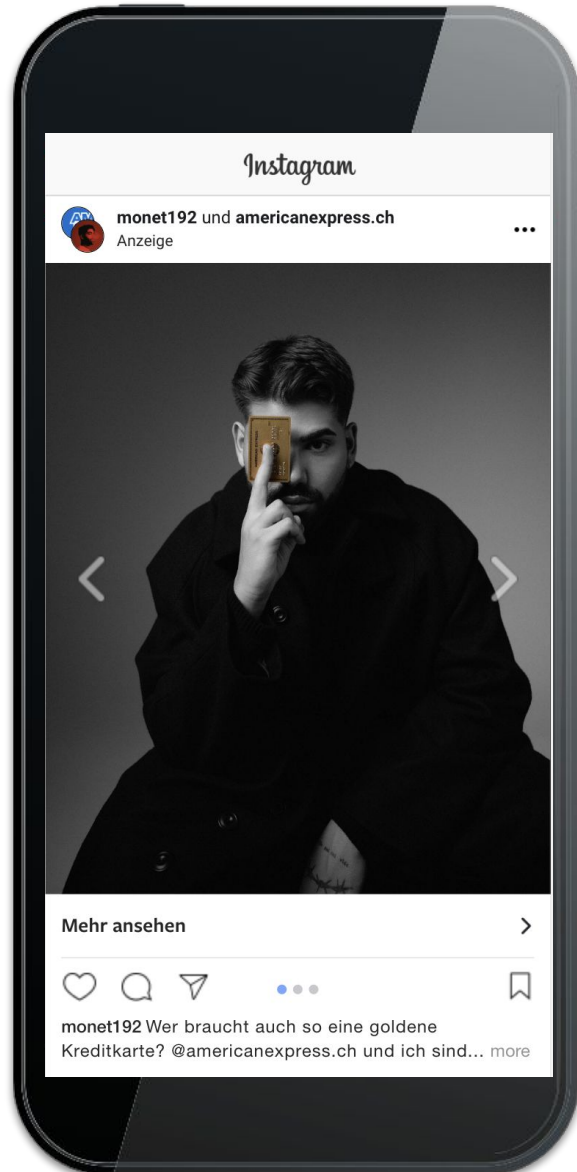


# The exclusive Concert



AMEX.





# American Express

## «GOLD BUZZ»

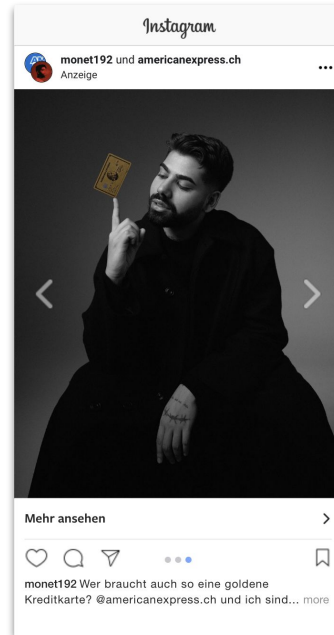
### Aufgabe

- Aufmerksamkeit für die neue American Express Gold kreieren. Beziehungsweise mehr als nur Aufmerksamkeit: einen richtigen Buzz.

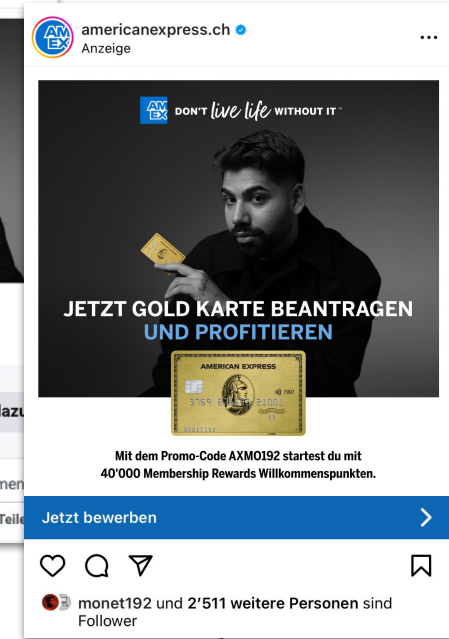
### Idee

- Dafür setzen wir auf einen überraschenden Hebel. Eine Kooperation mit einem bekannten Schweizer HipHop-Act. On- und Offstage. Wir etablieren den Schweizer Star-Rapper als Testimonial für American Express Gold.

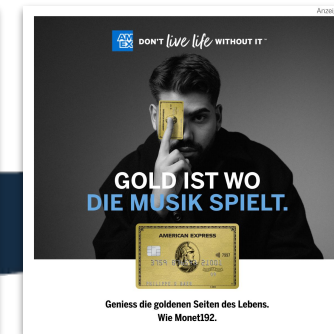
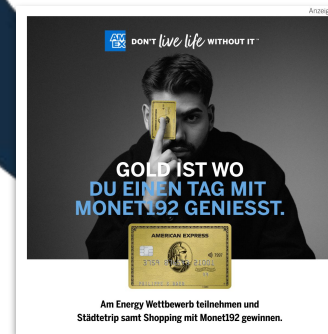
# Collab- Ankündigung



IG-Feedp-Post  
Monet192

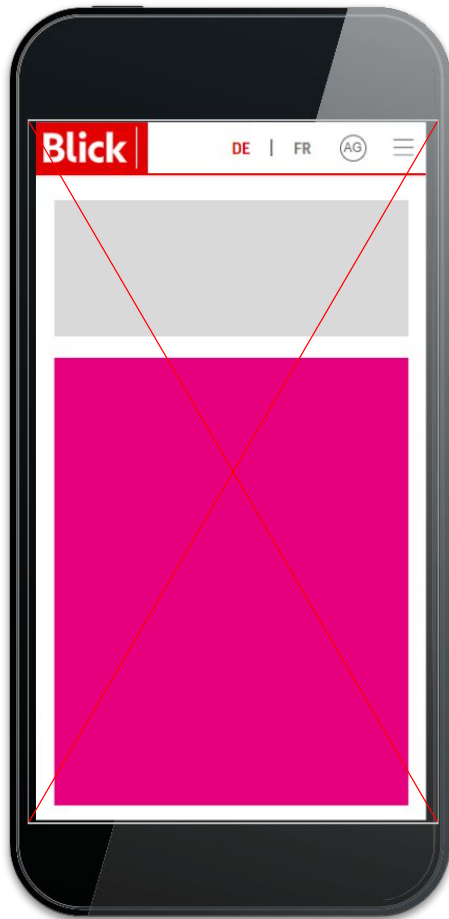


Social Media Ads

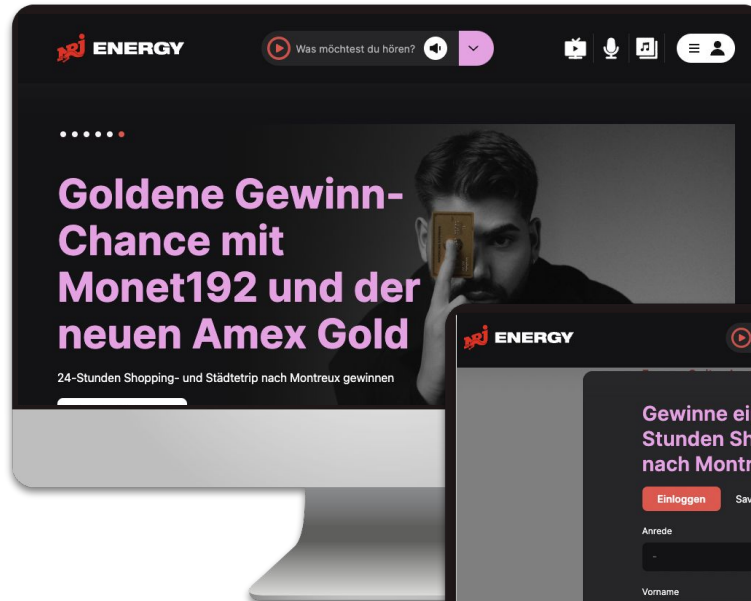


Contextuals

# Die Fan-Story – Aufruf



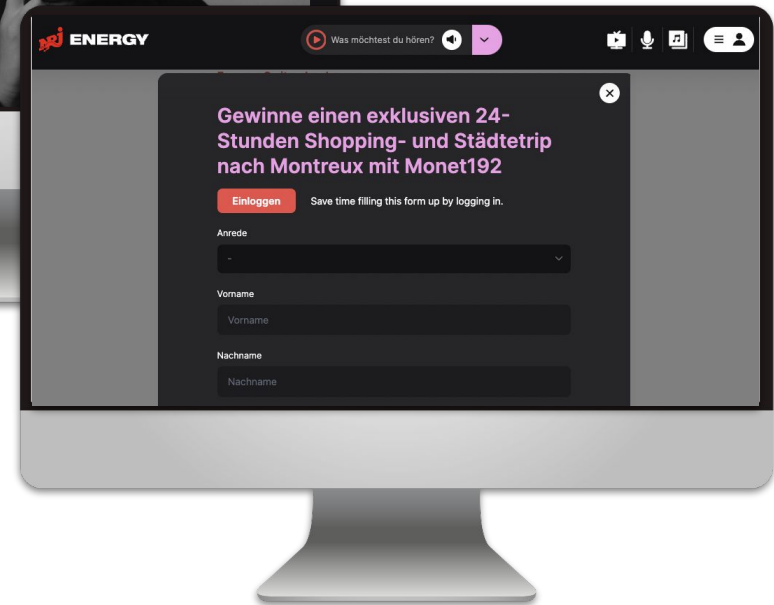
IG-Story-Post Monet192



Gewinn-Landingpage mit Formular für Fantag



Bewerbungs-Spot Radio Energy



# Die Fan-Story – Während des Fantages



IG-Story-Post Monet192

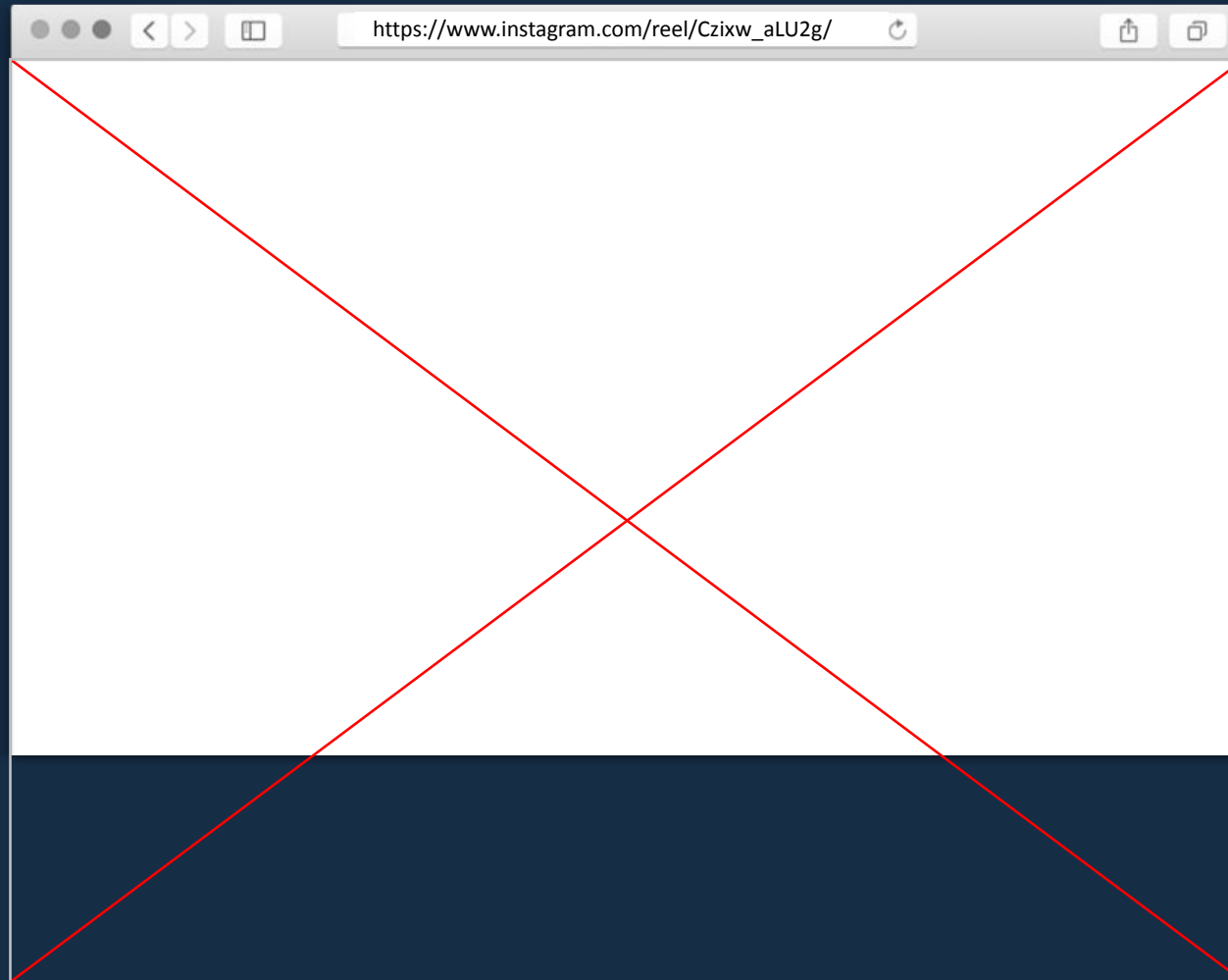


IG-Story-Post Monet192



IG-Story-Post Monet192

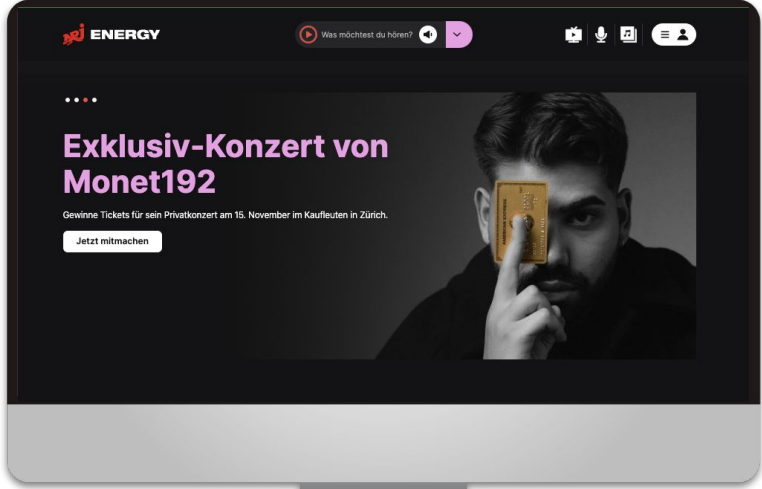
# Die Fan-Story – Nachbarbericht



# Exklusiv-Konzert – Ankündigung



IG-Story-Post Monet192



Gewinn-Landingpage mit Formular für Fant-Tag



# Das Exklusiv-Konzert



# Social Outsourcing.



# Approaches

01

## Branded Social

- As a traffic booster in our portfolio for content and 360° campaigns.
- As a stand-alone sponsored reel/post in our portfolio.

02

## Social campaign

- Creation and ad set-up on your channel or in the Ringier Media Switzerland universe.

03

## Social Outsourcing

- We take over your social media channel. From strategy to conception and creation to implementation: everything from a single source.

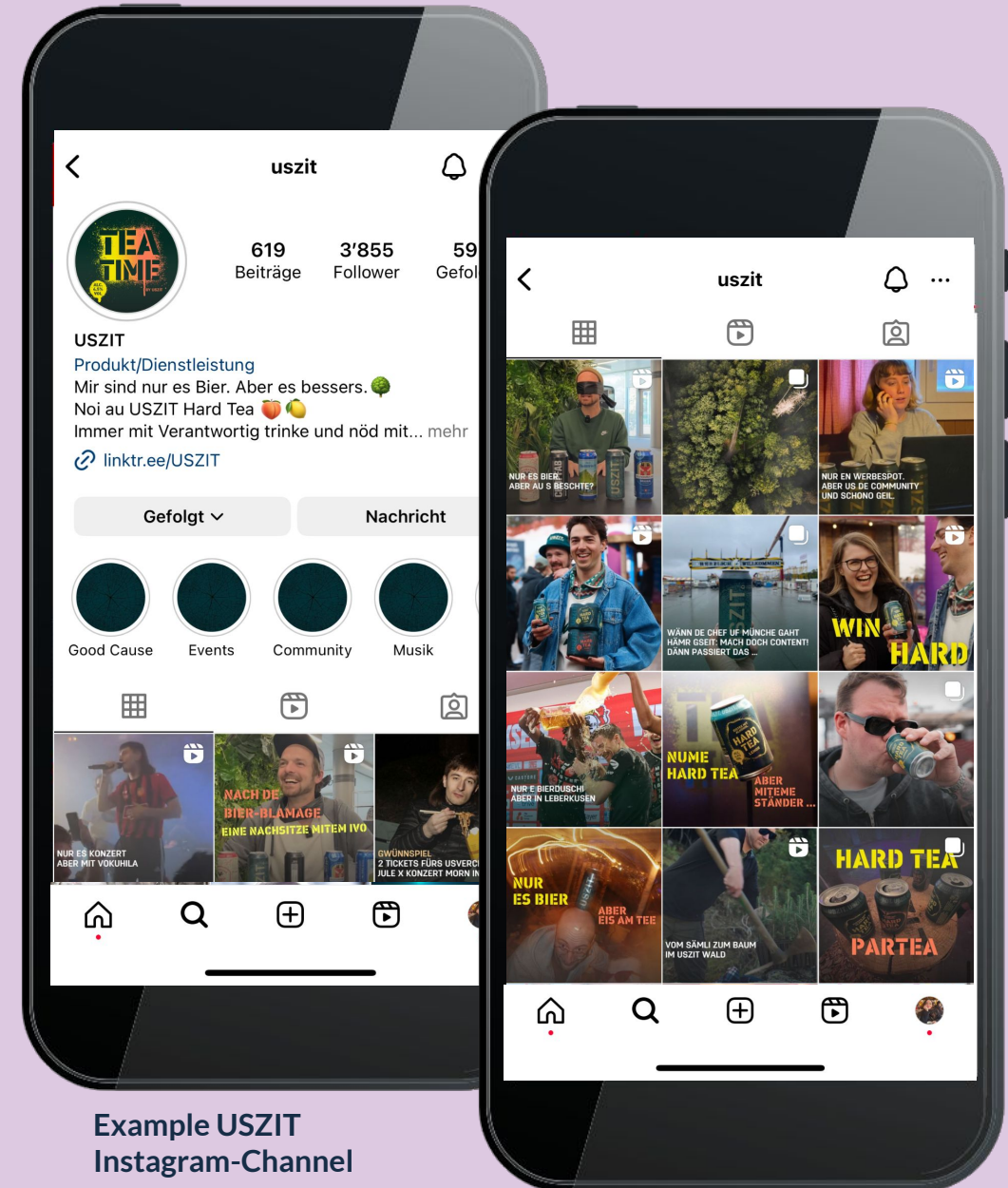
# Social Outsourcing

## Your Channel, Our Power

We take over your social media channel. From strategy to conception and creation to implementation. Everything from a single source.

We pursue the jointly set communication goals for you, produce regular (corporate-compliant) social content and take care of performance.

In this way, we streamline your organizational structure and constantly drive your brand forward for you.



Example USZIT  
Instagram-Channel

# Social Outsourcing

## Your Channel, Our Power

Careful target group analysis is the first step on the road to channel outsourcing.

For a successful takeover, we need to know and understand the target group(s).

- **Who do we want to address?**
- **Where is this target group traveling?**
- **What are their demographics?**
- **What are their interests?**
- **What is their purchasing behavior?**



# Social Outsourcing Concept & Strategy

Where do we want to go? How do we achieve this? We develop a concept and a content strategy to serve as a guideline for the management of your channel. This includes, for example

- Posting formats and frequency
- Targeting, hashtags, links
- Look and feel
- Wording and tonality
- Editorial plan
- Community integration
- Collaborations etc.



# Social outsourcing goals

## Awareness



### It's About Quantity

The aim is to address as many people as possible whose demographics and areas of interest represent a potential match with our customers.

Through a mixture of different content focuses (e.g. inspiration, service, trends), we can address different information needs and thus ensure a broad target group approach.

## Traffic



### Authenticity is Key

Successful organic social media traffic leads to more visibility and thus to greater brand awareness at low cost.

Organic traffic also has the advantage that it is based on authentic interest. The perfect prerequisite for high engagement.

## Interaction



### We Make it Click

The better and more relevant the content, the more interactions it generates.

As part of Ringier Media Switzerland, we always have our finger on the pulse and know what moves the target group.

This is how we create social media content for our customers that is liked, shared and commented on.

## Community



### Love Bonds

When content inspires, it creates loyalty.

By regularly involving users in social media communication, we create a strong community. communication, we create a strong community.

For example, with competitions, surveys, activations, reposts, etc. If the community feels heard, it rewards us with its loyalty.

# Pricing

	Pricing	On Top
<b>Phase 1</b> Target group analysis Competitor analysis Social media target definition	<b>per hour</b> CHF 180	<b>Production Image</b>  <b>production</b> <b>Video incl. editing</b>  <b>motion design</b>
<b>Phase 2</b> Concept & Strategy Format Definition	<b>per hour</b> CHF 180	
<b>Phase 3</b> Content creation Realization Reporting and evaluation	<b>per hour</b> CHF 125	



# Pricing: Example calculation: 150K

	Pricing	Gross
<b>Phase 1</b> Target group analysis Competitor analysis Social media target definition	2 persons per 3 days per hour CHF 180	approx. 8K
<b>Phase 2</b> Concept & Strategy Format Definition	per hour CHF 180	approx. 12K
<b>Phase 3</b> Content creation Realization Reporting and evaluation	80h/month à CHF CHF 125	approx. 10K monthly Retainer

