

MEDIA KIT 2020

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**ARCHITECTURE +  
PHOTOGRAPHY**

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**VIRGINIA DURAN + PHILIPP HEER**

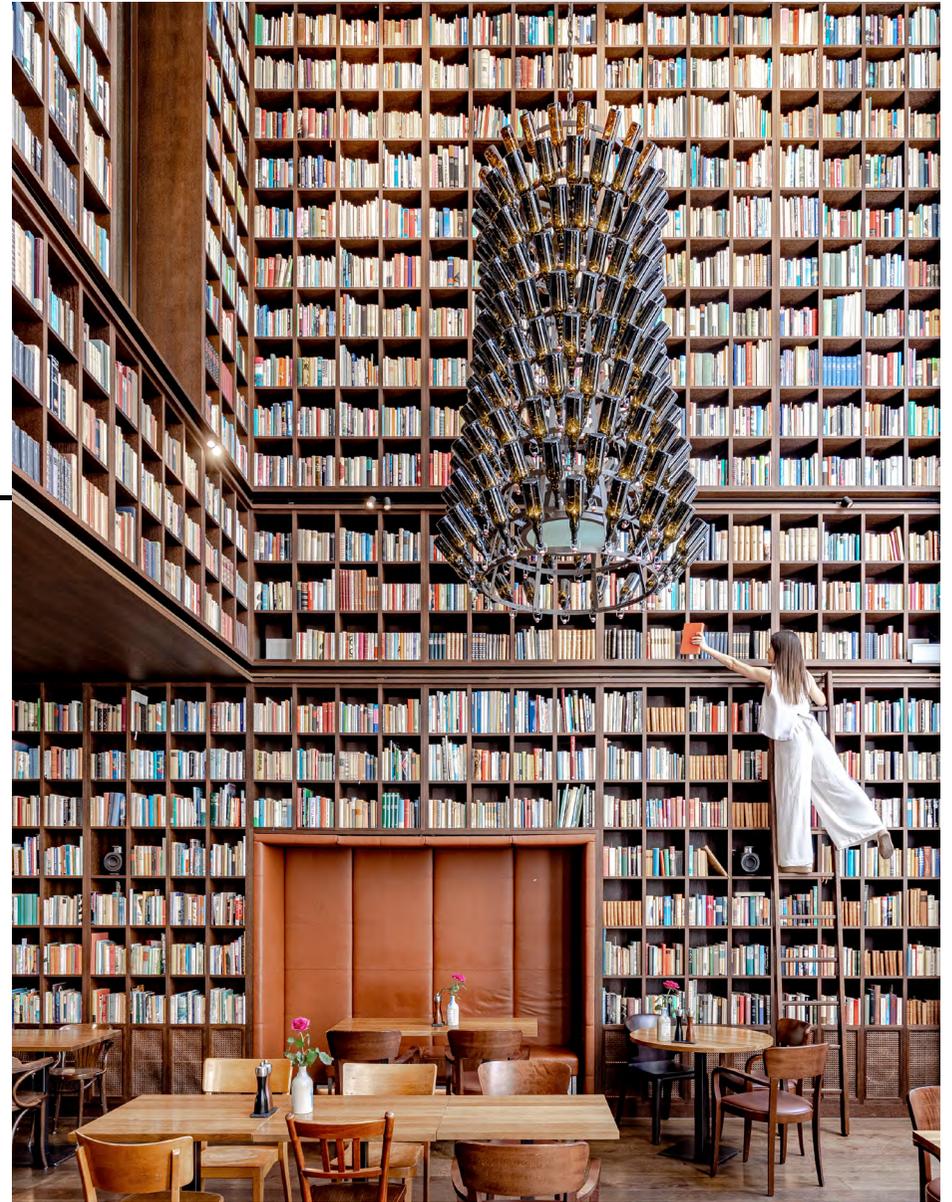
# ABOUT US

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**VIRGINIA DURAN + PHILIPP HEER**

We are a team of creatives showcasing the best of our built environment. From façades to interior design. From skyscrapers to low scale buildings.

We work with cities and architecture studios to give more exposure to the projects that make a dent in the universe.





### VIRGINIA DURAN

Architect, author and blogger  
www.virginia-duran.com



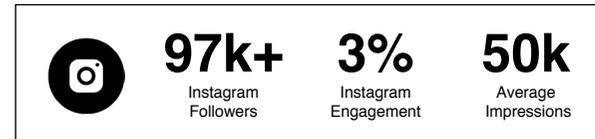
**Architecture City Guides**  
Her 40+ city guides have been featured in multiple architecture websites across the world.

**In the media**  
You can see Virginia’s articles on ArchDaily, Architectour Guide and Discovery Walks.



### PHILIPP HEER

Architectural Instagrammer, part-time photographer  
www.lerichti.com



**Instagram Influencer**  
One of the biggest architectural accounts on Instagram.

**In the media**  
Suggested to follow by Archdaily, Archilovers – portrayed by LonelyPlanet and Fubiz.

# What can the city expect from us?

## **Full research**

We'll research the architectural gems of the city finding new, unknown buildings to attract new or different kinds of tourists.

## **Self-organisation**

We'll take care of access constraints, photography permits and other formalities to entry interior spaces.

## **A holistic approach**

By combining Instagramming and blogging, we'll be aiming for a sustainable and long-term impact.

## **Promotion to the right audience**

We'll put the city on the radar of architects, designers and photographers around the world.

## **A tailored point of view**

We'll showcase each location in the most attractive way; enhancing its beautiful features and geotagging and including additional information so users can easily find it.

## **Long-term commitment**

We are eager to update our content and review what's been refurbished, added or demolished.

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# DELIVERABLES | Social Media



## INSTAGRAM STORIES

About 4 different locations per day to keep the audience engaged. We will always mention your official Instagram account.



## FIRST INSTAGRAM POSTS

On average, we'll create 4 postable photographs per day. We'll style the potential angles of each location in different ways.



## LATERGRAMS

Later, we'll post again to have a long-term and lasting impact. If wished, we could also post when relevant events take place.

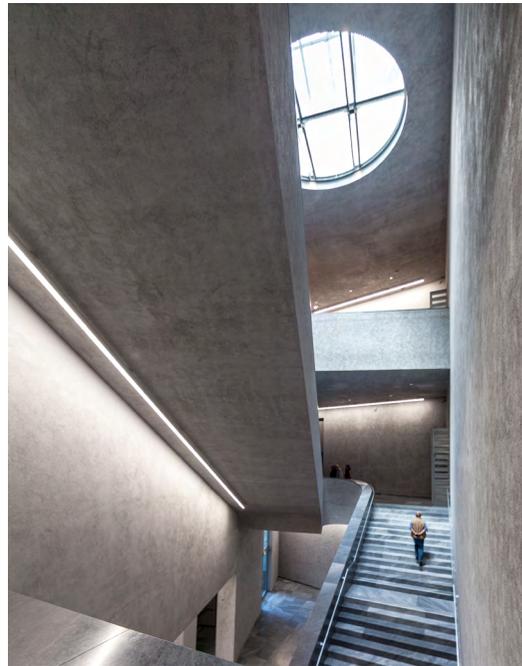
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# DELIVERABLES | PRESS



## CITY GUIDE + MAP

A thorough and detailed scouting of the architecture locations of the city. Additional content such as restaurants and hotels can be put on too.



## BLOG ARTICLE

A 23-point list of recommended buildings and locations relevant to architects and artists featuring the map and Instagram photographs.



by Virginia Duran

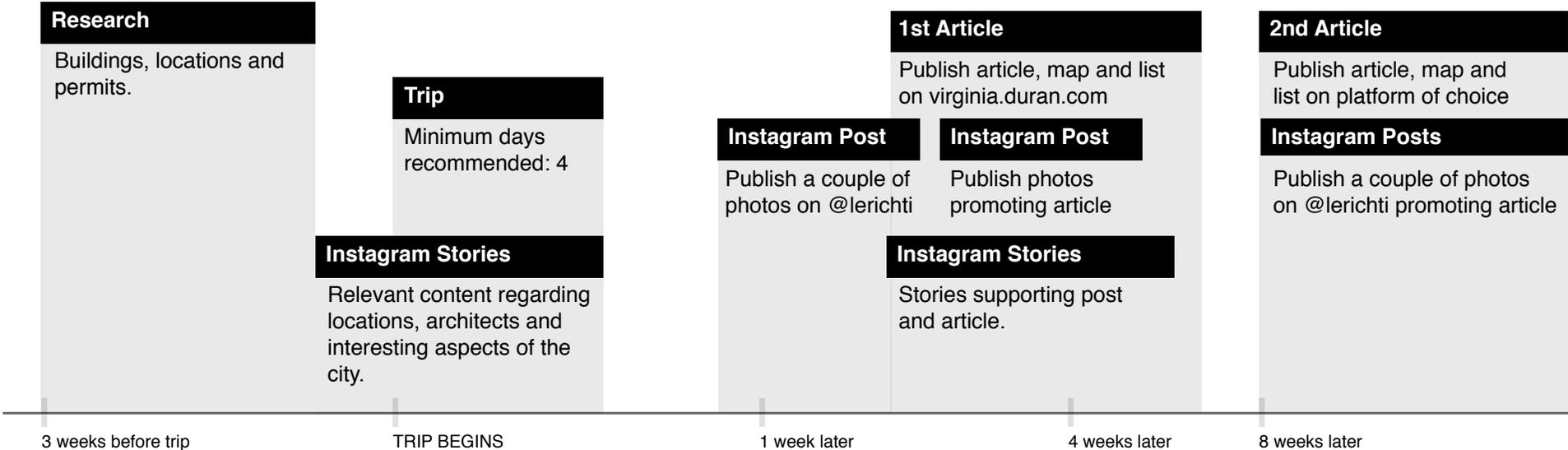


## A FEATURED ARTICLE

To maximise the reach of the created content, we'll post another article on the preferred platform. It can be on the city's website or other.

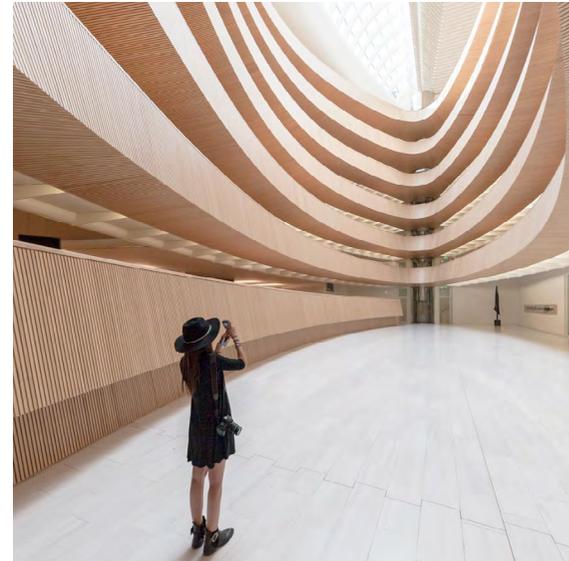
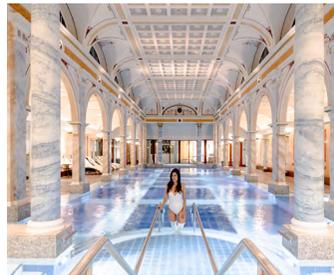
# TIMELINE

## This is how we work



**Note:** Additional Instagram posts and stories would be published to promote special events related to the city and its architecture.

# Brand Partnerships + Collaborations



## Bad Ragaz

The Leading Wellbeing & Medical Health Resort in Europe

Grand Resort Bad Ragaz AG comprises two five-star establishments. The Group also includes the Medical Center with the Clinic Bad Ragaz rehabilitation clinic, the Bad Ragaz and Heidiland golf courses, and the two subsidiaries Tamina Therme and Casino Bad Ragaz, as well as the Hotel Palais Bad Ragaz and the Hotel Schloss Wartenstein.

Deliverables:

- 7 postable photos for Instagram and blog
- Blog article about Grand resort Bad Ragaz
- Blog article about top architectural spas in the world

## VisitZurich

The Official Zurich City Guide | [zuerich.com](http://zuerich.com)

VisitZurich is in charge of the destination marketing of the Zurich region and employs professionals in the areas of Markets, Convention Bureau, Marketing, Tourist Information and Finances as well as freelance tour guides.

Deliverables:

- 20 postable photos for Instagram and blog
- Map and city guide
- Blog: 23 Spots You Shouldn't Miss in Zürich If You Love Architecture
- ArchDaily: 23 Spots You Shouldn't Miss in Zürich If You Love Architecture

# Brand Partnerships + Collaborations



## I amsterdam

Amsterdam & Partners | [iamsterdam.com](http://iamsterdam.com)

amsterdam&partners is a not-for-profit organisation in the public-private sector, dedicated to creating connections and sharing knowledge that bolsters all aspects of the Amsterdam experience.

Deliverables:

- 20 postable photos for Instagram and blog
- Map and city guide + featured locations
- Blog: 23 Spots You Shouldn't Miss in Amsterdam If You Love Architecture
- ArchDaily: Amsterdam City Guide: 25 Places to See in the Capital of The Netherlands

## Basel

Basel Tourismus | [basel.com](http://basel.com)

Basel Tourismus is dedicated to communicating this message and carries out numerous sales, PR and marketing activities in order to ensure that the special nature of our city is known well beyond the country's borders.

Deliverables:

- 20 postable photos for Instagram and blog
- Map and city guide
- Blog: 23 Spots You Shouldn't Miss in Basel If You Love Architecture
- ArchDaily: 23 Spots You Shouldn't Miss in Basel If You Love Architecture

# Use Case I Visit Zürich

The Official Zurich City Guide  
www.zuerich.com

**Description:** A paid collaboration between the board of tourism at Zürich's and us.

**Objective:** To promote the city's newer buildings and specifically Zürich as an architectural destination for architects and designers.

**Dates:** June 2018 & September 2019.

**Deliverables:**

- 20 photos for social media and articles
- Map and City Guide
- 2 Articles

## Article on virginia-duran.com



ARCHITECTURE

### 23 Spots You Shouldn't Miss in Zürich If You Love Architecture

Posted on April 10, 2019 - 13 Comments

Planning a trip to Europe? Then this article will give you some ideas Zürich is under construction. The historical Roman town has been busy at work and new exciting buildings, squares and public parks have bloomed across the city. Since my first trip to Zürich in 2014, a lot has happened around good old Turicum ... Continue reading →



**Word Number:** 2,000  
**Number of photos:** 23  
**Stats:** 9,000 views  
**Social Media platforms:** Instagram, Twitter, Facebook, Pinterest and TripAdvisor

## Article on ArchDaily

Projects News & Topics Products BIM Interviews Competitions Events

### 23 Spots You Shouldn't Miss in Zürich If You Love Architecture

Facebook Twitter Pinterest Email

Save this article



**Word Number:** 2,400  
**Number of photos:** 25  
**Stats:** 35,000 views  
**Social Media platforms:** Instagram, Twitter, Facebook and Pinterest



## City Guide and Map



Zürich is one of the **most beautiful** cities I've ever visited (and probably the cleanest). I loved every bit of its **architecture**, which by the way was very well preserved. Anything interesting in terms of architecture is in this map. If you find any mistakes, or have any suggestions please let me know. My intention is to keep it useful. Hope you enjoy!

Download pdf here: [Zürich Architecture Guide 2020 \(PDF\)](#)

Download map here: [Zürich Architecture Guide 2020](#)

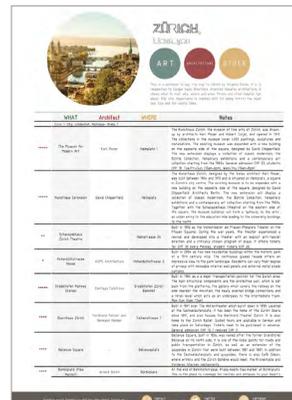


### Google Map + PDF Guide

**Points of Interest:** 150  
**PDF Downloads:** 60,000  
**Google Map Views:** 109K

**Featured content:**

- Buildings
- Design Hotels
- Public art
- High-end restaurants
- Instagram hot-spots



## Social Media



4'627 122 269 516  
**Impressions:** 125,300



2'310 81 31 128  
**Impressions:** 41,285



4'414 72 130 380  
**Impressions:** 83,119



3'112 79 67 111  
**Impressions:** 54,624



2'804 67 25 197  
**Impressions:** 66,534

## Instagram

### Posts

- Number of posts: +40
- Impressions: +1 Million
- Average comments/post: 75

### Stories

- Number of stories: 10/day
- Average views: 3,000
- Average messages: 30/day

## Facebook

Number of posts: 50





**Let's work together!**



# Contact Information

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## Email

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## Phone

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+41 78 698 35 27

## Where are we based?

London | Zürich

