



The Digital Key to your Target Group

Company Presentation

[FOLLOW](#)

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About us



We are three Brothers from Switzerland who are passionate about Luxury Goods and Social Media

Thomas



Vasco



Thierry



Who we are

- We grew up near Biel / Bienne, the Swiss watchmaking capital
- Thomas is our content creation specialist with a background as car salesman
- Thierry has strong background in marketing & management on global markets
- Vasco adds valuable experience as investment advisor

We embody the Gentleman Lifestyle and know how to promote it online

Suits



- We love to wear tailor-made suits
- Our community is eager to get inspiration through us

Watches



- Swiss made watches are our passion
- We never wear watches that do not adhere to the Swiss made standards

Hospitality



- We collaborate only with best-in-class 5 star hotels or similar
- A selective approach to hotel collaborations is important to us

We love to partner up with Swiss Brands



OFFICINE
PANERAI

LONGINES

PKZ
MEN

JAEGER-LECOULTRE

Swissness is Key

Watches

- We only wear and promote Swiss made watches

Suits








- All our suits are from Zurich and Biel / Bienne based tailors

Hotels

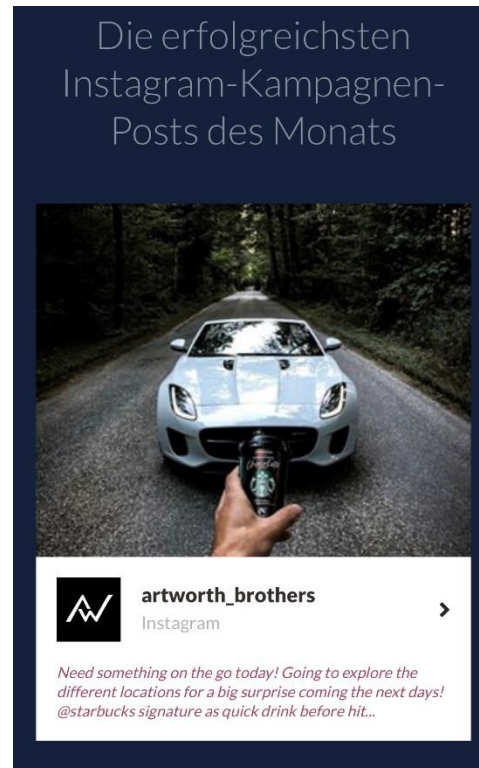
- Most collaborations are with iconic Swiss 5 star hotels

We run one of the 20 most influential Instagram Accounts in Switzerland

Top Influencer

#	Profile	Score
1.	 rogerfederer @ Instagram	100
2.	 shaqirixherdan @ Instagram	98
3.	 ivanrakitic @ Instagram	88
4.	 itsjessicafiorini @ Instagram	87
5.	 andriragetli @ Instagram	78
19.	 artworth_brothers @ Instagram	17
20.	 deboragabriella_ @ Instagram	15

Successful Campaign



Top ranked by Influencer-Check

Ranking

- Monthly released ranking by marketing agency Jung von Matt in collaboration with Universität St. Gallen

Top Influencer

- Ranked 19th overall in November 2018 edition

Successful Campaigning

- Our post for the Starbucks Signature Chocolate Campaign was awarded 'most successful'

Source: influencer-check.ch
November 2018

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Metrics of Artworth on Instagram



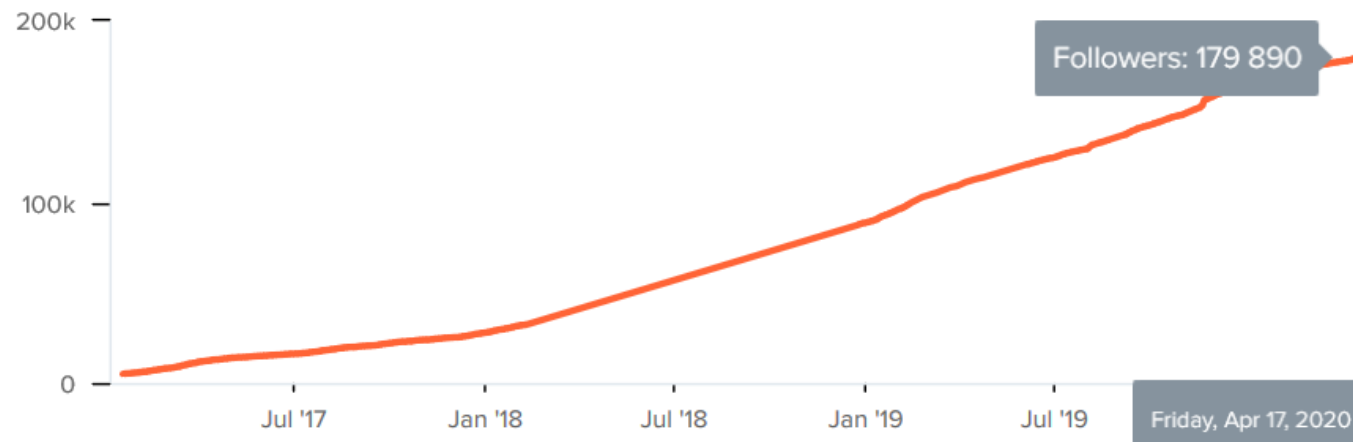
With 2% Growth, @artworth_brothers has a fast growing Community on Instagram

Follower (Growth 4W)
179.900 (+2%)

Like / Follower Ratio
(Last 4W) **1.5%**

Follower Quality Rating
GOOD: 71 / 100

Followers



Source: hypeauditor.com
likeometer.co

We reach Fashion and Lifestyle Enthusiasts worldwide

Weekly Profile Visits

14915 profile visits in the last 7 days



1'609 Posts
179 k Followers
717 Following

Artworth Brothers

Product/Service

Three ambitious brothers from Switzerland 🇨🇭
Taking you on a journey through Swiss watches, sartorial elegance, gentleman's lifestyle & cars!
artworth.ch/blog/
Biel, Switzerland



New



AW Watches



AW Shop

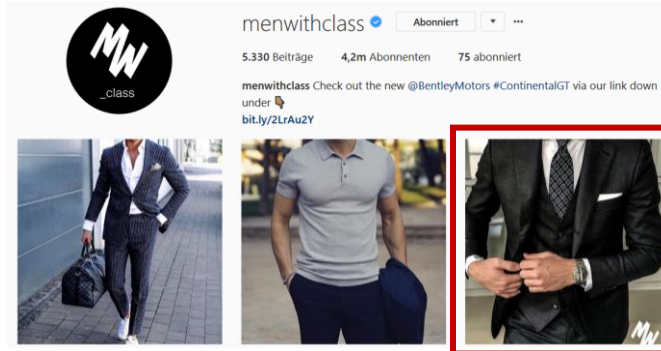


Horlogerie



Strat

Repost Partners



March 2020

- 309 Reposts
- Reposts by pages with +5M followers
- Up to 25k likes per reposted pic
- Features on a regular basis by 4 pages with +1M followers

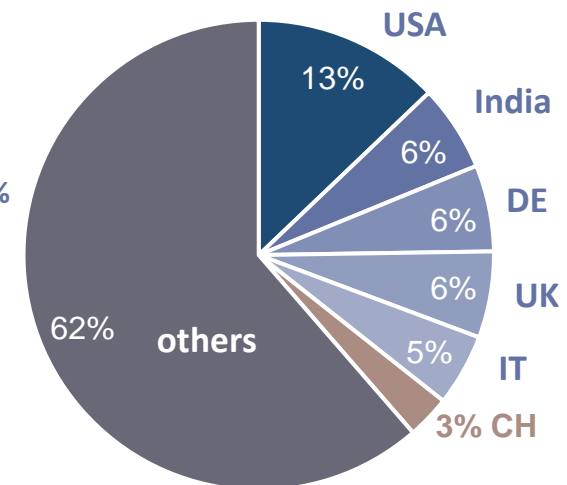
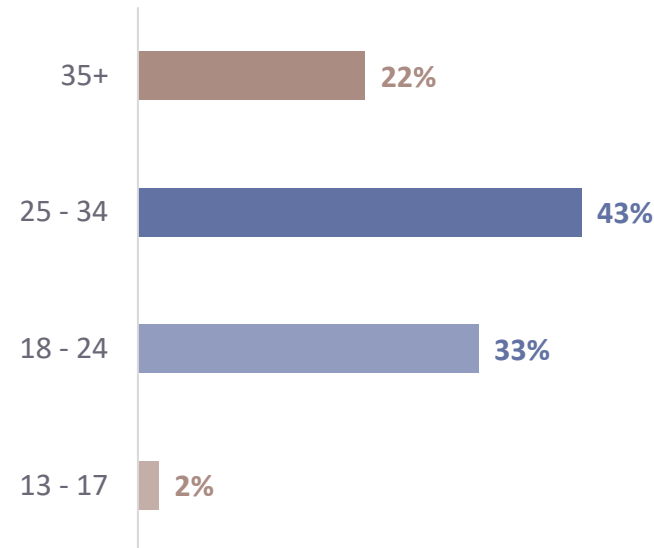
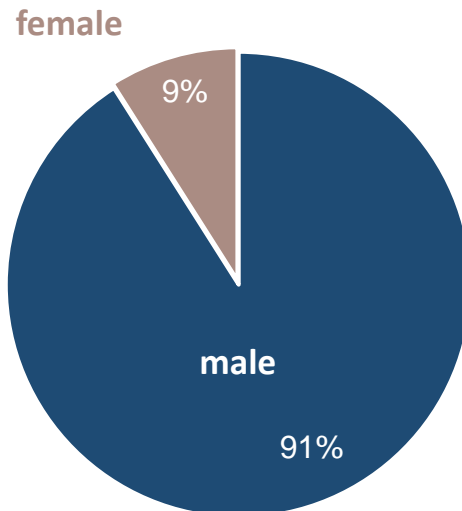
Source: instagram.com

Our Audience is predominantly male, between 18 and 34 years old & from the USA or Europe



Follower (Growth 4W)
179.900 (+2%)

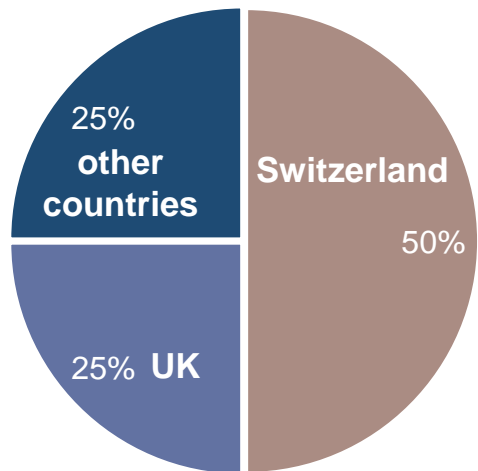
Like / Follower Ratio
(4 weeks) 1.5%



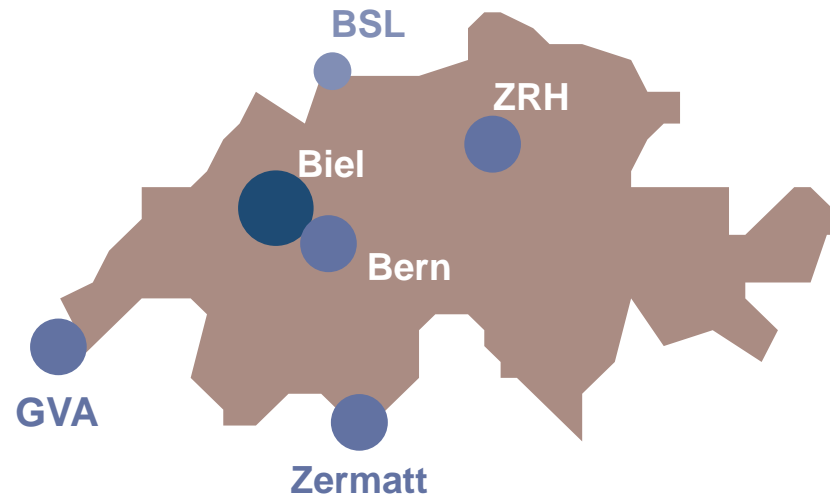
Source: HypeAuditor (2019)
Instagram (2019)

We have a strong Focus on Switzerland and our Swiss Followers are among the most engaging

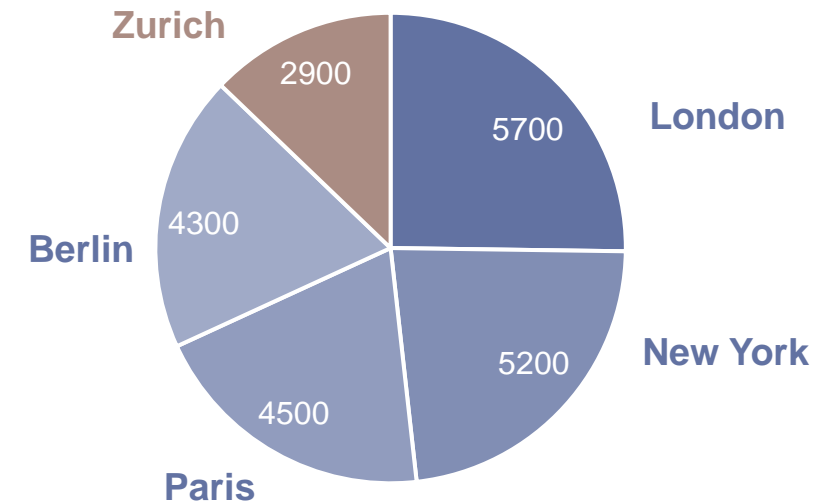
Share of Revenue
artworth.ch/shop



Geographic Distribution of Posts
@artworth_brothers



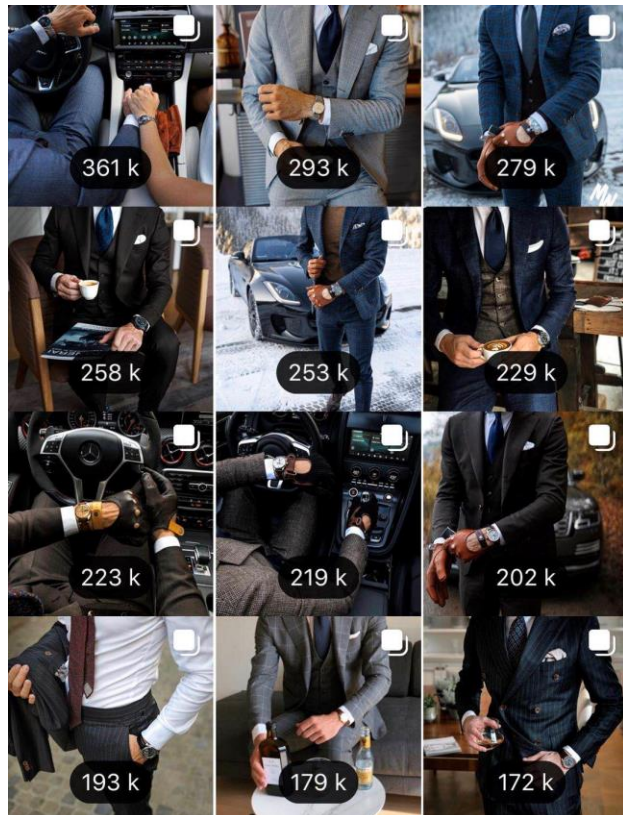
Audience by Cities
5 largest



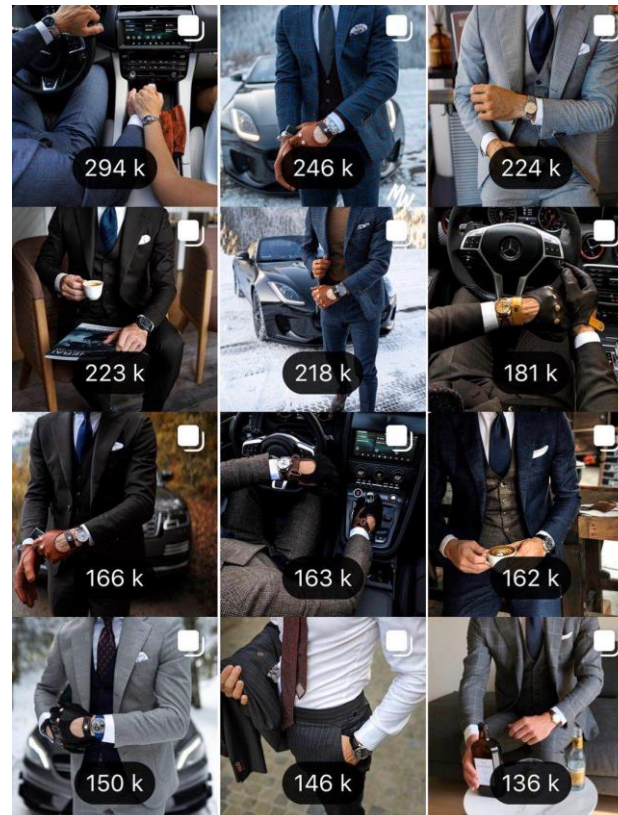
Source: HypeAuditor (2019)
Instagram (2019)

Our Engagement Rate fluctuates between 1.5% and 2.5%

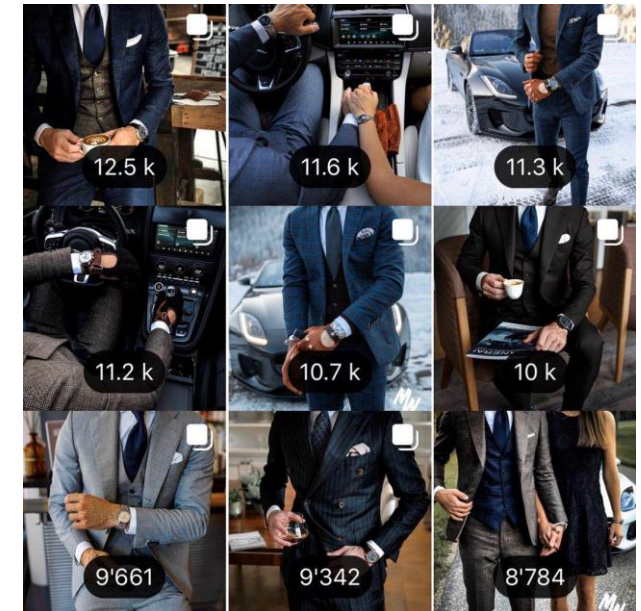
Posts by Impressions



Posts by Reach



Posts by Engagement



Source: [instagram.com](https://www.instagram.com)

With our Content we reach up to 170k People every Week, over 5'000 watch our Instagram Stories

Weekly Interactions

15'173

Actions taken on your account from 10 Apr – 16 Apr



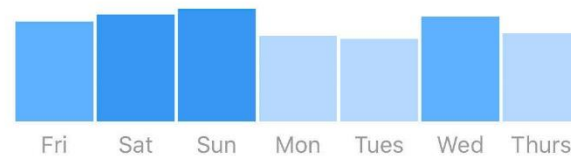
Profile visits 14'915
+4743 vs 3 Apr-9 Apr

Website clicks 230
+104 vs 3 Apr-9 Apr

Weekly Reach

173'228

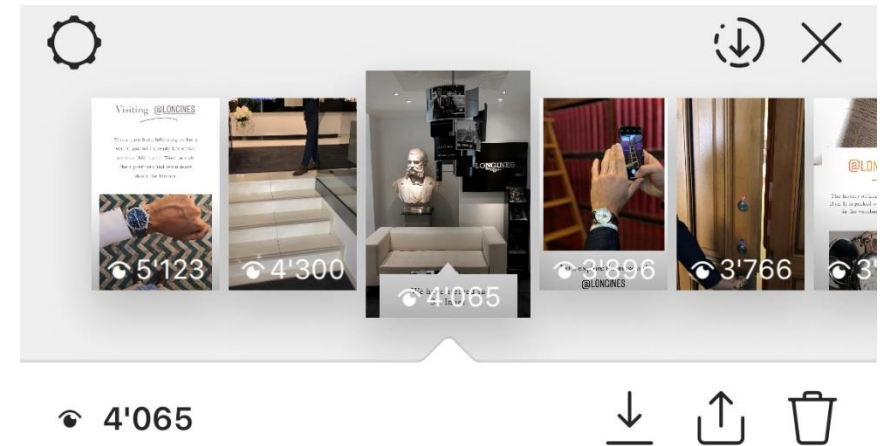
Accounts reached from 10 Apr – 16 Apr



Reach 173'228
-5627 vs 3 Apr – 9 Apr

Impressions 989'025
+173963 vs 3 Apr-9 Apr

Instagram Stories



Source: [instagram.com](https://www.instagram.com)

Our Gentlemen's Lifestyle Blog is being visited by 2'200 or more People every Month



[Blog](#) [Business](#) [Shop](#) [Contact](#)

artworth.ch | February 2020

Artworth Brothers

Welcome to our Gentlemen's World! Three brothers from Switzerland loving life, working hard for their dreams and enjoying every moment to the fullest.



Paris | When to visit?

When talking about the city of love, only one can come to mind: Paris! So when is the ideal time for a gentleman to plan a trip with his loved one? Artworth has set out to find that out! Paris in full bloom If you

Categories.

Lifestyle
Fashion
Cars
Watches
Whisky

Instagram.

Unable to communicate with Instagram.
Visit the Artworth Brothers Feed!

Users

- 2'200

Sessions

- 2'700

Average Session Duration

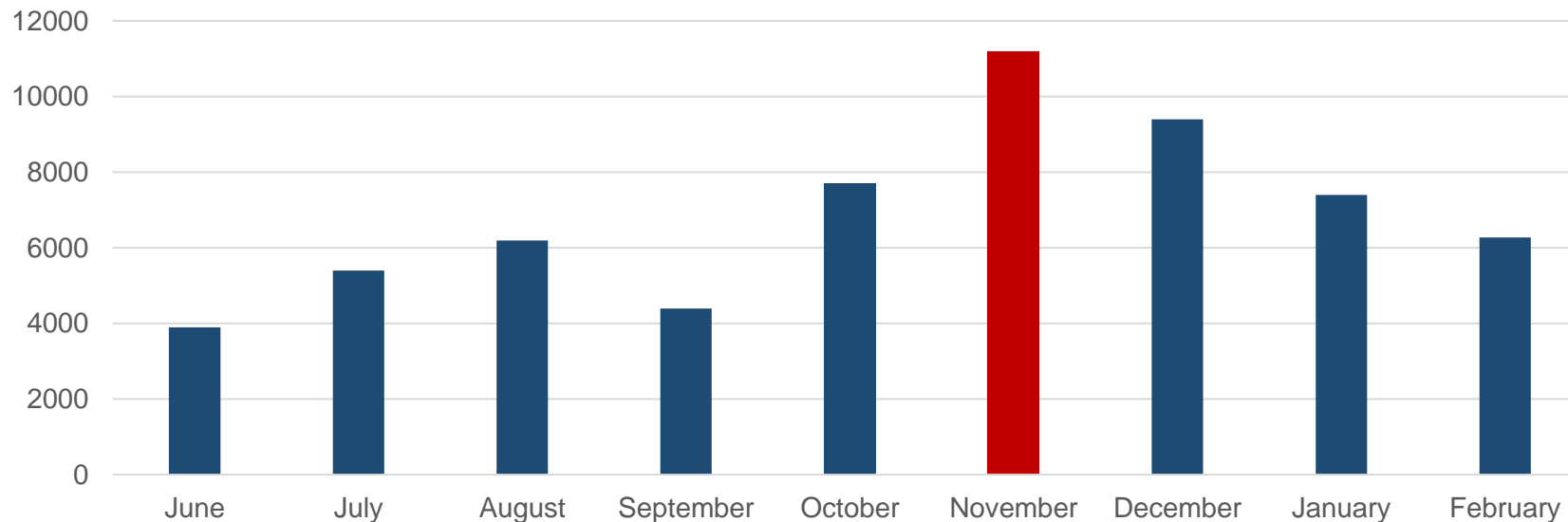
- 00:01:16

Percent of Sessions by Channel

- 61% Social
- 22% Direct
- 17% Others

Source: Google Analytics

On Average, our Blog gets 6'800 Views per Month



Average per day
225

Best overall day
1'208

All-time views
76'300

Source: artworth.ch

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E-Commerce



We support your E-Commerce Activities by advertising our Posts to a specific Audience and add the Link to your shop in Stories or our Bio



E-Commerce

Sponsored Post

- We can advertise a post with your product to a specific audience in Switzerland or abroad!

Story Swipe-Up Link

- A link to your webshop is added to one of our stories to generate traffic.

Link in Bio

- By adding the link to your webshop in our bio, we can guide our followers to your shop!

Get the most out of a collaboration with us by generating more traffic on your webshop!

Artworth can sell you Brand's products directly on our Shop



AW Blue Pin Dots Tie



AW Blue Plain Tie

E-Commerce

AW Shop

- High-quality goods can be sold on our web shop: artworth.ch/shop

Drop shipping

- Our products can be sold on your web shop within a drop shipping arrangement

Sourcing

- We can help you source products in China

We support you in sourcing, offer drop shipping opportunities and sell your goods in our store!

4

Portfolio



ARTWORTH

A Selection of Collaboration Partners



5

Added Value



ARTWORTH

We help you increase 4 Things...



Reach

Reach more potential customers through social media.



Clicks

Get more clicks on your content because of an increase in reach.



Engagement

Encourage more social action (like, comment & share) through great content.



Conversion

Increase sales through greater visibility on social media.

... so you can reach your Goals



Product Launch



Brand Awareness



Content Generation



Community Building

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