

ONE WORLD DISCOVERY

7 WEEKS DENMARK



ONE PAGER

THE OWD IN BRIEF

**THE ONE WORLD DISCOVERY AIMS TO MAKE THE INTERNATIONAL PUBLIC AWARE OF
THE VALUES OF OUR PLANET.**

**WITH BEAUTIFUL PICTURES AND EXCITING STORIES,
PRESENTED BY EMPOWERED YOUNG WOMEN, THE SERIES OFFERS
MODERN EDUTAINMENT AS A BLEND OF DOCUMENTARY, ROAD MOVIE, AND SOCIAL MEDIA ELEMENTS.**

**IN 7 EPISODES PLUS DAILY DIARIES & SOCIAL MEDIA CAMPAIGNS PER COUNTRY,
THE OWD PRESENTS A SOPHISTICATED STORYTELLING ABOUT HISTORY, CULTURE, TRADITION, ENVIRONMENT,
SUSTAINABILITY, ART, LIFE, PEOPLE, AND MUCH MORE.**

**IN A HAUNTING, EMOTIONAL, ENTERTAINING, EASY-TO-UNDERSTAND WAY, AND ALWAYS ASSOCIATED WITH
A POSITIVE MESSAGE, THE STORIES ARE ADDRESSED THROUGH THE V-GUIDES TO
A BROAD INTERNATIONAL TARGET GROUP, INDEPENDENT OF AGE OR GENDER*.**

*THE MAIN AGE GROUP IS BETWEEN 18-40 years.

SYNOPSIS

EDUTAINMENT IN A NUTSHELL

THE HOSTS

THE ONE WORLD DISCOVERY LEADS A GROUP OF EMPOWERED, UNIQUE, ACTIVE WOMEN, WHO CALL THEMSELVES **THE V-GUIDES**, ON AN ADVENTUROUS JOURNEY AROUND THE WORLD.



GRETA



INES



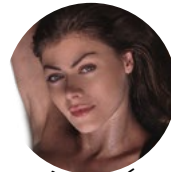
MAGDA



VALERIE



ELENA



MADELINE

TOGETHER THEY EXPLORE THE COUNTRIES ON FOOT, E-BIKES, BY PUBLIC TRANSPORT, HERE AND THERE ON HORSEBACK OR IN A CARRIAGE, AND IN THEIR BELOVED MOBILE HOME, THE **V-MOBILE**.

THE AIM

THE V-GUIDES ARE MODERN TREASURE HUNTERS. BUT THE TREASURES THEY SEEK ARE THE VALUES OF OUR WORLD AND THE COUNTRIES THEY VISIT. THEREFORE, THE FRIENDS EXPLORE THE CITIES AND COUNTRYSIDE AND, OF COURSE, NATURE. THEY IMMERSE THEMSELVES DEEPLY IN THE COUNTRIES' HISTORIES, ART, CULTURES, TRADITIONS, CUSTOMS, CUISINES, FUNNY SIDES, AND THE EVERYDAY LIFE OF THE LOCALS. DUE TO THEIR INDIVIDUALITY, THEIR DIFFERENT PASSIONS AND STRENGTHS, AS WELL AS THEIR SPECIAL PERSONALITIES, EACH V-GUIDE ADDRESSES ITS OWN GENERATION- AND AGE-NDEPENDENT TARGET GROUP WORLDWIDE. HOWEVER, THE FOCUS IS ON EDUTAINING THE AGE-GROUP OF 18-40.

THE PUBLICATION

IN EACH COUNTRY, THE GIRLS PRESENT THEIR ADVENTURES FORTNIGHTLY/WEEKLY IN **7 FILM EPISODES** (PLUS SPECIALS), **DAILY DIARIES** (VIDEO, PODCASTS, STORIES, CROSS-MEDIA), AND **WEEKLY REPORTS** (MAGAZINE, PLUS INTERNATIONAL MEDIA PARTNERS).



7 WEEKS DENMARK

7 EPISODES + THE BIGGEST MEDIA COVERAGE FOR UP TO 6 MONTHS

THE ADVENTUROUS V-GUIDES DISCOVER LIVELY CITIES AND HIDDEN GEMS CHARACTERIZED BY HISTORY AND LONG TRADITIONS. THEY EXPLORE PLACES FULL OF CULTURE, ART, AND ENTERTAINMENT. MOREOVER, THE V-GUIDES MEET VERY INTERESTING LOCALS WHO SHOW THEM THEIR EVERYDAY LIFE AND THE BEAUTY OF THEIR HOME PLACE. THE JOURNEY GOES FROM OLD TOWNS TO VIBRANT CITIES, FROM LUSH FORESTS TO ROUGH CLIFFS, FROM POPULAR BEACHES TO SECRET ONES, AND FROM THE MAINLAND TO MANY ISLANDS. NO QUESTION, AMAZING DENMARK BELONGS TO THE MOST IMPRESSIVE PLACES ON EARTH. THEREFORE, IT'S TIME FOR

THE ONE WORLD DISCOVERY
7 WEEKS DENMARK

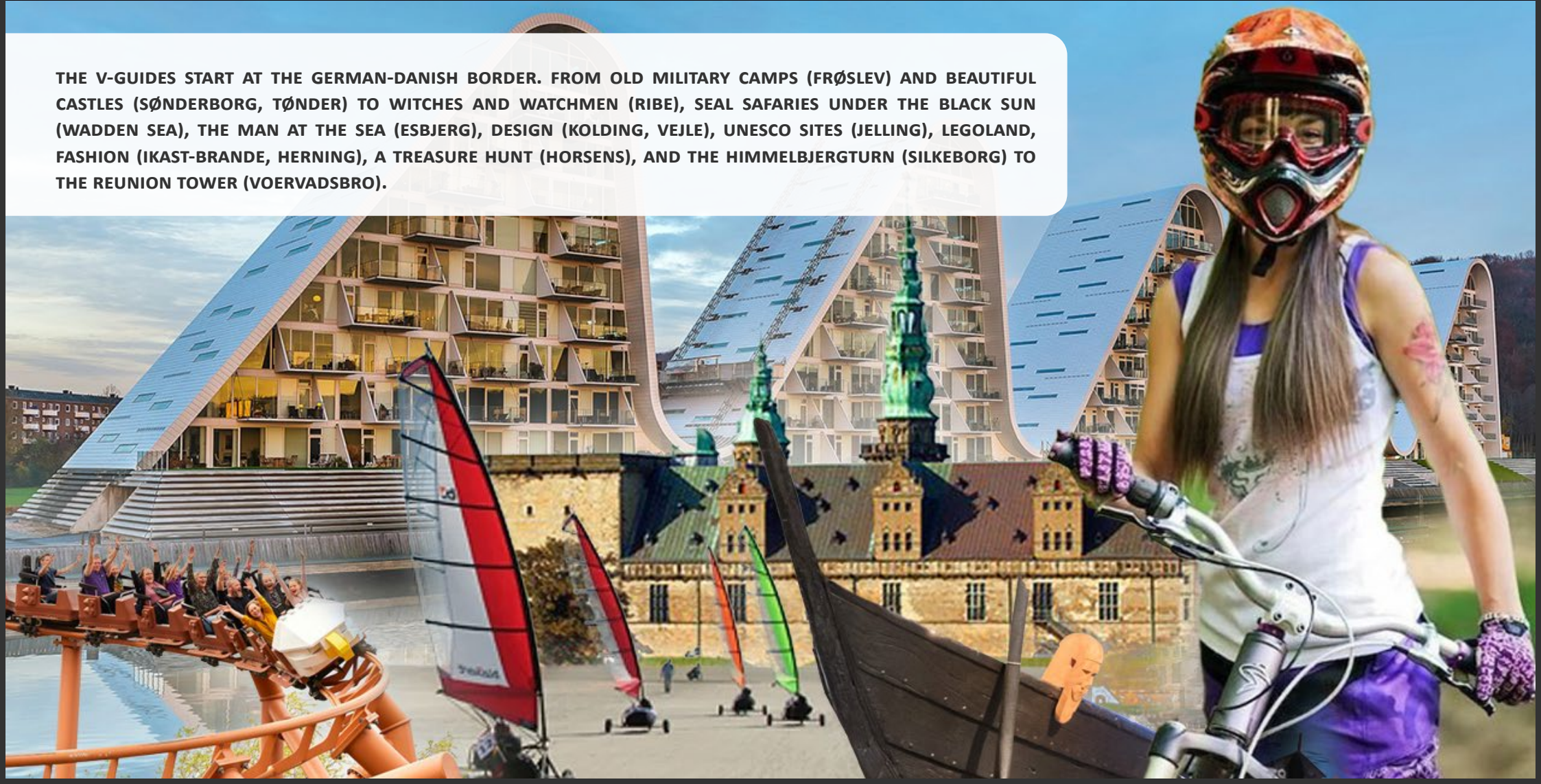


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WEEK 1

SØNDERJYLLAND

THE V-GUIDES START AT THE GERMAN-DANISH BORDER. FROM OLD MILITARY CAMPS (FRØSLEV) AND BEAUTIFUL CASTLES (SØNDERBORG, TØNDER) TO WITCHES AND WATCHMEN (RIBE), SEAL SAFARIES UNDER THE BLACK SUN (WADDEN SEA), THE MAN AT THE SEA (ESBJERG), DESIGN (KOLDING, VEJLE), UNESCO SITES (JELLING), LEGOLAND, FASHION (IKAST-BRANDE, HERNING), A TREASURE HUNT (HORSENS), AND THE HIMMELBJERGTURN (SILKEBORG) TO THE REUNION TOWER (VOERVADSBRO).



WEEK II

AARHUS



THIS WEEK IS DEDICATED TO VIBRANT AARHUS. THE V-GUIDES FIRST VISIT THE UNIVERSITY, WHERE THEY MEET FRIENDS WHO THEN INTRODUCE THEIR CITY TO THE GIRLS. TOGETHER THEY DISCOVER THE WATERFRONT, THE MANY MUSEUMS AND GALLERIES, PARKS AND GARDENS, OBSERVATORIES, DEN GAMLE BY, FUN PARKS, BREWERIES, AND WINERIES, THE LATIN QUARTER, EVENTS LIKE THE AARHUS PRIDE, STREET FOOD, SHOPPING HIGHLIGHTS AS WELL AS THE CULTURAL SCENE WITH ITS MANY VENUES, RESTAURANTS, AND BARS. OF COURSE, THE GIRLS TAKE PART IN THE COOLEST PARTY IN THE NORTH, KAPSEJLADSEN, AND MORE.

AARHUS VOLUME

WEEK III


NORDJYLLAND

THE WEEK STARTS AT ROSENHOLM SLOT (HORNSLET). THE V-GUIDES THEN HEAD VIA THE FRIGATES JYLLAND (EBELTOFT), TO DJURS SOMMERLAND (DJURSLAND), AND THE MANY SIGHTS IN GRENAA AND AUNING. SPA, MASSAGE, AND SAUNA AS WELL AS A "TRIP TO MEMPHIS" (RANDERS) AND A TREASURE HUNT (VIBORG) ARE ALSO ON THE PROGRAM, AS WELL AS GLASS WORKSHOPS IN NIBE, AND THE BEACH IN KLITMØLLER. THE GIRLS THEN FOLLOW IN THE FOOTSTEPS OF THE OLSEN GANG (HANSTHOLM) BEFORE THE JOURNEY TAKES THE FRIENDS TO THE TREASURES OF AALBORG.



WEEK IV

FROM JYLLAND TO FYN & ODENSE



THE V-GUIDES LEAD THE WAY VIA LINDHOLM HØJE (ENGHOLM) TO THE CASTLES IN DRONNINGLUND. YOU CAN RELAX ON THE BEAUTIFUL BEACHES (E.G. PANDRUP), MARVEL AT THE FAMOUS LIGHTHOUSE IN RUBJERG KNUDE, AND EXPERIENCE MIDSOMMAR IN SKAGEN. VIA FREDERIKSHAVN YOU GET TO FYN VIA LÆSØ, ANHOLT, SAMSØ, TUNØ, ENDELAVE. THE GIRLS EXPLORE THE NORTH OF THE ISLAND, THEN FOLLOW IN THE FOOTSTEPS OF H.C. ANDERSEN TO EXPLORE HIS HOMETOWN ODENSE IN DETAIL.

TINDERBOX

WEEK V

TO THE COLD CARIBBEAN

NOW, IT GOES TO CHRISTIANSØ AND FREDERIKSØ, WHERE THE V-GUDIES DISCOVER A LOT OF BEAUTIFUL NATURE AND SLEEP IN A FORMER PRISON. THEN, AMONG MANY OTHER THINGS, THEY EXPERIENCE A LOT OF TRADITIONAL HANDICRAFTS, PLAY WITH THEIR ECHO, AND TASTE HANDMADE LAKRIDS (LICORICE), CHOCOLATE, AND THE BIGGEST ICE CREAM ON EARTH IN BORNHOLM BEFORE THEY DISCOVER THE CITIES AND NATURE OF SOUTH SEALAND.



WEEK VI

FROM BORNHOLM TO SOUTH SEALAND

NOW, IT GOES TO CHRISTIANSØ AND FREDERIKSØ, WHERE THE V-GUDIES DISCOVER A LOT OF BEAUTIFUL NATURE AND SLEEP IN A FORMER PRISON. THEN, AMONG MANY OTHER THINGS, THEY EXPERIENCE A LOT OF TRADITIONAL HANDICRAFTS, PLAY WITH THEIR ECHO, AND TASTE HANDMADE LAKRIDS (LICORICE), CHOCOLATE, AND THE BIGGEST ICE CREAM ON EARTH IN BORNHOLM BEFORE THEY DISCOVER THE CITIES AND NATURE OF SOUTH SEALAND.



WEEK VII

SJÆLLAND

THIS WEEK IS AGAIN ACTION-PACKED AND FULL OF ADVENTURES. THE V-GUDIES DIVE DEEP INTO THE HISTORY OF THE VIKINGS AND KING HARALD BLUETHOOTH ON THEIR WAY THROUGH SEALAND TO COPENHAGEN. THE FRIENDS EXPLORE NATURE, PARKS, AND FARMS. THEY DISCOVER WONDERFUL PALACES AND CASTLES, MEET ARTISANS EVERYWHERE, AND DO A LOT OF SPORTS ON LAND AND WATER. FINALLY, THE GIRLS ALSO HAVE A GOOD TIME AT THE RESTAURANTS AND SPAS, AND A LOT OF FUN AT THE FESTIVALS AND PARTIES.



CPH SPECIAL

7 DAYS COPENHAGEN

THE V-GUIDES HAD ACTUALLY ONLY PLANNED 7 WEEKS FOR THEIR DISCOVERY THROUGH DENMARK. BUT WITH SO MUCH ADVENTURE, CULTURE, HISTORY, FUN AND SO MANY WONDERFUL PEOPLE, THEY TAKE A WHOLE WEEK MORE TO EXPLORE WONDERFUL COPENHAGEN. THE BIKE RULES HERE. IN THE UPCOMING 7 DAYS, THE GIRLS LEARN A LOT ABOUT ARCHITECTURE, MODERN VIKINGS LIKE THE E-SPORTS TEAM ASTRALIS, AND THE NOBLE FAMILY. THE V-GUIDES MEET MANY INTERESTING PERSONALITIES AND CELEBRITIES, AND THEY ENJOY THE VIVID AND FUN LIFE IN ONE OF THE MOST BEAUTIFUL CITIES IN OUR WORLD.



PLACEMENT EXAMPLE

WITHIN THE STORYTELLING



EXAMPLE FOR A HOTEL INTEGRATION

(ADAPTABLE TO ALL PRODUCT AND SERVICE AREAS)



THE V-GUIDES...	PRESENTED TOPIC / AREA / PART	STYLE OF THE V-GUIDES
ARRIVE AND CHECK IN	HOUSE, LOBBY/FOYER, RECEPTION, TEAM	URBAN, CASUAL, TRAVEL LOOKS
MOVE INTO THE ROOM	THE FIRST ATTRIBUTES OF THE SUITE/ROOM	CHANGE OF CLOTHES (CITY, SPORTIVE ...)
GO TO TOWN/ ON EXCURSION	ARCHITECTURE, SPECIALS	L.A.
RETURN & REFRESH THEMSELVES	ROOM & BATH	WELLNESS, BEAUTY ...
HAVE DINNER / ENJOY EVENING	RESTAURANT, BAR, TALK WITH CHEF & STAFF	CHIC, CLASSY
SUNSET	TERRACE / POOL / BAR ...	L.A., SWIMWEAR ...
GOING TO SLEEP	ROOM, BATH, BED, COMFORT ...	PAJAMAS, LINGERIE ...
AWAKING	BED, COMFORT, BATH	WELLNESS, BEAUTY, LINGERIE, PAJAMAS
FITNESS	GYM / POOL ...	SPORTIVE, SWIMWEAR, WELLNESS ...
BREAKFAST	RESTAURANT, TALK WITH MANAGER...	CASUAL
DEPARTURE	FOYER, HOUSE	TRAVEL LOOKS

IMAGES: GRAND HYATT STORY

CREDENTIALS

PREVIOUS LOCATION PARTNERS (EXCERPT) **



HURRICAN FACTORY



YOGA WITH RICARDA



GRAND HYATT



WEINMEISTER HOTEL

the weinmeis



PANORAMA PUNKT



SUITE 030



CLASSICAL REMISE



GDR MUSEUM



BLUE MAN GROUP



MUSEUM OF TECHNOLOGY



FLEXVIT



LIQUIDROM SPA



HENNING WEHLAND



the master



MUSEUM FOR FILM AND TELEVISION



FRIEDRICHSTADT-PALAST



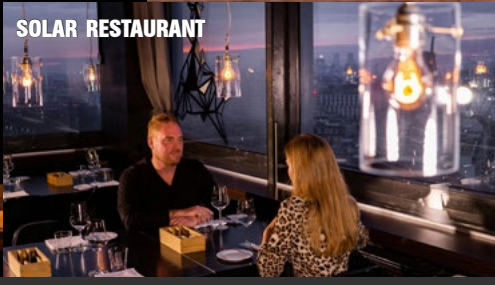
ELLINGTON HOTEL



DUKE RESTAURANT



STOELZLE GLASS



SOLAR RESTAURANT



OLYMPIC SPA





GRAND HYATT

CREDENTIALIALS

PREVIOUS LOCATION PARTNERS (EXCERPT) **



CASTLE HOTEL ZIETHEN



ZOO BERLIN



ELLINGTON HOTEL



VOX RESTAURANT



SOLAR BAR



TEMPELHOF AIRPORT



VOX BAR



MUSEUM OF TECHNOLOGY



PORSCHE



VOX RESTAURANT

CREDENTIALS

PREVIOUS LOCATION PARTNERS (EXCERPT) **



SOFLOW SCOOTERS



TEMPELHOF AIRPORT

FRIEDRICHSTADT-PALAST



OLYMPIC SPA

THE KEY FACTS

VISUALIZATION - RUNNING TIME - DISTRIBUTION - AUDIENCE

COVERAGE: 7 EPISODES + COPENHAGEN SPECIAL

FREQUENCY: WEEKLY/FORTNIGHTLY

AVERAGE RUNNING TIME: 90 MINUTES

ADDITIONAL COVERAGE DURING THE PRODUCTION:

DAILY DIARIES & STORIES: Á 3-10 MIN. EACH DAY, FROM START OF THE PRODUCTION

WEEKLY REVIEWS & PODCASTS: CA. 10-30 MIN.

DEPENDING ON THE OCCASION: LIVE-STREAMS

VISUALIZATION VIDEO: A MODERN, HARMONIOUS, ATMOSPHERIC, SENSATIONAL MIX OF AN INFORMATIVE TV-DOCUMENTARY, A COMMERCIAL IMAGE-VIDEO, AN EXCITING ROAD-MOVIE, AN ENTERTAINING LATE-NIGHT-SHOW, AND AN AUTHENTIC YOUTUBE JOURNEY. ADDITIONALLY, SPECTACULAR AERIAL SHOTS WILL BE PRODUCED.

VISUALIZATION EDITORIALS: HIGH-GLOSSY, CAMPAIGN & CATALOG, REPORT/DOCUMENTARY, TRAVEL, ART

VISUALIZATION DIARIES, LIVE-STREAMS & BEHIND THE SCENES:

FRESH, MODERN, FUNNY, ENTERTAINING, SOCIAL-MEDIA-STYLE

COPYRIGHTS: ALL FOOTAGE WILL BE PROVIDED TO YOU FOR AN UNLIMITED TIME. IT INCLUDES THE LICENSE TO USE THE MATERIAL IN OTHER MEDIA WHEN GIVEN CREDIT TO THE OWD. FURTHERMORE, WE CAN OFFER YOU AN IMAGE VIDEO THAT ENCAPSULATES THE MOST BEAUTIFUL MOMENTS OF THE JOURNEY.

THE KEY FACTS

VISUALIZATION - RUNNING TIME - DISTRIBUTION - AUDIENCE

PUBLICATION AREA: INTERNATIONAL

MULTIPLICATORS 1: THE V-GUIDES ARE POWERFUL MULTIPLIERS. THEY SHARE THE CONTENT ON VARIOUS CHANNELS. WE COLLABORATE WITH UNIVERSITIES IN THAT FIELD ADDITIONALLY.

MULTIPLICATORS 2: THE CONTENT WILL BE SHARED WITH PRODUCTION PARTNERS, AND INTERNATIONAL MEDIA PARTNERS.

AUDIENCE: THEY EXPECT SOPHISTICATED, ENTERTAINING AND AUTHENTIC STORIES, IN SHORT: VALUES. THEIR INTERESTS ARE: TRAVELLING, CULTURE, HISTORY, NATURE, LIFESTYLE, ENTERTAINMENT, DESIGN, TECHNOLOGY, ART, WELLNESS & HEALTH, FOOD, BEAUTY, SPORT, TRADITIONS, AND MUCH MORE.

TARGET GROUP: DUE TO THE V-GUIDES AND A LARGE AMOUNT OF CONTENT, THE OWD IS AIMED AT ALL AGE GROUPS AND GENDERS, REGARDLESS OF REGION. HOWEVER, THE MAIN TARGET GROUP IS 18-40.



TIME OF PRODUCTION: STARTING MAY/JUNE 2023

TEAM: CA. 3-8 PERSONS

PUBLICATION TIME: FROM THE FIRST DAY, THE PUBLICATION STARTS INSTANTLY WITH SOCIAL MEDIA DIARIES. THE EPISODES WILL BE PUBLISHED IN 1-2 WEEKS INTERVALS.

THE ACTIVE PUBLICATION PERIOD IS ABOUT 5 MONTHS. THE EPISODES WILL THEN BE AVAILABLE FOR AN UNLIMITED TIME IN THE MEDIA CENTERS.

PLANNED REACH: 1.200.000

PRODUCTION COSTS: DEPENDING ON THE SCOPE OF THE PUBLICATION*



*THE PRODUCTION COST WILL BE SHARED AMONG ALL PARTNERS ACCORDING TO THE SCOPE OF THE RESPECTIVE COVERAGE.

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PLEASE NOTE: THE OWE WILL BE PUBLISHED ON
NEW WEBSITES AND EXCLUSIVE PLATFORMS

WEBSITE

INSTAGRAM.COM

YOUTUBE

FACEBOOK.COM