



**ONE WORLD DISCOVERY**

**7 WEEKS GREECE 2023**



# THE DISCOVERY

## AND THE COVERAGE IN SUMMARY

### 7 EPISODES ABOUT AMAZING GREECE

AS PART OF ONE WORLD DISCOVERY, WE DEDICATE AN ENTIRE SEASON TO BEAUTIFUL GREECE IN THE FORMAT:

### THE COVERAGE “7 WEEKS...”

**FILM:** 7 EPISODES Á 45-90 MINUTES + 7 EPISODES ATHENS (PUBLICATION: 3 MONTHS)

**EDITORIAL:** PARALLEL IN-DEPTH REPORTS IN OUR MEDIA NETWORK, INCL. LINKS.



**DIARIES (DAILY):** THE V-GUIDES\* PRESENT OVERVIEWS OF DAILY EVENTS IN SOCIAL MEDIA, CA. 3-15 MINUTES

**REVIEWS (WEEKLY):** EACH WEEK, THE V-GUIDES PRESENT HIGHLIGHTS OF THE PAST AND UPCOMING DAYS, LIFESTYLE-TUTORIALS, TRAVEL-TIPS, MAKING OF, BEHIND THE SCENES... AND MUCH MORE.

**INT. MEDIA PARTNER:** CONTENT SHARING WITH GLOBAL MEDIA PARTNERS (ONLINE, PRINT, TV).

**\*THE HOSTS:** THE V-GUIDES ARE OUTSTANDING PERSONALITIES WHO STAND FOR DIVERSITY AND MODERN WOMAN. THEY GUIDE THE AUDIENCE THROUGH THE WORLD. BECAUSE OF THEIR AUTHENTICITY AND NATURALNESS AS WELL AS THEIR DIVERSE INTERESTS, THEY ALSO REACH A LARGE TARGET GROUP OF ALL GENDERS AND GENERATIONS.



THE FIRST ONE WORLD COVER  
(VALEUR MAGAZINE 2012)

# 7 WEEKS GREECE

7 EPISODES + MEDIA COVERAGE FOR ALMOST 3 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. THEIR JOURNEY GOES FROM OLD TOWNS TO PURE NATURE, FROM POPULAR BEACHES TO SECRET LAGOONS, AND FROM COLORFUL VALLEYS TO ROUGH MOUNTAINS. NO QUESTION, AMAZING GREECE ISN'T ONLY THE BIRTHPLACE OF EUROPE'S CULTURE AND VALUES. IT ALSO BELONGS TO THE MOST IMPRESSIVE PLACES ON EARTH. SO, IT'S TIME FOR

**THE ONE WORLD DISCOVERY**

# 7 WEEKS GREECE



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# THE CONTENT IN SUMMARY

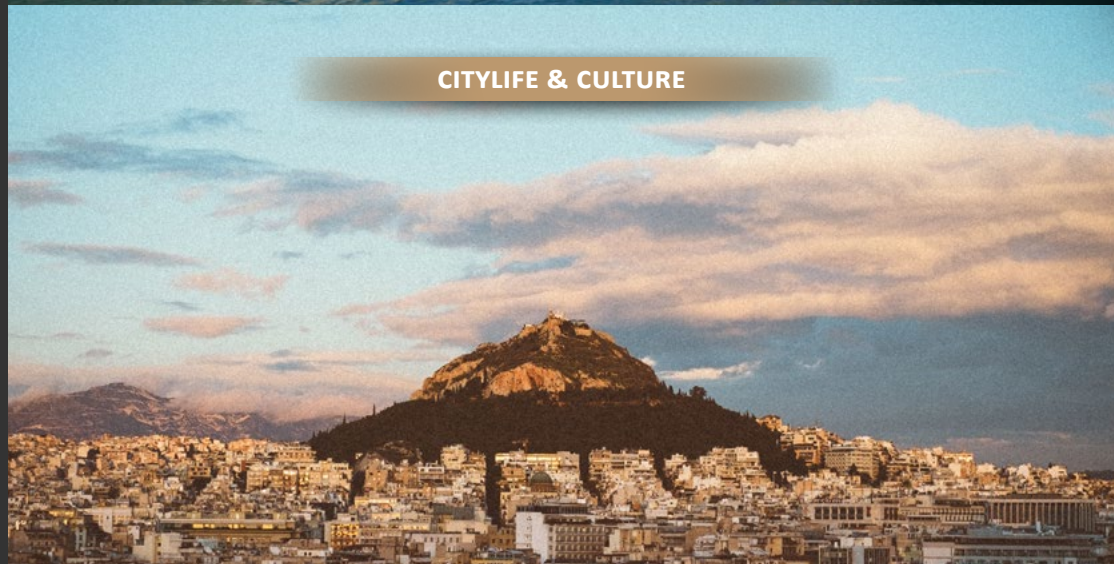
## A CONTEMPORARY INTERNATIONAL PRESENTATION



HISTORY, TRADITIONS & NATURE

EVERY EPISODE WILL BE PRESENTED IN FORM OF AN AUTHENTIC DIARY. FROM THE MORNING TO THE EVENING THE V-GUIDES DISCOVER THE RESPECTIVE PLACE IN AN AUTHENTIC WAY TO AROUSE THE AWARENESS OF MANY PEOPLE.

THE AUDIENCE CAN LOOK OVER THE SHOULDERS OF THE V-GUIDES, WHEN THEY DISCOVER THE TOWN IN THE MORNING, BEFORE THEY GO TO THE BEACH OR SEA. AFTER THE LAUNCH THEY TAKE THE AUDIENCE BY THE HAND TO VISIT A MUSEUM OR CHURCH. IN THE AFTERNOON, THE V-GUIDES VISIT HISTORICAL SITES AND GO SHOPPING IN TOWN OR ON A MARKET IN THE EVENING, BEFORE THEY ENJOY LOCAL FOOD. THUS, THE MOST EXCITING PLACES WILL BE PRESENTED WITHIN AN AUTHENTIC AND VERY ENTERTAINING STORYTELLING TO AN INTERNATIONAL AUDIENCE.



CITYLIFE & CULTURE



FUN & ENTERTAINMENT

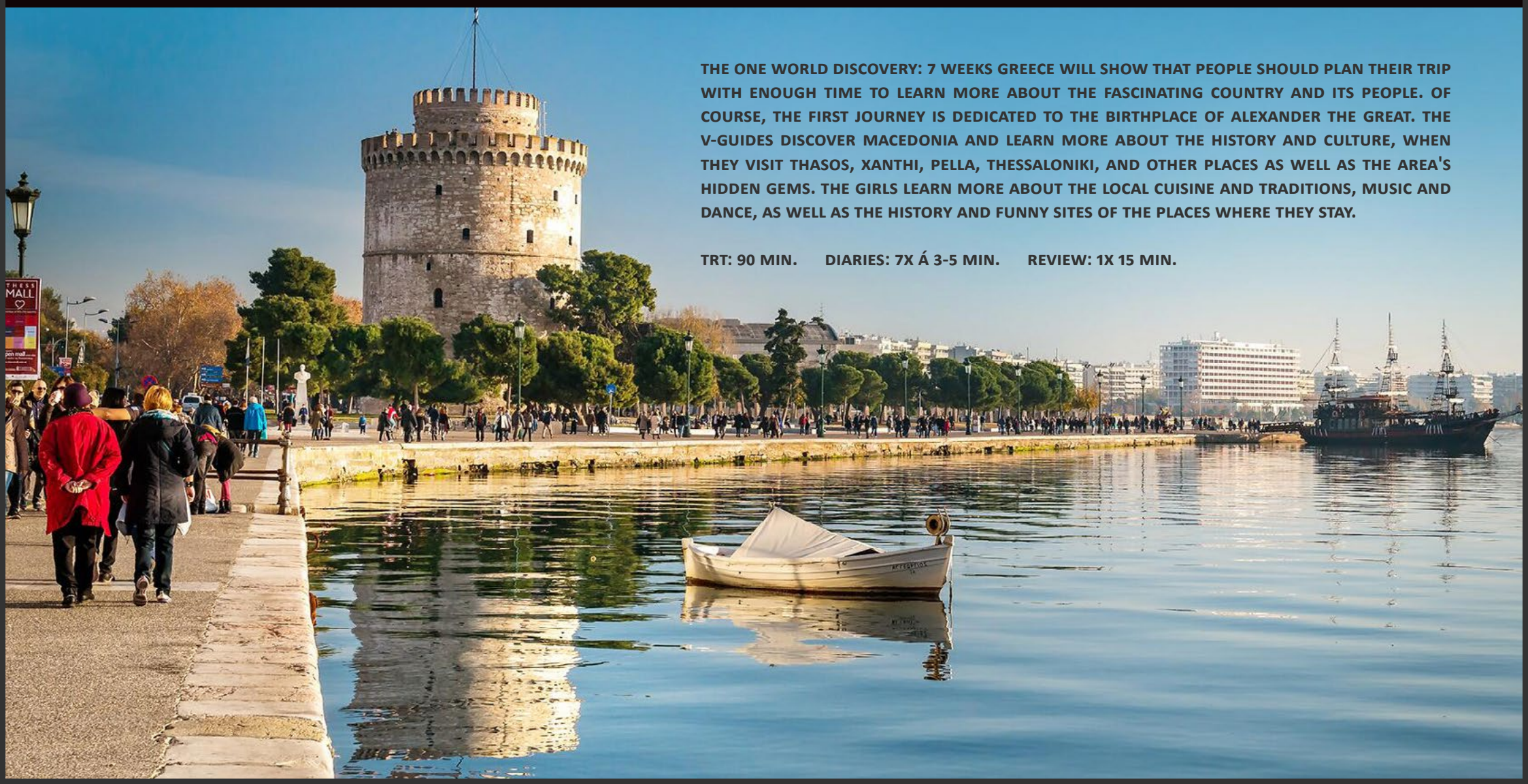


# EPISODE I

## MACEDONIA

THE ONE WORLD DISCOVERY: 7 WEEKS GREECE WILL SHOW THAT PEOPLE SHOULD PLAN THEIR TRIP WITH ENOUGH TIME TO LEARN MORE ABOUT THE FASCINATING COUNTRY AND ITS PEOPLE. OF COURSE, THE FIRST JOURNEY IS DEDICATED TO THE BIRTHPLACE OF ALEXANDER THE GREAT. THE V-GUIDES DISCOVER MACEDONIA AND LEARN MORE ABOUT THE HISTORY AND CULTURE, WHEN THEY VISIT THASOS, XANTHI, PELLA, THESSALONIKI, AND OTHER PLACES AS WELL AS THE AREA'S HIDDEN GEMS. THE GIRLS LEARN MORE ABOUT THE LOCAL CUISINE AND TRADITIONS, MUSIC AND DANCE, AS WELL AS THE HISTORY AND FUNNY SITES OF THE PLACES WHERE THEY STAY.

TRT: 90 MIN.   DIARIES: 7X Á 3-5 MIN.   REVIEW: 1X 15 MIN.



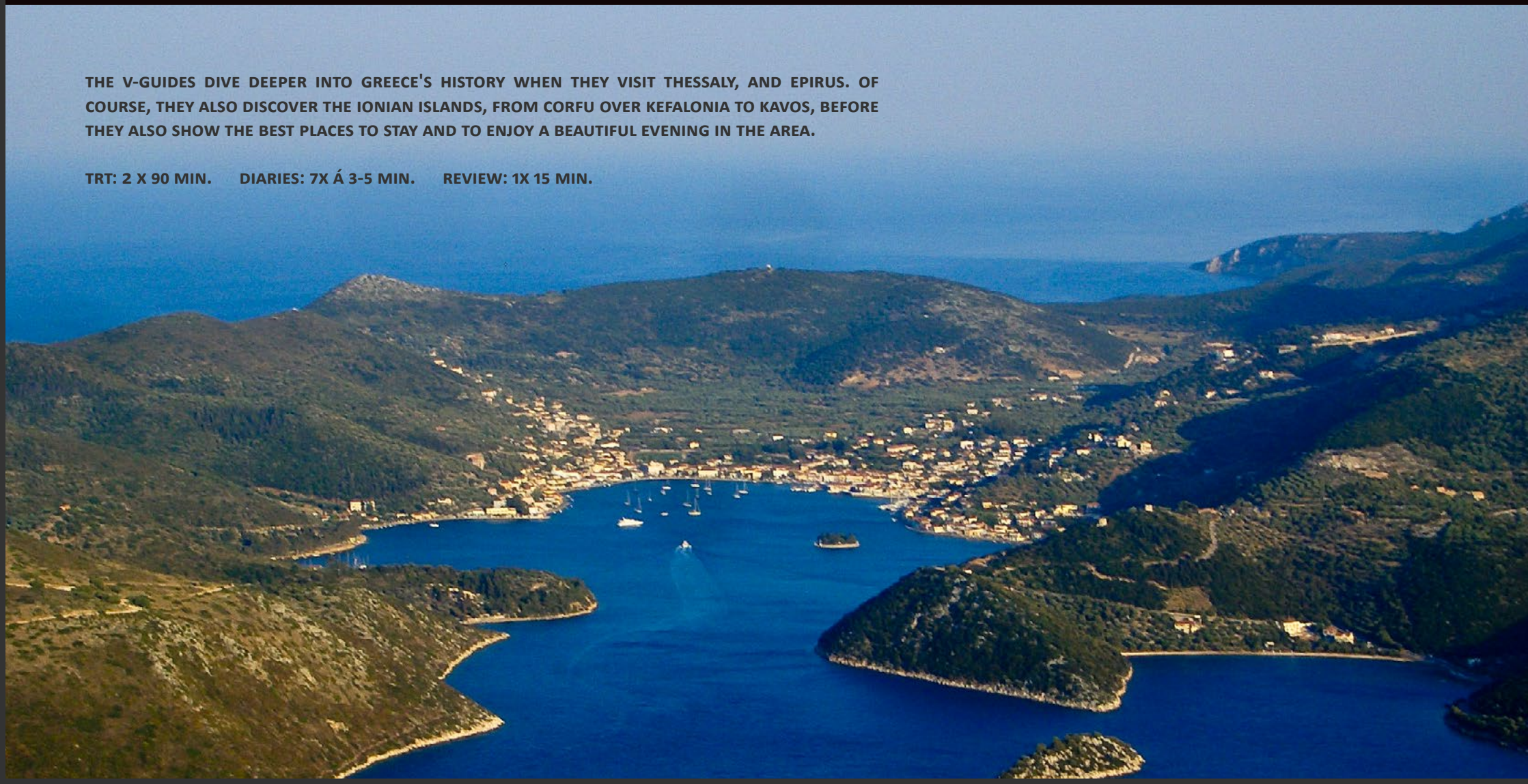


# EPISODE II

THESSALY - EPIRUS - IONIAN ISLANDS (+ SPECIAL)

THE V-GUIDES DIVE DEEPER INTO GREECE'S HISTORY WHEN THEY VISIT THESSALY, AND EPIRUS. OF COURSE, THEY ALSO DISCOVER THE IONIAN ISLANDS, FROM CORFU OVER KEFALONIA TO KAVOS, BEFORE THEY ALSO SHOW THE BEST PLACES TO STAY AND TO ENJOY A BEAUTIFUL EVENING IN THE AREA.

TRT: 2 X 90 MIN.    DIARIES: 7X Á 3-5 MIN.    REVIEW: 1X 15 MIN.



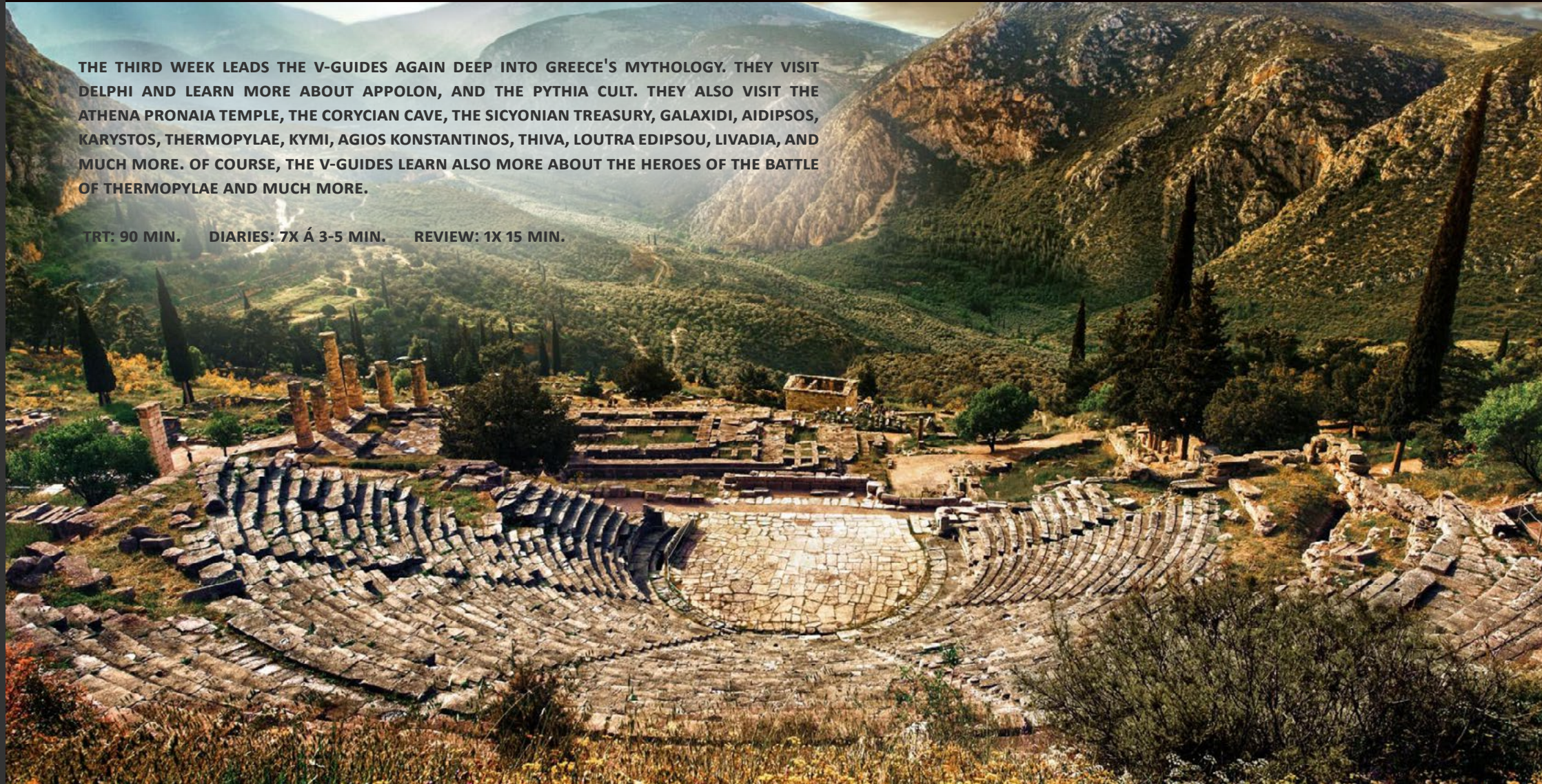


# EPISODE III

## WESTERN & CENTRAL GREECE & NORTH AEGEAN

THE THIRD WEEK LEADS THE V-GUIDES AGAIN DEEP INTO GREECE'S MYTHOLOGY. THEY VISIT DELPHI AND LEARN MORE ABOUT APOLLO, AND THE PYTHIA CULT. THEY ALSO VISIT THE ATHENA PRONAIA TEMPLE, THE CORYCIAN CAVE, THE SICYONIAN TREASURY, GALAXIDI, AIDIPSOS, KARYSTOS, THERMOPYLAE, KYMI, AGIOS KONSTANTINOS, THIVA, LOUTRA EDIPSOU, LIVADIA, AND MUCH MORE. OF COURSE, THE V-GUIDES LEARN ALSO MORE ABOUT THE HEROES OF THE BATTLE OF THERMOPYLAE AND MUCH MORE.

TRT: 90 MIN.    DIARIES: 7X Á 3-5 MIN.    REVIEW: 1X 15 MIN.



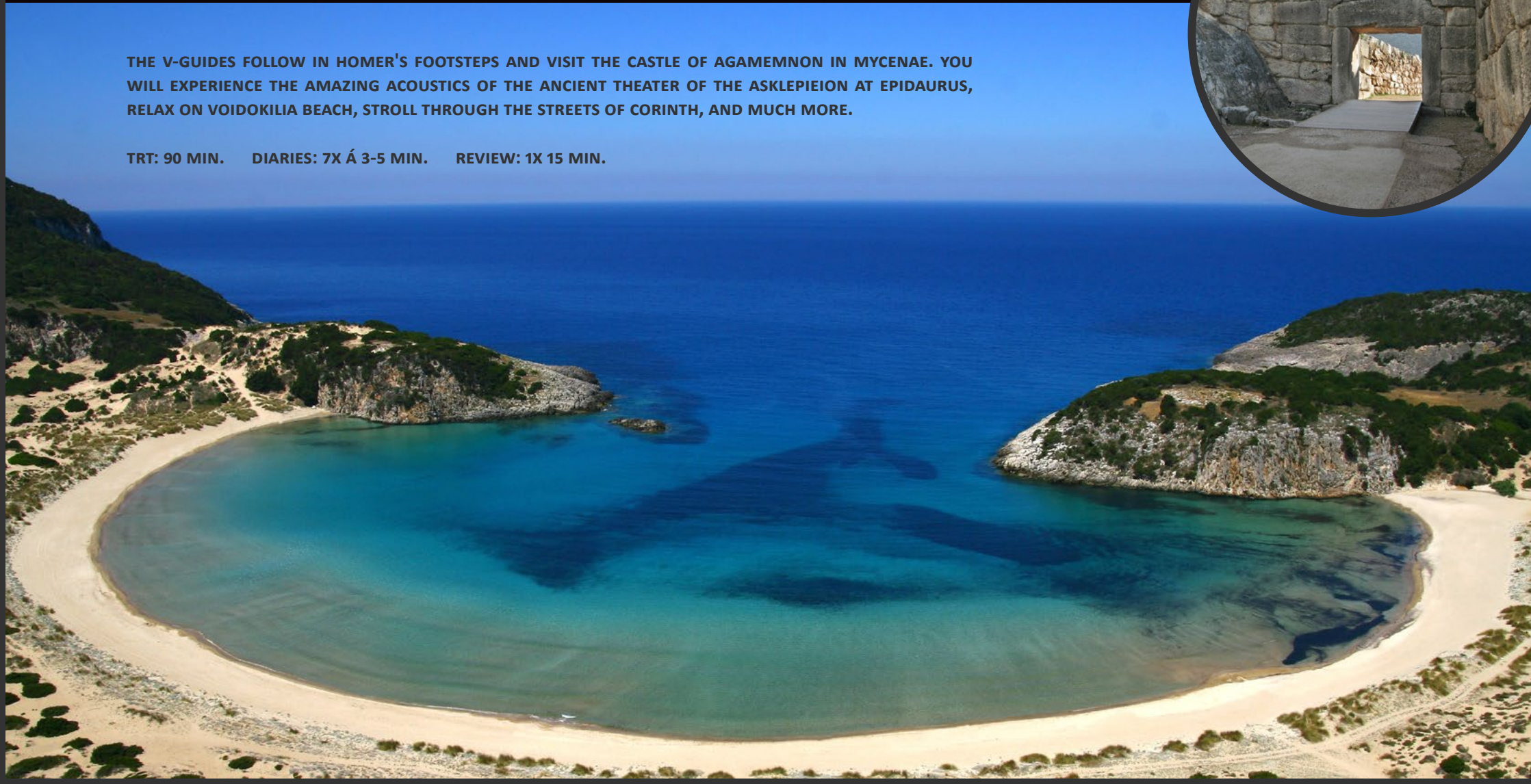


# EPISODE IV

## PELOPONNESE

THE V-GUIDES FOLLOW IN HOMER'S FOOTSTEPS AND VISIT THE CASTLE OF AGAMEMNON IN MYCENAE. YOU WILL EXPERIENCE THE AMAZING ACOUSTICS OF THE ANCIENT THEATER OF THE ASKLEPIEION AT EPIDAUROS, RELAX ON VOIDOKILIA BEACH, STROLL THROUGH THE STREETS OF CORINTH, AND MUCH MORE.

TRT: 90 MIN.    DIARIES: 7X Á 3-5 MIN.    REVIEW: 1X 15 MIN.





# EPISODE V

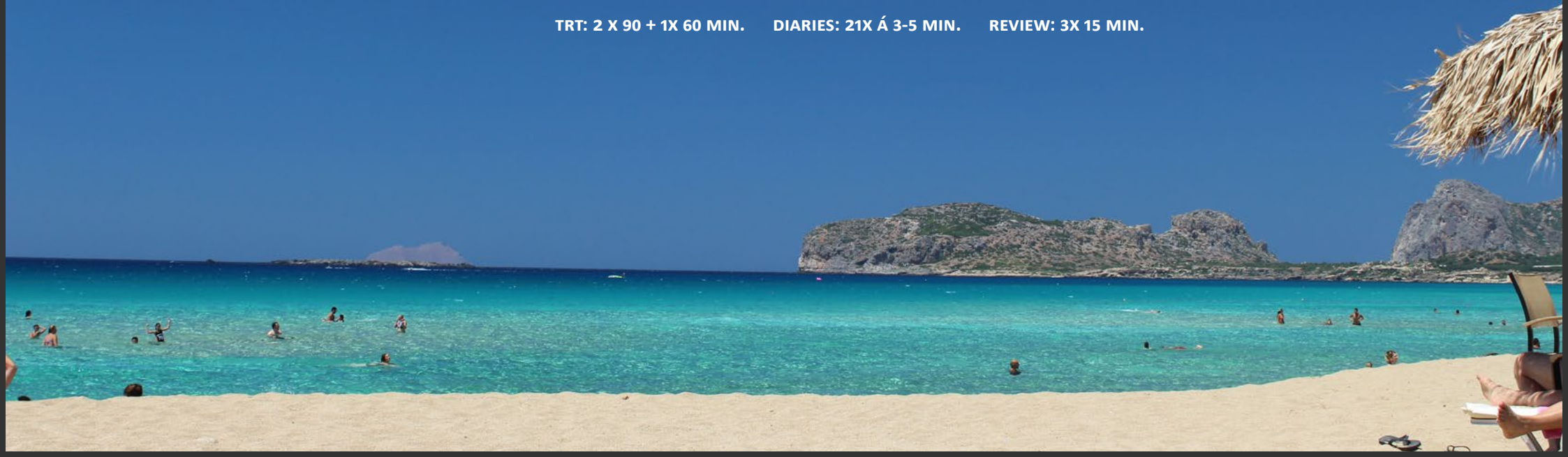
## SPECIALS: CRETE & SANTORINI



ON ONE OF THE MOST BEAUTIFUL ISLANDS IN THE WORLD, THE V-GUIDES EXPERIENCE THE DIVERSITY OF GREECE. THEY START THIS WEEK SWIMMING AND SNORKELING ON ONE OF THE WONDERFUL BEACHES. THEN, THEY EXPERIENCE THE CHARMING TAVERNAS, WHERE THEY ARE INVITED BY THE HOSTS TO CREATE THEIR OWN MEAL. OF COURSE, THE V-GUIDES ALSO VISIT THE FAMOUS ZEUS CAVE, THE PALACE OF KNOSSOS, AGIOS NIKOLAOS, AND SPINALONGA. THE WEEK ENDS AFTER THE HIKE THROUGH THE FASCINATING SAMARIA GORGE ON THE LIBYAN SEA.

THE SPECIAL EPISODE OFFERS A MIX OF CULTURE AND RELAXATION. IT GOES ON TO HERAKLION AND RETHYMNON AS WELL AS TO THE COUNTLESS STALLS ON THE ISLAND. THE SPECIAL ENDS WITH AN INCREDIBLY DELICIOUS CHEESE SALAD IN THE OLD PART OF HERSONISSOS AND A WONDERFUL VIEW OVER THE ISLAND. OF COURSE, THE V-GUIDES ALSO TAKE IMPRESSIVE EXCURSIONS TO SANTORINI AND ELAFONISI.

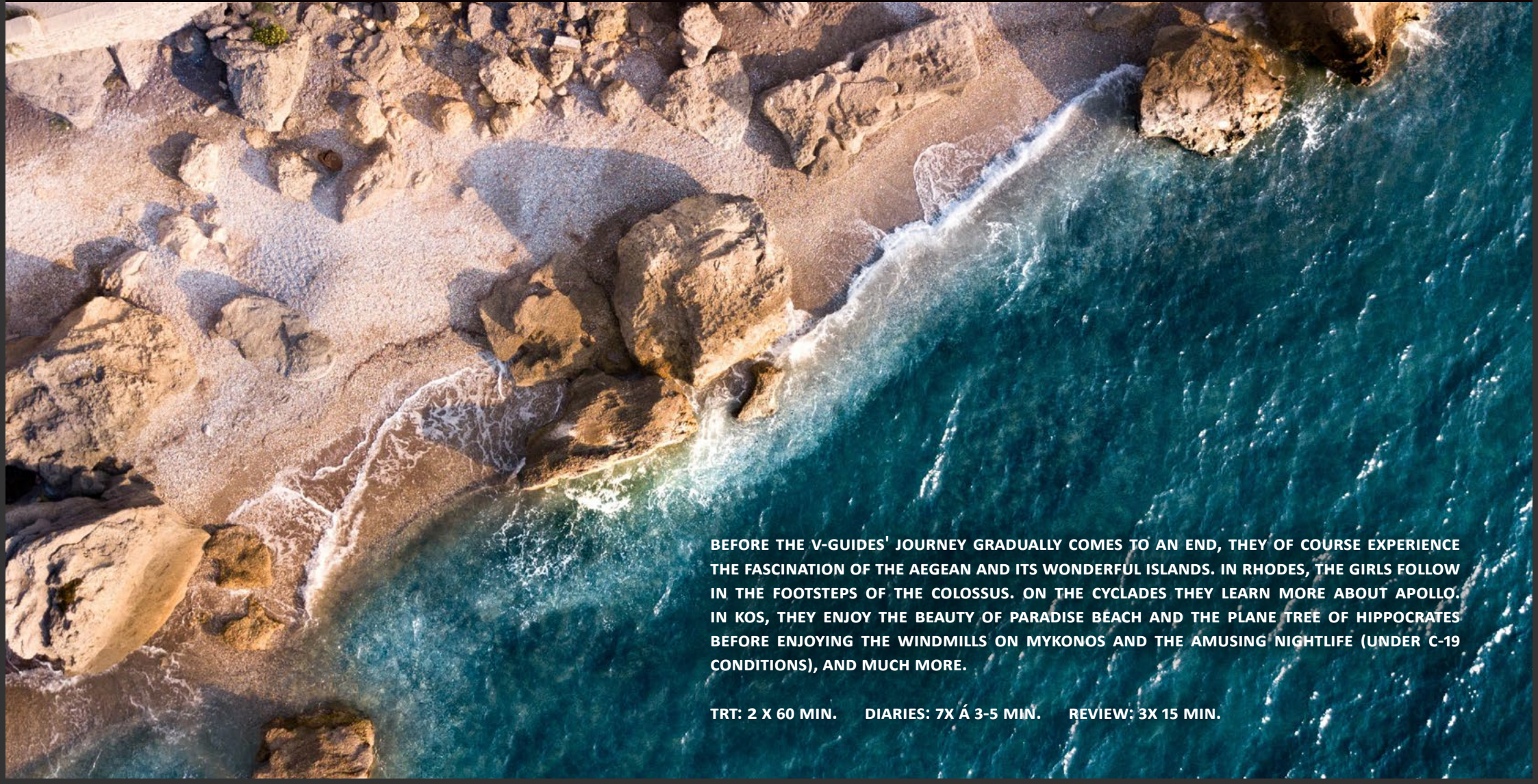
TRT: 2 X 90 + 1X 60 MIN.    DIARIES: 21X Á 3-5 MIN.    REVIEW: 3X 15 MIN.





# EPISODE VI

## THE AEGEAN ISLANDS (2 SPECIALS)

An aerial photograph of a rugged coastline. The left side shows a sandy beach interspersed with large, light-brown rocks. The right side is dominated by deep turquoise water with white foam from waves crashing against the shore and rocks. The overall scene is bright and scenic, typical of a tropical or island location.

BEFORE THE V-GUIDES' JOURNEY GRADUALLY COMES TO AN END, THEY OF COURSE EXPERIENCE THE FASCINATION OF THE AEGEAN AND ITS WONDERFUL ISLANDS. IN RHODES, THE GIRLS FOLLOW IN THE FOOTSTEPS OF THE COLOSSUS. ON THE CYCLADES THEY LEARN MORE ABOUT APOLLO. IN KOS, THEY ENJOY THE BEAUTY OF PARADISE BEACH AND THE PLANE TREE OF HIPPOCRATES BEFORE ENJOYING THE WINDMILLS ON MYKONOS AND THE AMUSING NIGHTLIFE (UNDER C-19 CONDITIONS), AND MUCH MORE.

TRT: 2 X 60 MIN.   DIARIES: 7X Á 3-5 MIN.   REVIEW: 3X 15 MIN.



# EPISODE VII

ATTICA + 7x ATHENS

THIS WEEK A FERRY BRINGS THE V-GUIDES TO HYDRA, WHERE THEY EXPLORE THE ISLAND AND ITS HISTORY ON CUTE DONKEYS. IN MARATHON AND SPARTA, THE GIRLS LEARN MORE ABOUT THE HEROISM OF THE GREEKS AND THE BATTLE THEY WON AGAINST THE PERSIANS, THUS THE HISTORY BEHIND THE WONDERFUL ACROPOLIS. THEREFORE, AFTER AN ADVENTUROUS JOURNEY, IT IS NOW TIME TO DISCOVER ATHENS, WHERE THE GIRLS GET TO KNOW THE HISTORY AND UNIQUE BEAUTY OF THE CITY, THE AMAZING PLAKA, AND THE PEOPLE, BEFORE THEY LEAVE GREECE WITH SOME TEARDROPS IN THEIR EYES.

TRT: 1 X 90 + 7 X 30 - 60 MIN.

DIARIES: 21X Á 3-5 MIN.    REVIEW: 3X 15 MIN.





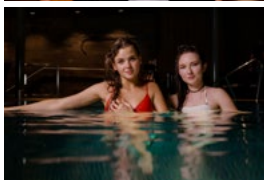
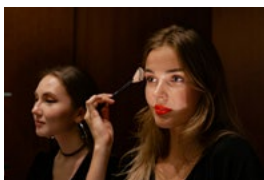
# PLACEMENT EXAMPLE

## WITHIN THE STORYTELLING



### EXAMPLE FOR A HOTEL INTEGRATION

(ADAPTABLE TO ALL PRODUCT AND SERVICE AREAS)



IMAGES: GRAND HYATT STORY

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



# CREDENTIALS

PREVIOUS LOCATION PARTNERS (EXCERPT) \*\*



HURRICAN FACTORY



YOGA WITH RICARDA



GRAND HYATT



SUITE 030



CLASSICAL REMISE



GDR MUSEUM



MUSEUM OF TECHNOLOGY



FLEXVIT



LIQUIDROM SPA



HENNING WEHLAND



WEINMEISTER HOTEL



PANORAMA PUNKT



MUSEUM FOR FILM AND TELEVISION



FRIEDRICHSTADT-PALAST



ELLINGTON HOTEL



DUKE RESTAURANT



STOELZLE GLASS



SOLAR RESTAURANT



OLYMPIC SPA







GRAND HYATT

# CREDENTIALS

PREVIOUS LOCATION PARTNERS (EXCERPT) \*\*



CASTLE HOTEL ZIETHEN



ZOO BERLIN



ELLINGTON HOTEL



SOLAR BAR



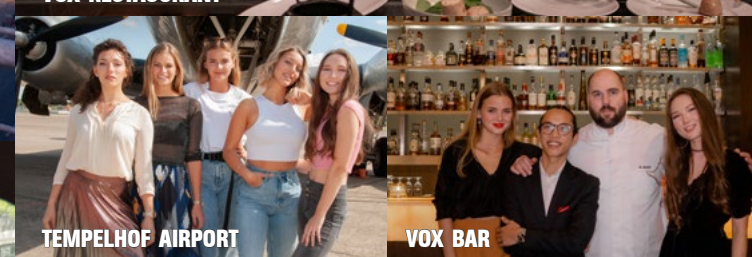
VOX RESTAURANT



MUSEUM OF TECHNOLOGY



PORSCHE



TEMPELHOF AIRPORT

VOX BAR



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

**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 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