

Partenariats et expériences uniques comme facteurs de réussite

Conférence de presse

Opfikon, le 7 avril 2022

Agenda

1. Sunrise Moments, André Krause, CEO de Sunrise UPC

- Stratégie, positionnement, importance

2. Ticketcorner, Andy Angehrn, CEO Ticketcorner

- Sponsoring musical et Sunrise starzone

3. Unique experiences, Severina Pascu, Deputy CEO & COO Sunrise UPC

- Unforgettable, always in the front row, exclusive VIP advantages

4. Sunrise starzone pour les artistes, Baschi

- News, fun et plus encore

5. Résumé

6. Q&A



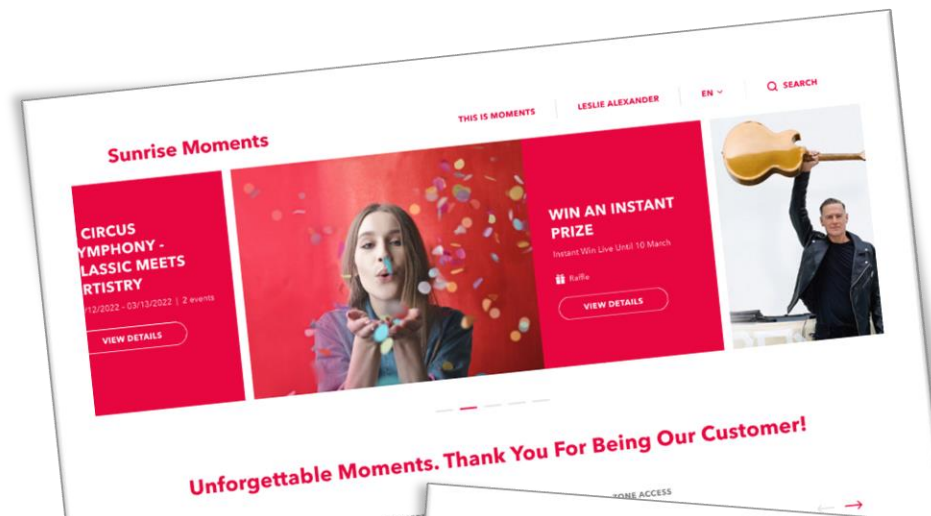
Une bonne journée pour les clients

ticketcorner  & **Sunrise**  **upc**



Sunrise Moments:
Lancement le 7 avril 2022

Concerts et festivals:
Priority Tickets. Fast Lane.
Rabais. Gratuits.
Last Minute.



Unforgettable Moments. Thank You For Being Our Customer!

Concerts

COMING SOON

Justin Bieber Justice World Tour
18/01/2023 | 5 Events
Zurich, Indoor Stadium

Priority Ticket
Zone Access
Get your Moment!

Festivals

COMING SOON

Patent Ochsner
Wednesday, May 25, 2022, 8:00 p.m.
Zurich, People's House

Priority Ticket
Zone Access
Get your Moment!

SOLD OUT

A Circus Symphony - Classic Meets Artistry
Wednesday, May 25, 2022, 8:00 p.m.
Zurich, People's House

Priority Ticket
Zone Access
Get your Moment!

COMING SOON

MUMMENSCHANZ
09.05.22
Zurich, People's House

Priority Ticket
Zone Access
Get your Moment!

COMING SOON

The Greatest Love of All - A Tribute to Whitney Houston starring Belinda Davis
09.05.22
Zurich, People's House

Priority Ticket
Zone Access
Get your Moment!

Sports

COMING SOON

Harlem Globetrotters
Wednesday, May 25, 2022, 8:00 p.m.
Zurich, People's House

Priority Ticket
Zone Access
Get your Moment!

AVAILABLE

Art On Ice
09.05.22
Zurich, People's House

Priority Ticket
Zone Access
Get your Moment!

SOLD OUT

Gymotion "Music and Gymnastics Fascination"
Wednesday, May 25, 2022, 8:00 p.m.
Zurich, People's House

Priority Ticket
Zone Access
Get your Moment!

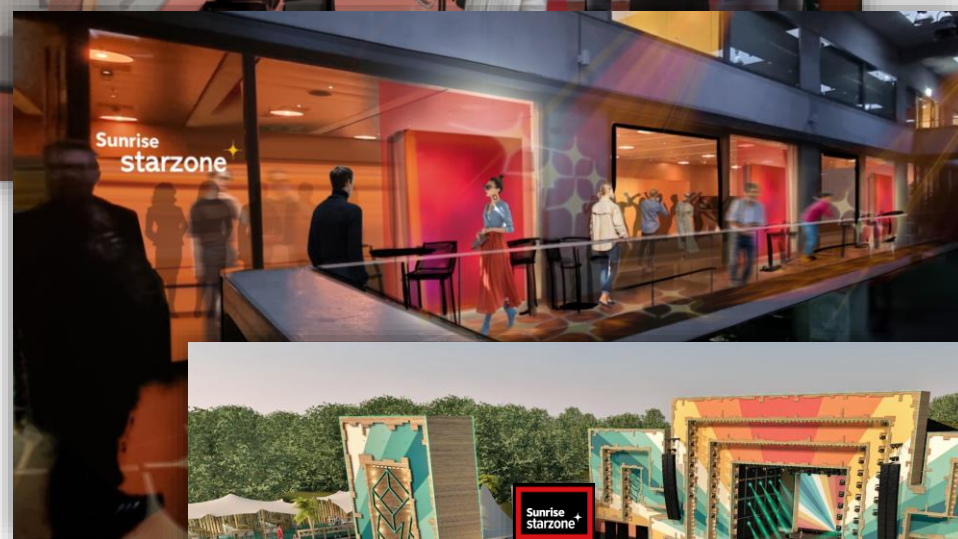
AVAILABLE

Frauen Handball EM-Qualifikation: Schweiz - Litauen
Wednesday, May 25, 2022, 8:00 p.m.
Zurich, People's House

Priority Ticket
Zone Access
Get your Moment!

Sunrise Moments:
Lancement le 7 avril 2022

Lounge. Décor.
Perspectives. Clients,
clientes. **VIP.**



Sunrise Moments:
Lancement le 7 avril 2022

**Sport: Billets de hockey
sur glace. Extension avec
des expériences
exclusives. Meet&Greets.
Coulisses.**



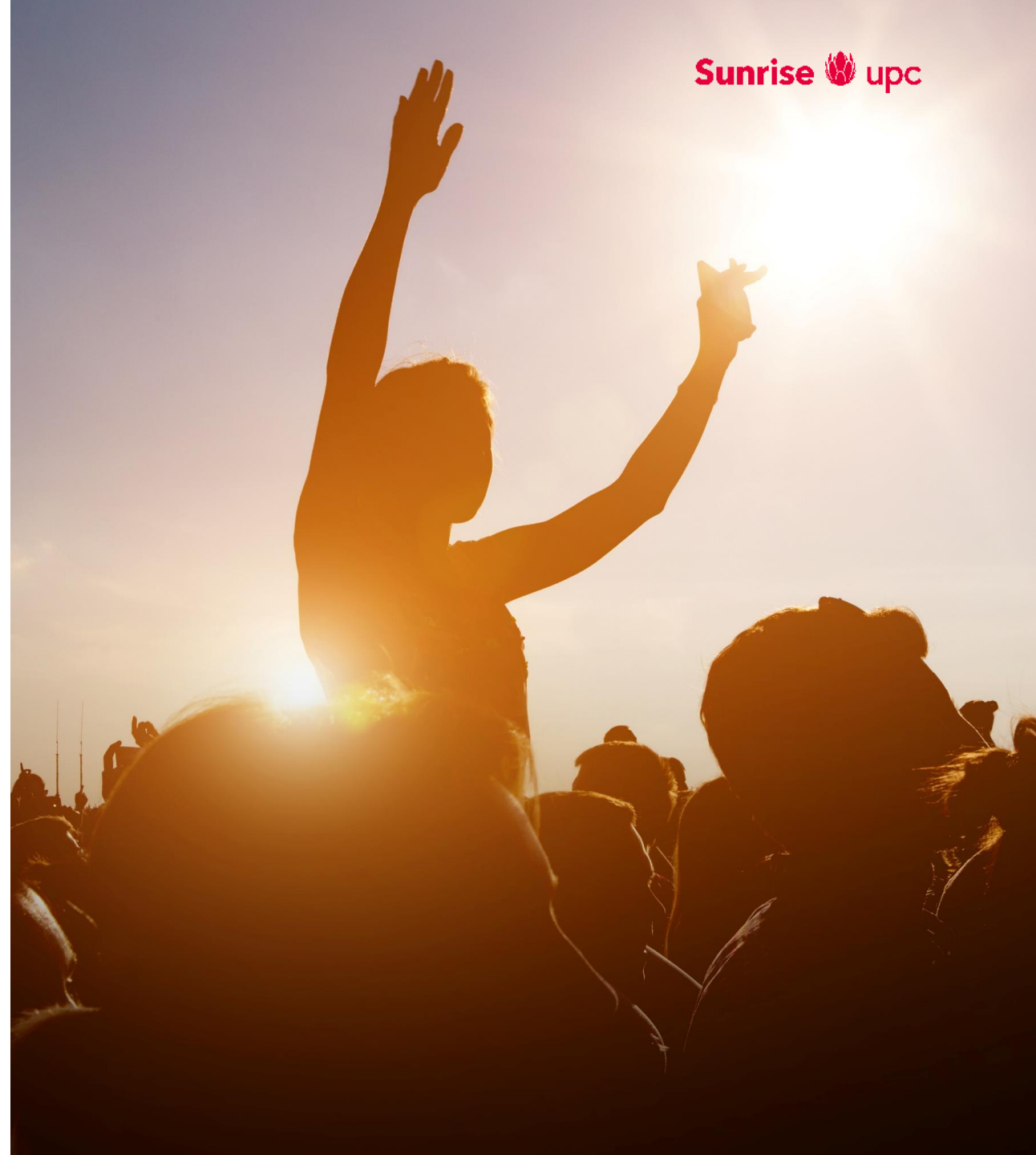
Sunrise Moments: Objectifs

Satisfaction clientèle.

Fidélité.

Recommandation.

Croissance.



Sunrise Moments: Stratégie

**Différenciation. Émotions.
Valeur ajoutée. Merci.
Merci. Merci.**

Sunrise  upc



Sunrise Moments

TV. En ligne et hors ligne.
Partenariats. Extension.
Entertainment Leader.





Put **Music**
in your **Life**

Monde Sponsoring

Suisse



PostFinance 



Sunrise  **upc**



CREDIT SUISSE 



die Mobiliar

Analyse

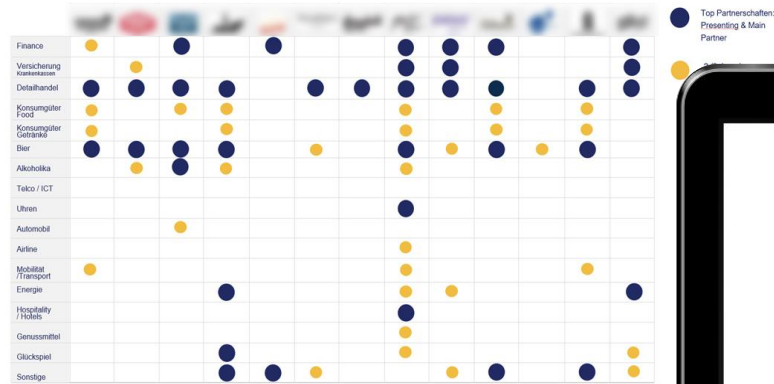
Sponsoring musical

Suisse

Sponsoring musical CH

Ausgangslage: aktuelle Vermarktung nach Branchen

ticketcorner⁺



Ausgangslage: aktuelle Vermarktung nach Branchen

ticketcorner⁺

	Vermarkungsgrad TIEF Vereinzelte, primär regionale Partnerschaften	Vermarkungsgrad MITTEL Mittelschwer vertretene Branche, eher Solisten Partner Level	Vermarkungsgrad HOCH Stark vertretene Branche, Mehrheit der Events, Top Partner Level
Finance		RAIFFEISEN, Kantonalbank	
Versicherung Krankenkassen	vaudoise, die Mobiliar		
Detailhandel			MIGROS, coop
Konsumgüter Food		Nestlé, Frisco, Schweizer Fleisch, Zweifel, Oronaval	
Konsumgüter Getränke		Swiss Milk, Coca-Cola, Pepsi, Henneke, Nestlé, Red Bull	
Bier			M, Oetli, Excite
Alkoholla	Einzelne Marken / Importeure		
Telco / ICT	Praktisch nur Veeco (Samsung)		
Uhren	Nur Montreux und Zermatt (Premium Destination)		
Automobil	Kein nationaler Importeur, nur regionale Händler		
Airline	Branche praktisch nicht vertreten		
Mobilität / Transport	SBB und vereinzelte lokale ÖV-Unternehmen		
Energie	Primär Westschweizer Festivals		
Hospitality / Hotels	Branche nur vereinzelt vertreten		
Genussmittel	Branche nur vereinzelt vertreten		
Glücksspiel	Branche nur vereinzelt vertreten		
Sonstige	Taktische Partnerschaften aus Tourismus, Bau, u.a.		

Zusammenfassung

Insgesamt sind Schweizer Musikfestivals /-Events **eher schlecht vermarktet**. Insbesondere die **Dienstleistungs-Branchen** sind wenig vertreten und die Mehrheit der Partnerschaften sind **regional**.

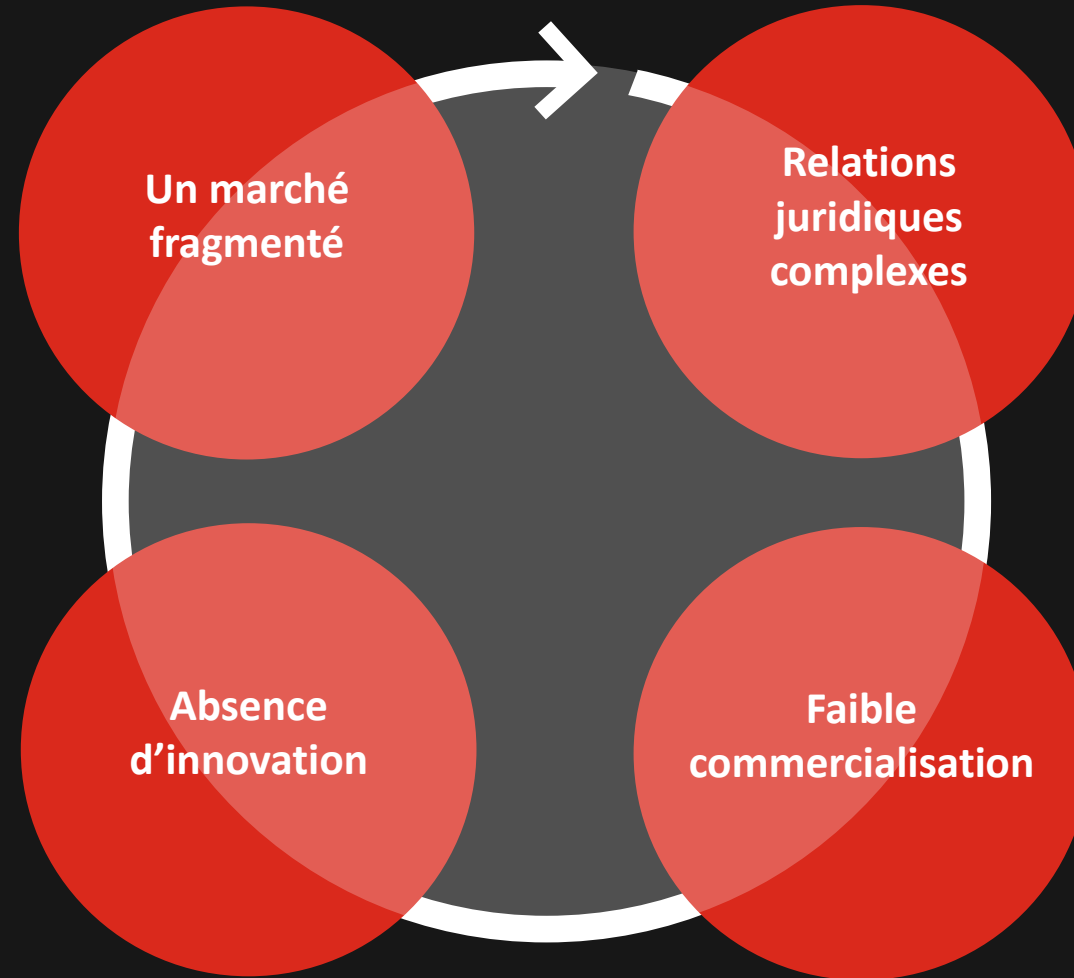
- **Detailhandel** und **Bier** sind die einzigen stark vertretenen Branchen im Musikbereich
- **Migros** ist das einzige Unternehmen welches das Thema Musik **strategisch** und **national** besetzt
- Traditionell **starke Sponsoring-Branchen** wie Banken, Versicherungen, Automobil sowie Telco/ICT sind **nur vereinzelt vertreten**

Fazit für die Vermarktung:

- **Wenig Interessenskonflikte** betreffend Branchenexklusivität mit einzelnen Veranstaltern
- **Grosses Potential** für einige top Branchen zur umfangreichen Besetzung des Themas Musik

Gemäss Abstimmung mit GABCE können alle Branchen zur Akquise von SZ-Paketen kontaktiert werden mit Ausnahme des **Detailhandels**

Sponsoring musical CH



Musique

Moments

inoubliables

Marché musical CH

Sponsoring Assets



Émotions & Live Experience



Community & portée



Innovation & promesse de marque

starzone plan du projet



We proudly
present...



**Sunrise
starzone** ✨

6

Top organisateurs

1.75 Mio.

Visiteurs en direct par an

4

Salles de concert

>150

Concerts

10

Festivals

>160 Mio.

Contacts bruts par an

Sponsoring musical

Avantages pour l'organisateur



Augmentation des revenus de sponsoring/billetterie



Nouveaux canaux de distribution



Accessibilité à un groupe cible musical à forte audience



Rendre l'expérience du concert plus attrayante
(Qualité du produit)

starzone

**Avantages pour les
clientes et clients de
Sunrise starzone**

Sunrise Moments
Every Week Exclusive Offers

**Unforgettable. Always in
the front row. Discounts.
Money Can't Buy.**



Highlights First Sunrise Moments Offers

First Sunrise Moments offer with Priority Tickets 24 hours before public on-sale and access to Sunrise starzone lounge.



Openair St. Gallen. Sold out. First Sunrise Moments offer for 720 last minute tickets with 25% discount.



Sunrise Moments Eligibility

**All pay-monthly
customers.**

Unconditional.

sunrise.ch/moments



Sunrise Moments Landing Page

1 view

3 Key benefits



Always in the front row:

Get concert tickets 48 hours before they officially go on sale and secure the best seats!

Exclusive discounts

Benefit from discounts of up to 25% on tickets – even if the festival is already sold out!



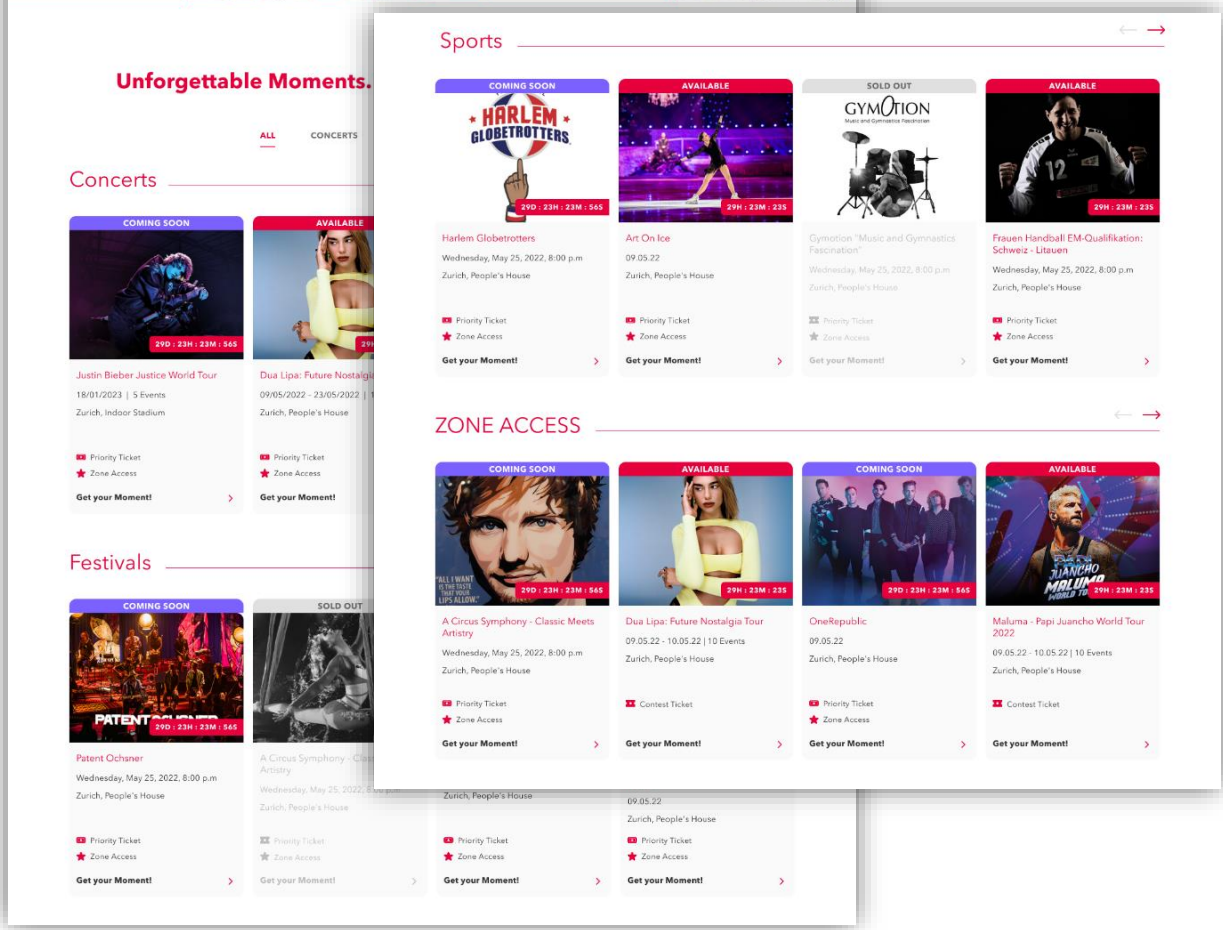
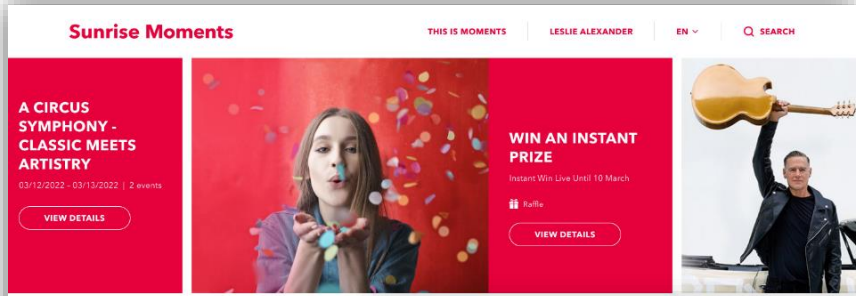
Unique experiences

Be our VIP: Fast-Lane, closer to the action, exclusive lounges – unforgettable!

Sunrise Moments Portal

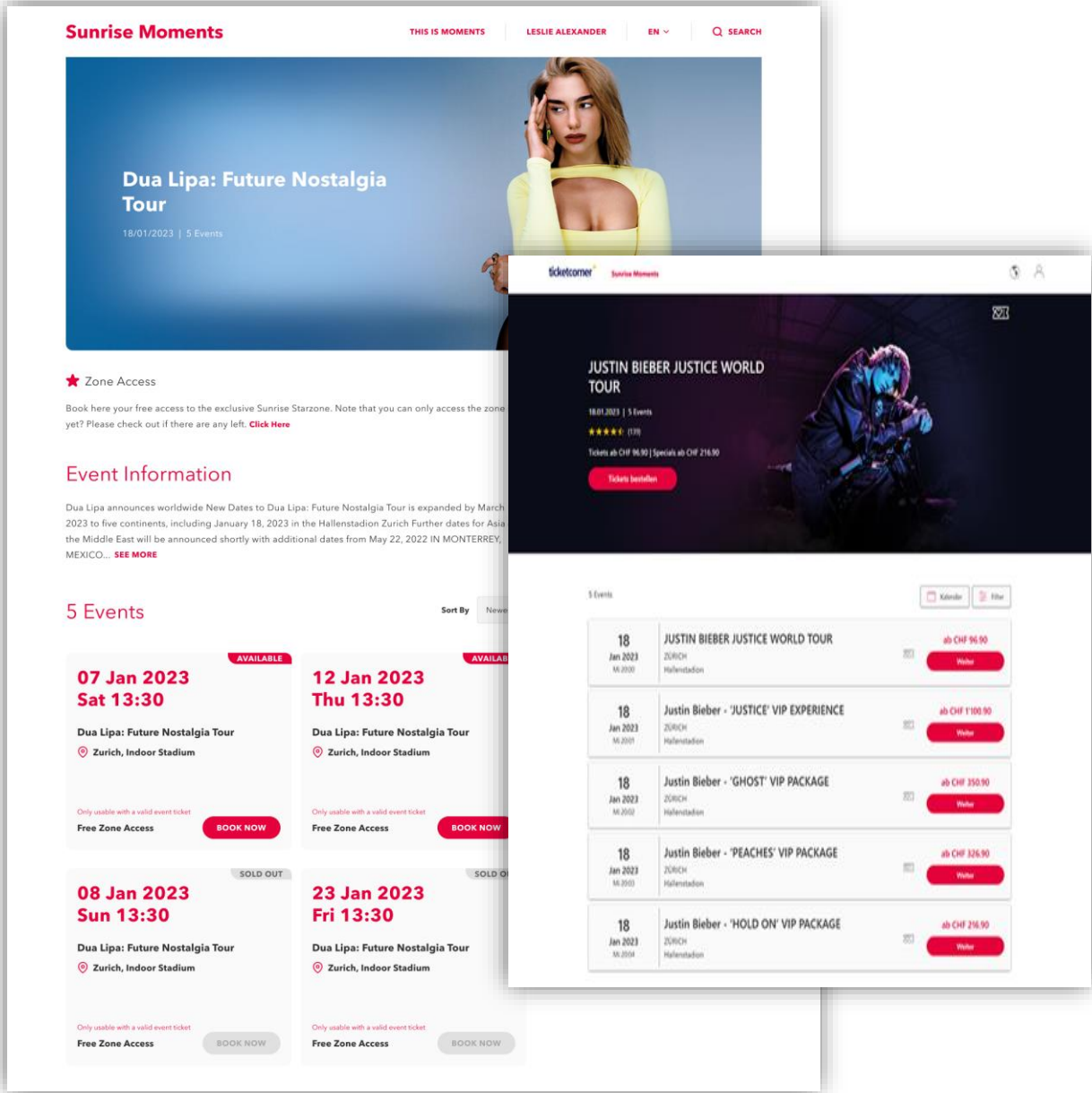
Hero section:
5 Highlights.

Categories: Concerts,
Festivals, Sports, **VIP-**
Access and more to come.



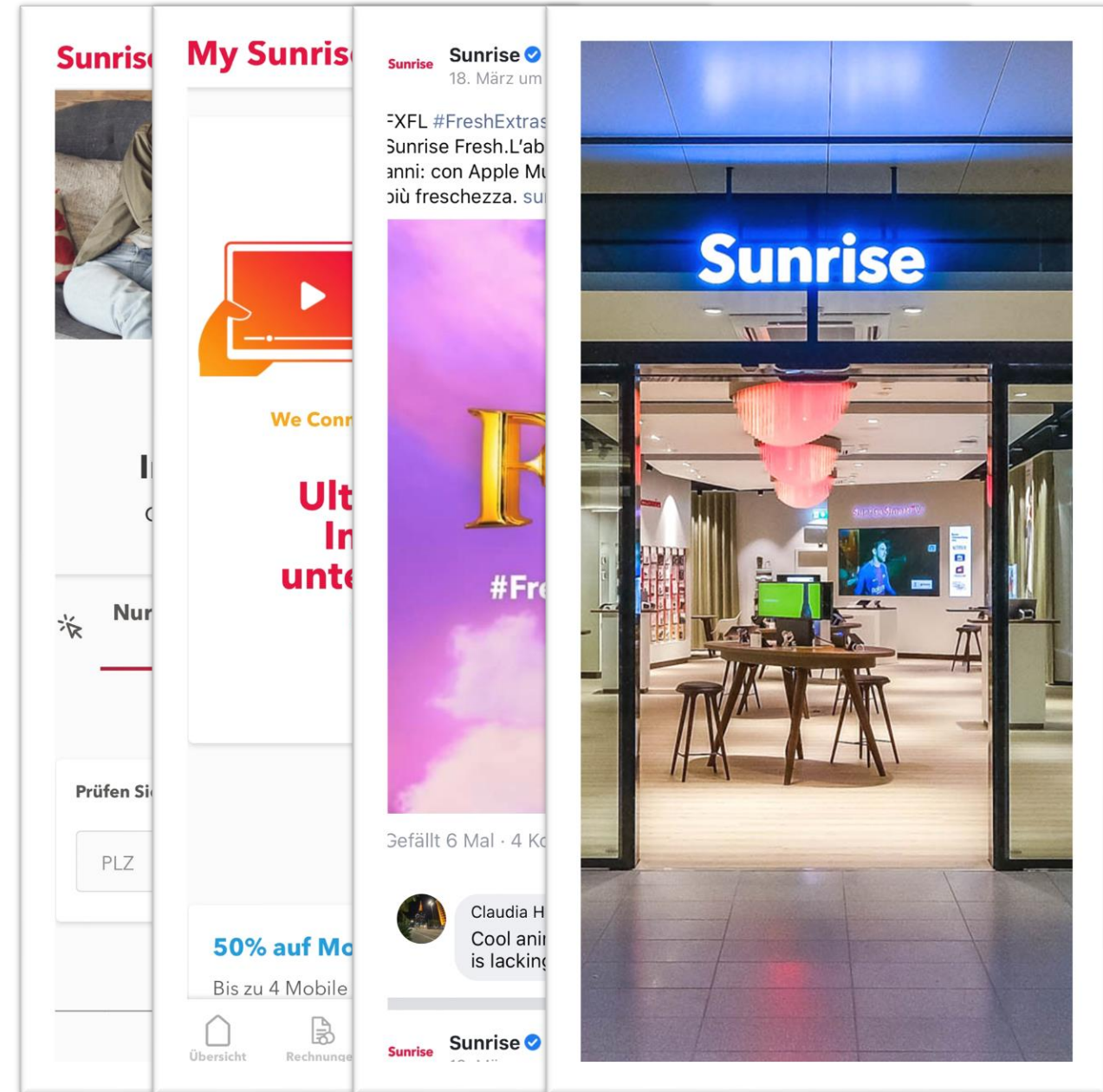
Sunrise Moments Portal

Event series.
Ticketcorner shop.
Sunrise branded.



Sunrise Moments Cross Channel Marketing

Online & SoMe.
Newsletter. Mailings.
Points of Sales.



Sunrise Moments
Advertising Online & Social

Video Clips.
Roger Federer.
Baschi.

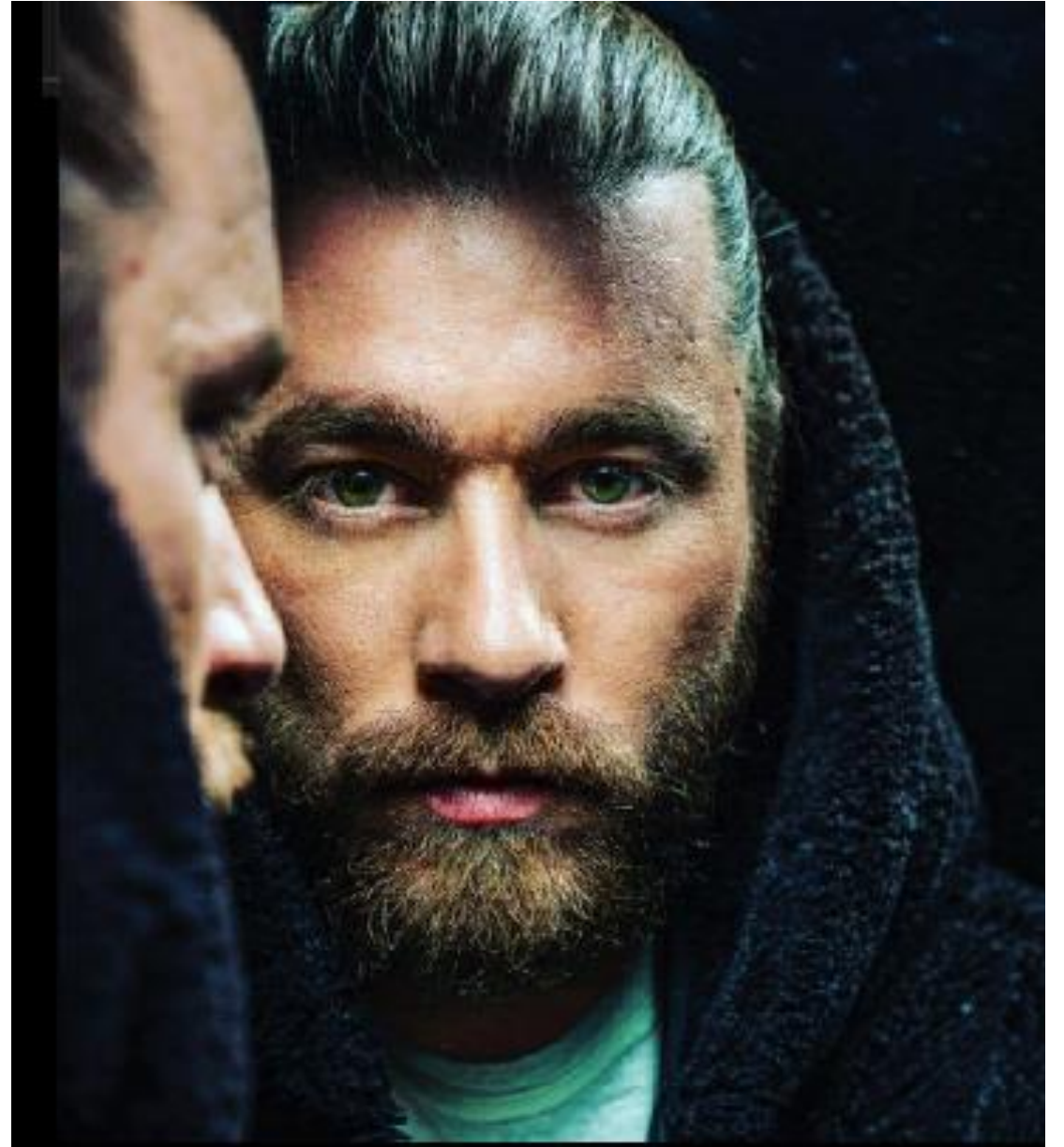


Sunrise Moments

Starzone Studio.

News. Aperçu.

Contributions de stars.



Résumé

Merci. Unique. **Inoubliable.**

Des avantages pour tous. **En exclusivité pour les clients.**

Partenariats. Extension Sunrise Moments. **#1 du divertissement.**

**Sunrise
Moments**



Vivez l'inoubliable.

**Sunrise
starzone** ✨

Sunrise Moments



Vivez l'inoubliable.

Des questions?

Sunrise  **upc**