

visit
MONACO
IN BRAZIL

Memory
BOOK

BY GVA



This "Memory book" was created to highlight the amazing success of our partnership in hopes that you will never let us go...

Sincerely,
GVA team

COMMUNICATION ACTIVITIES TIMELINE

● 2015

- Media Calls / PR
- **Monaco Magazine**
- Mostra Viajar
- **Box Of Surprise**
- Homem Experience
- RG Sunset by Chandon

● 2016

- Media Calls / PR
- **Monaco Magazine**
- Panrotas Partnership
- ETC Journalism Award
- Monaco Terra do Bem

● 2017

- Media Calls / PR
- **Monaco Magazine**
- Panrotas Partnership / Videos
- **Cerveja Principado**
- **Dani Noce**
- **MOB**
- Organic Lunch

● 2018

- Media Calls / PR
- **Monaco Magazine**
- **Panrotas Partnership / E-Books**
- **GREENK**
- Constance Zahn
- **MOB**
- Silvia Reali
- Radio Geek
- Turismo ETC
- Viajar Pelo Mundo
- Qual Viagem
- Travel Conference
- **Sonder**

● 2019

- Media Calls / PR
- **Monaco Magazine**
- Green is the New Glam Travel Bag
- Panrotas Partnership
- Constance Zahn
- Luisa Arcosi
- Kayak
- **Kobra in Monaco**
- Monaco Live Challenge
- Viajando com Amor
- Gramado Summit
- Travel Conference



INFLUENCIADORAS DIGITAIS
CAMILA ALMEIDA NA MONTE-CARLO FASHION WEEK



MEMORY BOOK

BOX OF SURPRISES



The press event "Box of Surprises" aimed to show to Brazilians journalists that Monaco is "petit" but with lots to offer. The experience highlighted that the Principality is much more than what people usually expects and gave a taste of what a traveler can find there. The format of the event was set to present Monaco through our five senses, showcasing a bit of the smell, sound, taste and colors of the destination.

Inspired by the five senses, GVA produced a press kit in a format of a "box of surprise" to provide support to the presentation on the destination. Each object inside the box illustrated some aspects of the Principality and promoted a sensorial experience to the journalists. All items inside the box were also great and useful gifts to the attendees.



5

JOURNALISTS
RELATIONSHIP BUILDING

5

ARTICLES
PUBLISHED

805 949 +

AD VALUE EQ
EUR



CERVEJA PRINCIPADO



Beer is considered a major social component in the Brazilian Society, from happy hours to barbecues to nightlife and any type of events.

We understand that a toast with a great Champagne is a common and necessary ritual in Monaco. Through this special "identity", we wanted to bring the destination closer to the Brazilian hearts.

Therefore, we contacted one of the best Craft Breweries in Brazil – Cervejaria Nacional and asked their Master Brewery (Patrick Bannwart) to create a special beer edition/recipe inspired by the Principality of Monaco and they absolutely loved the idea and the challenge.



72 +

ARTICLES
PUBLISHED

168 +

POSTS ON
SOCIAL MEDIA

6

EVENTS
SPONSORSHIP

712 689 +

AD VALUE EQ
EUR



MEMORY BOOK

DANI NOCE



We worked on a great project with a Youtuber/Blogger called Dani Noce. She is a pastry chef that produces beautiful and funny videos of recipes and also tourism destinations. She is huge on Youtube and has 194,944,044 views on her videos. She also has a blog and big social media channels (Facebook, Instagram, Twitter). She produced an great and fun video making the Crepe Suzette. Besides the story around the creation of this very special desert, she also shared a variety of things about Monaco with her audience.



YouTube Channel:
Dani Noce | Search: Monaco

930 000 +
views



MEMORY BOOK

MOB & MONACO



In 2017, the well-known and respected Brazilian fashion brand MOB went to Monaco to shoot their fall/winter collection. They designed an entire collection inspired by the Principality. The winter campaign held the name of the destination and due to fashion trends and in honor to the Monegasque flag had RED as the main color for that collection.

The campaign, starring the Brazilian top model Valentina Sampaio, was photographed by Jacques Dequeker in the destination. The photo shoot was also promoted by the lifestyle blogger Camila Coutinho, who made a special tour in the Principality during the same time. MOB promoted the Monaco campaign in all their stores, social media channels and in their fashion catalogue.



137 +

POSTS ON
SOCIAL MEDIA

3 255 330 +

PEOPLE REACHED

1 368 451 +

AD VALUE EQ
EUR



MEMORY BOOK

GREENK PROJECT



The Greenk initiative was created to facilitate and encourage the correct disposal of e-waste in Sao Paulo city and to raise awareness about the importance of disposing electronic materials minimizing damages to the environment. The Monaco government and private Monegasque institutions have been investing in numerous social and environmental projects for decades.

DTC launched the Green is The New Glam campaign to highlight Monaco's involvement with sustainable initiatives. The Monaco & Greenk project perfectly sum up the position of the principality regarding this matter. It was an effective way to present Monaco as a innovative nation where responsible activities are valued and necessary. The campaign was a great success and fully engaged Brazilians with an important environmental cause to the planet.



300 +

ARTICLES
PUBLISHED

16 +

TONS OF ELECTRONIC
WASTE

300%

EXCEEDED THE
ORIGINAL TARGET BY

3 800 000 +

AD VALUE EQ
EUR



MEMORY BOOK

FASHION WEEK MONACO



In May 2018, four Brazilian digital influencers went to Monaco to experience and promote the destination to their followers. Camila Almeida was the creator of Caras Blog - a group of bloggers and digital influencers - specialized in lifestyle, tourism, fashion, gastronomy and other topics. Caras Blog was linked to Caras Magazine, the biggest celebrity printed magazine in Brazil.

Camila Almeida selected and invited three influencers members of Caras Blog - Luisa Accorsi, Lari Duarte and Mariah Bernardes - to go to Monaco during the Monte-Carlo Fashion Week. The group experienced not only the event, but also restaurants, hotels, spa, shopping, tours and more.



9

ARTICLES
PUBLISHED

659 +

POSTS ON
SOCIAL MEDIA

7 450 000 +

PEOPLE REACHED

517 341 +

AD VALUE EQ
EUR



A trajetória profissional de Mariah Bernardes (33) começou há quase 11 anos, quando ela decidiu criar um blog para divulgar a loja multinarcas da sogra, Cristina. "Era um mundo novo para todos. Eu não tinha experiências, pois naquela época não existiam muitas sociais e tantas blogueiras legais como hoje. Mas era tão gostoso, tudo muito natural,

"Passei minha lua de mel em Istanbul e voltei mais três vezes. Está no coração."

comecei na brincadeira e, aos poucos, o blog foi criando forma", contou ela, que vive com o marido,

teria se não fosse pelo meu trabalho, sou muito grata por isso! A parte ruim é deixar a minha filha quando é uma viagem a trabalho que ela não pode ir. É muito difícil, sair de casa com o coração apertado", comentou a badalada influenciadora.

"A parte mais difícil do meu trabalho é ter de deixar a minha filha quando viajo."

gamos conhecer muitos lugares exclusivos", ressaltou. Já em Istanbul foi sua quarta experiência. "É



SONDER - LGBT GUIDE



← Go proud

CLIMA
No inverno, as temperaturas variam de 8°C a 14°C.
No verão, os dias mais quentes podem chegar aos 28°C.

← Go proud

CLIMA
No inverno, as temperaturas variam de 8°C a 14°C.
No verão, os dias mais quentes podem chegar aos 28°C.

← Go proud

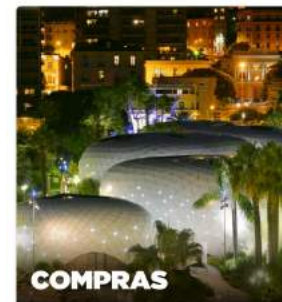
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← Go proud

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← Go proud

CLIMA
No inverno, as temperaturas variam de 8°C a 14°C.
No verão, os dias mais quentes podem chegar aos 28°C.



Rangel Vilas Boas, Sonder's Chairman, is a wellknown guy in the gay community.

In his social profiles, he presents travel stories from different places, always focused on gay experience.

Monaco special project with Sonder assisted us in securing curated gay editorial content about the destination contributing to increase awareness and visibility to the Principality as a gay-friendly place.



110 000 +

TOTAL FOLLOWERS
ON SOCIAL MEDIA

10 000 +

APP USERS



MEMORY BOOK

KOBRA IN MONACO



In March 2019, Eduardo Kobra, world renowned graffiti artist, and his team traveled to Monaco to do his first artwork in the Principality. His panel illustrated the sustainable and responsible positioning of Monaco, focusing on one of the great themes of the present days: the global warming. It was inspired by Salvador Dali's "The Persistence of Memory" (1904-1989), and depicts the well-known clocks melting in the Antarctic glaciers. It is a "warning" for all on the human actions responsible for global warming caused by damage of the environment.



148 +

ARTICLES
PUBLISHED

13 +

POSTS ON
SOCIAL MEDIA

13 153 399 +

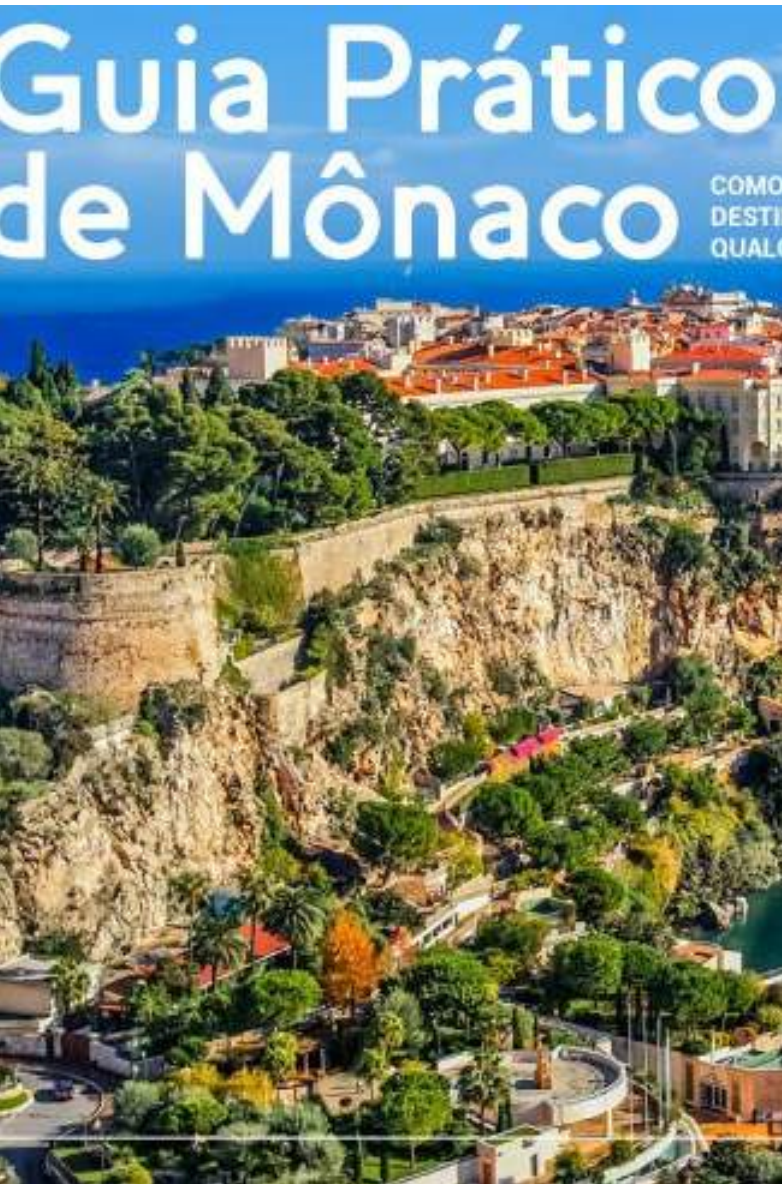
PEOPLE REACHED

2 640 121 +

AD VALUE EQ
EUR



E-BOOKS



Downloads

358

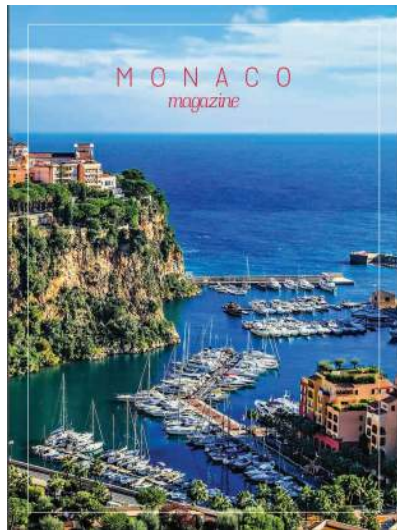


Downloads

248



MONACO MAGAZINE



TRADE LEISURE ACTIVITIES TIMELINE

● 2015

- Sales Calls & Training Seminars
- Travel Week
- Agaxtur Campaign
- Prime Tour @ SP Fashion Week
- Casar & Viajar
- Sonhos a 2 - Honeymoon Campaign
- Roadshow
- Signature Travel & late Club Event
- Encontro a Francesas - Atout France

● 2016

- Sales Calls & Training Seminars
- Teresa Perez Incentive Campaign
- Roadshow
- Encontro a Francesas - Atout France
- Festuris
- Prime Tour Travel Book
- Travel Week
- British Airways Incentive Campaign
- Virtuoso Roadshow

● 2017

- Sales Calls & Training Seminars
- Panrotas Next Cuiaba
- Sales Blitz SBM
- Conferência Internacional de Turismo LGBT
- Roadshow
- Bonvenon Wedding Planners
- Festuris
- Elearning Platform - Course & Webinars

● 2018

- Sales Calls & Training Seminars
- Workshop MMTGapnet
- Forum Gramado Estudo Turistico
- BWT Conference
- Panrotas Next Recife
- Passeport Pour Monte Carlo
- Elearning Platform - Course & Webinars
- Copastur Prime Partnership
- Ugart CINE
- Conferência Internacional de Turismo LGBT
- Roadshow
- Encontro a Francesas - Atout France
- Festuris

● 2019

- Sales Calls & Training Seminars
- Panrotas Next
- Primetour Incentive Campaign
- Follow The Sun
- BWT Conference
- Fórum de Turismo de Luxo
- Roadshow
- Encontro a Francesas - Atout France
- Elearning Platform - Course & Webinars
- Passeport Pour Monte Carlo
- Viajanet Campaign
- Braztoa
- New Age Breakfast
- MGM Workshop
- ILTM
- Braztoa Desvenda
- Festuris

TRADE MICE

ACTIVITIES TIMELINE



Trade Meetings Educational Activities

	LEISURE	MICE	SESSIONS	PROFESSIONALS
2015	215	68	25	957
2016	372	98	35	358
2017	544	336	11	496
2018	226	246	13	546
2019 *till June	117	54	14	268



EVENTS

SPECIAL GATHERINGS

CONSUMER EVENTS

10

10

1

14

12

2

13

15

4

12

17

2

19

2

0



visit
MONACO
IN BRAZIL