

Breakout Session:

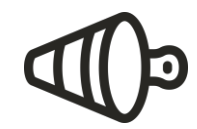
# Creator Mindset: Mehr als nur Influencer.

swi<sup>+</sup>zerland

Schweizer  
Ferientag

24

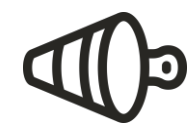
Journée  
Suisse des  
Vacances



On stage

Jonas  
Bayona

Creative Director & Gründer  
Pas Mal



On stage

Christine  
Peter

Accommodation Marketing Manager  
Schweiz Tourismus



**HI THERE !  
YOU LOOK GREAT TODAY !**

# PAS MAL

CULTURE X CONCEPTS X CONTENT X CREATIVES

A person wearing a blue suit jacket and a white collared shirt. Instead of a head, they have a newspaper. On top of the newspaper is a bright, glowing fireball with orange and yellow flames rising from it. The background is a solid light pink color.

# CREATOR MINDS

BREAKOUT SESSION | FERIENTAG 2024





SAMANA WASI  
RESTAURANT

Kodak

RESTAURANT  
SAMANA  
WASI

CIGARETA

Kodak  
DE VENTA













ABER HOFFENTLICH HAT ES EUCH

**NEUGIERIG**

GEMACHT.





# JONAS BAYONA

**Geburtstag:** 20.10.1987

**Adresse:** Ottostrasse 17  
8005 Zürich

**Email:** jonas@pas-mal.ch

**Sternzeichen:** Waage

**AHV-Nr.:** 756.2760.XXXX.22

**Erfahrung:** joiz (Art Director)  
SRF (Fachexperte Storytelling)  
izzy Magazine (Creative Director)  
Jung von Matt (Creative Director)

**Ausbildung:** Informatikmittelschule  
Bachelor of Arts, ZHdK





# PASMAL



CONCEPTS / CREATIVES

JONAS BAYONA

joiz

SRF

izzy

OPENAIR  
FRAUENFELD

JUNGvMATT

PASMAL

# STEAL HEARTS, NOT TIME



skierjoeb777 Now that's how u advertise 🙌🏻  
Antworten

pinke\_socke We lang ischs gange bis usglärt hesch? 😂 coole Clip  
16h Antworten

grassracks That might just be the we've ever seen.. 👍👍  
14h Antworten

felixgrendelmeier Mit ovi chasch nur länger! 👍😊👍  
17h Antworten

nordstern\_77 Es geht eben doch besser OVO!!! Geile Typ!!! 🙌🙌🙄  
16h Antworten

fairisosman Du bist Ovomaltine!!!  
17h Antworten



donnaxadrienne  
Heidelberg, Germany

phenomenal  
way to do an ad

at a WAY to advertise! perfect  
orten

les Projekt gsi mit

aaaaaaw f\*\* this is



DEKO

CHIC

STORYTELLING

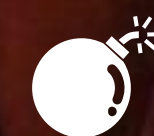
FURNITURE

LAMPEN

PAS MAL

BREAKOUT SESSION FERIENTAG 2024











# BE INTERESTING

SLOGANS UND HASHTAGS SIND NICHT SPANNEND GENUG.



**BRANDS**

**USERS**

IHP

J  
E

SET,





**Switzerland.**

NIEMAND MÖCHTE

# WERBUNG

SEHEN. NUR WERBER. VIELLEICHT.



ABER WIR ALLE LIEBEN GUTE

# STORIES



FINDET DIE PERSON MIT DER BESTEN

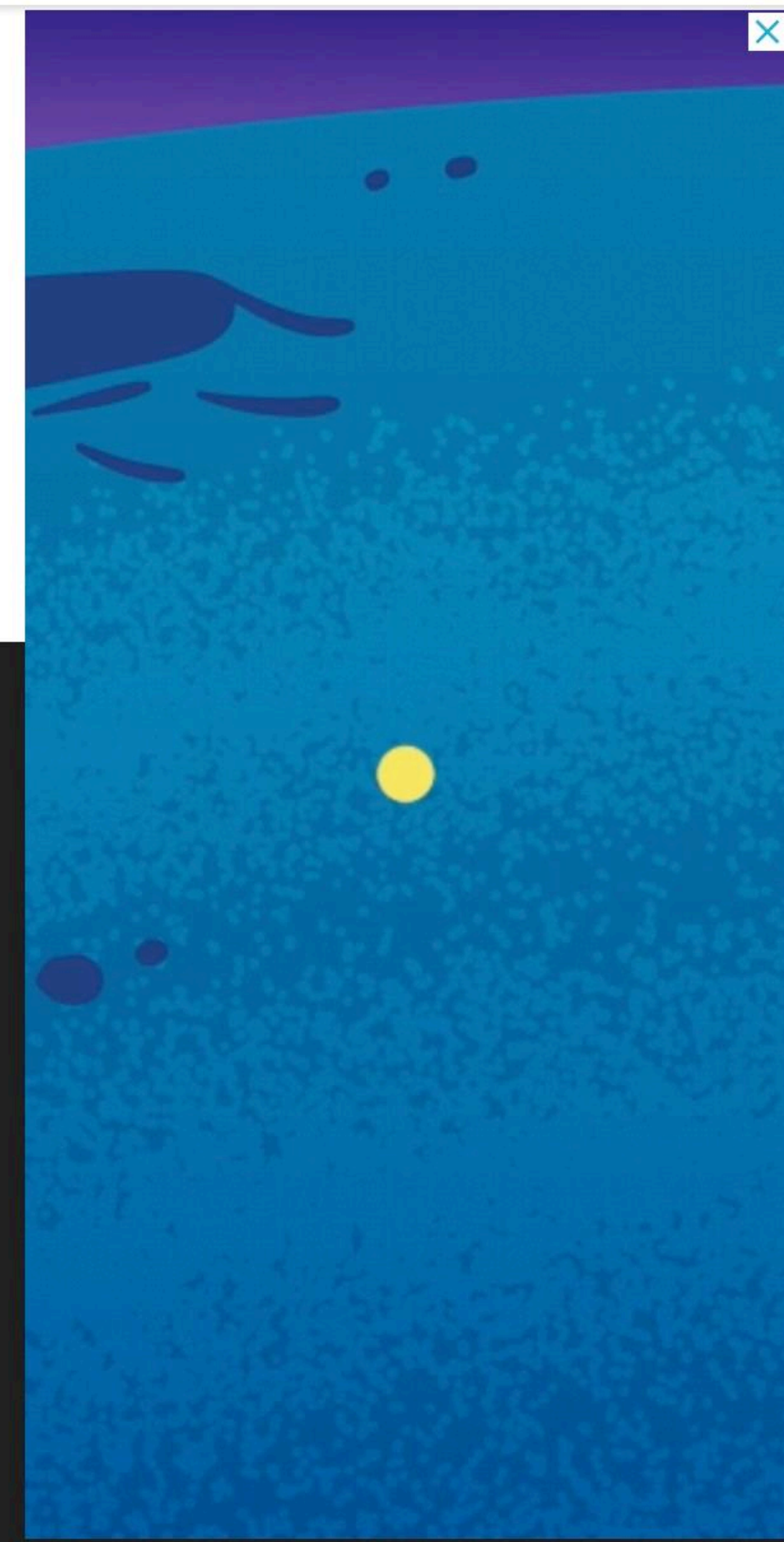
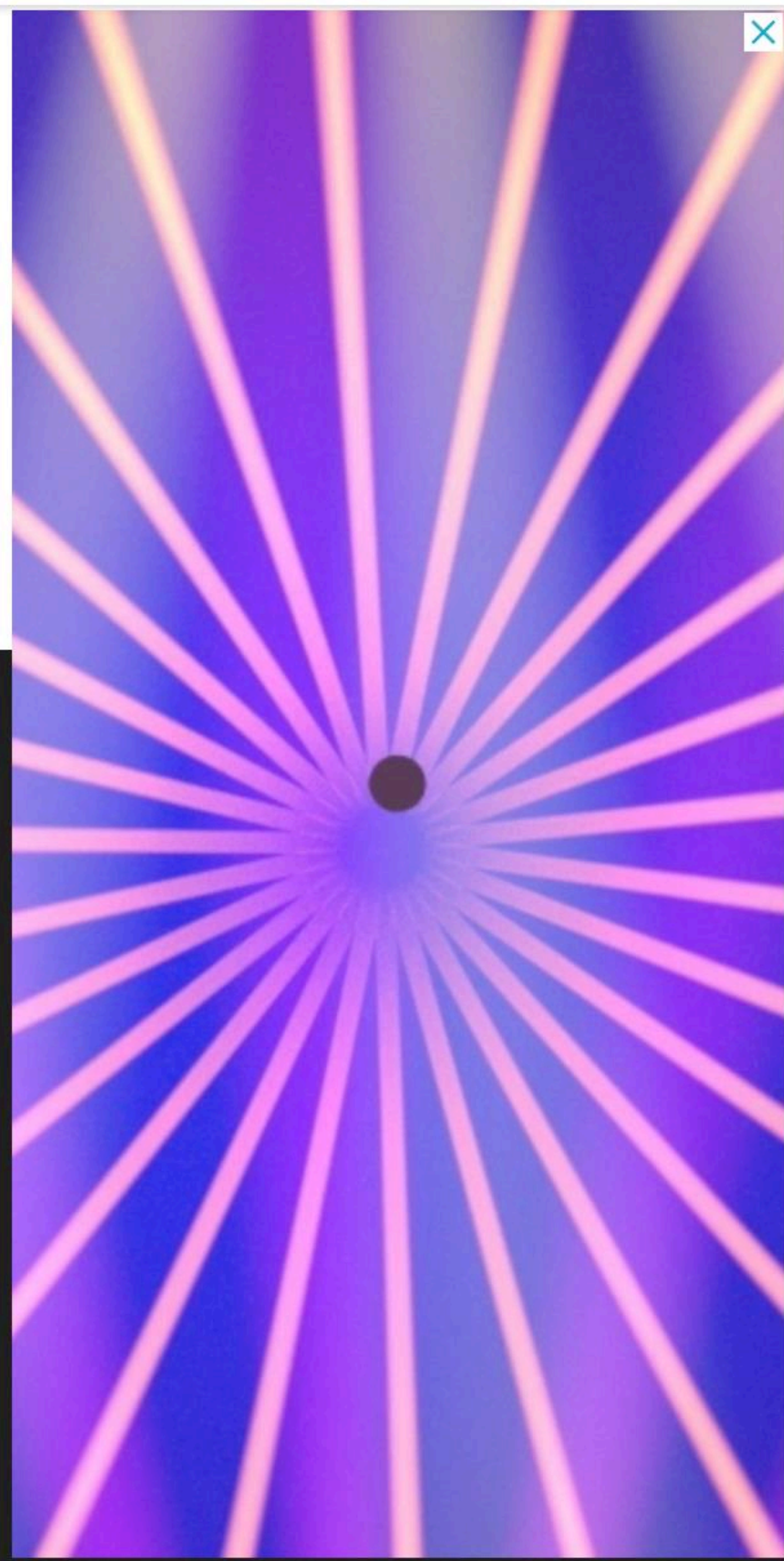
# GESCHICHTE

SCHÖN AUSSEHEN REICHT NICHT MEHR.

# E







INDY/LIFE

**WOMAN CLAIMS COACH  
INTENTIONALLY DESTROYS  
'UNWANTED MERCHANDISE' SO 'NO  
ONE CAN USE IT'**

'They would really rather create waste than offer it discounted,' one viewer wrote

Chelsea Ritschel New York | 3 hours ago





**WIE VIELE WERBUNGEN  
HABT IHR GERADE GESEHEN?**



3

2



CLEANMYMAC

TANK RUSH

JD SPORTS

SPOTIFY

WALBUSCH

CHRISTOPHE ROBIN

VERY

VAUDOISE

DEBENHAMS

IDEAL WORLD

3

BOSCH

HOME24

DELL

ELEMIS

BLOOM & WILD

BOOKING.COM

JOJO MAMAN

STADEL

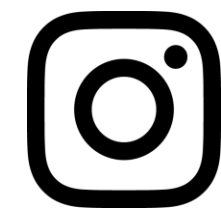
2

FORGE OF EMPIRES



# «ICH MACH ABER NICHT NUR **TIKTOK VIDEOS!**»

Sehgewohnheiten kennen keine Plattformen.  
Unterfordert die heutigen Sehgewohnheiten nicht!





# INFLUENCERS

«MICH BEGEISTERT IHR LEBEN»

PERSON DEFINIERT DEN CONTENT

FÜGT REICHWEITE HINZU



«MICH BEGEISTERT IHR KÖNNEN»

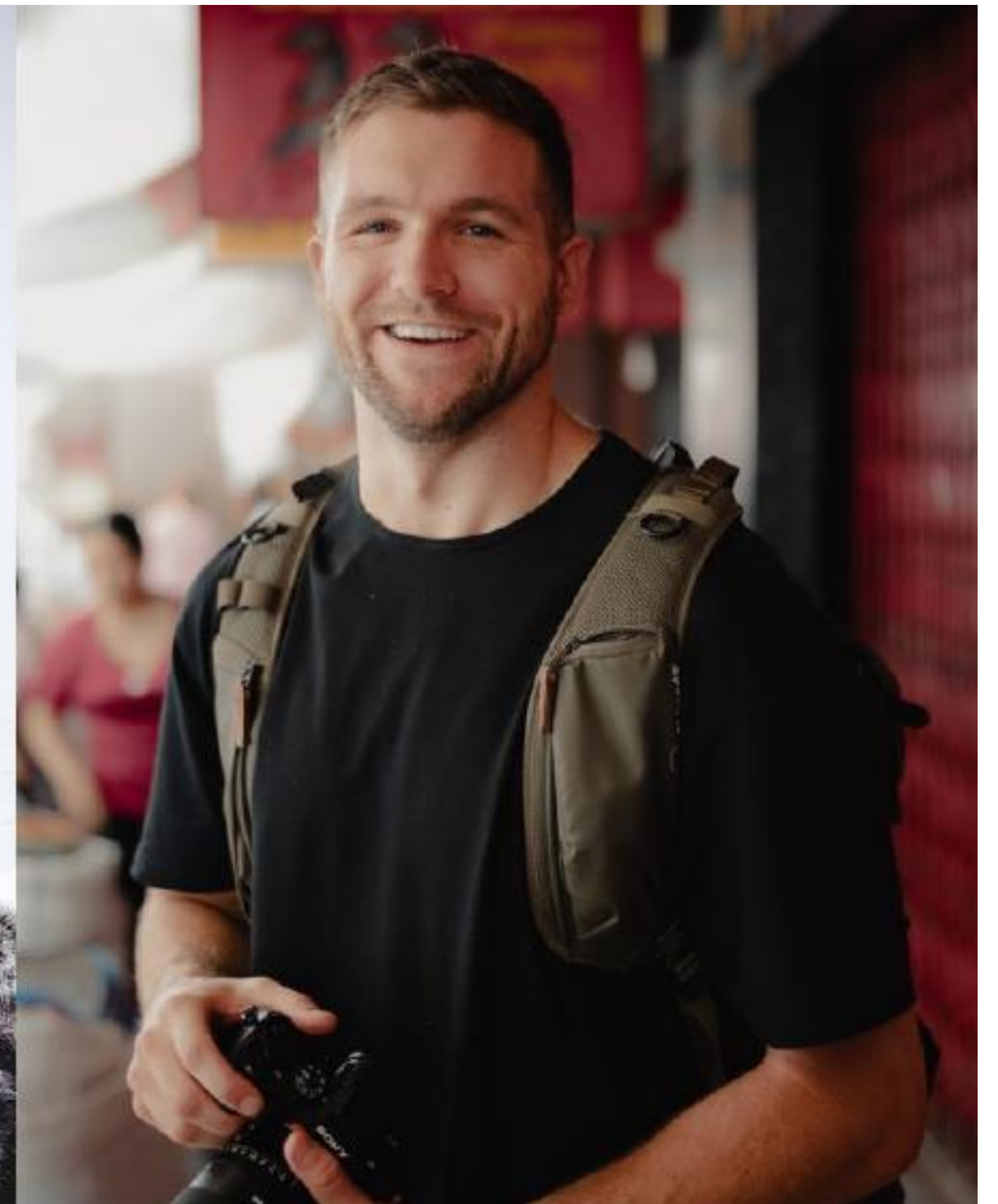
STORY DEFINIERT DEN CONTENT

FÜGT WERT HINZU



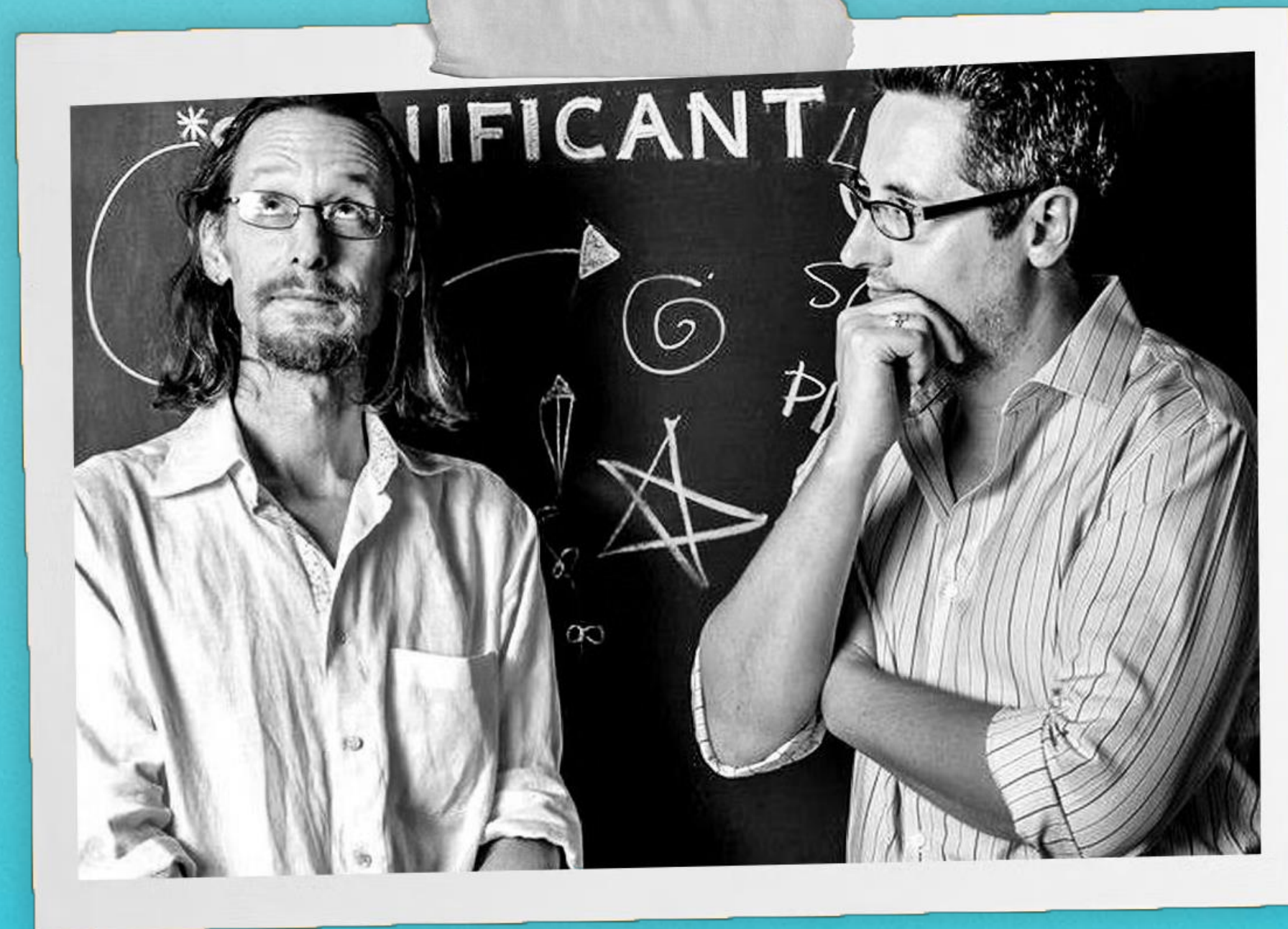
# INFLUENCERS Versus CREATORS

IST DIE UNTERSCHIEDUNG WIRKLICH SO EINFACH?



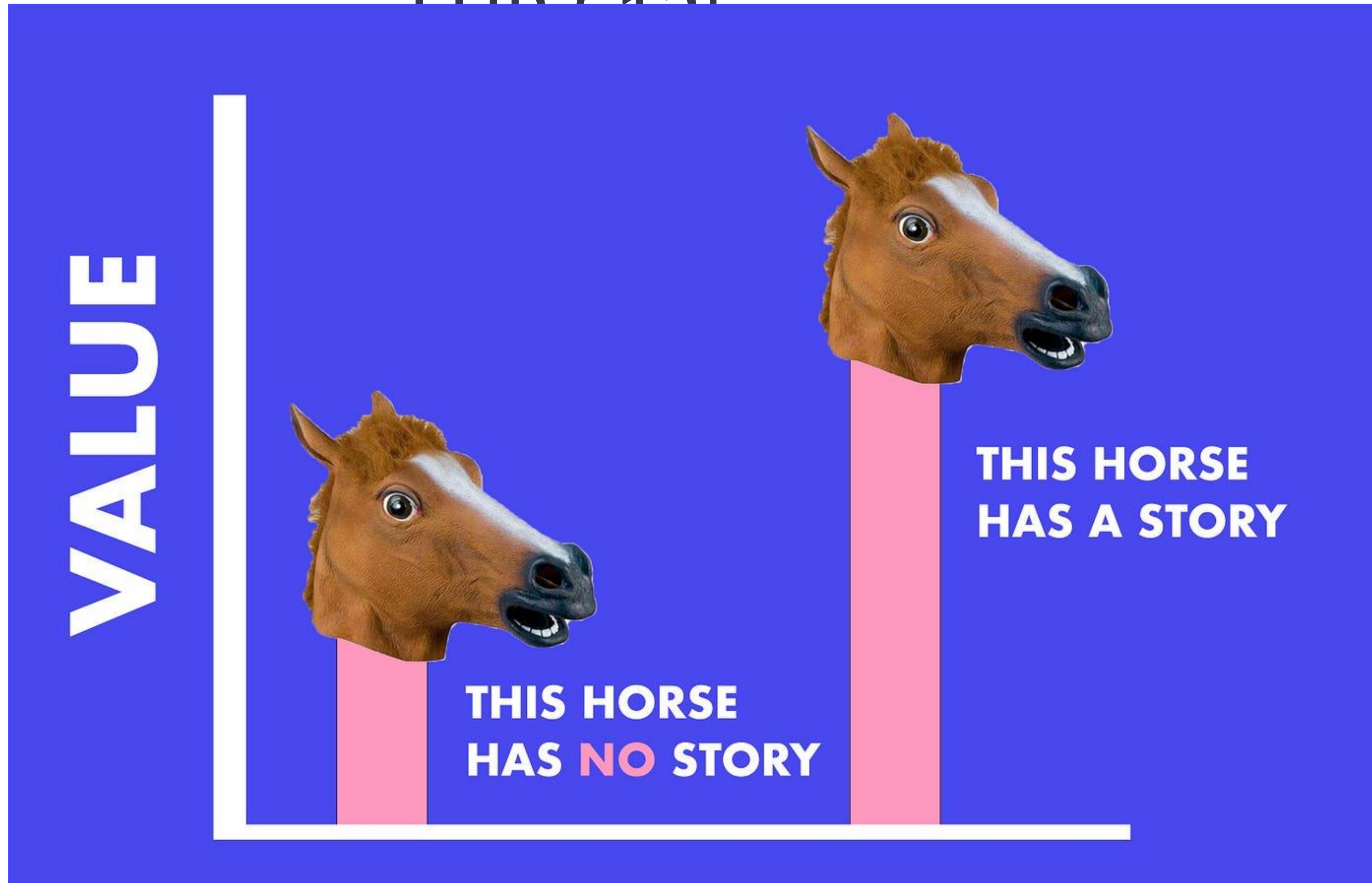
WELCHEN WERT SCHAFFT

# STORYTELLI





# 100 OBJEKTE FÜR €125



TOTAL SPENT  
**\$125**

TOTAL EARNED

**\$8000**



ÜBERALL IST ES NICE. ALLES KAUFBARE SIEHT

GLEICH

GESCHICHTEN SCHAFFEN EIN NEUES ERLEBEN

AUS.



A woman in a light grey blazer is shown from the chest up. She is holding an open book in front of her face, and a large, bright yellow and orange flame is rising from the top of the book, obscuring her hair and the top of her head. The background is a solid teal color.

# ANTI BEISPIEL

DON'T PUSH A #PRODUCT, PUSH A LIFESTYLE







Two informational posters are attached to the black pillar. The top poster has a dark background with white and orange text. The bottom poster has a white background with orange and black text. Both appear to be notices or announcements related to library services.

A large informational poster is mounted on the white wall to the right. It has a white background with multiple columns of text in various colors (blue, orange, purple, green). The text is organized into sections, likely providing a list of library services, hours, or contact information.

für Content

**MARKTFORSCHUNGEN BRINGEN NICHTS.**  
**IHR MÜSST IN POINTEN\* DENKEN.**

\*DAMIT IST NICHT NUR HUMOR GEMEINT. AUCH VISUELLE HIGHLIGHTS,  
LIEBEVOLLE DETAILS, NEUE GESCHICHTEN SIND GEMEINT.



CREATORS KENNEN CONTENT & AUDIENCE

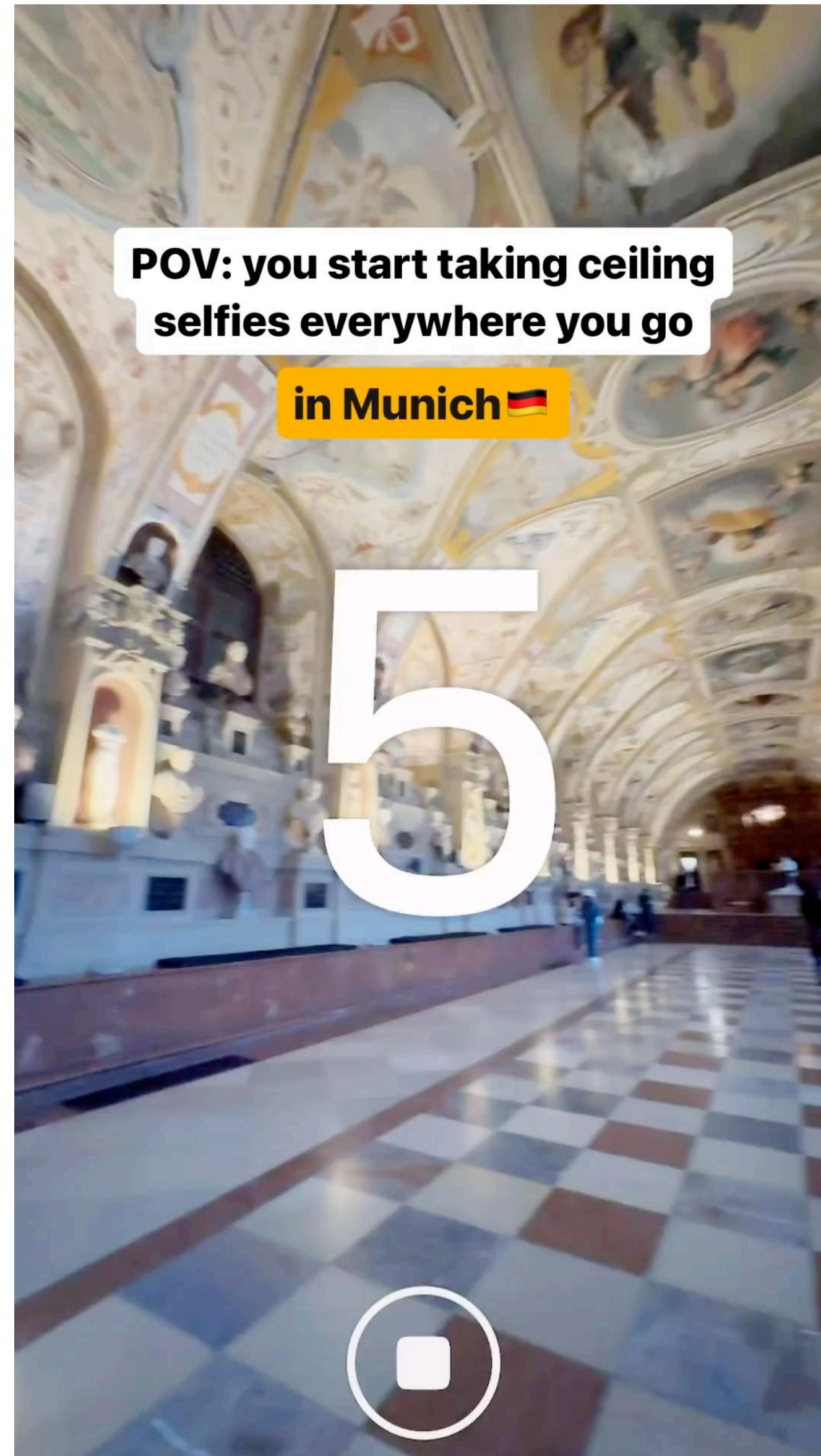
# LET THEM FUN





# Art

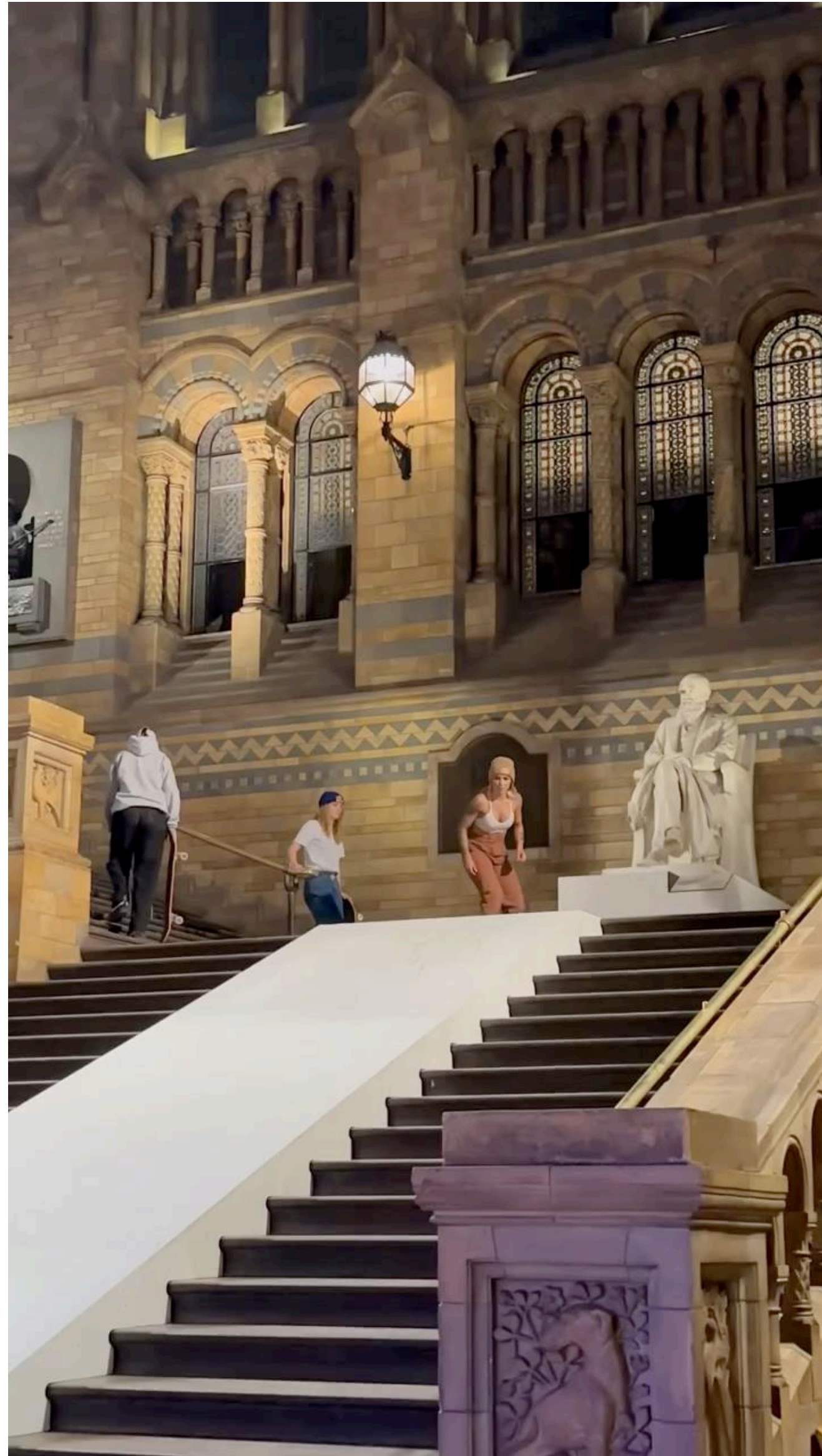




# Personality



# Action



**World record jump of  
14.6 Meters 🍷🏂🌨️🚁**





# WOULD YOU LIKE

WENN NICHT, DANN LIKEN BESTIMMT AUCH NICHT DIE POTENZIELLEN GÄSTE.

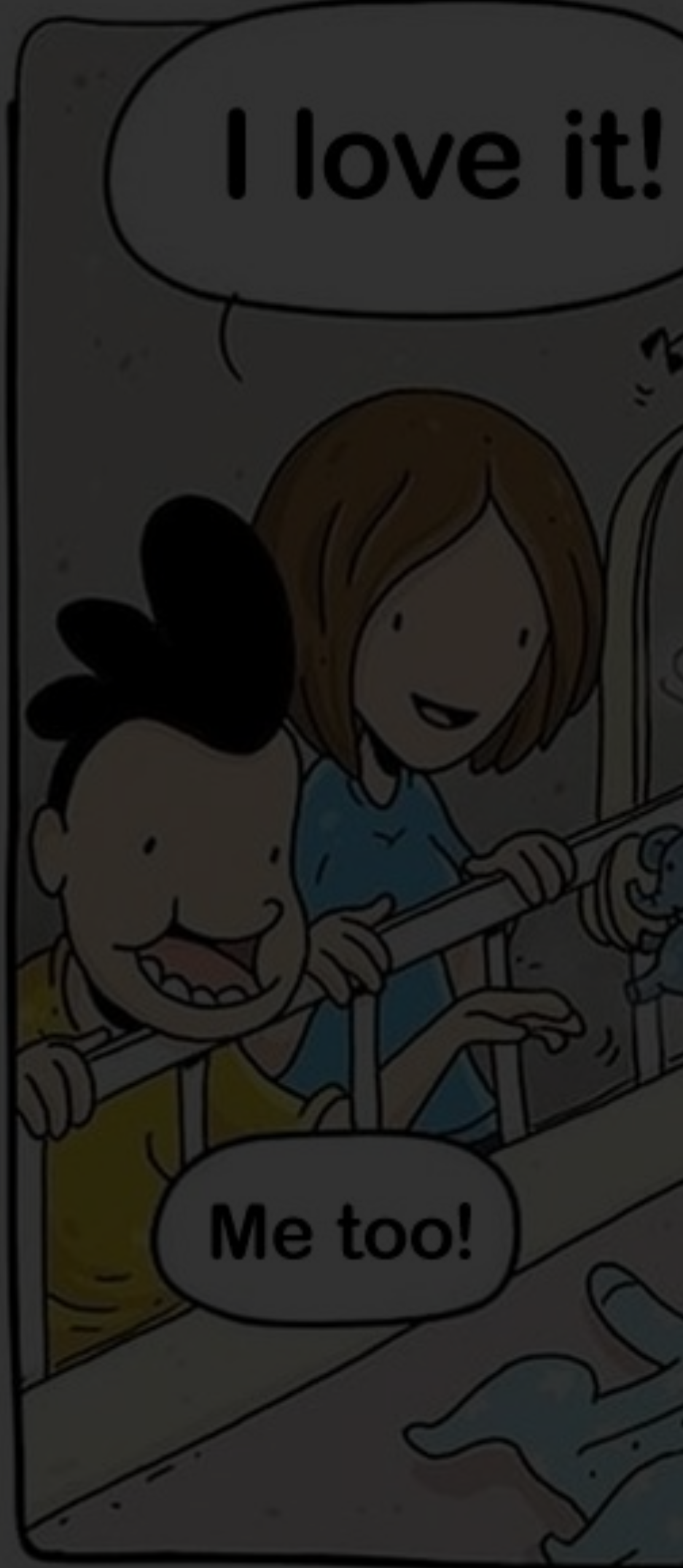




**DIE GÄSTE MÜSSEN EUCH LIEBEN,  
NICHT NUR EURE VORGESETZTEN.**



INNENSICHT



working as a social media manager

HT





# DANKE

SAY HI: [JONAS@PAS-MAL.CH](mailto:JONAS@PAS-MAL.CH)

