

Jung von Matt/Limmat: “Obermatten – a Graubünden fairy tale”.

A campaign dedicated to the little and lovely mountain villages in the Canton of Graubünden, Switzerland.

Media release, October 19th 2011 - Three weeks ago, it was still peaceful in the small Swiss mountain village of Obermatten. This idyllic settlement of a mere eighty residents was known to virtually no one save a few hikers passing through now and then. Now some fifty million people around the world have either read about or heard of Obermatten. Media reports about the village have appeared in over twenty countries. Obermatten made it all the way to the main news programme in South Korea.

It all began with a newly created village Facebook page. The local mayor made a remarkable promise in the first video posted on the page: Just click on “like,” and your profile picture will appear automatically on the official village Facebook wall. In no time at all, the village Facebook wall was completely covered with fans. In order to deal with the flood of inquiries from fans, it was necessary to resort to posting profile pictures on barn walls in the village. In the meantime, the fan community has increased to over 7’500 fans.

At regular intervals, pictures of new fans are added to the already posted profile pictures so people can meet up again and tag their photos. This tiny Swiss mountain village owes its newfound fame to a Graubünden department of tourism campaign in cooperation with the Jung von Matt/Limmat agency.

With the Obermatten campaign, the Swiss holiday destination Graubünden spotlights one of the treasures among its many mountain villages and makes one thing clear: Little and lovely holiday destinations nestled among the mountains of Graubünden await you, offering guests old-fashioned, personal service.

Facebook: www.facebook.com/obermatten

YouTube Videos:

http://www.youtube.com/watch?v=QEjoA_695Fo

http://www.youtube.com/watch?v=Sbam_abZ5sI

<http://www.youtube.com/watch?v=Qyi958k8NLw>

<http://www.youtube.com/watch?v=zjRltCdbEMM>

<http://www.youtube.com/watch?v=pFgkdJhy98>

http://www.youtube.com/watch?v=-Bk9DCFYh_Y

<http://www.youtube.com/watch?v=NCPXJBzAaXo>

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