

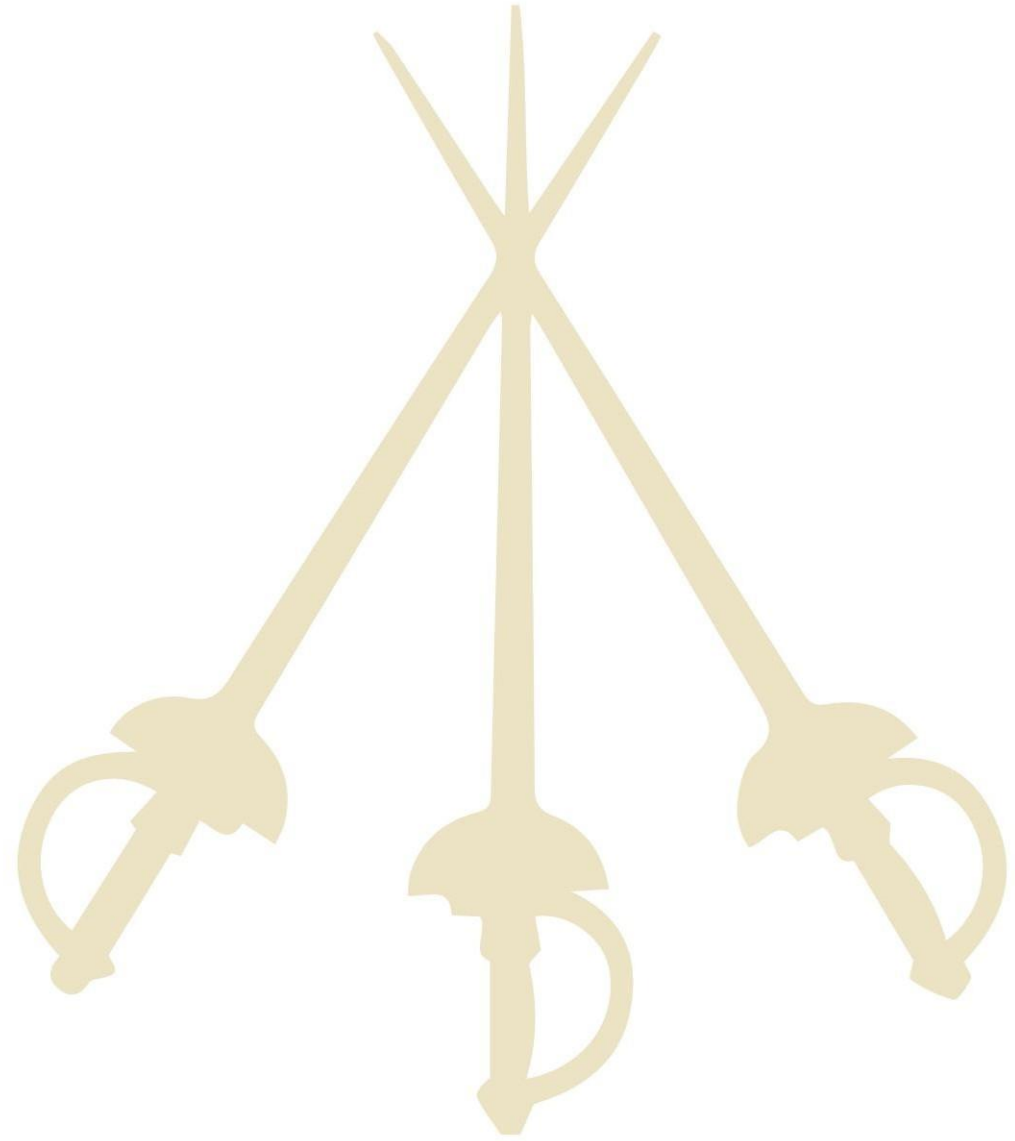


# The World Heritage Box

Generating a new revenue stream for the association and the individual sites



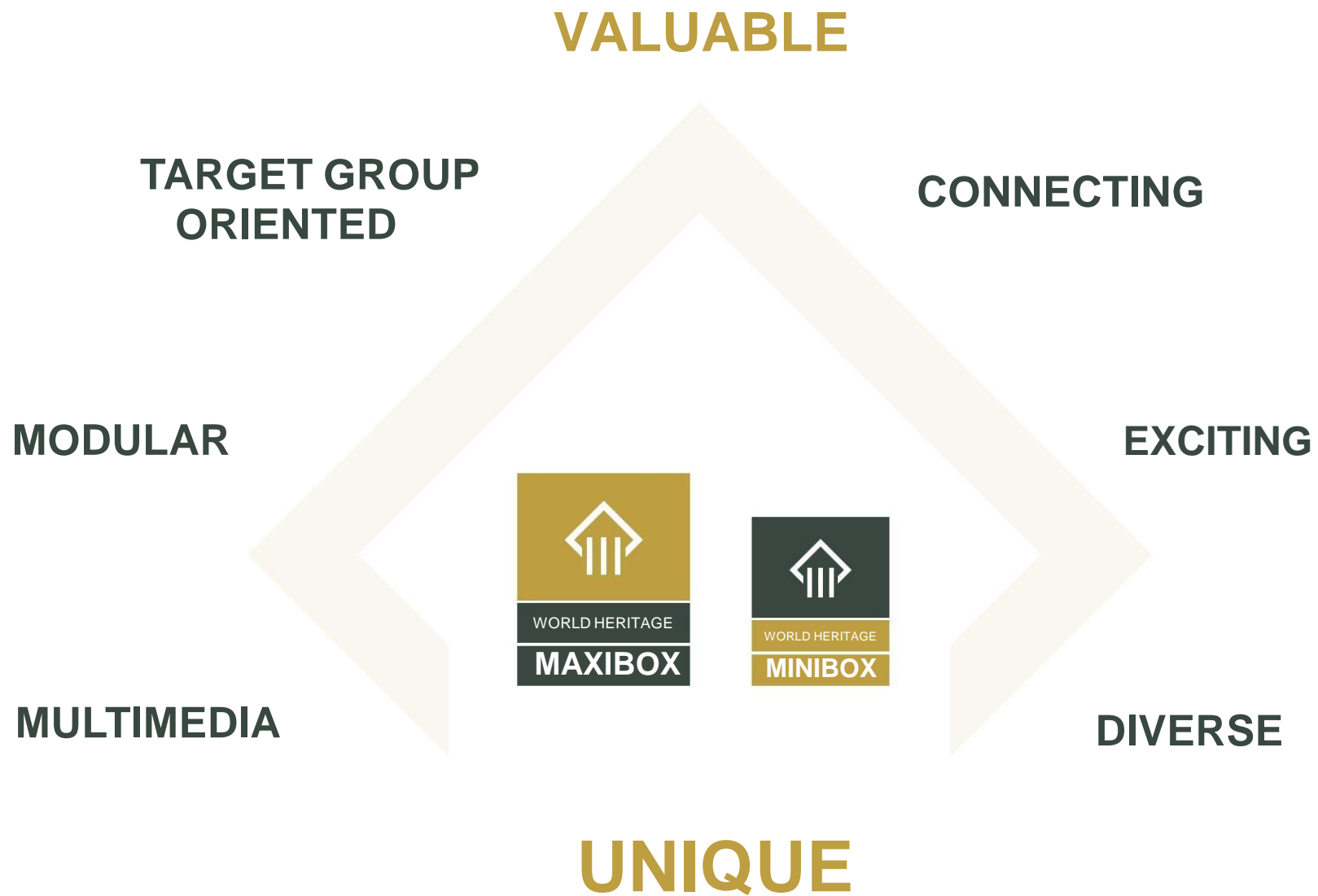
**A project for  
everyone**  
**all for one**  
**project!**







**A project for  
everyone**  
**all for one  
project!**



**A product**  
**with added value**



## **ANALOG** meets **DIGITAL**



**Interesting Facts**



**High-quality print product**



**gift box**



**haptic goodie**



**audio travel companion**



**Exciting radio plays**



**augmented reality object**



**digital voucher booklet**







WORLD HERITAGE  
**MINIBOX**



A product  
with added value

**ANALOG**





# A product with added value ANALOG



## FASCINATION

Exciting facts, graphically interesting prepared, sparking curiosity about the World Heritage Site



## HAPTIC INSERTS

Special exhibits in embossed printing are part of the "MINI BOX" and make the product becomes something very special.

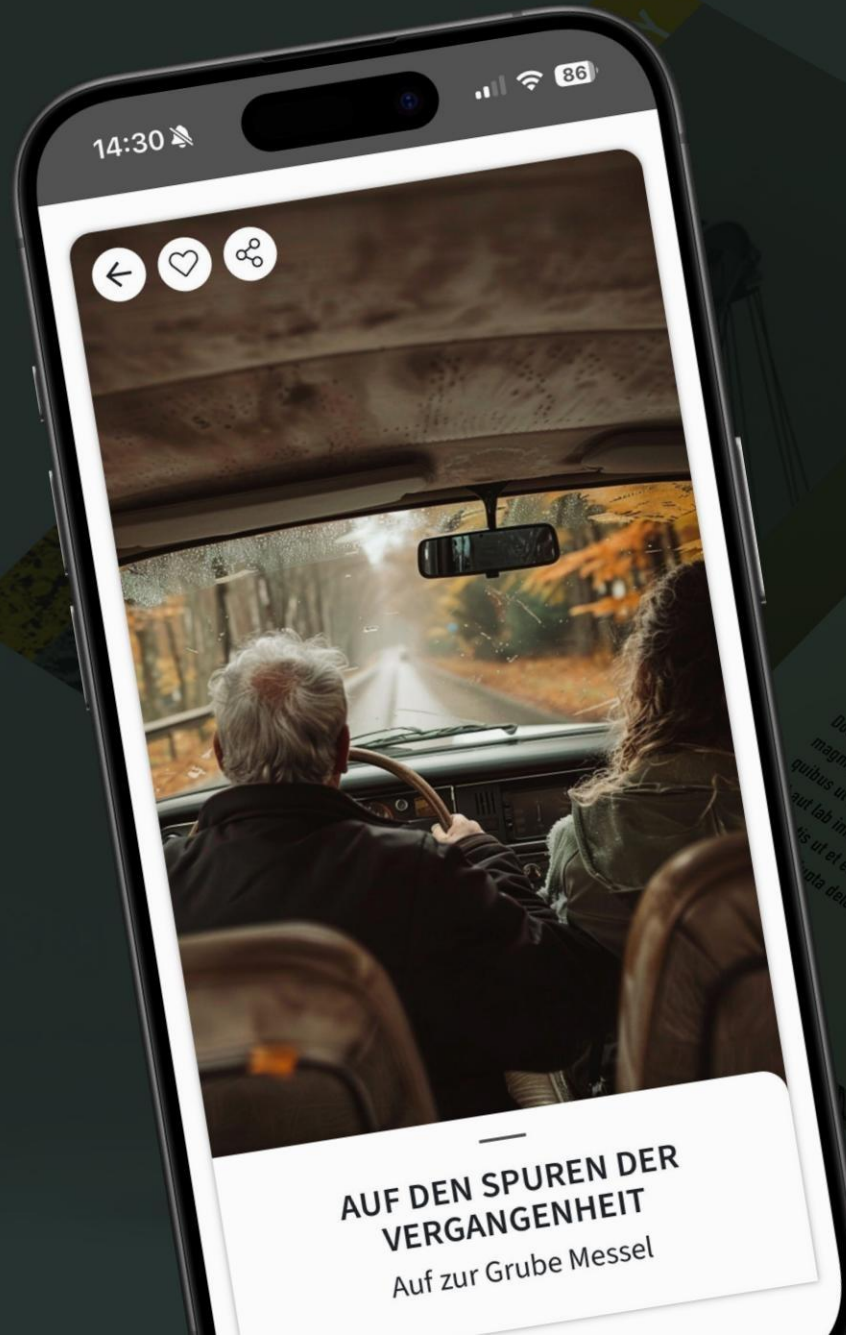




A product  
with added value  
**DIGITAL**



A product  
with added value  
**DIGITAL**



## AUDIO

### Liv & Elliot

The travel blogger **Liv** (late 20s) and the somewhat awkward antique dealer and Historians **Elliot** embark on the Journey to the World Heritage Sites of Germany

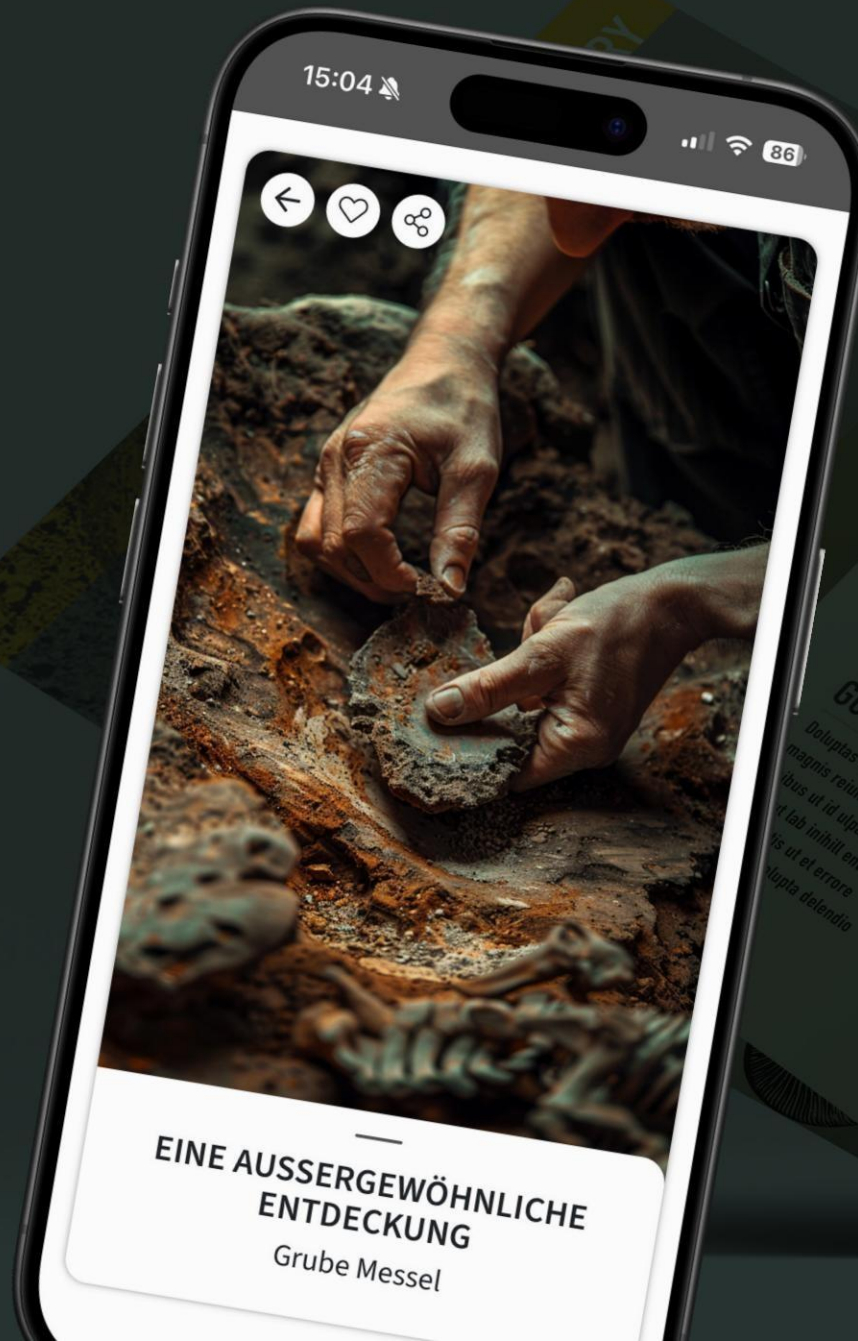
In addition to the very entertaining and funny dialogues (including the AI "AVA") The listener also learns all sorts of things interesting facts about the World Heritage Sites

**An audio contribution that sparks curiosity!**





A product  
with added value  
**DIGITAL**



## AUDIO

### short radio plays

While Liv and Elliot engage in a lively exchange of blows, the listener is repeatedly immersed in **exciting radio plays**

It is the stories behind the History – elaborately staged and lovingly produced.

Depending on the World Heritage site, between 2-3 short radio snippets are planned, so that the audio running time is about 20-30 minutes.

**Stories that captivate and touch!**



A product  
with added value  
**DIGITAL**



## AUGMENTED REALITY

### Digital souvenirs

As a special incentive for younger target groups, **AR objects** that relate to the respective World Heritage site and can be projected into the real environment using a smartphone.

They can be shared via social media as a snapshot or short video to promote the World Heritage Site.

**A fascinating technology for a grand entrance.**





A product  
with added value  
**DIGITAL**



A product  
with added value  
**DIGITAL**



**GOODIE**

**Digital vouchers**

Depending on the cultural offering, the buyer of a box can unlock a digital voucher booklet that gives him reduced admission to museums and exhibitions.

**A purchase incentive for museum fans.**





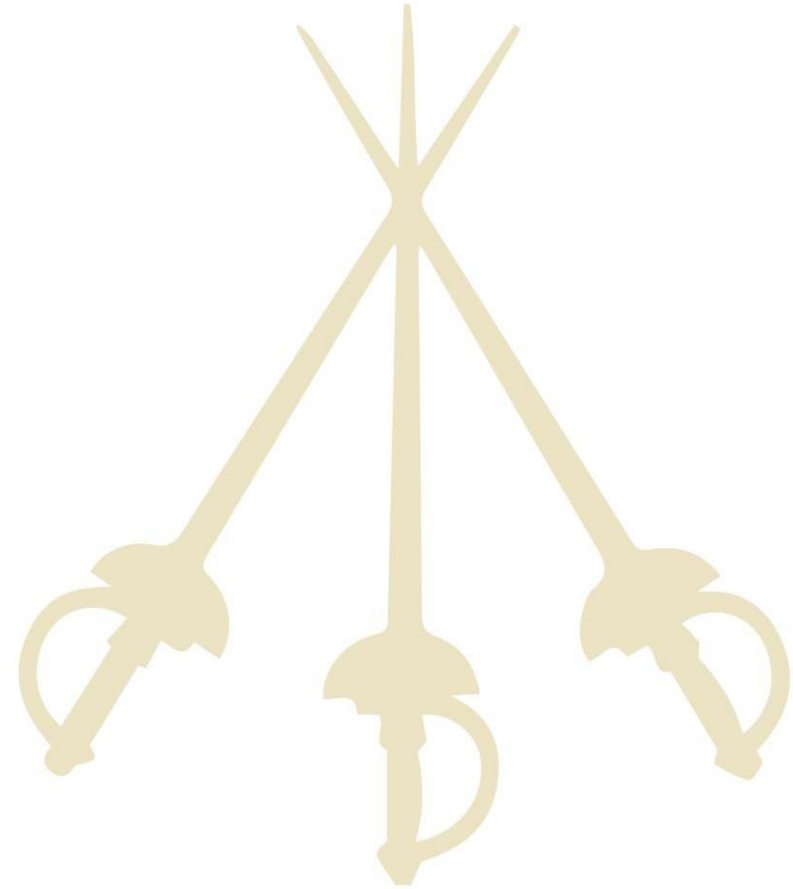
A product  
for hunters and  
collectors





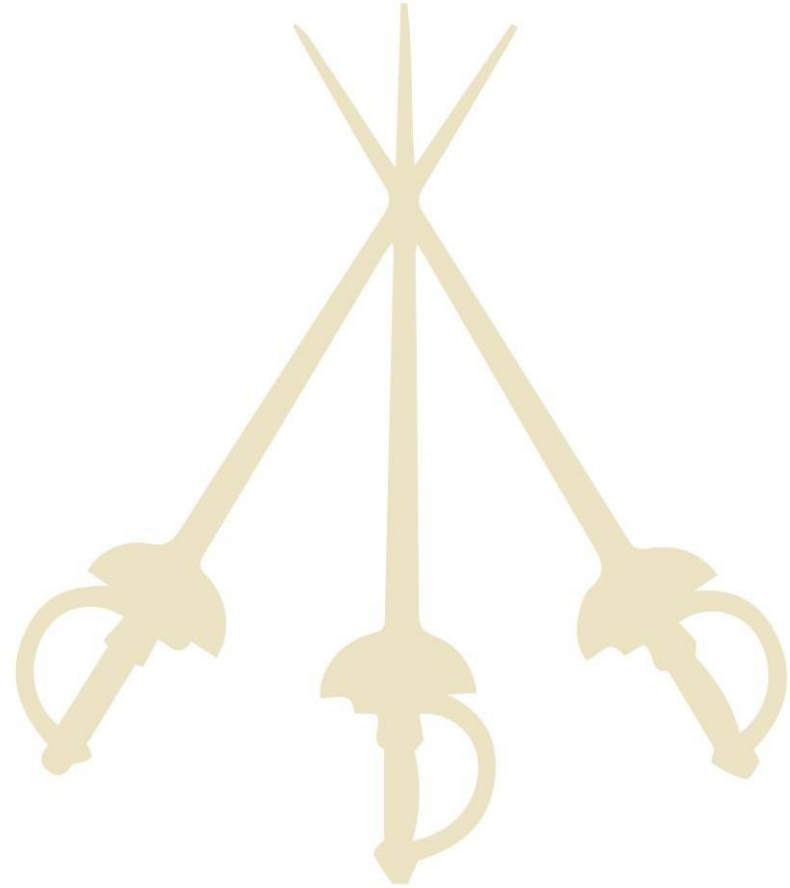


**Distribution via:**  
**Tourist**  
**Informations and**  
**Bookstores**



**Selling price:**

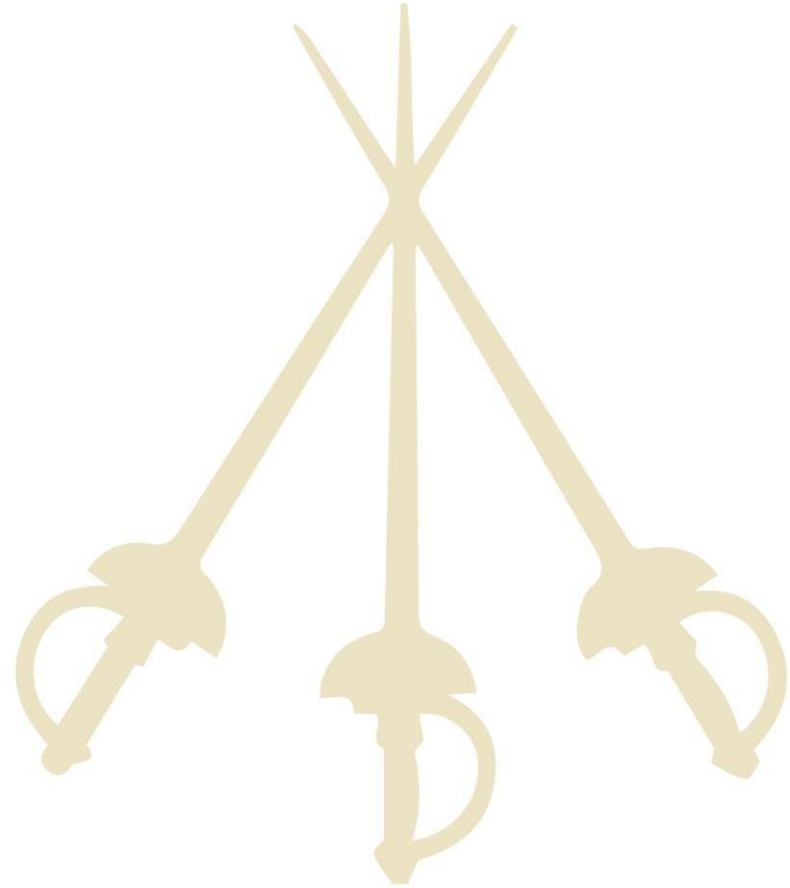
**Price and margin  
are currently  
being determined**



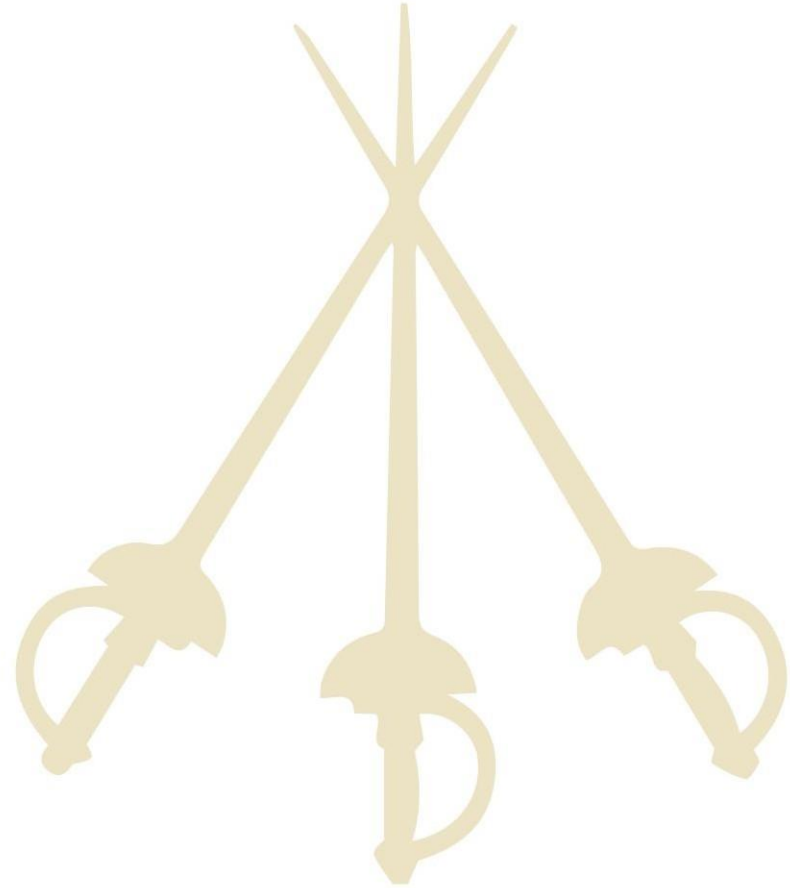


## Language Version

During the pilot phase, the boxes will only be available in German



**project start**  
**March 2024**  
**sale from**  
**mid-2025**





**An official joint  
product of the World  
Heritage Sites in  
Germany**





**Thank you for your  
kind attention 😊**

