



allthecontent

SWISSCOM STARS INTERVIEW, EXCLUSIVE CONTENT, EXPLOSIVE STATS
«EXCLUSIVE INTERVIEWS FOR SWISSCOM»

Client: **Swisscom – blue News**
Destination: [Bluewin.ch website](http://Bluewin.ch),
Switzerland
Date: Since 2014
Over 350 interviews delivered

WHAT THE CLIENT NEEDED

The Swisscom information portal, Bluewin.ch, is one of the most consulted website in Switzerland. This website needs interviews of French-speaking TV celebrities, to provide exclusive and quality contents to its readers while staying truly relevant in Romandie. And to increase its page views.

ATC'S SOLUTION

With our network of journalists in Switzerland and Europe, we were able to identify the best names to generate local traffic and had the international relations to get interviews with those stars whatever their location. We delivered one interview per week since 2014, with no interruptions and a good diversity of the profiles selected. These articles have generated high click rates, often reaching the top 3 of the most viewed articles during the said day.

Contact us!

info@allthecontent.com





The French TV host **Cécile de Ménébus**



The Canadian singer **Natasha St-Pier**



The former Miss France **Élodie Gossuin**



Yunice Abbas,
the man who robbed Kim Kardashian in Paris



The French journalist **Christine Bravo**



The former X-actress **Brigitte Lahaie**



The Swiss journalist **Nathalie Ducommun**



The French TV host **Julien Lepers**