

HEJORAMA

2014

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Travel as you are

Hejorama is
a Travel Webzine
with inspiring content
for curious and adventurous
travelers.

A core value of Hejorama
is that travel is more
than an activity,
it is a lifestyle of discovering
new cultures
and meeting new people.



Soon after our first travels, we started to feel a little confined (even in Paris). Between two trips, we had to find ways to quench our growing thirst for adventure. Thus, with a little help from Hollywood, the internet and some tourists, we were able to discover and appreciate new cultures, do some groundwork and encourage ourselves to go and see for ourselves. Essentially, a constant journey.

Here at Hejorama, our aim is to reconcile these two notions, to travel in motion or motionless, and make it a general philosophy of life, a way of being. The way of the most inquisitive among us, who seek to understand our world, taste the pleasures it has to offer, meet new people, learn to live in different communities and experience unique moments.

Through this magazine, Hejorama explores all these fields and also organised travel, events and exhibitions. More than a platform for travel, this is an aid for reflection and action for travellers.

Impatient and curious by nature, we are campaigning for a more personal approach to travel and we explore all aspects of new destinations to entice those who follow us to get a breath of fresh air and make their own opinions and own experiences whether they are travelling by plane, by magic carpet or by couch.

Team hejorama



The group of friends running Hejorama was constituted after multiples travels and encounters around the world.

Coming from various countries around the world and with even more diverse skills and talent, the 8 travelers live their daily life through travelling for the pleasure of their readers.

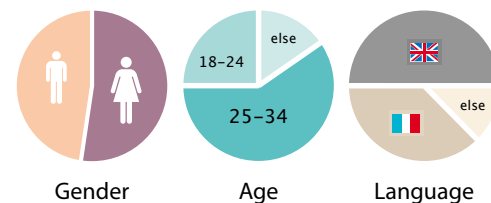
SKILLS SAMPLE

- Creation / writing
- Journalism/ blogging
- Photo / video / illustration
- Production / travel operator
- Community management
- Marketing / consulting

Public

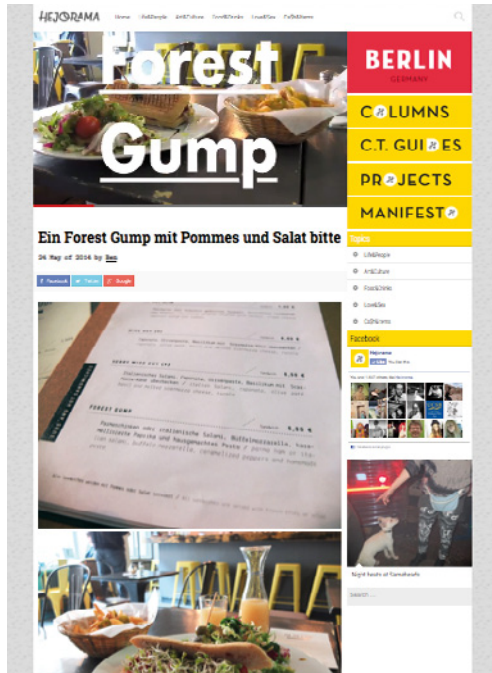
Hejorama targets all who value travel as a life philosophy, from the travel enthusiasts to the frequent wanderers.

During a trip or at home, the readers of Hejorama always have the will to stay curious, go towards the unknown looking for unique moments, adventures and themselves.



- Curious and hedonist
- Digital nomads, Week ends
- Various list of interests
- Peace & love
- Party lovers

Publications



TOPICS

Surveys, reports and briefings about destinations, addresses, local culture, traditions, etc.

Original travel notebooks and guides

Reviews about diverse subjects like design, culture or tech.

Practical «how-to» guides

Interviews of «moving» people

Imaginary destinations and traveling without moving

Relay and cover of travel related events

Social gaming

Some projects



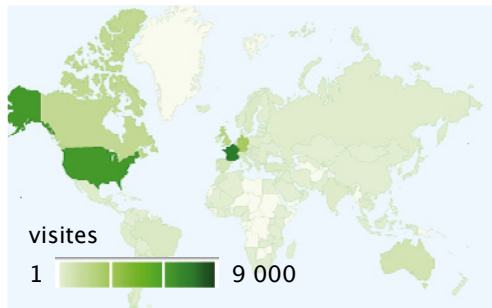
DISPOSABLE STORIES

we're giving disposable cameras to travelers who want to start a trip chain. The first person takes 5 photos of their travels, and then passes the camera along to someone they meet along the way and wants to continue the chain, take 5 pictures and passing the camera along.



BOSS OUR INSTAGRAM

We let people use our Instagram account and take 5 pictures each. We display all of them on a marvelous webpage.



A FEW NUMBERS

Unique Monthly visits

10 000+

Monthly page impressions

30 000

Social Media Followers

Facebook, Twitter, Instagram, Pinterest, Vimeo

3 000+

Country Hejorama reaches

130+



J'AI 2 AMOURS TSHIRTS

We wanted to create a souvenir to celebrate Paris in a way that was a bit different than cheap cliché T-shirts, but that also pays tribute to other places important to us, and to the people who call them home.



WORLTRIP PARTY

We make people travel in 3 destinations during the night. Each destination, the DJ and musical mood changes, animations and happenings too.

Traveling without moving, except your booty.

Travel Producing



Hejorama creates and organizes unique travel concepts to help your brand, organization or destination communicate using a unique experience for the users.

Our customized creations showcase your products/brand in an original way, based on genuine travel experiences.

- Documentaries
- Real-time travel games
- Video/photo coverage
- Community management
- Press trips / incentive
- Parties «travelling without moving»

Editorial



- Text reports
- Photo/video reports
- Illustrations
- As hejorama or ghost writer
- Community surveys
- Social games and events

Hejorama contributes as an expert on the topic of travel to various publications.

For instance, with surveys about destinations or various subject related to travel (or that you want to link with travelling), travelers reviews, cultural watch, etc.

With its diverse community and editorial team, Hejorama can relate to various travel audiences.

We-Van

Communication
Brand content
Travel producing



ISSUE

We-Van, a van rental company in Paris contacted us to think about a project that would enable them to promote van travel. 2 objectives:

1. Associate the We-Van brand with original and quality content that highlights the product and strengthens the identity of the brand
2. Promote the brand abroad to expand and diversify the clientele

SOLUTION

In order to meet these requirements, the Hejorama team suggests to use one of the We-Van converted vans for an unusual and unique trip: travel around Belgium in search of the legendary Flemish giant rabbits.

A means to create brand content, travel remains a real adventure in itself that honestly and effectively promotes the qualities of travelling by van. By showing by example, the Hejorama team can ensure product promotion and establish the brand's identity with innovative and original approaches. Besides its use for travel and accommodation, the van was also used as a mobile sound system in the streets of Brussels for example.

Before the journey

- 1 article teaser
- Community management on our social network to raise attention about the trip

During the journey (3days)

- Real-time updates on Hejomap, Twitter, Facebook, Instagram
- Hashtag #rabbitquest on Twitter
- 3 Live broadcast on French national radio "Allo La planète"

After the journey

- 1 Trailer (1min)
- 1 Video (8min)
- 2 articles about the trip
- 1 article «How to travel in campervan»
- 5 addresses



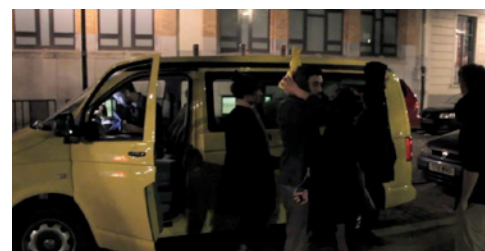
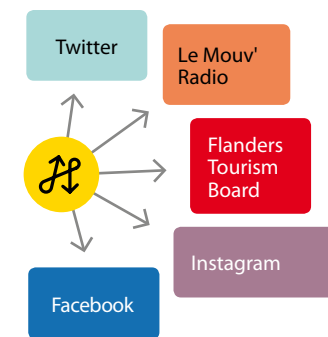
MAIN VIDEO (8MIN)
1500+ loads
40+ tweets/ retweets
80+ likes on Facebook
30+ comments
approved by official tourism boards

BRIEFLY

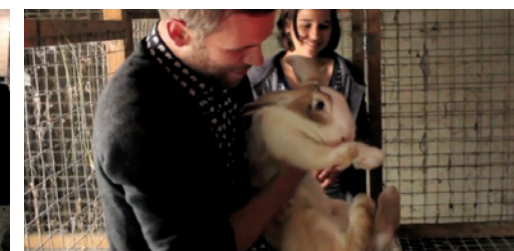
- 3 videos
- 4 articles
- 5 Instagram photos
- 8 posts Facebook
- 90 tweets

A campervan road trip in Belgium, looking for the Flemish giant rabbit...

BROADCAST NETWORK



Improvised party in the streets of Brussels to showcase some original way to use the campervan in the film



Looking for giant rabbits is only an excuse to put in use our travel philosophy, meet people and explore local cultures.

Vienna

Blog trip
Investigation
Editorial content



ISSUE

The city of Vienna is often seen as a museum-city. An old city that is both historical and traditional.

The tourist board of Vienna is therefore organizing its first blog trip to promote a different image of the city that is "younger, more festive and hip" and has invited a Hejorama editor.

SOLUTION

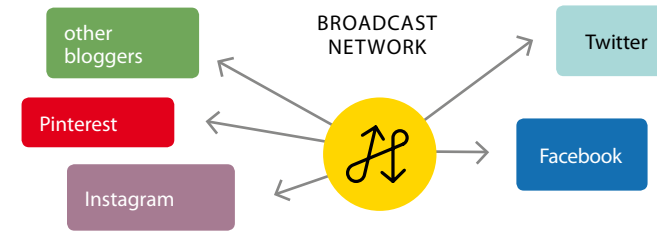
1. Suggest a different vision of the city and of travel that inspires travelers by publishing interesting and striking content.

A different vision from what?

→ From the "museum-city" image Vienna has. Take full advantage of the alternative program planned on the blog trip, not only by standing by but also by being proactive and inquisitive.

→ From the image promoted by other blogs and travel websites. All visitors have the same program, a more interesting and intelligent approach would be to publish different information.

→ Go beyond the program suggested by the blog trip and take advantage of every moment to talk and find out more from the locals we meet, use our free time to discover the town in our own way as well as recommend other activities than those suggested in the blog trip itinerary that are adapted to Hejorama readers.



Twitter → hashtag #inVienna, @hejorama, @MaevaCaron

Facebook → Promotion of Hejorama content + 50 photos album + tagging of the bloggers of the trip



1 article

5 things to do in Vienna during Summer



1 article

How to cook a real Viennese meal



1 article

Interview of Viennese DJ Mr Guan

2. Promote the way we travelled in Vienna on our website and social networks (Facebook, Twitter, Instagram, Pinterest, Vimeo). Use Hejorama's asset to our advantage, despite not strictly speaking being a blog it is a community and editorial platform: we can publish articles in our magazine section as well as columns and places of interest on our community pages (and interlink them).

BRIEFLY

3 articles

1 chronicle

7 addresses

5 Instagram photos

6 FB posts

Discover a historical city with fresh and new eyes



We took the chance to explore the city outside of the organised program during our free time



We let travel bloggers use our Instagram account during the trip to have a different eye capture the city

Beijing Punk

Event
Communication
Networking



ISSUE

The Australian film director Shaun Jefford directed the "Beijing Punk" documentary that immersed viewers in the Chinese underground punk scene during the 2008 Olympics. His film was broadcast and rewarded in several festivals around the world, however no screenings had been planned in France.

We had already published an interview of Shaun Jefford on Hejorama about his work and travels. We had stayed in touch with him and were very interested in his film and therefore offered to organize a screening in Paris.

SOLUTION

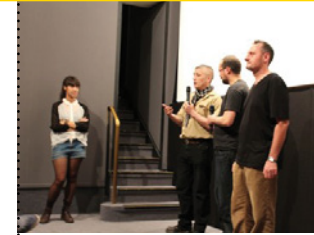
Going further than a simple screening we suggested to build a global event around the film.

- Open a discussion around the film itself and more generally around the punk scene in China.
- Co-organization with the Panic! Cinéma collective who lent us a 180-seat cinema room (Le Nouveau Latina), with an exhibition room / bar (Salon Rouge in Nouveau Latina) and gave us access to their beer sponsor.
- Participation of different speakers from the punk and/or Chinese scene beyond the film enabling the public to discover the Chinese punk scene and to open up the discussion.



20h-22h

- Photo exhibition by Mark Oi (member of Misandao, featured in the movie)
- Open bar and classic punk DJ set by Laurent B.



22h-00h

- Talks: Shaun Jefford (director), Panic! Cinema, Tai Luc (French singer)
- Movie screening
- Q&A with the Australian director Shaun Jefford



0h - 5 am

- After party in a night bar near the cinema



Before the screening

- 1 article about the movie and 1 interview of Shaun Jefford
- 1 event on Facebook and a dedicated page on Hejorama.com
- 1 video teaser by Chinese artist Guo Qian, filmed in China
- 1 interview of anthropologist Tom Crowther about punks movements in China
- Press invitations
- Event promoted on French websites and online ticketing

BRIEFLY

A diversified audience of curious and interested people

176/ 180 sold tickets

Presence of numerous journalists and photographers who published content about the event afterwards

Shaun Jefford found a distributor in France and the movie is about to be released

A travel without moving and a deep experience for all the attendants of the screening



After the screening

- articles and reports in the French press about the movie and the event
- Photos and report published on Hejorama, Facebook and spread on Twitter