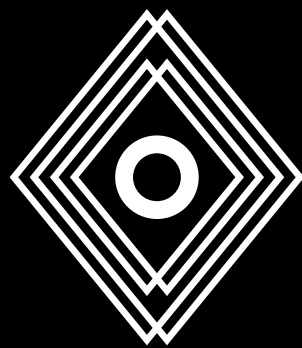


# THE GROUP BRANDS



Festival feelings with electronic music. Opened in December 2019, 0 -Vienna is the flagship of the Horst-Group and moves 3500 - 5000 guests per weekend.

## Inc.

Incorporated  
Hip Hop Society.

Incorporate Hip Hop Society takeover Vienna. The new living room for urban culture. a place to stay. Urban interior with a touch of viennese chic.



HANNELORE

bar & living room

Hannelore is a bar, living room and cocktail club in the heart of Vienna.



Heidi

With its wooden touch and easy going atmosphere, the club brings alpine flairs to Vienna.

# 0 11

BOUTIQUE  
HOTEL  
VIENNA

With its total of 49 doors, 011, a new boutique hotel in the heart of Vienna, will offer unforgettable experiences to international guests.

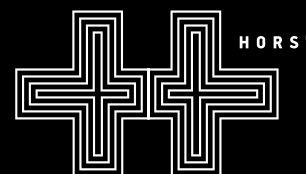
COMING SOON

Vienna's new restaurant for more than just fine dining in the heart of Vienna.

## [INACTIVE BRANDS]



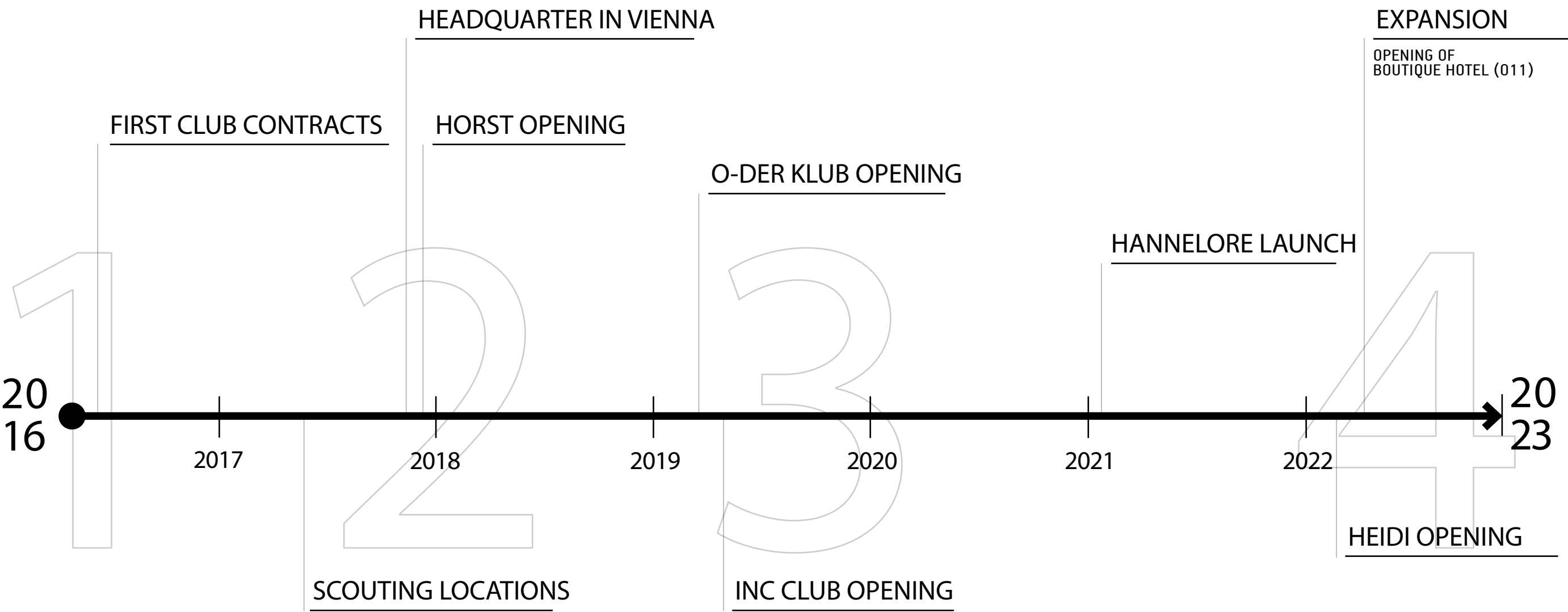
Die Kantine



HORST

ELEKTRONIKKA

# TIMELINE



- 
- 1 FOUND
- 2 DEVELOP
- 3 EXTEND
- 4 EXPANSION

UNDERSTANDING THE MUSIC INDUSTRY.  
CREATING UNIQUE VENUES.  
BUSINESS DRIVEN.  
CAME TO CHANGE THE GAME.

THE HORST-GROUP



# INTEGRATED 360° COMMUNICATION NETWORK

OUR VENUES HAVE A PERMANENT  
360 DEGREE COMMUNICATION CONCEPT.

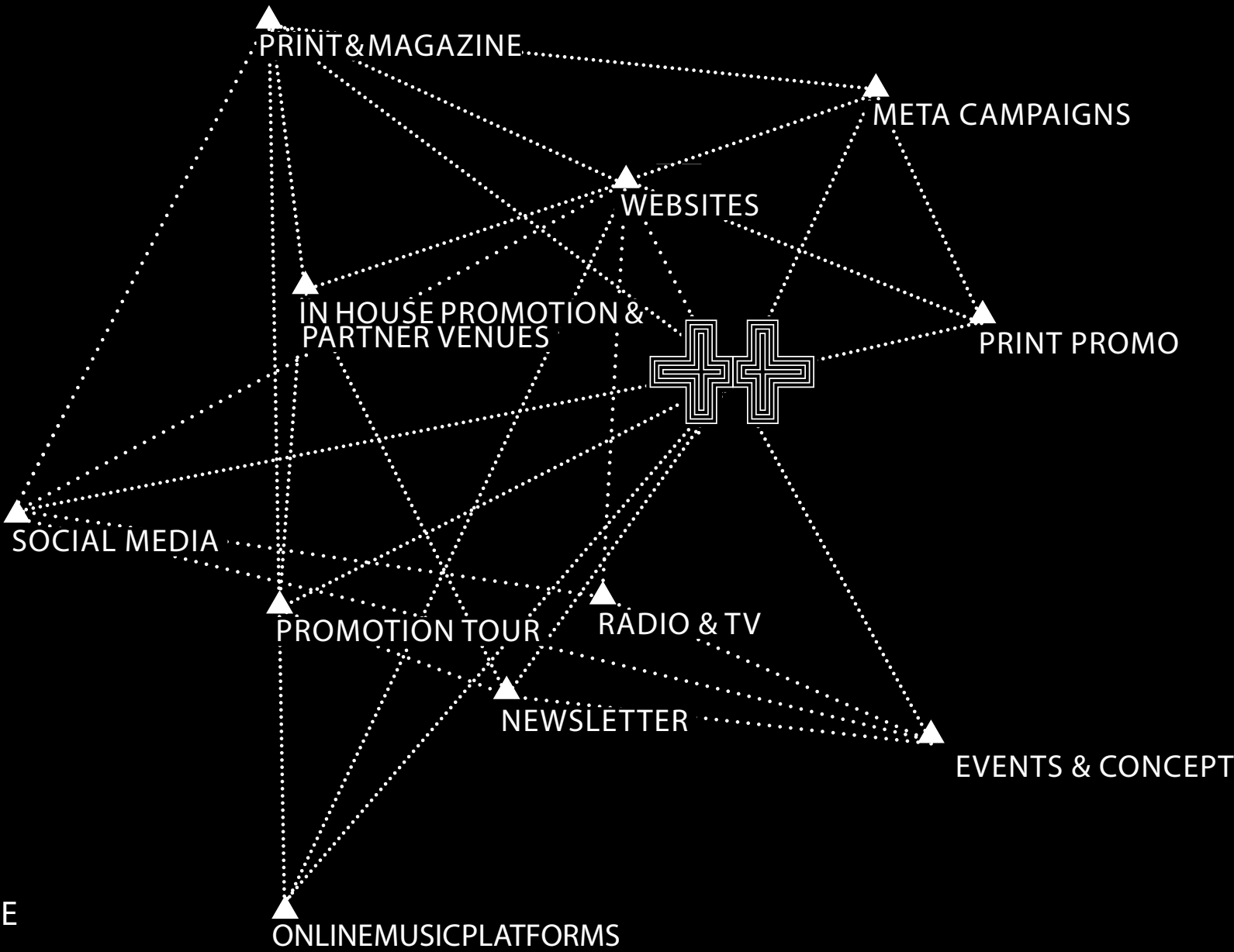
## INCLUDING ALL NETWORK CHANNELS

VENUE WEBSITES  
MULTIPLE SOCIAL MEDIA FANPAGES  
VIDEO TEASER  
PRINT FLYER & POSTER DISTRIBUTION  
ADS IN MAGAZINES & NEWS PAPERS  
RADIO SPOTS  
ONLINE BANNER CAMPAIGNS ON PARTNER SITES  
CROSS PROMOTION WITH PARTNER WEBSITES  
MULTIPLE SOCIAL MEDIA FANPAGES, FASHION & MUSIC BLOGS  
RESIDENT ADVISOR

ALL NETWORK PARTNER & SPONSORS WILL BE INTEGRATED  
IN THE COMMUNICATION.

## SOCIAL MEDIA NETWORK – ACCUMULATED COVERAGE

APPROX 600.000 DIRECT CONTACTS  
CUMULATED SOCIAL MEDIA FANS: CA. 70.000 FOLLOWER  
NEWSLETTER CONTACTS: CA. 60.000 CONTACTS





# OUTDOOR ADVERTISING

## ADVANTAGES

- EXTENSIVE **COVERAGE** – THE PLACEMENT AT A HIGHLY-FREQUENTED LOCATION AND COVERAGE THROUGH HIGH VISITOR FREQUENCIES GUARANTEES THE HIGHEST LEVEL OF ATTENTION. IT EVEN GETS THROUGH TO DIFFICULT TO REACH TARGET GROUPS.
- ADVERTISING SPACES ARE HIGHLY **VISIBLE** – THE ADVERTISING SPACES ARE SEEN BY REAL PEOPLE – NO AD BLOCKERS OR BOTS.
- OUTDOOR ADVERTISING ENJOYS THE **HIGHEST LIKEABILITY RATINGS OF ALL ADVERTISING CHANNELS**, AS THEY ARE PART OF THE MODERN CITY-SCAPE AND THUS GENERATE A HIGH LEVEL OF **ACCEPTANCE** AND **CREDIBILITY** AMONG THE POPULATION.
- **BRAND REINFORCEMENT, IMAGE STRENGTHENING** AND **BRAND AWARENESS** THROUGH A PRESENCE IN EVERYDAY LIFE OF THE TARGET GROUPS.
- A REAL **BOOSTER** IN THE MARKETING MIX, LOSSES IN AUDIENCE REACH FROM OTHER CAMPAIGNS ARE COMPENSATED AND TARGET GROUP GAPS ARE CLOSED.
- A LARGE "WE" MESSAGE IS CONVEYED, WHICH ACHIEVES **COLLECTIVE ATTENTION**.
- OUTDOOR ADVERTISING **EMOTIONALIZES, ACTIVATES** AND **SELLS** - VISUAL COMMUNICATION IN AN XL-FORMAT CREATES BUYING IMPULSES ALONG THE CUSTOMER JOURNEY.
- OUTDOOR ADVERTISING **INSPIRES** ONLINE AND OFFLINE TO RESEARCH, TO PASS ON, TO SPONTANEOUS PURCHASES AND BUILDS BRAND IMAGES THAT INFLUENCE PURCHASE DECISIONS IN THE LONG RUN.





## YOUR BENEFITS

- ATTRACTIVE & DIVERSE **TARGET GROUPS** FROM VIENNA, AUSTRIA AND ALL OVER THE WORLD
- A VERY HIGH LEVEL OF **ACCEPTANCE** OF ADVERTISING IN EVENT SPONSORING
- HUNDREDS OF THOUSANDS OF **VISUAL CONTACTS** DUE TO HIGHLY FREQUENTED PLACEMENT
- **POSITIVE EMOTIONALIZATION** THROUGH MEDIA COOPERATION WITH THE HORST-GROUP
- HIGH ADVERTISING **EFFICIENCY** IN A UNIQUE ATMOSPHERE OVER A LONG PERIOD OF TIME
- **RELATIVELY LOW PRICES** COMPARED TO THE GENERAL PRICE LEVEL OF OUT-OF-HOME MEDIA

## OUR OFFER

- SUJETS AND ADS ON ADVERTISING SPACES DIRECTLY ON THE **VIENNA RING ROAD** (NEXT TO THE VIENNA STATE OPERA)
- INTEGRATION INTO ALL ONLINE AND PRINTED **MARKETING MATERIALS**
- INDIVIDUAL BRANDING **ON-SITE** WITH GOOD VISIBILITY
- **PRESENTING PARTNER** OF EVENTS
- EXCLUSIVE VIP-LOGES AND TABLES AS WELL AS **INCENTIVES LOCATIONS**
- INTEGRATION INTO THE **COMMUNICATION** OF THE EVENT
- INTEGRATION ON OUR **WEBSITES, SOCIAL MEDIA CHANNELS** AND **BLOG**
- COLLABORATIONS AND CROSS-PROMOTION WITH **MEDIA PARTNERS**
- MORE THAN **2 MILLION VISUAL CONTACTS** PER MONTH

## SIZES OF OUR ADVERTISING SPACES

1

FRONT 824 X 285 CM  
SIDE 163 X 296 CM  
BACK 271 X 285 CM

2

FRONT 308 X 303 CM  
BACK 305 X 303 CM





A black and white photograph of a large crowd at a night event. The crowd is silhouetted against a dark background, with many people holding up their phones to capture photos or videos. In the background, there are bright, out-of-focus stage lights and a large screen displaying some text. The overall atmosphere is that of a major concert or festival.

IN 5 YEARS WE HAD  
OVER 2 MILLION GUESTS  
IN 5 DIFFERENT VENUES.

THE HORST-GROUP









## O - DER KLUB A PLACE CREATED TO BE FREE.

IN THE FACE OF THE VIENNA STATE OPERA, A PASSAGE WAS ONCE CREATED THAT CONNECTED LIFE UNDER THE SUN WITH THE UNDERGROUND, AS WELL AS THE OPERA WITH THE OTHER SIDE OF THE STREET.

WITH INTERNATIONAL STANDARDS, A DIVERSE PROGRAM AND AN INNOVATIVE ATMOSPHERE, THE CLUB INVITES YOU TO CELEBRATE LIFE. O VIENNA OFFERS A MIX OF FESTIVAL FEELINGS, WITH WELL-KNOWN INTERNATIONAL ACTS FROM THE ELECTRONIC MUSIC SCENE ON FRIDAYS AND DISCO SOUND ON SATURDAYS.

ATTENTION TO DETAIL CAN BE FELT AT EVERY CORNER, ESPECIALLY ON THE NEW 2ND FLOOR, WHICH HAS BEEN LOVINGLY NAMED SALON WASABI. SINCE THE REOPENING IN SUMMER 2021, THERE IS A FOOD STAND IN THE CLUB (DOGZ - EXPERIMENTAL HOTDOGS). A MUST-TRY IF YOU ARE A GUEST IN THESE VENERABLE WALLS.

### FLOOR CAPACITY



SEMINAR



GALA



FLYING



CLUB / PARTY

MAIN FLOOR	350	100	300	450
SALON WASABI	60	50	80	80
BACKSTAGE	0	50	80	80
COCKTAIL BAR	-	-	-	30

### OVERVIEW

WIFI

4 FLOORS



ATM

SOUND- & LIGHTEQUITMENT

40M2 LED VIDEO WALL

STATE OF THE ART DJ - EQUIPMENT

MOBILE STAGES & STAGE EQUITMENT

ELEVATOR

AIRCONDITION

INHOUSE CATERING

SERVICESTAFF

PREP KITCHEN

POWER CONNECTION (380W 16A)

BARRIER-FREE ACCESS

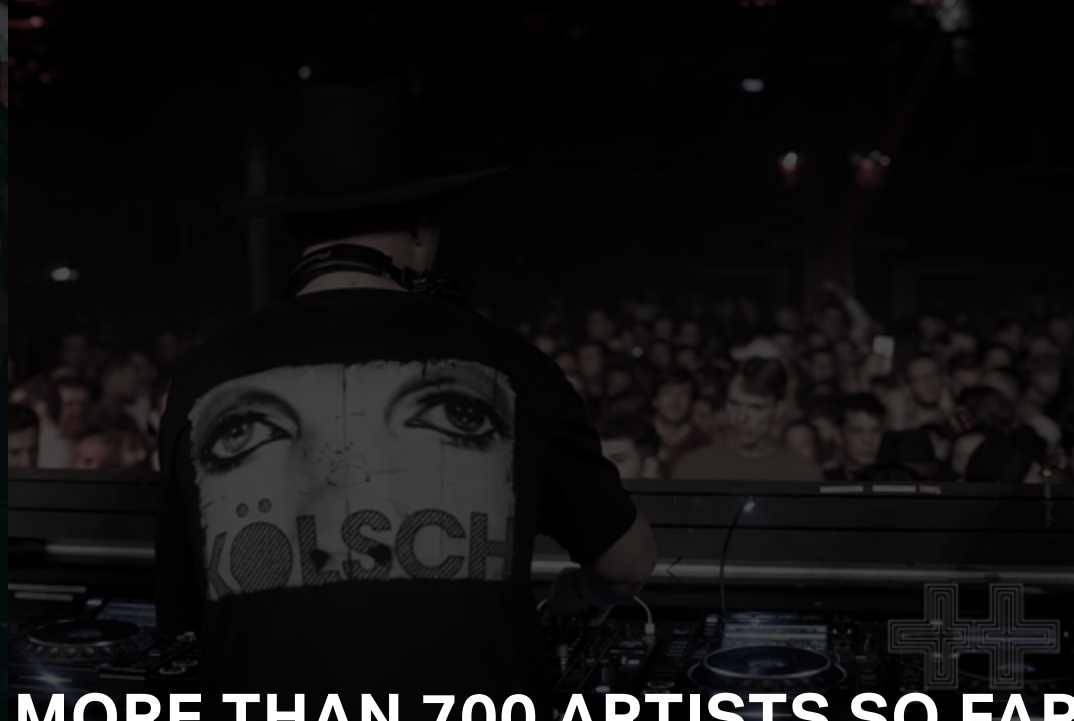












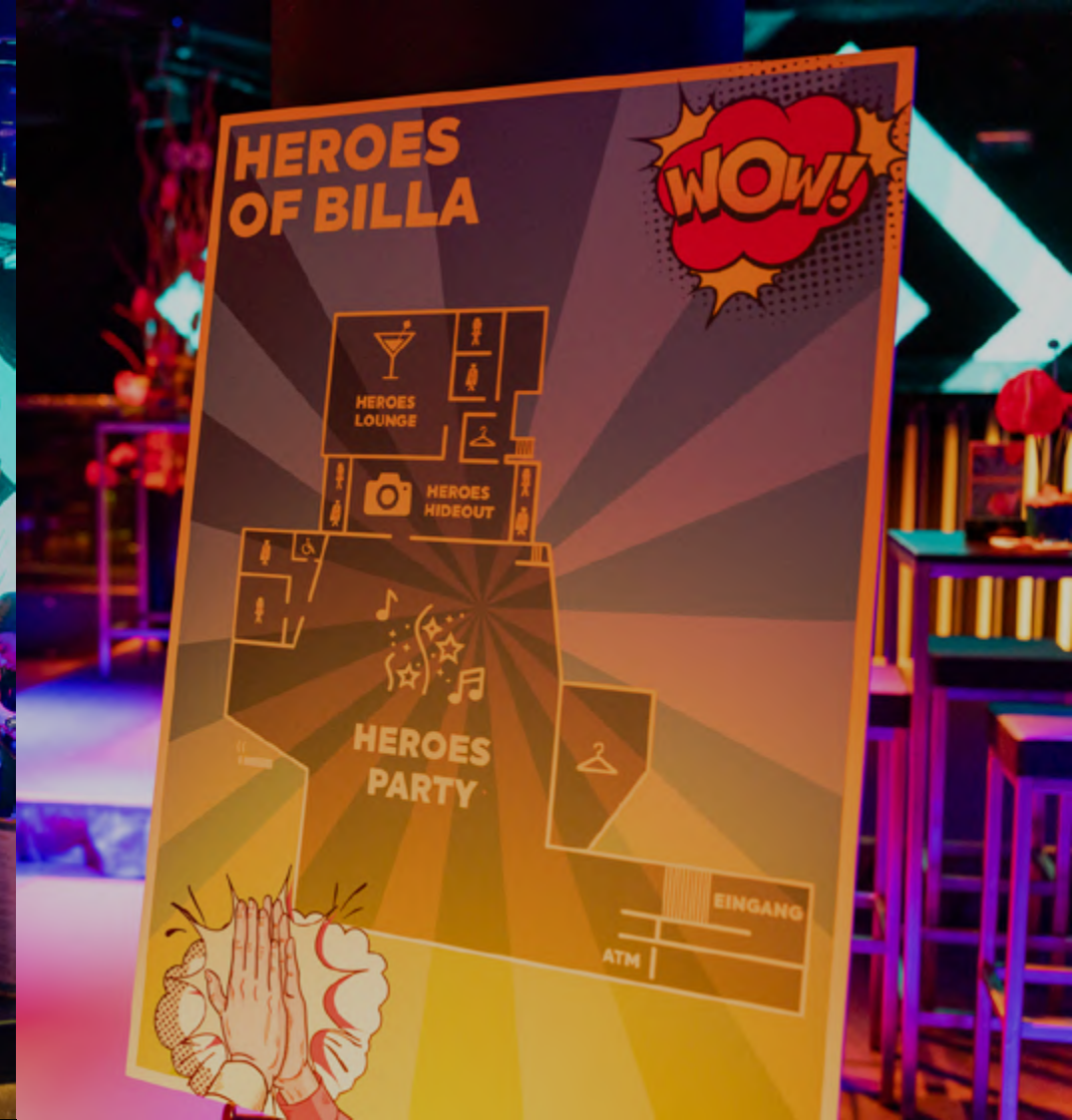
## MORE THAN 700 ARTISTS SO FAR

FISHER SVEN VÄTH ADAM BEYER HOT SINCE 82 BLACK COFFEE MONIKA KRUSE MARCO CAROLA PURPLE DISCO MACHINE  
KLANGKARUSSELL KOLLEKTIV TURMSTRASSE JORIS VOORN BLOND:ISH KINK LIVE ACID PAULI RODRIGUEZ JR.  
OLIVER KOLETZKI ANIMAL TRAINER ADRIATIQUE FATBOY SLIM CHARLOTTE DE WITTE AKA AKA EATS EVERYTHING CLAPTON  
DAVE CLARKE VITALIC UMEK STEPHAN BODZIN LUCIANO KLANGKARUSSELL BLACK COFFEE DEBORAH DE LUCA  
MOONBOOTICA JOSH WINK SCOOTER WORAKLS SAM PAGANINI OLIVER HUNTEMANN ADAM BEYER LEN FAKI  
DIRTY DOERING ANDREA OLIVA FRANCISCO ALLENDES MATADOR APOLLONIA SETH TROXLE FELIX KRÖCHER RICHIE HAWTIN  
KÖLSCH PACO OSUNA MARCO BAILEY MATTHIAS TANZMANN TRENTMØLLER BEN KLOCK BAXXTER MAREK HEMMANN  
TUBE & BERGER CAMELPHAT SOLOMUN LOCO DICE REBOOT BOYS NOIZE BOOKE SHADE ANJA SCHNEIDER  
DOMINIK EULBERG NICK CURLY WANKELMUT DAVID JACH MARTIN BUTTRICH SASHA CARASSI FRITZ KALKBRENNER  
MONKEY SAFARI POPOF EINZELKIND PATRICK KUNKEL DAMIAN LAZARUS JAN BLOMQVIST FELIX DA HOUSECAT  
EINMUSIK STEVE LAWLER AUSTRIAN APPAREL BEN-E NIKO SCHWIND PETER KRUDER WOLFRAM





## PREVIOUS EVENTS AND PARTNERS









# Inc.

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THE NEW LIVING ROOM FOR URBAN CULTURE.

A PLACE TO STAY.

URBAN INTERIOR WITH A TOUCH OF VIENNESE CHIC.  
UNDERGROUND WITH A DASH OF LUXURY.











# Inc.

## THE NEW LIVINGROOM FOR URBAN CULTURE.

INC AT SCHWARZENBERGPLATZ IS HOME TO VIENNA'S FIRST AND ONLY HIP-HOP LIVING ROOM.

IN NOVEMBER 2019, THE LOCATION WAS RENOVATED, REBUILT AND TRANSFORMED INTO A COMPLETELY NEW CLUB WITH A FOCUS ON HIP-HOP AND POP CULTURE. THE VENUE SHOWS MUCH ATTENTION TO DETAIL WITH "ALTWIENER"- CHARM ELEMENTS. THE LIVING ROOM STYLE ESTABLISHES A FEEL-GOOD ATMOSPHERE AND SO CREATES THE PERFECT AMBIENCE FOR AN UNFORGETTABLE NIGHT ON 2 FLOORS.

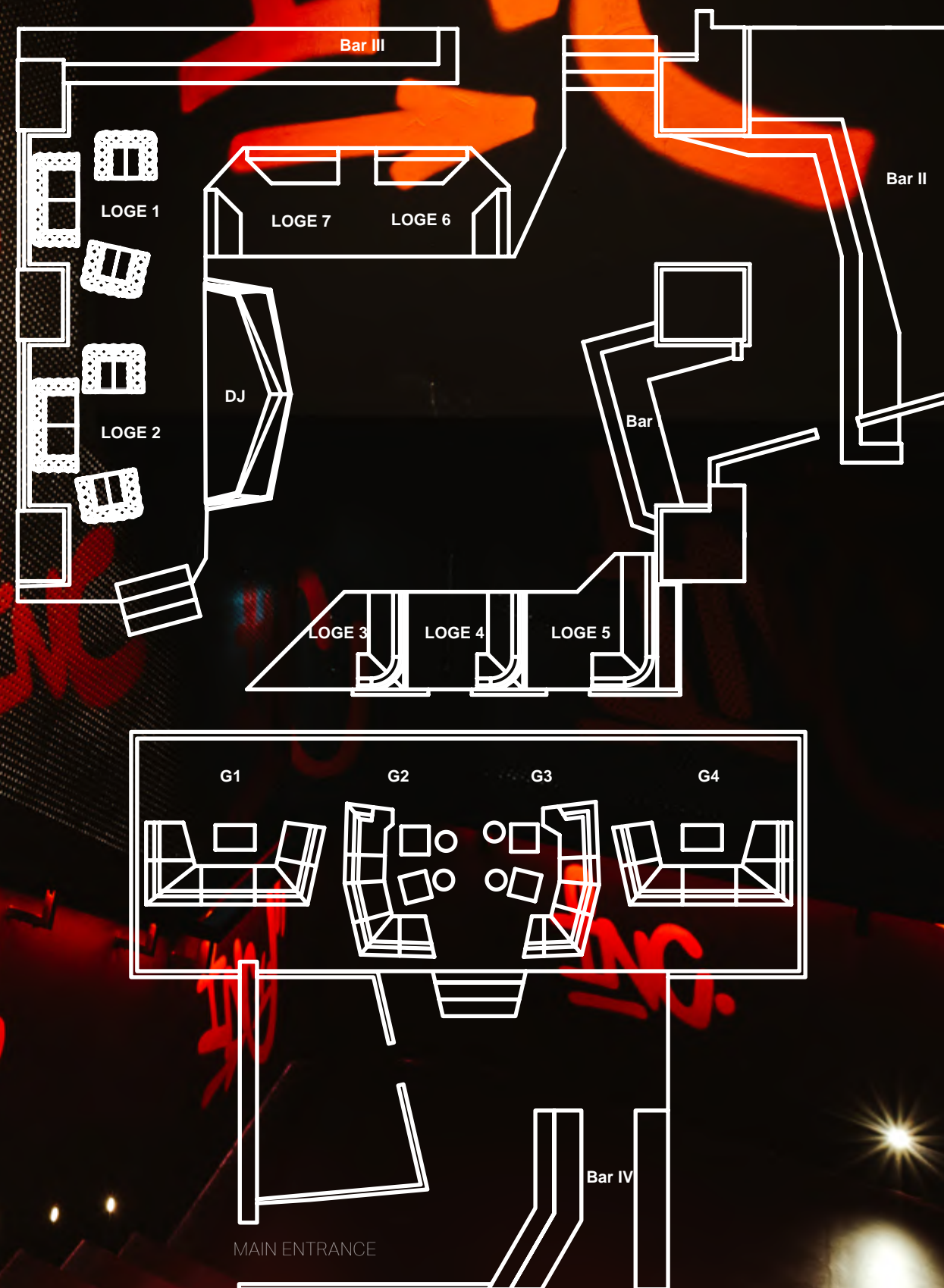
### FLOOR CAPACITY

	 SEMINAR	 GALA	 FLYING	 CLUB / PARTY
MAIN	250	100	300	500
GALLERY	40	-	60	60

### OVERVIEW

MARTIN AUDIO SOUNDSYSTEM  
VIDEO PROJECTIONS  
STATE OF THE ART DJ - EQUIPMENT  
WIFI  
MOBILE STAGES  
ELEVATOR  
FLYING BOTTLE SERVICE

AIRCONDITION  
CATERING  
SERVICE STAFF  
12 TOILETS  
5 SÉPARÉES  
VIP ENTRANCE  
BAR







HANELORE

bar & living room

COMBINING THE BEST OF GASTRONOMY,  
DEVELOPING CONTEMPORARY EXPERIENCES,  
CREATING A HOTSPOT WITH TOP-NOTCH APPROACH.  
LEISURE ON EACH DAYTIME.









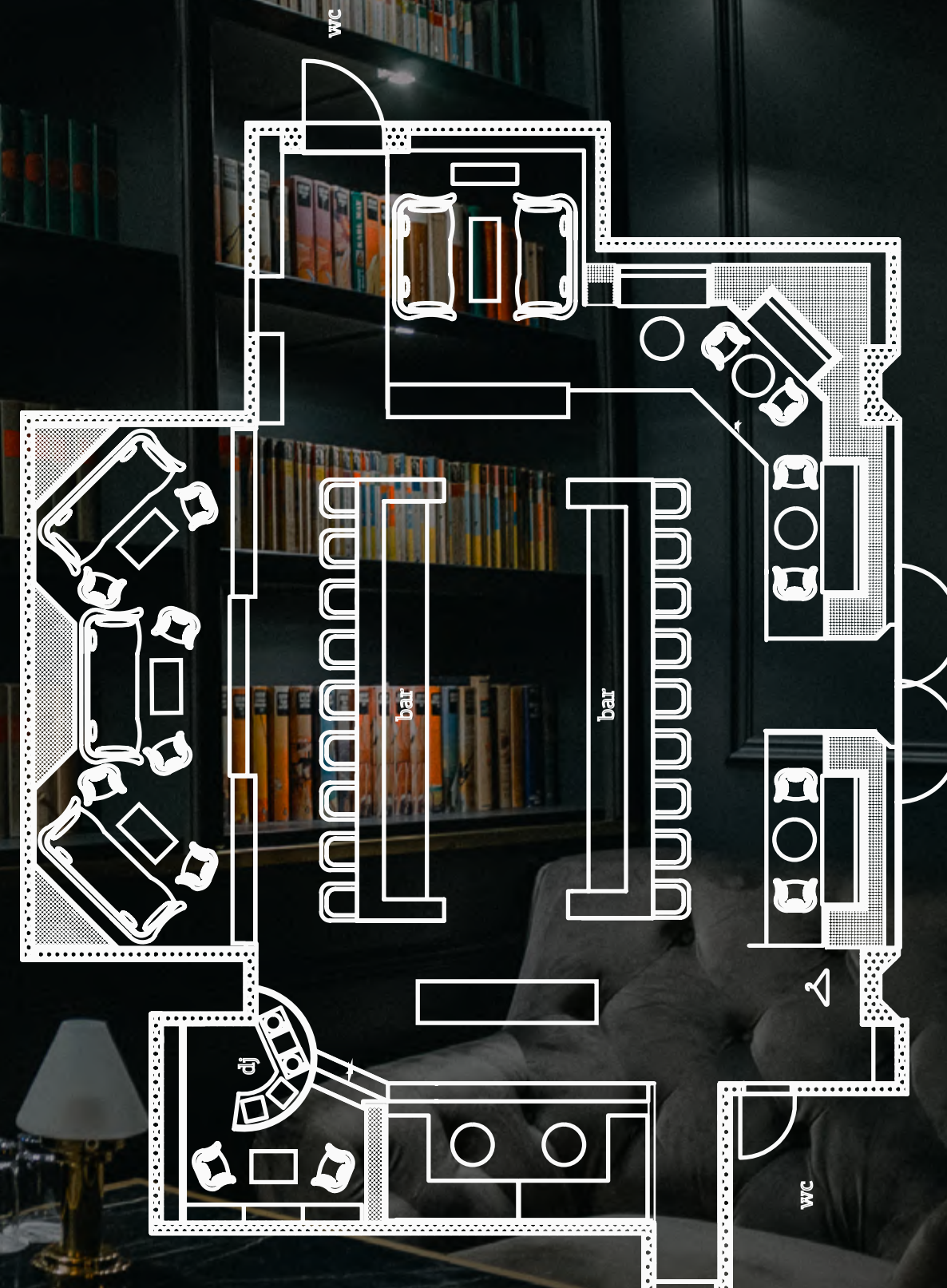
## YOUR NEW BAR & LIVING ROOM IN THE HEART OF VIENNA.

LOCATED IN THE HEART OF THE CITY AND ONLY 500 METERS FROM THE VIENNA STATE OPERA, A NEW NIGHTLIFE CONCEPT WAS FOUNDED IN THE SUMMER OF 2021. WITH HANNELORE, THE HORST-GROUP HAS CREATED THE CITY'S FIRST "COCKTAIL-CLUB".

THE BAR HAS THE AMBIENCE OF A LIVING ROOM AND YET EASILY AND SUBCONSCIOUSLY AWAKENS THE DESIRE TO DANCE. ATTENTION TO DETAIL, A TOUCH OF A CLUB ATMOSPHERE, FANCY BAR SNACKS AND DRINKS THAT ARE SO UNIQUE THAT THEY SOMEHOW MANAGE TO TOUCH YOU EMOTIONALLY – A MIXTURE THAT IS ALMOST TOO DIFFICULT TO PUT INTO WORDS. COME AND SEE FOR YOURSELF.

### OVERVIEW

- DIMMABLE LIGHT**
- DJ SOUND SYSTEM WITH MICROPHONE**
- PODEST FOR LIVE BANDS**
- RECEPTION**
- AIRCONDITION**
- FULLY EQUIPPED KITCHEN**











Heidi

DIE CHAMPAGNER DISKO

ALPIN IN WIEN  
TRIFFT AUF CHAMPAGNER DISKO.





## ALPIN IN WIEN.

NEXT TO THE NEW BOUTIQUE HOTEL O11 THERE IS A NEW PARTY LOCATION.

THIS CLUB IS BUILT WITH LOTS OF WOOD AND ATTENTION TO DETAIL. THE IMPOSING ENTRANCE ALREADY OPENS THE DOOR TO A NEW WORLD WHERE EVERYTHING IS DESIGNED TO CREATE AN UNFORGETTABLE AMBIANCE. EVERY GUEST IS GREETED WITH A SMILE AND GOES HOME WITH A SMILE. LET YOURSELF BE ENCHANTED AND DEVELOP EVENINGS WITH US THAT WILL BE REMEMBERED.

### FLOOR CAPACITY



SEMINAR



GALA



FLYING



CLUB / PARTY

MAIN FLOOR

150

80

250

450

### OVERVIEW

FULLY EQUIPTED KITCHEN

DJ SOUNDSYSTEM WITH MICROPHONE

DIMMBABLE LIGHT

PODEST FOR LIVE BANDS

RECEPTION

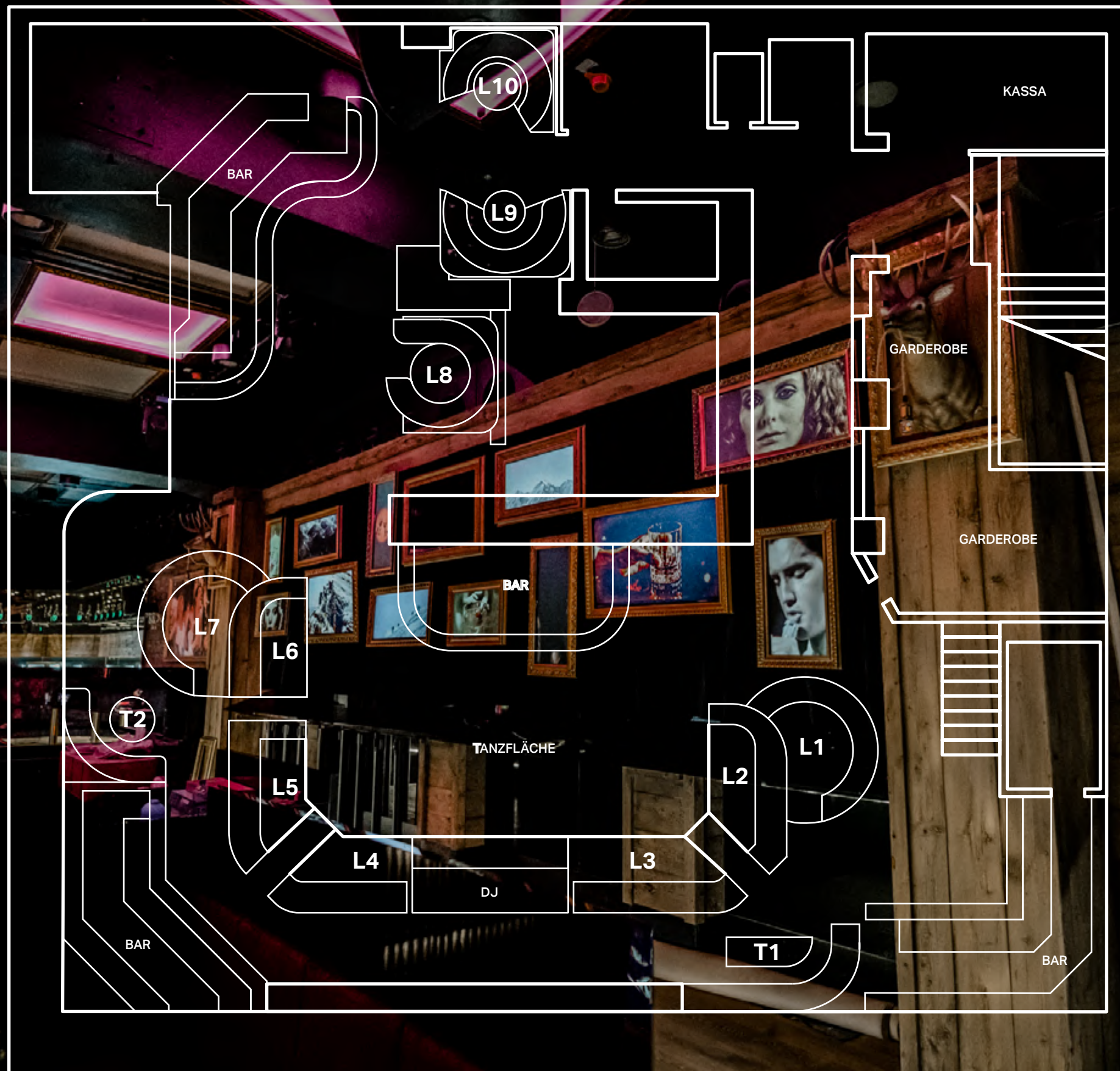
AIRCONDITION













49

# *DOORS TO VIENNA*

DAS NEUE BOUTIQUE HOTEL IM  
HERZEN VON WIEN

*O*  
*11*





IT'S TIME TO COMPLETE  
THE PORTFOLIO  
AND ADD HOSPITALITY  
TO OPEN MINDEDNESS.



JOIN US ON OUR ADVENTURE  
STEP INSIDE, OPEN THE DOOR  
AND BE A PART OF SOMETHING  
UNIQUE IN VIENNA.

# O11

BOUTIQUE HOTEL

## **THE NEW BOUTIQUE HOTEL**

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IN THIS VERY MOMENT, A HOTEL, CALLED O11 IS BEING ESTABLISHED IN THE HEART OF VIENNA, WHICH IS NOT ONLY SEEN AS THE ENTRY GATE TO THE CENTER, BUT ALSO TO THE CITY ITSELF.

O11 STANDS FOR A SYMBIOSIS OF ATTENTION TO DETAIL AND CREATIVITY, AS THE HORST-GROUP HAS ALWAYS CULTIVATED. ALREADY NOW, ONE CAN SENSE THAT AT THIS SPECIAL PLACE, THANKS TO THE INPUT OF GREAT ARTISTS AND CREATIVE PEOPLE FROM DIVERS INDUSTRIES, A PROJECT IS BEING SET UP, THAT IS REACHING FOR THE STARS INTERNATIONALLY.

## **SPECIAL SERVICE FEATURES**

---

**CUSTOM OFFERS**  
**CURATED EXPERIENCES**  
**PERSONAL SHOPPING**  
**CONCIERGE**  
**EXECUTIVE CHAUFFEUR**  
**AIRPORT SHUTTLE**  
**PRINT & SHIP**  
**TRANSLATIONS**  
**LAUNDRY SERVICE**  
**LUGGAGE STORAGE**  
**TOURS & TICKETS**

**PARKING**  
**ROOM SERVICES**  
**24 HOUR GUEST SERVICES**  
**HEALTHY BREAKFAST**  
**SHOESHINING SERVICE**  
**TURN DOWN SERVICE**  
**NEWSPAPERS & MAGAZINES**  
**IN ROOM DINING**  
**DYSSON HAIRDRYER**  
**IN ROOM SPA & WELLNESS**  
**PERSONAL TRAINER**





# O11

BOUTIQUE HOTEL

## THE NEW BOUTIQUE HOTEL

OUR DEAREST WISH HAS ALWAYS BEEN TO OFFER OUR GUESTS AT ALL LEVELS AN UNFORGETTABLE EXPERIENCE IN THE AREAS OF HOSPITALITY, ENTERTAINMENT AND GASTRONOMY - THAT'S WHAT WE LIVE FOR. THE WAY OF WORKING WITH PEOPLE FROM ALL OVER THE WORLD HAS LED TO CONSTANT FURTHER DEVELOPMENT - A STEADY STREAM OF NEW POSSIBILITIES TO SURPRISE CUSTOMERS IN DESIGN, SERVICE AND ENTERTAINMENT ARISES EVERY DAY.

EACH OF THE 49 ROOMS HAS ITS OWN SOUL AND COMPLETELY INDIVIDUAL AND EXTRAORDINARY CHARM, TO EMPHASIZE THAT EVERY GUEST IN THIS HOTEL FEELS SPECIAL AND UNIQUE. CONCEPTUAL INDIVIDUALISM RUNS THROUGH THE ENTIRE HOTEL AS A DETACHED JOURNEY OF DISCOVERY AND IS CLEARLY PERCEIVED AS A SUBCONSCIOUS FEELING OF „HAVING ARRIVED“ RIGHT FROM THE FIRST CONTACT WITH O11. A FEELING THAT MUST BE EXPERIENCED FOR ONESELF BY ALL MEANS.





# O11

BOUTIQUE HOTEL

## THE NEW BOUTIQUE HOTEL ROOMS

AMOUNT	CATEGORY	SIZE
31	CLASSIC	20-24 M <sup>2</sup>
6	DELUXE	25-28 M <sup>2</sup>
4	JUNIOR SUITE	28-33 M <sup>2</sup>
4	SUITE	38-45 M <sup>2</sup>
3	FAMILY SUITE	39 M <sup>2</sup>
1	PRESIDENT SUITE	67 M <sup>2</sup>

## AMENITIES / ROOM FEATURES

KING- AND QUEEN SIZE BEDS

AMPLE WALL OUTLETS

IN-ROOM SAFE

USB PORT

ELECTRONIC CHARGER

HIGH SPEED WIFI ACCESS

PILLOW MENU

OVERSIZED BEDS

HAIR STYLING TOOLS

SPA & WELLNESS AMENITIES

DESIGNER BATHROBES

PREMIUM MINIBAR

NESPRESSO COFFEE MAKER

PREMIUM BEDDING

HIGH DEFINITION FLAT SCREEN

FLOOR HEATING SYSTEM

AIR CONDITION

FULLY DIMMABLE LIGHTING

## SUITES

MUSIC SOUND SYSTEM

60" HIGH DEFINITION SMART LCD FLAT SCREEN TV WITH BLUETOOTH

COMPLIMENTARY PREMIUM MINIBAR



THERE IS A NEW RESTAURANT IN TOWN.  
TOP-NOCH BRUNCHING AND FINE DINING WILL MEET  
A TRADITIONAL AND DOWN-TO-EARTH KITCHEN.



## **THE NEW RESTAURANT**

EVERY MORNING ONE OF THE MOST BEAUTIFUL BREAKFAST LOCATIONS IN THE CITY IS CREATED IN THE HOTEL'S RESTAURANT. ARRANGED IN A LOVELY AMBIANCE AND SERVED À LA CARTE, EVERY GUEST RECEIVES A UNIQUE INTERPLAY OF ATTENTION TO DETAIL AND A FEEL-GOOD ATMOSPHERE SHORTLY AFTER SUNRISE.

WHEN THE SUN GOES DOWN, ANOTHER HIDDEN WORLD OPENS UP: WITH HIS TEAM, EXCEPTIONAL TALENT, AND CHEF DE CUISINE KEVIN MICHELI CREATES CULINARY MOMENTS THAT LEAVE A LASTING IMPRESSION ON ALL THE SENSES AND IMMORTALIZE THEM IN THE LIMBIC SYSTEM. THE "CHEFS TABLE" IN THE HAYAKAN IS ALSO WRAPPED IN AN AURA THAT WANTS TO BE DISCOVERED, MAKING EVERY VISIT UNFORGETTABLE. TAKE A SEAT AND EMBARK ON A BEAUTIFUL JOURNEY INTO THE CULINARY HEART OF VIENNA.

**WE ARE THERE FOR YOU – DAILY  
AND CAN'T WAIT TO MEET YOU.**



WE LOOK FORWARD  
TO A GOOD AND  
SUCCESSFUL COOPERATION

## CONTACT

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