

# Case Sample: Titlis Rotair of Switzerland



## Titlis

### Article Writing, Planning and Arrangement Through the Year

1. Titlis Rotair, Resort, and related snow sports Long Profile Feature Article Writing and Preparing
2. Article Planning and Arranging in key magazine and newspaper in Beijing, Shanghai, and Guangzhou

Shanghai Evening News, Titlis Feature  
½ column page with Titlis Rotair photo

Dec. 13, 2006

