MEDIA KIT

ONBOARD
WITH MARCELA

@ONBOARDWITHMARCELA

MARCELA DE KERN



SUPERYACHT EXPERT | AUTHOR | TV PERSONALITY | INTERNATIONAL SPEAKER

02

MEET MARCELA

ONE OF THE MOST RECOGNISABLE VOICES IN THE GLOBAL SUPERYACHT INDUSTRY.

MARCELA DE KERN HAS SPENT MORE THAN 15 YEARS INSIDE THE WORLD OF SUPERYACHTS, BUILDING A CAREER THAT SPANS YACHT MANAGEMENT, SHIPYARDS, BROKERAGE, CONSULTING, EDUCATION, MEDIA AND CONTENT.

TODAY, SHE BRINGS THAT WORLD TO A GLOBAL AUDIENCE, CONNECTING THE PEOPLE, BRANDS AND IDEAS SHAPING THE FUTURE OF LUXURY.





FROM INDUSTRY EXPERT TO MEDIA PERSONALITY

TV / DOCUMENTARY

INTERVIEWS

EXPERT COMMENTARY

PRESENTING

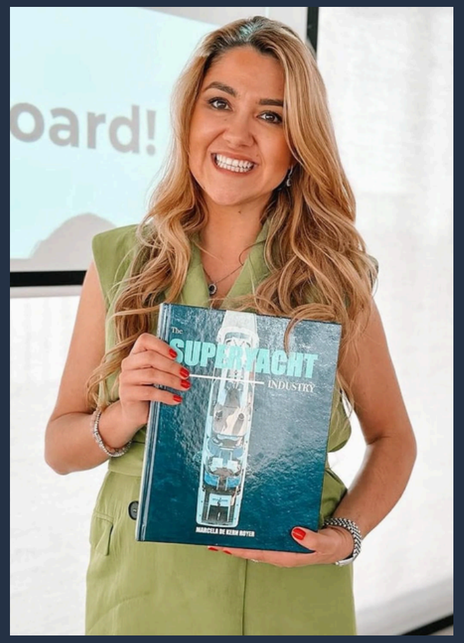
BRAND FILMS

PODCASTS

MEDIA APPEARANCES

AVAILABLE FOR TELEVISION & MEDIA

AUTHORITY BEHIND THE INFLUENCE





AUTHOR

THE SUPERYACHT INDUSTRY

FOUNDER

YOUNG PROFESSIONALS IN YACHTING MONACO

FOUNDER

WOMEN IN YACHTING MONACO

PROGRAM DIRECTOR / PROFESSOR

YACHTING MASTERCLASS
LA BELLE CLASSE ACADEMY
YACHT CLUB DE MONACO

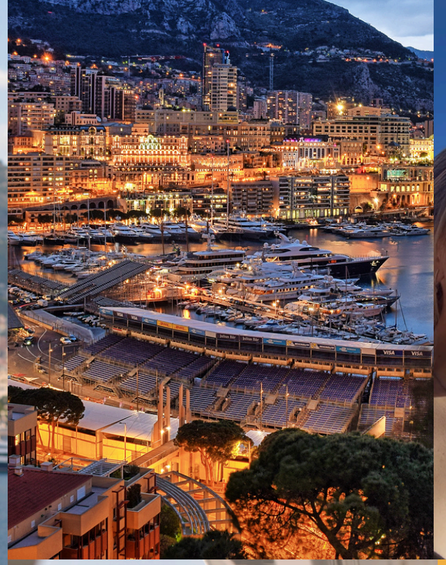
SUPERYACHT CONSULTANT

MBA + FINANCE BACKGROUND

6 LANGUAGES

THE WORLD OF MARCELA

















THE AUDIENCE

32%
YACHT OWNERS & UHNWI



40%
YACHTING INDUSTRY PROFESSIONALS



17%
YACHT ENTHUSIASTS



11%
LUXURY PROFESSIONALS



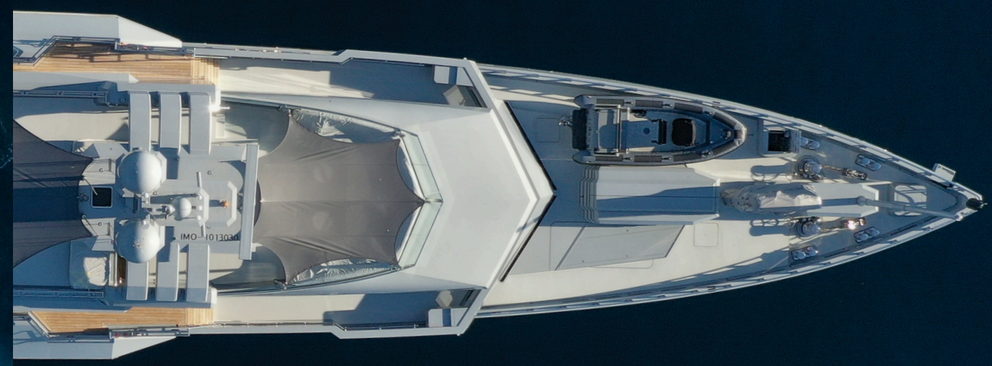


REACH & INFLUENCE

(001)

Onboard Instagram	Personal Instagram	LinkedIn	LinkedIn Newsletter	Website / newsletter community
100K+	**500K**	**95%**	**8.5%**	**30K+**

WANT TO ENTER THE WORLD OF YACHTING?



YOUR BRAND. MY WORLD.

THE SUPERYACHT INDUSTRY IS ONE OF THE WORLD'S MOST EXCLUSIVE LUXURY ECOSYSTEMS, BUT ENTERING IT REQUIRES MORE THAN ADVERTISING.

IT REQUIRES UNDERSTANDING THE CULTURE, THE PEOPLE AND THE RELATIONSHIPS BEHIND IT.

MARCELA WORKS WITH SELECTED GLOBAL BRANDS LOOKING TO AUTHENTICALLY ENTER AND CONNECT WITH THE WORLD OF SUPERYACHTS AND UHNW CONSUMERS

BRAND PARTNERSHIPS

- BRAND AMBASSADORSHIPS
- GLOBAL CAMPAIGNS
- LUXURY EXPERIENCES
- DESTINATION PARTNERSHIPS
- YACHT ACTIVATIONS
- PRODUCT INTEGRATION
- CONTENT SERIES
- EVENT APPEARANCES
- HOSTING
- BESPOKE COLLABORATIONS

EVERY PARTNERSHIP IS INDIVIDUALLY DEVELOPED TO ENSURE RELEVANCE TO MARCELA'S AUDIENCE AND ALIGNMENT WITH THE BRAND.

ON STAGE



BOOK MARCELA

KEYNOTE SPEAKER
HOST
MODERATOR
PANELIST
EVENT APPEARANCE
EXPERT COMMENTATOR

INSIDE THE SECRETIVE WORLD OF SUPERYACHTS
UNDERSTANDING THE UHNW CONSUMER
HOW LUXURY BRANDS CAN ENTER YACHTING
THE FUTURE OF SUPERYACHTS & LUXURY
BUILDING AUTHORITY IN A NICHE INDUSTRY
WOMEN SHAPING THE FUTURE OF LUXURY
FROM INDUSTRY EXPERT TO PERSONAL BRAND
ENTREPRENEURSHIP BETWEEN MONACO & DUBAI

PROOF







SUPERYACHT TIMES

SUPERYACHTS.COM





YACHTING INTERNATIONAL RADIO

Monaco Tribune

ONBOARD CONTENT CREATORS

MEET TIM RASCH

ACTOR. CREATOR. SOCIAL MEDIA STRATEGIST.

TIM RASCH COMBINES ON-CAMERA PERSONALITY WITH A STRATEGIC UNDERSTANDING OF SOCIAL MEDIA, SCALABLE GROWTH, BRAND COMMUNICATION AND THE CREATOR ECONOMY.

HE LIVES ONBOARD A BOAT HE RESTORED HIMSELF, BRINGING A PERSONAL CONNECTION TO LIFE ON THE WATER AND THE EXPERIENCES HE SHARES.

HIS AUDIENCE FOLLOWS FOR ENTERTAINMENT, LIFESTYLE AND HIS NEXT DISCOVERY OR RECOMMENDATION.
SPEAKS ENGLISH & GERMAN





TIM’S REACH & INFLUENCE

ENTERTAINMENT. LIFESTYLE. LIFE ON THE WATER.

2M+

FOLLOWERS ACROSS
HIS PLATFORMS

1.2M

POST VIEWS
REPORTED ANALYTICS

1.3M

TIKTOK
FOLLOWERS

140K

YOUTUBE
SUBSCRIBERS

270K

INSTAGRAM
FOLLOWERS

CREATOR CAMPAIGNS · BRAND STORYTELLING · UGC
PRODUCT EXPERIENCES · SOCIAL MEDIA STRATEGY

FIGURES SUPPLIED FOR THE MEDIA KIT. SELECTED PLATFORMS SHOWN. FOLLOWERS ARE NOT UNIQUE AUDIENCE REACH; POST VIEWS ARE NOT AN AVERAGE OR A GUARANTEED CAMPAIGN RESULT.

ONBOARD
WITH MARCELA

LET'S WORK TOGETHER

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INFO@ONBOARD.MC
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MONACO • DUBAI • WORLDWIDE