



UNIONE EUROPEA



POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

CUP-UNIFIED PROJECT CODE: B39J21008340003

## NATIONAL AND REGIONAL COMMUNICATION PLAN OF DESTINATION PUGLIA FOR THE 2021 SEASON - "PUGLIA, A LOVE STORY"

### Participation Brief – International Media Plan

Within the framework of the PUGLIA 2014-2020 POC-Supplementary Operative Plan "Cultural, Natural and Tourism Attractors", Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 - Interventions for the competitive repositioning of tourism destinations, thereby implementing the "Digital Communication and Brand Identity of Destination Puglia" project, it is hereby expounded the Destination Puglia Communication Plan Brief document, as devised by ARET Pugliapromozione with regard to international communication actions.

In accordance with the "Puglia365" Strategic Plan (Regional Decision DGR February 14, 2109, n. 197) and "Puglia Cultura" culture plan (Regional Decision DGR March 19, 2019, n.543) of the Puglia Region, and in consideration of the current health situation generated from the Covid-19 pandemic, this brief aims at receiving communication project proposals in order to promote the Puglia destination and its worldwide brand awareness. The purpose is, therefore, to communicate Puglia and its authentic beauty as a quality destination vis-à-vis responsible tourism, so as to attract visitors and tourists in a safe, healthy and environmentally aware manner.

#### 1. Rationale

This document plans to disseminate novel ways to narrate Puglia, taking into account the current recovery period from the Covid-19 pandemic, and in consideration of the ongoing national vaccination plan.

The direct communication purpose is to increase the *brand awareness* and *brand reputation* of Puglia, to be achieved through the association of the territorial brand, as well as its tangible and intangible values, to its communication actions, in terms of appreciation, reputation and consequent satisfaction of customers and visitors.

The ultimate indirect purpose is to increase travel incoming figures, also in the medium and long term, so as to promote the destination throughout the year.

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## 2. Focus

The narration focus is to communicate Puglia as an authentic and trustworthy land, as a concrete and emblematic heritage to treasure, a welcoming place rich with historical and cultural traditions. The fundamental essence of this communication is to recount a Puglia that is safe in all its features, that is genuine and simple, a land one can fall in love with, time and again. Thus the traveler can be enamored of its people, its breathtaking views, the countless places to discover, its exquisite traditional and innovative cuisine, and the creativity of its cultural, historical and artistic heritage.

Puglia means passion, care for oneself and for others, and beauty.

## 3. The Campaign Concept of "Puglia, a love story"

Puglia is presented as a *trustworthy, responsible* and *quality oriented* destination, ready to enhance its presence across foreign markets and to host international tourism by making the traveler fall in love with the "*Puglia, a love story*" campaign tagline.

Indeed, with all its nuances, the region showcases itself as a wonderful love story: it blossoms at first sight and is discovered slowly, gradually strengthening over time.

This communication concept is therefore addressed to the traveler who encounters Puglia, to those who have always lived here, as well as those who already know Puglia but return to explore it, falling in love with its uniqueness once and for all.

In Puglia, love is in the smile of its welcoming people, in a hearty street greeting, in a lifestyle made of slow-paced rhythms, in feeling at home instantly, in the silent countryside and the embrace of centuries-old olive trees, in the carved stone of castles and cathedrals, in getting lost around its whitewashed alleys, in a protracted lunch, in the history of small villages and the scenery of its polychrome beauty. In a nutshell, this communication campaign is about a region to fall in love with, adored for its grand and petite beauties, ready to welcome those who wish to experience its uniqueness.

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#### **4. Targets**

This communication campaign brief aims at reaching the international tourism markets of target countries in Europe, Russia, China, the USA and North America, as specified in the ARET Pugliapromozione strategic policy for the year 2021.

#### **5. Campaign Duration Period**

In order to boost the Puglia brand awareness and increase the incoming of travelers, for 2021 we intend to communicate Puglia both as a travel destination and as a sojourn-oriented journey, so as to promote the destination throughout the autumn months, generally experiencing a mild and pleasant climate, and in view of the seasonal adjustment of tourism flows, thus fostering the international sentiment to choose Puglia for the year 2022.

#### **6. Campaign Production Formats**

For the execution of the aforementioned campaign, ARET Pugliapromozione plans the following:

- Creative photographic ads to be published across online and offline media;
- Airing TV and multimedia channels videos;

#### **7. Online and Offline Media**

This communication campaign brief shall be carried out across online and offline channels (the press, the web, public displays and led walls, TV commercials, video banners, and similar channels) as specified below:

- Online and offline communication channels and spaces, with specific priority to digital mix packages (printed press);



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- Communication commercials on TV broadcasts and/or outdoor communication channels and platforms.