

# I-Archeo.S. - Integrated System of the Natural and Cultural Heritage and the Cultural Activities

## **PRIORITY AXIS 3 “ENVIRONMENT AND CULTURAL HERITAGE”**

**Specific objective 3.1 “Make natural and cultural heritage a leverage for sustainable and more balanced territorial development”**

Title of deliverable (as in SIU): **Promotional campaigns for the local audience.**

Work package number, name of Work Package:

**WP4THE ENHANCEMENT**

Activity number, name of activity:

**4.2 PILOT ACTION**

Partner in charge (author): **P5**

Partners involved: **P5**

Status (draft, final, N.\_ version, etc.): **Final**

Distribution (confidential, public, etc.): **public**

Date(s): **Feb 2019**

# PROMOTIONAL CAMPAIGNS FOR THE LOCAL AUDIENCE

## Meaning/intention of the promotional campaign.

According to the “communication Strategy Plan” of the Project elaborated by the I-Archeo.S. Editorial Board and following the suggestions of Ottavia Ricci, one of the members of the Pool of Experts for “Sustainable Tourism Marketing”, it has been adopted a **bottom-up approach** for the “promotional campaigns for the local audience”: the Editorial Board has worked on a deep storytelling of the project through the online tools.

Several actions have been embraced by the Partners in this perspective, for example: involving influencers, storyteller, journalists, asking the public for suggestions of feedback.

The hashtag #iarcheos has been created and used by all the Partners, related to the official hashtag #interreg.

The heart of the social media strategy has been the STORYTELLING: each partner with its stakeholders has done a photo-report and narrated the activities creating emotional connection with the public and encourage to live the experience.



**In Love In Crikvenica** si trova qui: [Ljubavna Cestica](#).

Mi piace

13 febbraio · Cirquenizza, regione litoraneo-montana, Croazia ·


Ljubavna cestica vodi vas u šetnju dugu osam kilometara gdje možete otkriti kulturne i prirodne ljepote Crikvenice.

Donosimo dio atmosfere s današnje šetnje do gradine Badanj u sklopu projekta I-Archeo.S

[#iArcheos](#)

[Visualizza traduzione](#)





Denisse Mandekic, Petra Pilat Jakovčić e altri 16      Condivisioni: 2

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**Mi piace**      **Commenta**      **Condividi**

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**Denisse Mandekic**

13 febbraio ·

#iarcheos #inloveincrikvenica



**Grad Crikvenica**

13 febbraio ·

Mi piace

[LJUBAVNO LICE CRIKVENICE - PILOT PROJEKT I-ARCHEO S.]

Grad Crikvenica jedan je od šest partnera projekta I-Archeo S. koji se provodi u sklopu programa Interreg Italija-Hrvatska 2014 – 2020., financiranoga od strane Europske unije.

Područje grada Crikvenice kroz ovaj se projekt želi brendirati kao Rivijera ljubavi te je stoga turistički itinerar vezan uz Valentinovo kojim se također nastoji produžiti turistička sezona i na nesezonske mjesece kao što je veljača.

Četverodnevni itinerar odnosno realizacija samog pilot projekta kreće u utorak, 12. veljače 2019. godine, a višednevni program uključuje mnoge aktivnosti.

Posjet Muzeju Grada Crikvenice, šetnja Ljubavnom cesticom i posjet gradini Badanj organiziran je danas, 13. veljače od 10:30 sati, posjeta najpopularnijim mjestima za ljubljenje i press konferencija na jednom od mjesta za ljubljenje na sam dan Valentinova, 14. veljače od 10:00 sati, obilazak Labirinta ljubavi istog dana od 14:30 sati i koncert klape Sveta Jelena Dramalj od 16:45 u Crkvi UBDM u Crikvenici kao predivan valentinovski poklon, a u petak izložba Ivana Balaževića u Gradskoj galeriji Crikvenica s početkom u 10:30 sati.

<https://bit.ly/2SulSaN>  
Visualizza traduzione

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**Mi piace**

**Commenta**

**Condividi**

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