

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): **P2**

Partners involved: **P2**

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

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

Date(s): **June 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.

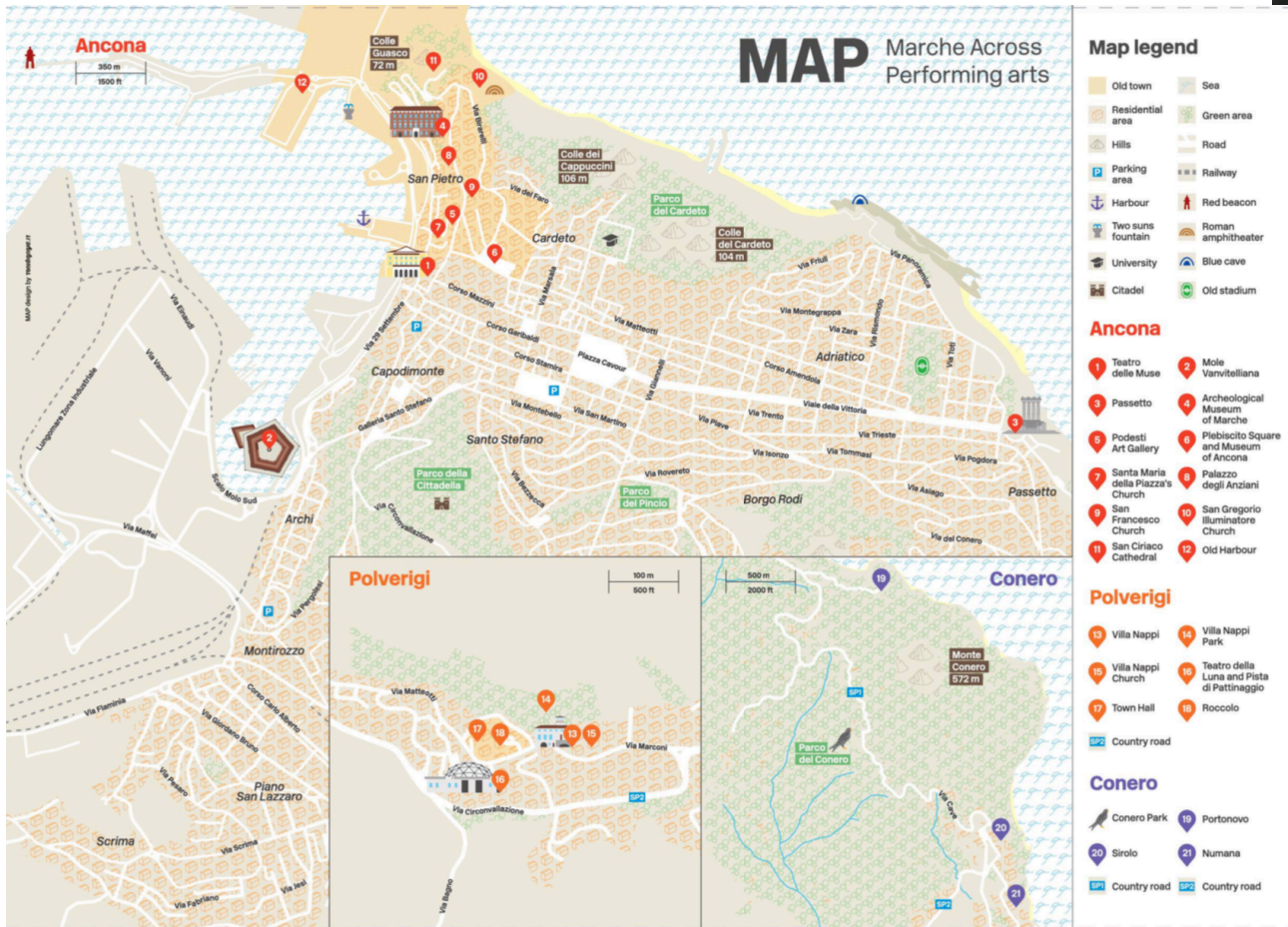
The heart of the social media strategy has been the STORYTELLING: each partner with its stakeholders has done a photo-report and narrated the activities creating emotional connection with the public and encourage to live the experience.

The Editorial Board worked with Marche Teatro staff and selected Cluster members to revise the entire communication of the organization in order to better match the touristic approach.

Outcomes:

- a strategy for a “brand” Marche Teatro & Marche Region was developed, spread and used through all the social channels and materials and it is the “core” of the contents later produced for the Pilot Actions;
- a discussion was lead through the Cluster on how to better reach the selected target and how touse already existent tools and services in a more efficient way;
- a diffusion plan was set in order to involve I-Archeo.S brand identity through different materials and identify a snappy communication plan for the Pilot Action;
- the visual project MAP was created to be realized during the Pilot Action.

COMMUNICATION



INTEATRO FESTIVAL		19-23 giugno 2019 Programma				
	mercoledì 19	giovedì 20	venerdì 21	sabato 22	domenica 23	
MAP - Marche Across Performing arts	Polverigi 18:00 Villa Nappi 19:00 Teatro della Luna 20:00 Chiesa di San Gregorio Illuminator 21:00 Chiesa di San Gregorio Illuminator 22:00 Chiesa di San Gregorio Illuminator 23:00 Chiesa di San Gregorio Illuminator	Ancona 18:00 Teatro delle Muse 19:00 Mole Vanvitelliana 20:00 Chiesa di San Gregorio Illuminator 21:00 Chiesa di San Gregorio Illuminator 22:00 Chiesa di San Gregorio Illuminator 23:00 Chiesa di San Gregorio Illuminator	Ancona 18:00 Teatro delle Muse 19:00 Mole Vanvitelliana 20:00 Chiesa di San Gregorio Illuminator 21:00 Chiesa di San Gregorio Illuminator 22:00 Chiesa di San Gregorio Illuminator 23:00 Chiesa di San Gregorio Illuminator	Ancona 18:00 Teatro delle Muse 19:00 Mole Vanvitelliana 20:00 Chiesa di San Gregorio Illuminator 21:00 Chiesa di San Gregorio Illuminator 22:00 Chiesa di San Gregorio Illuminator 23:00 Chiesa di San Gregorio Illuminator	Ancona 18:00 Teatro delle Muse 19:00 Mole Vanvitelliana 20:00 Chiesa di San Gregorio Illuminator 21:00 Chiesa di San Gregorio Illuminator 22:00 Chiesa di San Gregorio Illuminator 23:00 Chiesa di San Gregorio Illuminator	Ancona 18:00 Teatro delle Muse 19:00 Mole Vanvitelliana 20:00 Chiesa di San Gregorio Illuminator 21:00 Chiesa di San Gregorio Illuminator 22:00 Chiesa di San Gregorio Illuminator 23:00 Chiesa di San Gregorio Illuminator
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