

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): **P3**

Partners involved: **P3**

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.



Gastrobajterica is at Contineo turistička agencija.

February 22 · Pazin · 🌐



📍 JURAJ DOBRILA

📷 Tanja'sPhoto@

#99PričaGastrobajterice

Svi ga imaju rado, ali nitko se baš ne trga za njim... 😞

Rođen u francuskom carstvu, a umro u austrougarskom, a da se nije selio.

Biskup u Poreču, ali i u Trstu.

Svećenik, pisac, dobročinitelj...

Naprosto, naš čovik, Istrijan.

#iarcheos

JESTE LI ZNALI da je ovo ...

(upoznaj Istru s licenciranim lokalnim vodičima 😊 Putuj, uči, uživaj)

Hvala knjižnica Pazin, Grad, Contineo ...



👍❤️😞 19

2 Shares

👍 Like

💬 Comment

🔗 Share





Grad Pazin

February 21 · 🌐

/EU PROJEKT/ Na današnjoj završnoj konferenciji projekta I_Archeo.S, održanoj u Pazinu, prezentirane su sve dosadašnje aktivnosti te rezultati projekta s naglaskom na novoosmišljene tematske turističke itinerare, HeART of Gastronomy i HeART of Adventure. #iArcheos



Performance for Your Post

1,837 People Reached

58 Reactions, Comments & Shares ⓘ

51 Like	15 On Post	36 On Shares
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1 Haha	1 On Post	0 On Shares
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1 Wow	0 On Post	1 On Shares
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2 Comments	0 On Post	2 On Shares
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3 Shares	3 On Post	0 On Shares
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525 Post Clicks

335 Photo Views	0 Link Clicks	190 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

1,837
People Reached

583
Engagements

[Boost Post](#)



Razvojna agencija SRCE ISTRE

February 21 · 🌐

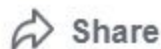


Razvojna agencija Srce Istre prisustvovala je današnjoj završnoj konferenciji projekta I_Archeo.S, održanoj u Pazinu. Prezentirane su sve dosadašnje aktivnosti te rezultati projekta s naglaskom na novoosmišljene tematske turističke itinerare, HeART of Gastronomy i HeART of Adventure. #iArcheos



👍 You, Anita Pilat, Alison Merlić and 5 others

1 Share





tanja.bozic • Prati
Lindar, Istarska, Croatia



tanja.bozic 📍 VELANOV BRIG

📷 Tanja'sPhoto

🍷 Anđeoska vina ...u Istri

#StoljetnaTradicija

Vinova loza i vino, stoljećima su dio kulture i života stanovnika središnje istre, pa tako i Velanovog Brijega i obitelji Velan i Anđelini

#iarcheos

#gastobajterica

#99PričaGastrobajrerice

#istramojadomovina ❤️

#travelblog

#licencedlocalguide

#svojanasvome

31 tj.



Sviđa mi se: 28

21. VELJAČE

Komentiraj...

Objavi



Grad Pazin

July 13, 2018 · 🌐



Zajedničkim promišljanjem u sklopu EU projekta #IArcheoS Pazin je osmislio nove tematske turističke itinerare - valorizirajući naše posebnosti, od zimske atmosfere obgrljene maglom preko Pazinske Jame do brojnih iskustvenih mogućnosti kao što su radionice izrade cukerančiča ili domaće tjestenine. U novim će itinerarima, naši posjetitelji moći uživati od ožujka iduće godine a mobilna aplikacija izrađena u sklopu projekta pomoći će im da prema vlastitim interesima i raspoloživom vremenu kreiraju svoj idealan boravak u Pazinu!



1,562

People Reached

403

Engagements

Boost Post

  You and 21 others

1 Comment 4 Shares

 Like

 Comment

 Share

