

DIGITAL ADVERTISING CAMPAIGN

Deliverable Number D2.2.6

Final Version of May/2023

WP2 - PROJECT COMMUNICATION

Project Acronym: TAKE IT SLOW
Project ID Number: 10255547
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
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
Work Package Number: 2
Work Package Title: Project communication
Activity Number: 2.2
Activity Title: Media relations
Partner in Charge: PP2
Partners involved: All PP's
Status: Final

PP2/SKC as partner in charge of WP2 has realized digital advertising campaign promoting the project and its activities by boosting :

- **2 digital photo presentation / 2 adds** about project, partners and its project activities / project pilot areas with the the goal of promoting cross-border cooperation and promoting participatory content on targeted themes via social networks.

The project social networks (Facebook page, Twitter and Instagram page with YouTube channel) are used to interact with general public and citizens of the cross-border area and to ensure project transparency.

The reach of two adds on Facebook had reach of:

- First add 19.031 reach
- Second add 37.024 reach


Total reach of the campaign /adds = 56.055



DIGITAL PHOTO PRESENTATION – ADD #1

One digital photo presentation about project partners and its project activities / project pilot areas with the goal of promoting cross-border cooperation and promoting participatory content on targeted themes via social networks was boosted on project Facebook page.

Ad preview ✕

Album TAKE IT SLOW - EMBRACE THE PACE OF ADRIATIC HERITAGE EXPERIENCE

 TAKE IT SLOW Project Interreg Italy Croatia is in Pelješac, Croatia. ⋮

June 12 at 1:05 PM Published by Anita Štrkalj  

Post engagements **19,031** **833**

Photo credit: Regional Agency DUNEA Reach Post engagements

Reach



19,031

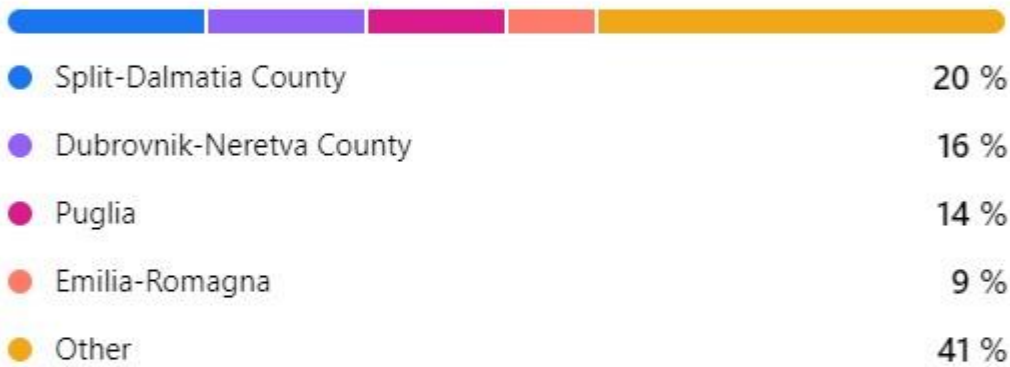
Reach

The number of Accounts Center accounts that saw your ads at least once. Reach is different from impressions, which may include multiple views... [See more](#)
This metric is *estimated*. [Learn more](#)

Locations

[See all](#)

Where people were located when they saw your ads.



Age and gender

The estimated breakdown of [people](#) who saw your ads. 

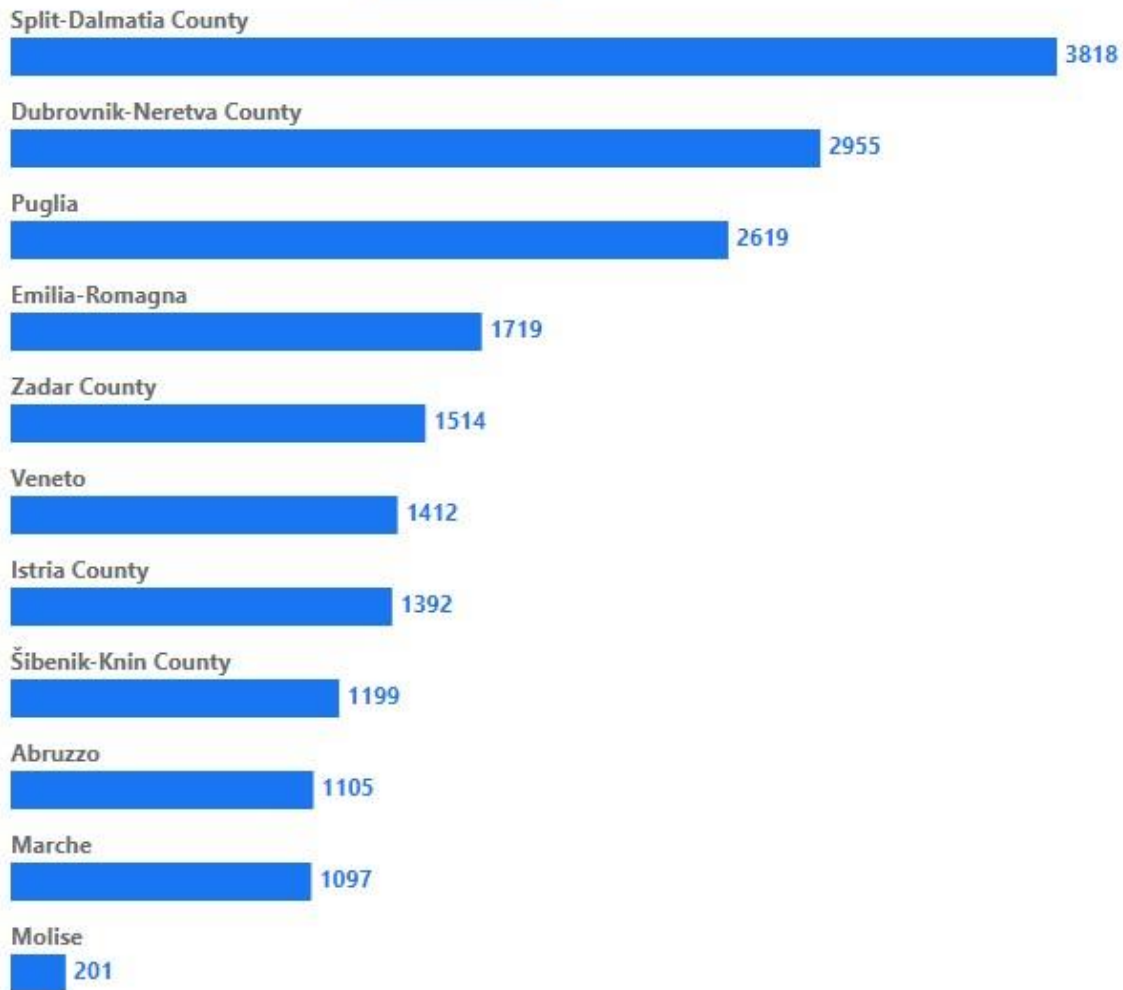
51.8% Women 48.2% Men



Audience

This ad reached 19,031 people in your audience.

People Placements Locations



DIGITAL PHOTO PRESENTATION – ADD #2

One digital photo presentation about project cross border photo contest with the the goal of promoting cross-border cooperation and promoting participatory content on targeted themes via social networks was boosted on project Facebook page.

Ad preview

➡ For project news, visit the project website: <https://www.italy-croatia.eu/web/take-it-slow> and follow us here on Facebook and other social networks:

- 👉 Instagram: takeitslowproject
- 👉 Twitter: TAKEITSLOWAdria

#takeitslow #adriaticheritage #slowtourism #greenadriatic #smartadriatic
 Razvojna agencija Šibensko-kninske županije

#DUNEA #RERA Razvojna agencija Šibensko-kninske županije Sveučilište u Zadru Odjel za turizam i komunikacijske znanosti Istarska županija - Regione Istriana Friuli Venezia Giulia Turismo Regione del Veneto Regione Emilia-Romagna SVEM - Sviluppo Europa Marche Srl Regione Abruzzo Regione Molise Teatro Pubblico Pugliese Progetti TPP Regione Puglia



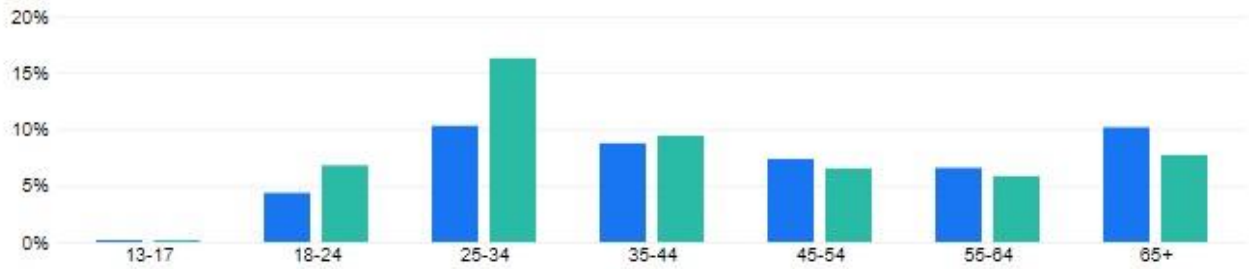
Post engagements	37,024	1,150
👤 → 📌 TAKE IT SLOW Photo cont...	Reach	Post engagements

Audience

This ad reached 37,024 people in your audience.

[People](#)
[Placements](#)
[Locations](#)

47.5% Women 52.5% Men



Performance

Post engagements ⓘ

1,150

Reach ⓘ

37,024

Cost per Post engagements ⓘ **\$0.09**

Activity

Post engagement



Post reactions



Link clicks



Post comments



See all ▾

Audience

This ad reached 37,024 people in your audience.

People Placements Locations

