

# REPORT ON BRANDING

Deliverable Number D4.5.4

Final Version of 30/June/2023

WP 4 – SMART STRATEGIC FRAMEWORK FOR  
INNOVATIVE ADRIATIC TOURISM DESTINATION,  
PRODUCTS & SERVICES

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: 4  
Work Package Title: SMART STRATEGIC FRAMEWORK FOR INNOVATIVE ADRIATIC TOURISM DESTINATION, PRODUCTS & SERVICES  
Activity Number: 4.5  
Activity Title: Marketing and promotion of new sustainable Adriatic region tourist destination and offer  
Partner in Charge: PP2/SKC  
Partners involved: PP2/SKC  
Status: Final

## REPORT ON BRANDING

### Promotional campaign concept

According to the Marketing and Promotional Content Plan, a promotional campaign with the main emphasis on digital marketing tools for the purpose of promoting the goals of the TAKE IT SLOW project - Sustainable development in support of the preservation of the Adriatic heritage (hereinafter: TAKE IT SLOW).

Through the TAKE IT SLOW project, the aim is to shape and promote the Adriatic region as a smart, integrated, sustainable, accessible, year-round, green and slow tourist destination of the Mediterranean, which is recognizable by its unique intangible and material heritage, as well as the natural heritage of the island, coast, interior and rural areas. part of the Adriatic (TAKE IT SLOW, 2023).

Promotional content aims to promote the described cultural and natural values under the project's slogan **“Embrace the pace of Adriatic heritage experience” / “Osjeti ritam življenja na Jadranu” / „Accogli le bellezze del patrimonio culturale e naturale dell’Adriatico“** in order to strengthen the position of the Adriatic region on the market and achieve an integrated understanding of the area among visitors.

Different digital platforms were chosen for the promotional campaign to reach the ideal traveler types, Lukács, Sabine and Min.

| Digital platform / campaign              | Ideal type / Target audience  |
|--|---|
| Influencer campaign                      | <b>Lukács</b> unifies young people (15-25) and employees without children (DINKs, >18)  |
| News portals / display ads               | <b>Sabine</b> presents employed with children (DEWKs, 25-45)<br><b>Min</b> , empty nesters (45-65) and older than 65 years are included |
| Social networks – Facebook and Instagram | <b>Sabine</b> presents employed with children (DEWKs, 25-45)  |

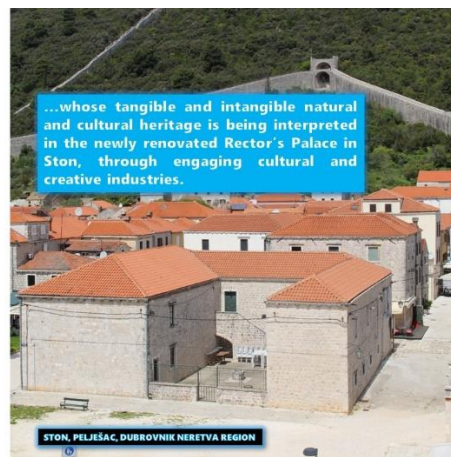
## Branding campaign

The digital marketing strategy of promotional campaigns includes several different platforms. Daily news portals for a large reach of different audiences, social networks Facebook and Instagram for reaching a younger audience and encouraging interaction such as likes, shares and comments, and influencer marketing that will bring the brand/product closer to target groups, position it on the market while creating a new "audience" and strengthen the credibility of already existing online content.

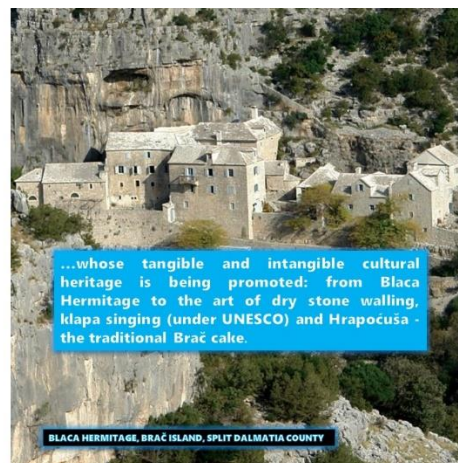
The branding campaign included adds on social media and news and lifestyle portals.

| Platform     | Campaign  |
|--------------|---|
| Social media | <p>Branding campaign</p> <p>“Embrace the pace of Adriatic heritage experience” / "Osjeti ritam življenja na Jadranu" / „Accogli le bellezze del patrimonio culturale e naturale dell’Adriatico“</p> |

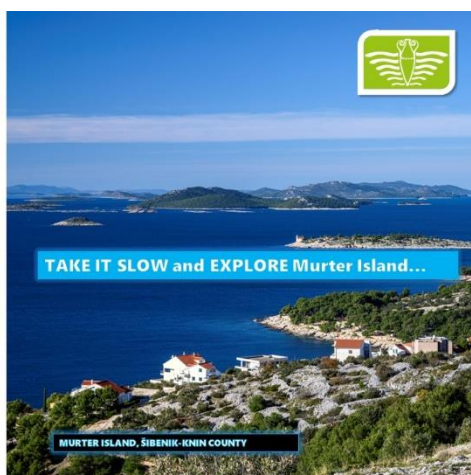
**Dubrovnik Neretva County** was promoted through tangible and intangible natural and cultural heritage of the Pelješac region, and whose gastronomy value chain is being strengthened by engaging various stakeholders in an interactive process of creating new slow tourism offering.



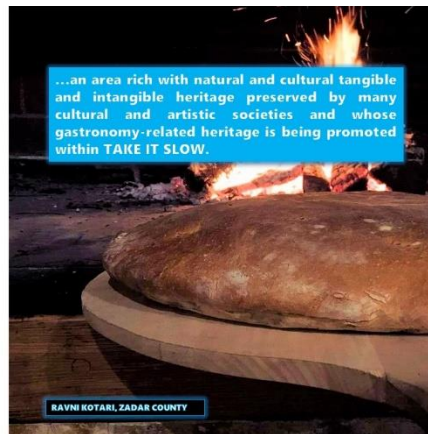
**Split Dalmatia County** was promoted through the tangible and intangible cultural heritage of the Brač island: especially Blaca Hermitage, a unique historic complex through which, as if in a time capsule, the entire history not only of the island but the whole Adriatic can be comprehended.



**Šibenik Knin County** was promoted through the tangible cultural heritage of the Murter Island, Colentum, and archeological finds from prehistoric and Roman times that are being interpreted with the establishment of open-air museum (trail) "Murter Views".



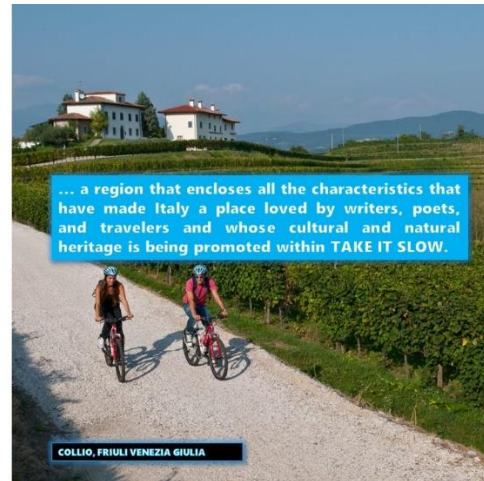
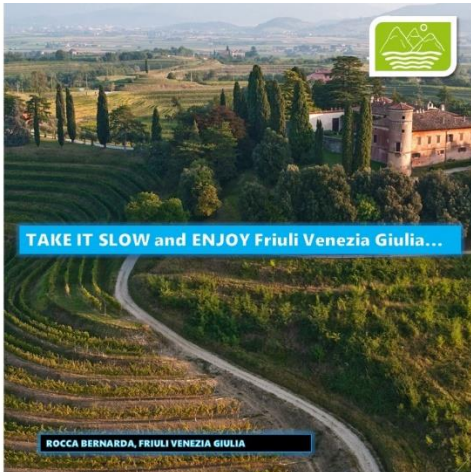
**Zadar County** was promoted through the old customs of Ravni kotari in the Zadar region, preserved by many cultural and artistic societies and whose intangible cultural heritage: gastronomy-related heritage.



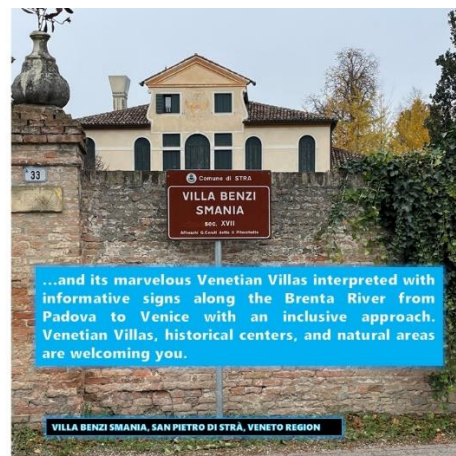
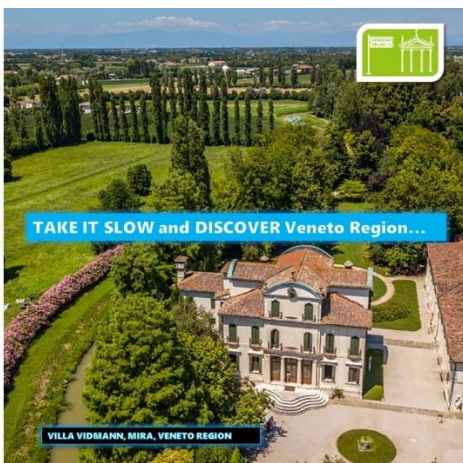
**Istria Region** was promoted through tangible cultural heritage of Istrian castles which is being interpreted in the newly opened House of Castles in Momjan through the TAKE IT SLOW project. House of Castles is a central place for the promotion of all Istrian castles and the promotion of the common northern Adriatic cultural heritage.



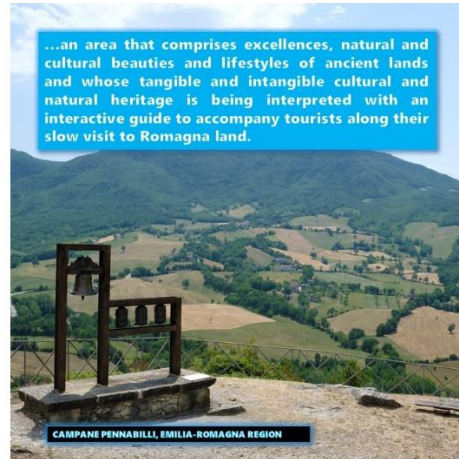
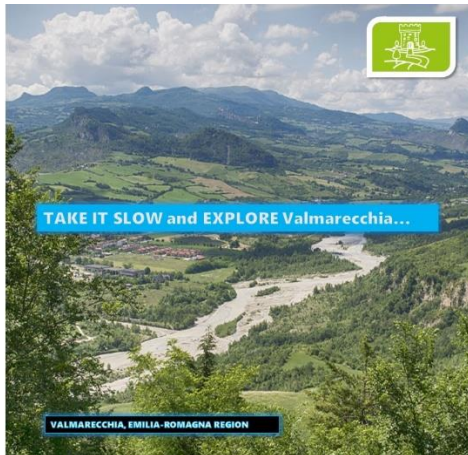
**Friuli Venezia Giulia** was promoted through cultural and natural heritage as a region that encloses all the characteristics that have made Italy a place loved by writers, poets and travellers, from the peaks of the Alps and the Dolomites, to the waves of the Adriatic, the squares of elegant cities, the streets of old villages and the vine-clad hills of the Collio region.



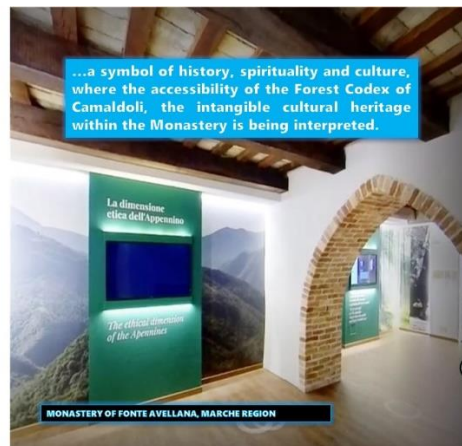
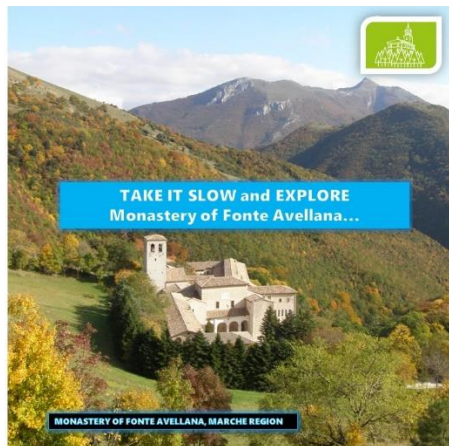
**Veneto Region** was promoted through marvelous Venetian Villas - traditions and culture of the Land of Venice covering the provinces of Padua, Rovigo and Venezia.



**Emilia Romagna Region** was promoted as an area that comprises excellences, natural and cultural beauties and lifestyles of ancient lands transversal to the Adriatic, of the plains, hills and mountains overlooking the sea.



**Marche Region** was promoted through accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana.





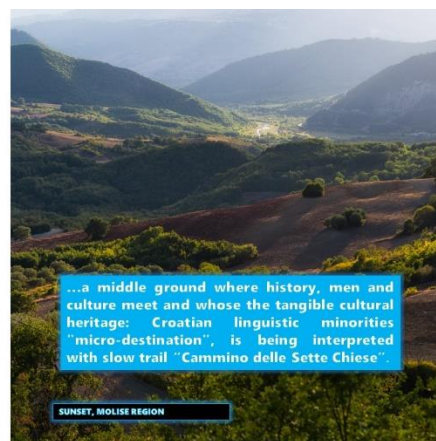
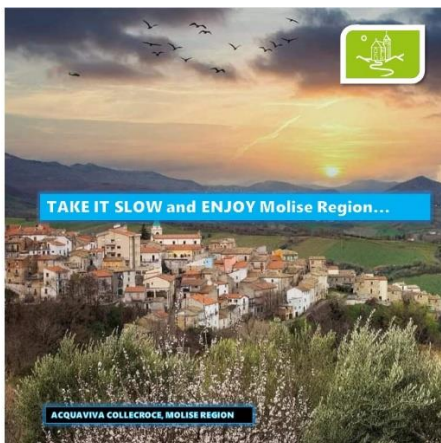
**Abruzzo Region** was promoted the tangible and intangible cultural and natural heritage of Costa dei Trabocchi, a 50 km-long cycle path next to Abruzzo’s Adriatic coastline from Ortona to Vasto, with unparalleled views of the Majella and Gran Sasso parks on one side, and the trabocchi on the other – perhaps the oldest fishing machines in the world, now the symbol of Abruzzo.



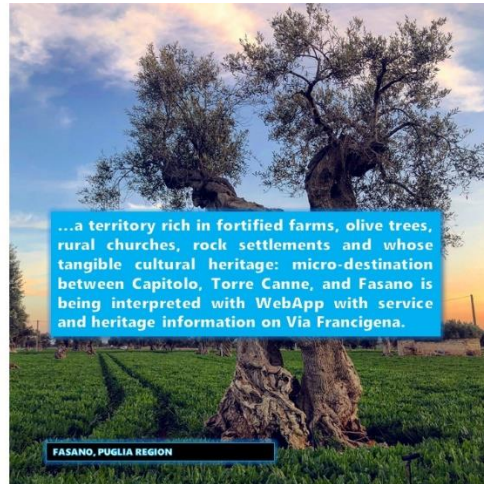
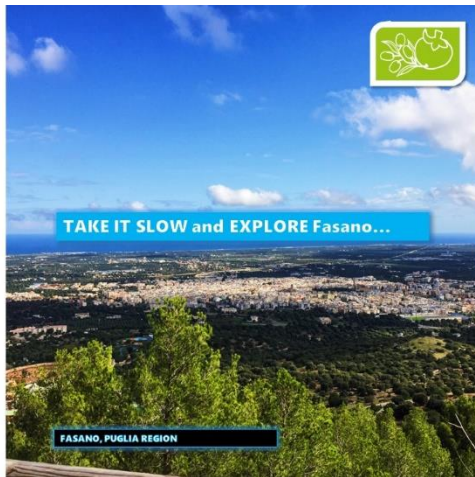
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**Molise Region** was promoted through the tangible cultural heritage: Croatian linguistic minorities "micro-destination" (composed of 5 small towns), with slow trail “Cammino delle Sette Chiese” (of the Croatian minority communities - Timothy itinerary).



**Puglia Region** was promoted through the tangible cultural heritage of micro-destination between Capitulo - Torre Canne – Fasano, a territory rich in fortified farms, olive trees, rural churches, rock settlements, places of extraordinary naturalistic, historical and environmental interest.



**First add** on social media with the reach of more than 19 thousand promoting all above partners and countries.



**Post engagements**

Photo credit: Regional Agency DUNEA

**19,031**

Reach

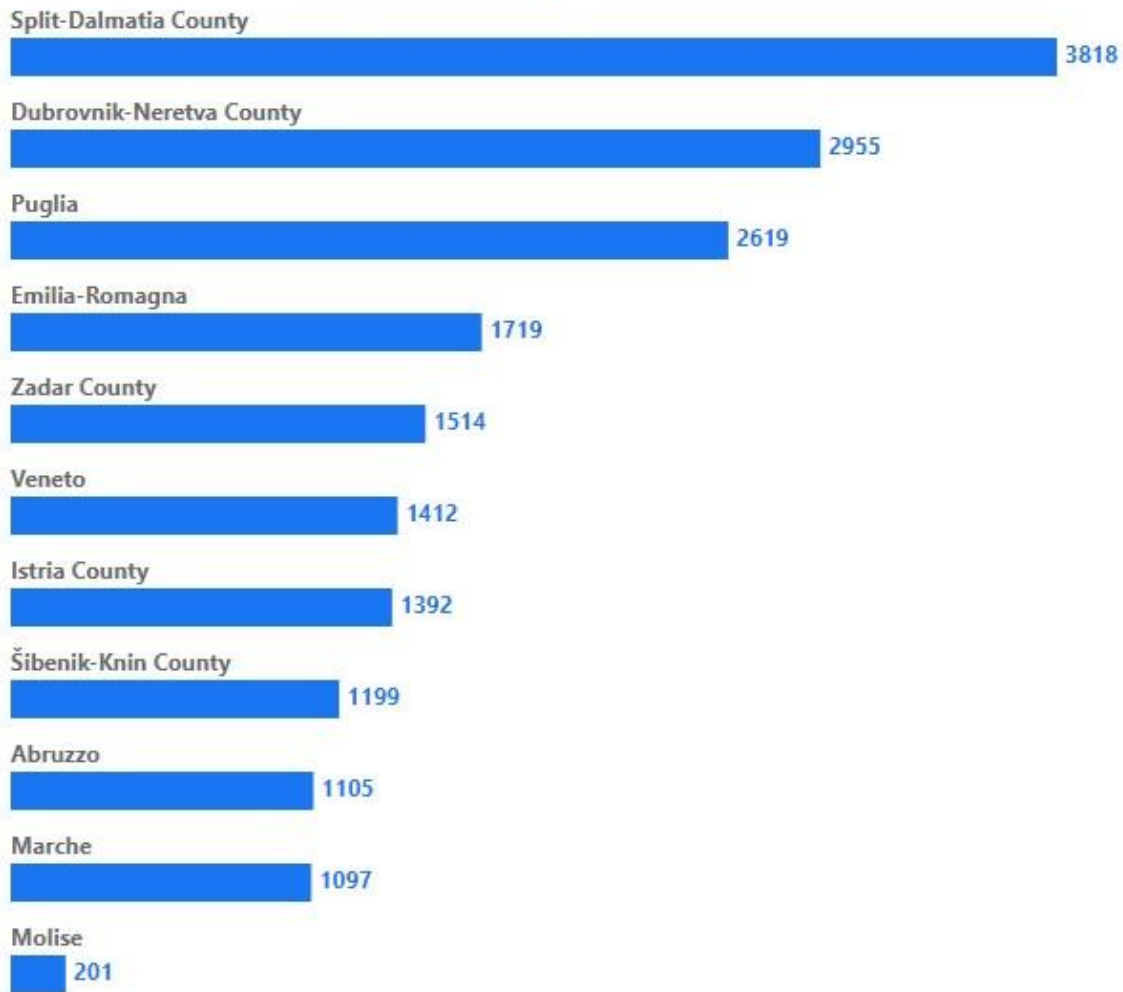
**833**

Post engagements

## Audience

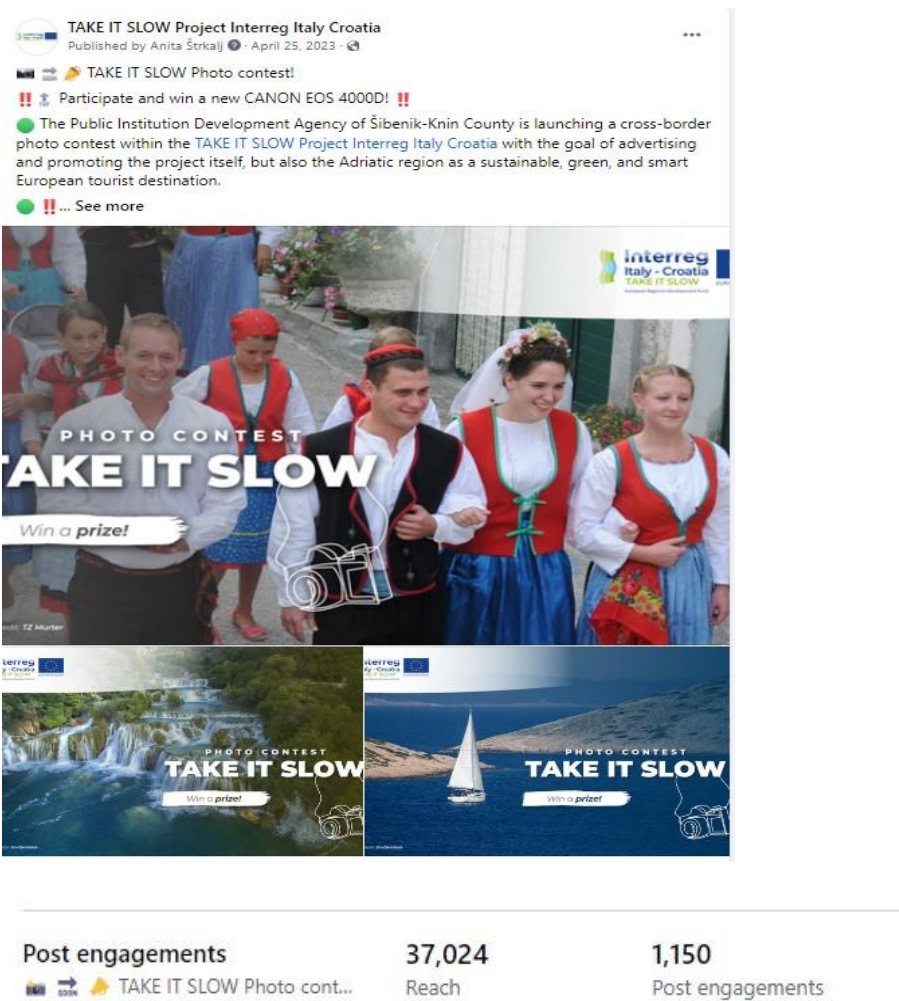
This ad reached 19,031 people in your audience.

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



**Second add** on social media with the reach of more than 37 thousand, promoting project and all partners.

This add was dedicated to the cross-border photo competition whose goal was to promote the Adriatic region as a sustainable, green and smart European tourist destination but also to encourage professional photographers and amateurs to think about the region in a unique way and to show the details and interesting things of the region through the lenses of their cameras, thereby strengthening its identity and brand.



The screenshot shows a Facebook post from 'TAKE IT SLOW Project Interreg Italy Croatia'. The post text includes:
 

- Published by Anita Štrikajj · April 25, 2023 ·
- TAKE IT SLOW Photo contest!
- Participate and win a new CANON EOS 4000D!
- The Public Institution Development Agency of Šibenik-Knin County is launching a cross-border photo contest within the TAKE IT SLOW Project Interreg Italy Croatia with the goal of advertising and promoting the project itself, but also the Adriatic region as a sustainable, green, and smart European tourist destination.
- See more

 Below the text are three promotional images for the contest:
 

- A group of people in traditional Croatian folk costumes with the text 'PHOTO CONTEST TAKE IT SLOW Win a prize!' and a camera icon.
- A scenic view of a waterfall with the text 'PHOTO CONTEST TAKE IT SLOW Win a prize!' and a camera icon.
- A sailboat on the water with the text 'PHOTO CONTEST TAKE IT SLOW Win a prize!' and a camera icon.

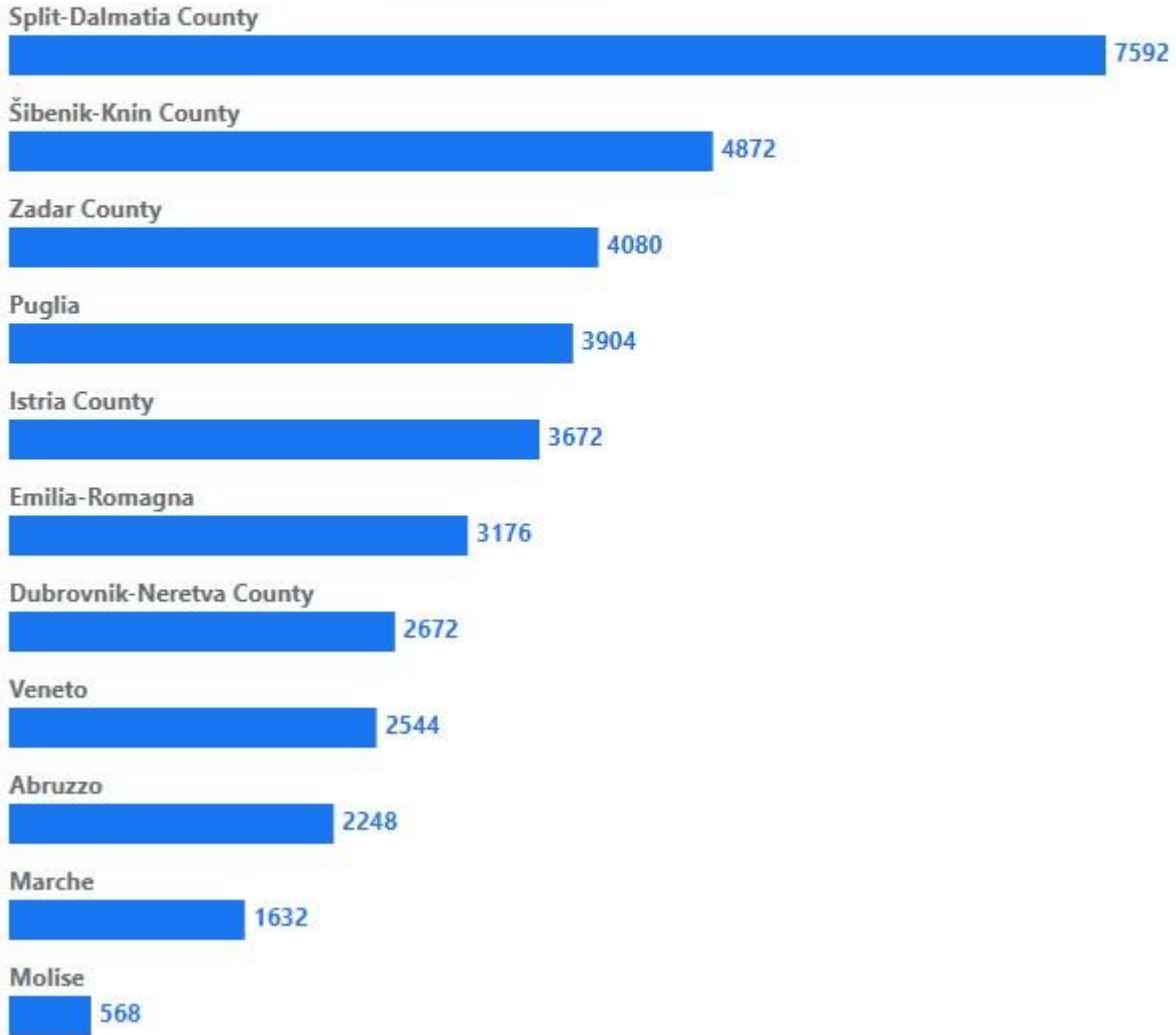
 At the bottom of the screenshot, a performance summary is shown:
 

- Post engagements: 1,150
- Reach: 37,024

## Audience

This ad reached 37,024 people in your audience.

People Placements Locations



| Platform                   | Campaign   |
|----------------------------|--|
| News and lifestyle portals | Branding campaign<br><br>“Embrace the pace of Adriatic heritage experience” / "Osjeti ritam življenja na Jadranu" / „Accogli le bellezze del patrimonio culturale e naturale dell’Adriatico“ |

“Embrace the pace of Adriatic heritage experience” / "Osjeti ritam življenja na Jadranu" / „Accogli le bellezze del patrimonio culturale e naturale dell’Adriatico“

Target: HR / IT

Ad type: display ads in portals

The visual solution of the ad includes:

- Photos of project locations from the available photo database
- Project logo
- Slogan: “Embrace the pace of Adriatic heritage experience” / "Osjeti ritam življenja na Jadranu" / „Accogli le bellezze del patrimonio culturale e naturale dell’Adriatico“
- Full name of the project: Smart and slow tourism in support of the Adriatic heritage for the future
- Interreg project marks and EU marks

Večernji list PREMIUM Vijesti Sport Večernji TV Zabav Showbiz Lifestyle Auti Kultura

IZVANREDNO: Uskrsni kapetan odmah kaže 'Ipse me hvataću na Euro'... Modrić popušta: novi ugovor u Realu? Kapetan odmah kaže: 'Ipe me hvataću na Euro'...

### Osjeti ritam življenja na Jadranu!

Pametniji i sport turizam kao podrška jadranskoj baštini za budućnost

**PAJLJICE PRILIKE**  
Oči današnje kresne litne krajine u nepreglednom jadranskom prijevratu

**SPORTSKI TURIZAM**  
Pametniji i sport turizam kao podrška jadranskoj baštini za budućnost

**ČIŠĆENJE VODA**  
Vidovni naš odgojno vješto plima kaže je Dobromir: prošlo Plenkoviću, evo što je tražio

**POTREBA OLESTINE**  
VIDEO: Urogiške snage prele Dugopr: 'Kada se ne ponašati, bit će pod stihom vetrova'

**STAVIŠI**  
Eto nam nije tako za korupciju, nepoštan, korupcija...

Story

MELONICA NANOVIĆ CELEBRITY LIFESTYLE STREET STYLE ZBIRKE JOŠ

sportLife INSIDER

**POSAD JE UZEO DANAK: Petar Grašo se nakon 52 dana vratio kući suprugi i kćerki**

**OSJETI RITAM ŽIVLJENJA NA JADRANU!**

**OVO CI VAL OŠKIVITI: Šesta, vala iako: iako i ubrzo oškiviti**

**NEMA SANCE DA JE TO ON: (Šest) godišnjica zločina iz 2009. ili, drugič je potpuno uništen**

## Top Performers

Banner 300x600px



Banner 300x600px



Banner 336x280px



Banner 336x280px



Banner 970x250px



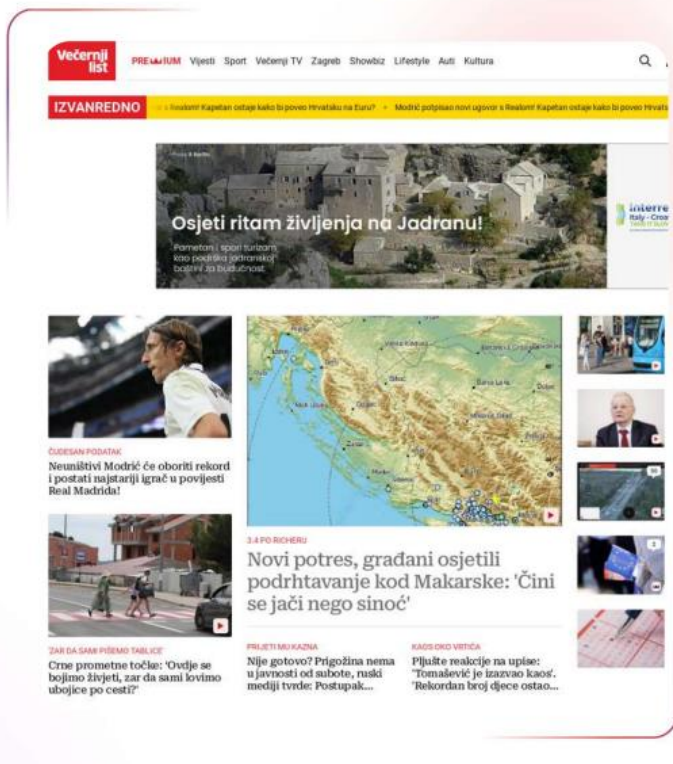


Osjeti Ritam Daily Results

| Date       | Impression | Clicks | CTR   | Viewability | Cost   | Frequency | Reach  |
|------------|------------|--------|-------|-------------|--------|-----------|--------|
| 2023-06-28 | 57 929     | 211    | 0.36% | 71.67%      | 347.57 | 1.41      | 41 066 |
| 2023-06-27 | 96 830     | 289    | 0.30% | 71.27%      | 580.98 | 1.48      | 65 632 |
| 2023-06-26 | 92 781     | 331    | 0.36% | 70.37%      | 556.69 | 1.50      | 61 786 |
| 2023-06-25 | 83 839     | 322    | 0.38% | 70.88%      | 503.03 | 1.37      | 61 354 |
| 2023-06-24 | 103 425    | 246    | 0.24% | 66.19%      | 620.55 | 1.57      | 65 953 |
| 2023-06-23 | 104 792    | 185    | 0.18% | 67.27%      | 628.75 | 1.62      | 64 621 |
| 2023-06-22 | 4 856      | 2      | 0.04% | 65.32%      | 29.14  | 1.24      | 3 921  |

\*Internal RTB House data

The branding campaign **“Embrace the pace of Adriatic heritage experience” / "Osjeti ritam življenja na Jadranu" / „Accogli le bellezze del patrimonio culturale e naturale dell’Adriatico“** achieved a total of **544,452 impressions** and reached **319,411 users** on the most read news and lifestyle portals.



## Top Hosts

1. index.hr
2. jutarnji.hr
3. 24sata.hr
4. slobodnadalmacija.hr
5. vecernji.hr
6. dnevnik.hr
7. njuskalo.hr
8. dnevno.hr
9. tportal.hr
10. story.hr
11. net.hr
12. gloria.hr