

REPORT ON PROMOTION VIA THINK BLOGGERS, VLOGGERS, SOCIAL MEDIA SUPERSTARS

Deliverable Number D4.5.5

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

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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 "Osjeti ritam življena na Jadranu"** 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 types, Lukács, Sabine and Min.

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

Advertising platforms

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.

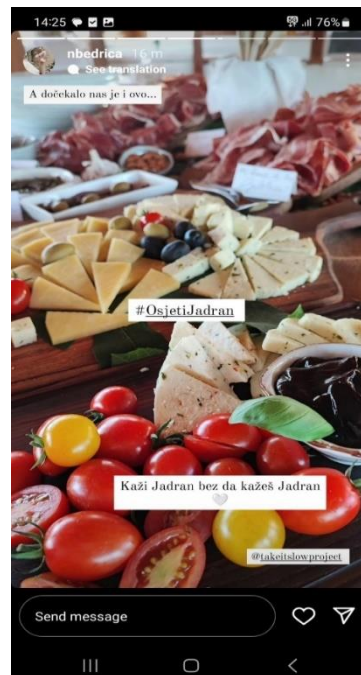
Platform	Campaign
Own platforms of influencers - social networks Facebook and Instagram	Influencer campaign

Local influencers (2) participated in the final event in Šibenik, June 30, 2023.

- final event / dinner with the tag of the IG page of the project @takeitslowproject and #OsjetiJadran

	NAME	INSTAGRAM PROFILES	NUMBER OF FOLLOWERS	TERRITORY
1	Nina Bedrica	@nbedrica	3.4 thousand	GASTRO
2	Sanja Kulušić	@sanjalydia	5.7 thousand.	PHOTOGRAPHY

Influencers from the fields of photography and gastronomy were selected, who expanded the reach of the TAKE IT SLOW project with posts on their social networks.



Total number of influencer posts: 68

Total overview of influencer posts on IG page @takeitslowproject : 5000

Link to influencer posts: <https://www.instagram.com/stories/highlights/18029167609492732/>