

REPORT ON PROMOTIONAL CAMPAIGN FOR ADRIATIC REGION'S TYPICAL PRODUCTS AND SERVICES

Deliverable Number D4.5.6

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 PROMOTIONAL CAMPAIGN FOR ADRIATIC REGION'S TYPICAL PRODUCTS AND SERVICES

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.

Promotional campaign for typical products and services

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.

Promotional campaign showing typical products and services of the Adriatic region through different media (printed or digital) and different sets of events:

Platform	Campaign
Social media / News and lifestyle portals	Typical products and services

Promotional campaign showing typical products and services of the Adriatic region, available from the project's photo database.

From the Guidelines for the interpretation and promotion of cross-border cultural and natural heritage, one of the most important aspects of the interpretation of natural and cultural heritage is the way in which it is visually presented, so when choosing visuals, that is, photos for the promotional campaign, real photos and situations that promote typical products and services are chosen.

1.) The specific short social media posts were created about project partners and its project activities with the goal of promoting cross-border cooperation and promoting participatory content on targeted themes via social networks.

The posts were published on project social media with the total reach: 5 thousand.

Dubrovnik-Neretva County promoted tangible and intangible natural and cultural heritage of the Pelješac region and Pelješac’s gastronomy value chain with the newly renovated Rector’s Palace in Ston at the centerpiece.

Post details
ID: 619470090093691

Post overview
This view of your post may not represent exactly how it appears on Facebook's News Feed.

Post performance
There may be delays in stats reporting. To see the most up-to-date stats please go to your live post.

TAKE IT SLOW Project Interreg Italy Croatia is in Pelješac, ... Croatia.
Published by Anita Štrikaj · May 15 ·

🌟👇🏠 TAKE IT SLOW project is capitalizing on the natural and cultural heritage of the Adriatic region and creating new slow tourism offering through sustainable smart specialization concepts - GREEN, INNOVATIVE, and CREATIVE. The tangible and intangible natural and cultural heritage of the Pelješac region is being interpreted in the newly renovated Rector's Palace in Ston, through engaging cultural and creative industries. Through the project, Pelješac's gastronomy value cha... See more

387
Accounts Center accounts reached
0% from boosted posts

387 organic	0 paid
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0
Post engagements

17 reactions	0 Comment
17 on post	0 on post
0 on shares	0 on shares
0 Share	55 clicks
0 on post	40 photo clicks
0 on shares	0 link clicks
	0 clicks to play
	15 other clicks

[Boost post](#)

PILOT AREAS 3 tj.

Future Center of Adriatic heritage in Ston

takeitslowproject

STAY TUNED!


takeitslowproject 🌟👇🏠 TAKE IT SLOW project is capitalizing on the natu... više

@takeitslowproject
#dubrovnikneretvacounty

🌟👇🏠 TAKE IT SLOW project is capitalizing on the natural and cultural heritage of the Adriatic region and creating new slow tourism offering through sustainable smart specialization concepts - GREEN, INNOVATIVE, and CREATIVE. The tangible and intangible natural and cultural heritage of the Pelješac region is being interpreted in the newly renovated Rector's Palace in Ston, through engaging cultural and creative industries. Through the project, Pelješac's gastronomy value cha... See more

Split Dalmatia County promoted Brač island and its Blaca monastery, a unique ecosystem with a lot of vineyards, olive trees, and big apiary, in a landscape of extreme value as well as a unique historic metaphor through which, as if in a time capsule, the entire history not only of the island but the whole Adriatic can be comprehended.

Boost post



🌟 🇪🇺 🇮🇹 TAKE IT SLOW and LEARN about the natural and cul...

May 16, 2023 at 10:00 AM
ID: 619983360042364

Interactions

👍 15 reactions
💬 0 comments
➦ 1 share

Overview Performance Feed preview

Performance

Reach 0		Engagements 0		Negative interactions 0	
Total		Reactions		Total	
342		15		0	
Organic	342 (100%)	Comments	0	Unique	0
Paid	0 (0%)	Shares	1		

PILOT AREAS 3 11
🔊
⋮

TAKE IT SLOW and LEARN
 about natural and cultural
 heritage of Brač island

takeitslowproject






takeitslowproject 🌟 🇪🇺 🇮🇹 TAKE IT SLOW
and LEARN about the natural and c... više


@takeitslowproject
#splitdalmatiacounty
#RERA

🌟 🇪🇺 🇮🇹 TAKE IT SLOW and LEARN about the natural and cultural heritage of Brač Island.

Through the TAKE IT SLOW project, the tangible and intangible cultural heritage of Brač Island is being interpreted: from 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, all the way to the art of dry stone walling, klapa singing (under UNESCO) and Hrapočuša - the traditio... See more





Šibenik-Knin County promoted natural and cultural heritage of Murter island where the sea has always shaped the history of the island. It provided life potential and protection, while limiting and shaping the life habits of the islanders.

Boost post

...

✕

🌟 👤 👁️ **TAKE IT SLOW and SEE the natural and cultural herit...**

May 17, 2023 at 10:00 AM
ID: 620471479993552

Interactions

👍 12 reactions
💬 0 comments
➦ 0 shares

Overview
Performance
Feed preview

Performance

Reach 📊		Engagements 📈		Negative interactions 📉	
Total 231		Reactions 12		Total 0	
Organic	231 (100%)	Comments	0	Unique	0
Paid	0 (0%)	Shares	0		

🌟 👤 👁️ **TAKE IT SLOW and SEE the natural and cultural heritage of Murter Island where the sea has always shaped the history of the island. It provided life potential and protection while limiting and shaping the life habits of the islanders.**

Through the TAKE IT SLOW project, the tangible cultural heritage of the Murter Island, Colentum, and archeological finds from prehistoric and Roman times are being interpreted with the establishment of the open-air museum (trail) "Murter ... See more

PILOT AREAS 2.11

TAKE IT SLOW and SEE open-air museum "Murter Views"


takeitslowproject

takeitslowproject 🌟 👤 👁️ TAKE IT SLOW and SEE the natural and cultural heri... više

@takeitslowproject
#sibenikknincounty

Zadar County promoted old customs of Ravni kotari in the Zadar region, preserved by many cultural and artistic societies, area rich with natural and cultural tangible and intangible heritage, some of which is protected under UNESCO (traditional ojkanje singing and the art of drywall construction) and intangible cultural heritage: gastronomy-related heritage.

Boost post
⋮
✕



🌟 🇺🇦 🇮🇹 TAKE IT SLOW and EXPERIENCE the old customs of...

May 18, 2023 at 10:00 AM
ID: 620976423276391

Interactions

👍 17 reactions
💬 0 comments
🔗 0 shares

Overview Performance Feed preview

Performance

Reach 📊		Engagements 🗨️		Negative interactions 🚫	
Total 234		Reactions 17		Total 0	
Organic	234 (100%)	Comments	0	Unique	0
Paid	0 (0%)	Shares	0		

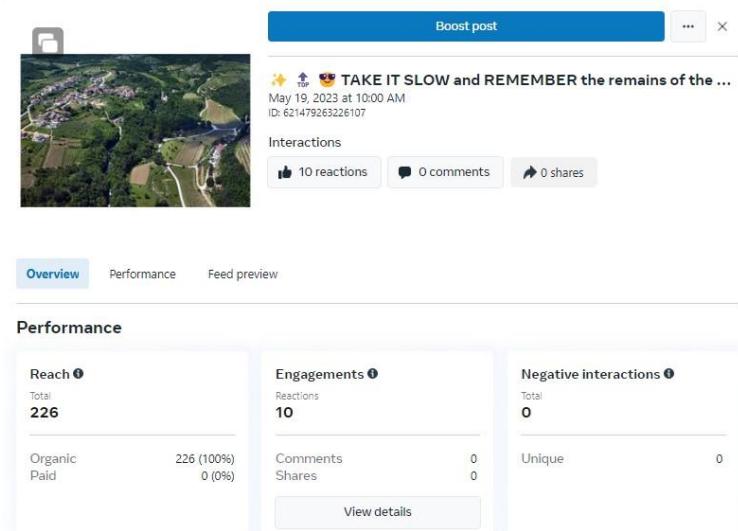
🌟 🇺🇦 🇮🇹 TAKE IT SLOW and EXPERIENCE the old customs of Ravni kotari in the Zadar region, preserved by many cultural and artistic societies. This area is rich with natural and cultural tangible and intangible heritage, some of which is protected under UNESCO (traditional ojkanje singing and the art of drywall construction) and whose intangible cultural heritage: gastronomy-related heritage is being promoted through the TAKE IT SLOW project.

🏠 Ravni Kotari Tourist Board

#takei... See more



Istria Region promoted picturesque symbols of medieval Istria, Istrian castles and common northern Adriatic cultural heritage.



Boost post

TAKE IT SLOW and REMEMBER the remains of the ...
 May 19, 2023 at 10:00 AM
 ID: 621479263226107

Interactions
 10 reactions 0 comments 0 shares

Performance

Reach		Engagements		Negative interactions	
Total: 226		Reactions: 10		Total: 0	
Organic	226 (100%)	Comments	0	Unique	0
Paid	0 (0%)	Shares	0		

View details

TAKE IT SLOW and REMEMBER the remains of the once-imposing castle of Momjan, one of the picturesque symbols of medieval Istria, whose tangible cultural heritage 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.

Region of Istria


#takeitslow #adriaticheritage #slowlourism #... See more




PILOT AREAS 2 tj.

TAKE IT SLOW and VISIT new HOUSE OF CASTLES IN MOMJAN

takeitslowproject




takeitslowproject TAKE IT SLOW and REMEMBER the remains of the... more

@takeitslowproject
#istriaregion

Friuli Venezia Giulia promoted the green and peaceful scenery that encloses all the characteristics that have made Italy a place loved by writers, poets and travellers.

Boost post



🌟 🇮🇹 🇨🇷 TAKE IT SLOW and ENJOY the green and peaceful s...

May 22, 2023 at 10:00 AM
ID: 226979620083408

Interactions

👍 10 reactions
💬 1 comment
🔗 0 shares

Overview Performance Feed preview

Performance

Reach 📌	Engagements 📌	Negative interactions 📌										
<p>Total</p> <p style="font-size: 1.2em;">237</p>	<p>Reactions</p> <p style="font-size: 1.2em;">10</p>	<p>Total</p> <p style="font-size: 1.2em;">0</p>										
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Organic</td> <td style="text-align: right;">237 (100%)</td> </tr> <tr> <td>Paid</td> <td style="text-align: right;">0 (0%)</td> </tr> </table>	Organic	237 (100%)	Paid	0 (0%)	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Comments</td> <td style="text-align: right;">1</td> </tr> <tr> <td>Shares</td> <td style="text-align: right;">0</td> </tr> </table> <p style="text-align: center; margin-top: 5px;">View details</p>	Comments	1	Shares	0	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Unique</td> <td style="text-align: right;">0</td> </tr> </table>	Unique	0
Organic	237 (100%)											
Paid	0 (0%)											
Comments	1											
Shares	0											
Unique	0											

🌟 🇮🇹 🇨🇷 TAKE IT SLOW and ENJOY the green and peaceful scenery of Friuli Venezia Giulia, whose cultural and natural heritage is promoted within the TAKE IT SLOW project. A region that encloses all the characteristics that have made Italy a place loved by writers, poets, and travelers, 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.

🖼️ Pic 1-2 Fabri... See more



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

Overview Performance Feed preview

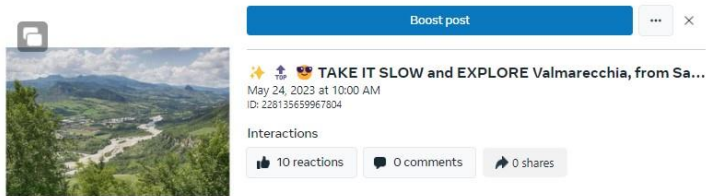
Performance

Reach		Engagements		Negative interactions	
Total		Reactions		Total	
223		10		0	
Organic	223 (100%)	Comments	0	Unique	0
Paid	0 (0%)	Shares	0		
View details					

TAKE IT SLOW and DISCOVER Veneto Region and its marvelous Venetian Villas. Your discovery will take you to know the traditions and culture of the Land of Venice covering the provinces of Padua, Rovigo, and Venezia. Through the TAKE IT SLOW project, Venetian Villas, tangible cultural heritage, are being interpreted with informative signs along the route of the villas along the Brenta River from Padova to Venice with an inclusive approach. Venetian Villas, historical ce... [See more](#)



Emilia Romagna region promoted Valmarecchia, from Santarcangelo di Romagna to Pennabilli, 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.

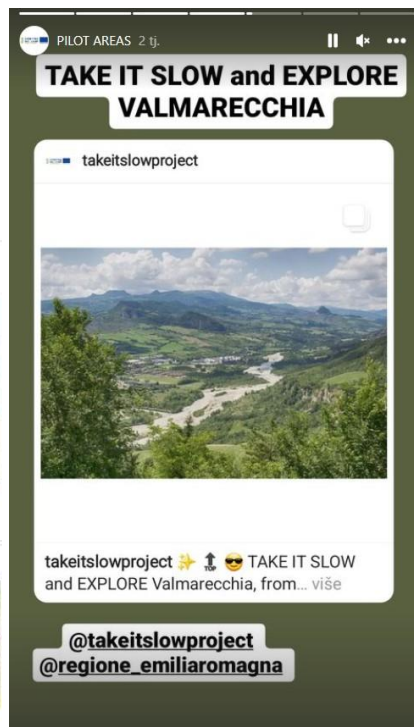


Overview Performance Feed preview

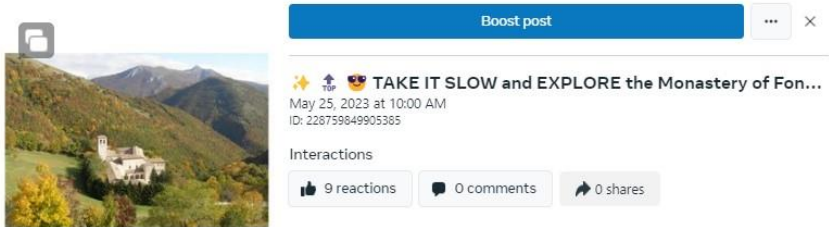
Performance

Reach 📊		Engagements 📈		Negative interactions 📉	
Total	174	Reactions	10	Total	0
Organic	174 (100%)	Comments	0	Unique	0
Paid	0 (0%)	Shares	0		
View details					

🌟 📍 🇮🇹 TAKE IT SLOW and EXPLORE Valmarecchia, from Santarcangelo di Romagna to Pennabilli, 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. Through the TAKE IT SLOW project, tangible and intangible cultural and natural heritage is being interpreted with a walking/cycle interactive guide to accompany tourists along their slow visit to the ofte... [See more](#)



Marche Region promoted Monastery of Fonte Avellana, a symbol of history, spirituality and culture, located on the wooded slopes of Monte Catria, in the highest part of the Central Apennines in Marche region.

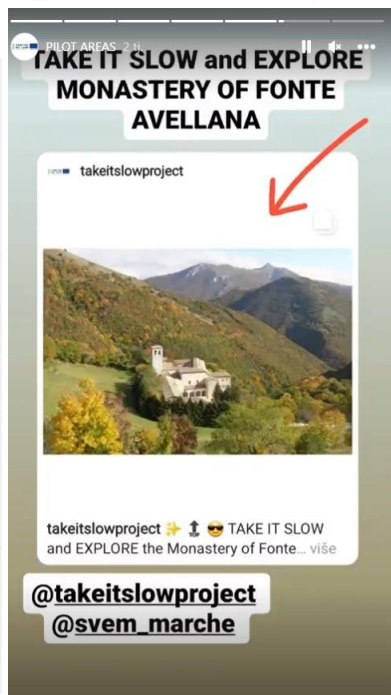


Overview Performance Feed preview

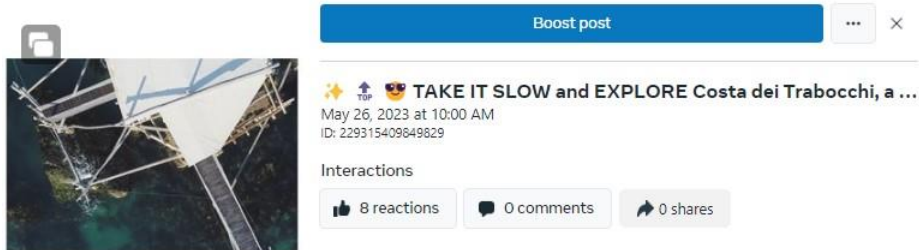
Performance

Reach		Engagements		Negative interactions	
Total 201		Reactions 9		Total 0	
Organic	201 (100%)	Comments	0	Unique	0
Paid	0 (0%)	Shares	0		
View details					

TAKE IT SLOW and EXPLORE the Monastery of Fonte Avellana, a symbol of history, spirituality, and culture, located on the wooded slopes of Monte Catria, in the highest part of the Central Apennines in the Marche region. This religious site is an integral part of the historical, artistic, natural, and cultural heritage of the local territory. Through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the ... See more



Abruzzo Region 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 with the symbol of Abruzzo – trabocchi, oldest fishing machines in the world.



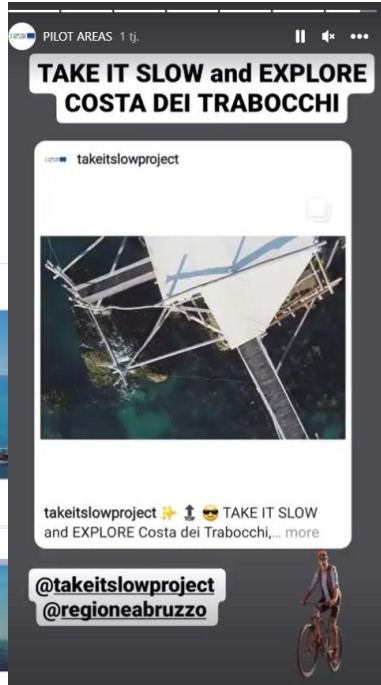
Overview Performance Feed preview

Performance


Reach		Engagements		Negative interactions	
Total		Reactions		Total	
206		8		0	
Organic	206 (100%)	Comments	0	Unique	0
Paid	0 (0%)	Shares	0		

TAKE IT SLOW and EXPLORE 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.

Through the TAKE IT SLOW project, the tangible and intangible cultural and natural heritage of Costa dei Trabocchi will be interpreted through webApp with ser... See more




Molise Region promoted Molise, as a middle ground where history, men and culture meet, giving life to millenary traditions that have been handed down over the centuries and echo in foreign languages among sunny villages inhabited by people who "come from beyond the sea".



Boost post

...



TAKE IT SLOW and ENJOY Molise, a middle ground ...

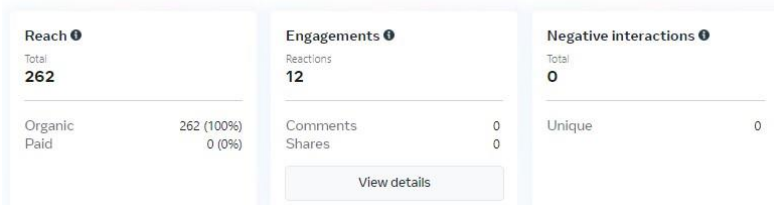
May 29, 2023 at 10:00 AM
ID: 231079123006791

Interactions

12 reactions
 0 comments
 0 shares

[Overview](#) [Performance](#) [Feed preview](#)

Performance




TAKE IT SLOW and ENJOY Molise, a middle ground where history, men, and culture meet, giving life to millenary traditions that have been handed down over the centuries and echo in foreign languages among sunny villages inhabited by, those who "come from beyond the sea".

Through the TAKE IT SLOW project, the tangible cultural heritage of Croatian linguistic minorities' "micro-destination" (composed of 5 small towns), is being interpreted with the slow trail "Cammino del... [See more](#)



Puglia Region promoted Fasano area in Puglia, a territory rich in fortified farms, olive trees, rural churches, rock settlements, places of extraordinary naturalistic, historical and environmental interest.



Boost post

🌟 📌 🗺️ TAKE IT SLOW and EXPLORE Fasano area in Puglia, ...
 May 30, 2023 at 10:00 AM
 ID: 231628436285193

Interactions

👍 13 reactions
💬 0 comments
🔗 0 shares

Overview
Performance
Feed preview

Performance

Reach 📊		Engagements 👍		Negative interactions 🚫	
Total		Reactions		Total	
253		13		0	
Organic	253 (100%)	Comments	0	Unique	0
Paid	0 (0%)	Shares	0		
View details					

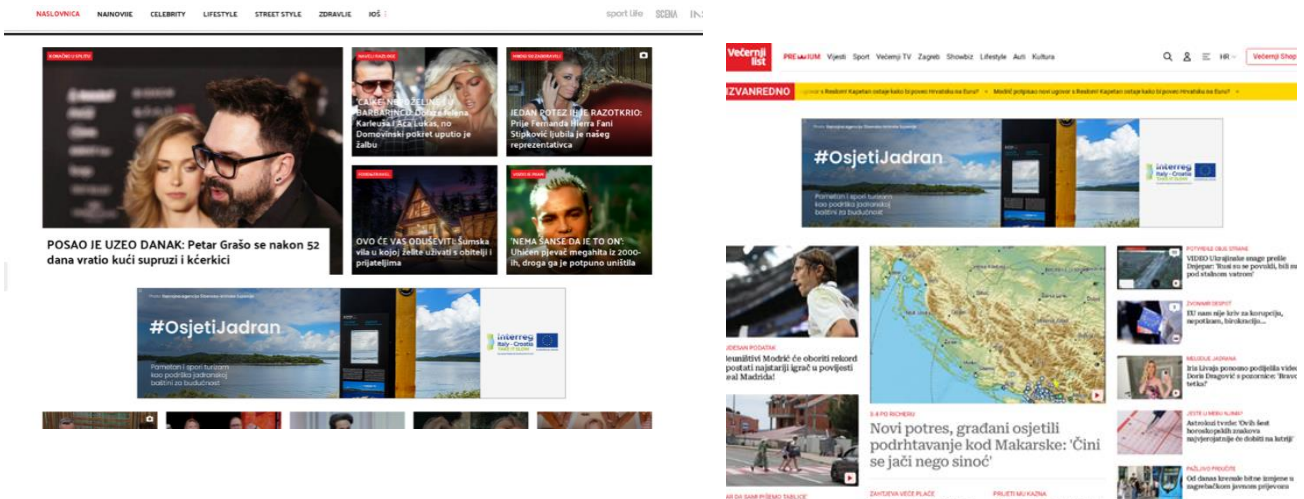
🌟 📌 🗺️ TAKE IT SLOW and EXPLORE Fasano area in Puglia, a territory rich in fortified farms, olive trees, rural churches, rock settlements, and places of extraordinary naturalistic, historical, and environmental interest.

Through the TAKE IT SLOW project, the tangible cultural heritage: micro-destination between Capitolo - Torre Canne – Fasano is being interpreted with WebApp with service and heritage information on Via Francigena - Cultural Itinerary of the Council of Europe... [See more](#)

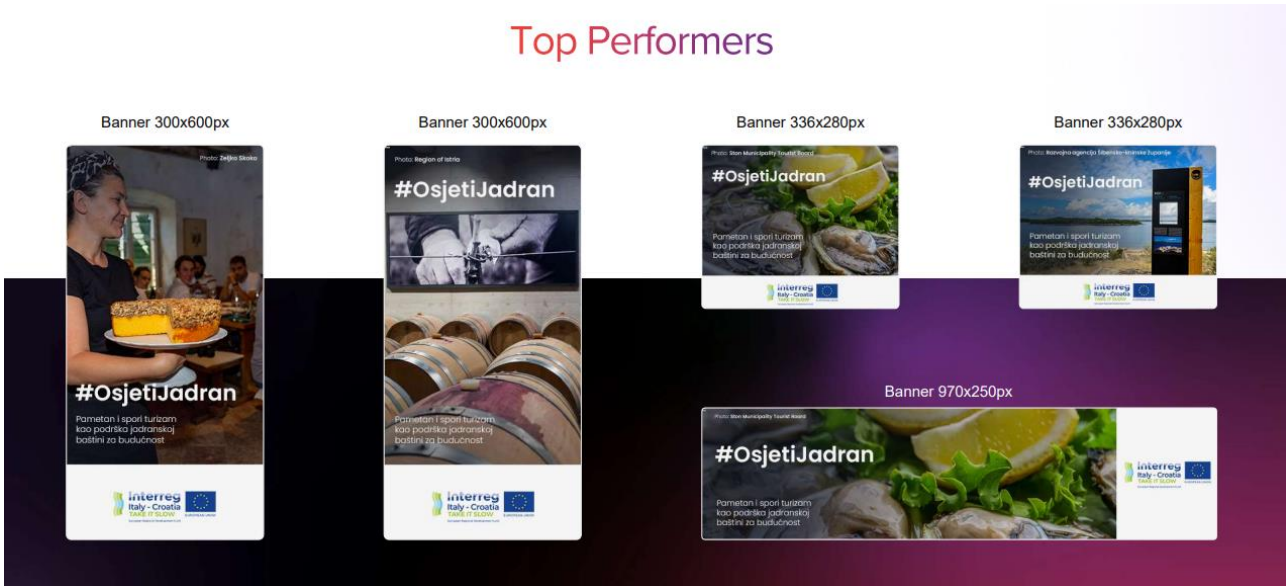
14

European Regional Development Fund

2.) Add display in newspapers and lifestyle portals achieved a total of 545,437 impressions and reached 321,112 users on the most read news and lifestyle portals.



Top Performers



#OsjetiJadran Daily Results

Date	Impression	Clicks	CTR	Viewability	Cost	Frequency	Reach
2023-06-28	53 665	125	0.23%	71.69%	321.99	1.41	38 137
2023-06-27	96 968	292	0.30%	71.17%	581.81	1.48	65 625
2023-06-26	89 593	288	0.32%	70.37%	537.56	1.49	60 072
2023-06-25	81 355	277	0.34%	70.90%	488.13	1.37	59 546
2023-06-24	101 117	223	0.22%	66.43%	606.70	1.56	64 830
2023-06-23	108 078	197	0.18%	67.10%	648.47	1.62	66 880
2023-06-22	14 661	7	0.05%	65.11%	87.97	1.36	10 789

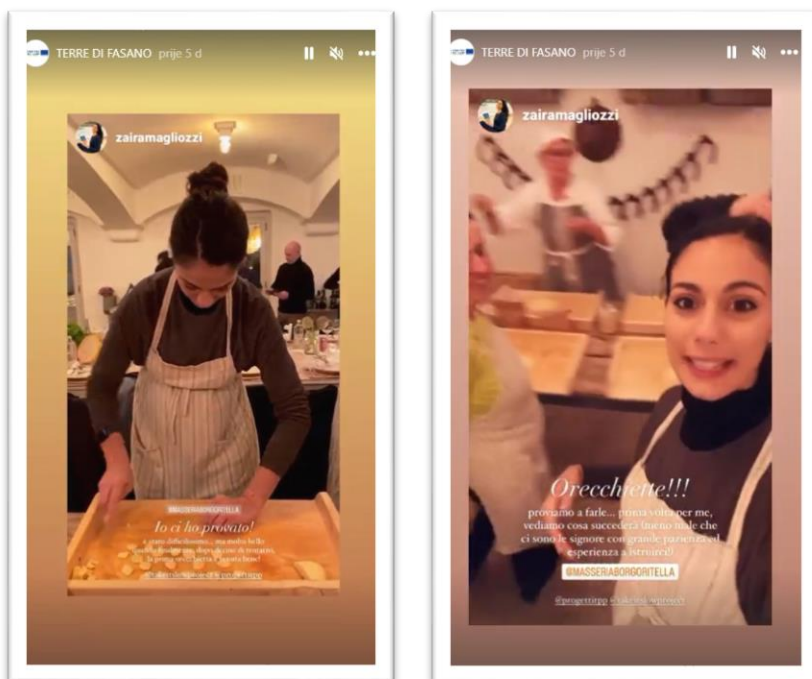
*Internal RTB House data

3.) Campaign through events:

Platform	Campaign
Events	Typical products and services

To promote typical products and services, cooking classes were organized on both side of Adriatic. The classes in Croatia (Zadar) were led by the renowned chef Rudolf Štefan, where he showed the participants how to prepare traditional gastronomy such as beef tartare with the aim of promotion of Adriatic gastronomy. The cooking classes in Italy (Puglia) were organized with the aim of promoting typical Adriatic gastronomy (pasta). The classes were promoted through social media.

The cooking class in Puglia, Italy:





The cooking class in Zadar, Croatia:





Additionally, Istria Region has organized cooking show with recipes from the TAKE IT SLOW project cookbook *Taste of Venice in Istria*.

