

D.2.5.3 PA 3 Communication box

6th SEMESTER

1 July 2021- 31 December 2021

MADE IN-LAND Project

(Id 10048184)

WP:2 – Communication activities

Activity 2.5: Communication supporting services for pilot implementation

2.5.3 Deliverable: Communication Box

Partner in charge: PP8 Authority for the Management of Parks and Biodiversity - Romagna

PPs Involved: PP3 – Municipality of San Leo

Status: Final

Date: 30/12/2021

List of abbreviations and terms

KPI: Key Performance Indicator;

Ads or Adv: Advertising;

VTR: View Through Rate.

Introduction

Project MADE IN-LAND aims to enhance the protection and valorisation of natural and cultural unexploited capital of inland areas by means of tourism development and improved accessibility.

MADE IN-LAND aims at setting up a new cross-border strategy that unleashes the potential of inland assets through their inclusion in wider networks and markets. The cooperation with coastal areas, considered as mass-tourism destinations, through the common and innovative means of integrated management, marketing and promotion, gives such opportunity to the inland areas and the project regions as a whole. MADE IN-LAND goal is reached through the following specific objectives:

- 1) To support and improve the accessibility of cultural and natural heritage of inland areas
- 2) To connect the valorisation of the inland resources with the safeguard of local communities
- 3) To develop innovative models for the management of fragile inland landscapes.

To achieve the objectives of the project, three Pilot Actions (PA) are envisaged:

- Pilot Action 1 consist in an innovative territorial managing and promotional system based on a territorial brand which aggregates and qualifies the natural/cultural tourism offer and promotes it through a common tourism-marketing plan in synergy with coastal areas.
- Pilot Action 2 consist in an innovative One Stop Information Centres system with the aim to improve the accessibility of inland areas; the PA intercepts touristic flows toward coastal areas and connects them with all the services and offers of inland destinations.
- Pilot Action 3 consist in virtual eco-museums to improve virtual accessibility of inland areas providing tourists with the contents of “digitalised” natural/cultural assets within an augmented reality system. PP2, PP5, PP6 and PP8 support their regional partners not only in the implementation of such pilots but also in their evaluation applying the innovative evaluation system developed by PP1 to test the pj Action Plan in terms of positive impacts on local communities wellbeing.

Each pilot action must be supported by specific communication tools. A constant and effective communication is strongly needed for achieving the project specific objectives.

This document resumes the Communication Box, that is the set of tools provided for the promotion of the Pilot Action, in the context of WP2 - Communication activities, Activity no.2.5 - Communication supporting services for pilots implementation.

This Communication Box refers to **Pilot Action 3** of the **Emilia-Romagna** area: the Virtual museum. PP3, partner in charge of the realization of the PA, called the Virtual Museum "MUSLEO, the Museum of San Leo" and placed it within the major attraction of the city of San Leo, the fortress.

As regards Pilot Action 3, the communication strategy provides for the development of specific communication plans and tools, in synergy with the **existing tools and channels**, to advertise and promote the Virtual museum, introducing it into **digital communities** through **web campaigns** carried out on social channels and video sharing platforms.

This **Communication box** consists of a web communication plan for the promotion of the Virtual Museum developed by PP8, together with specific a cross-device digital tool. The communication materials are developed to be disseminated through existing online channels and to be integrated as an

external communication service on existing tools and channels for the promotion of the territory. In addition to the **online activities**, the Communication Box includes an **off-line event** to directly involve communities in a range of experiences that the Pilot Action can foster and promote in the future.

This Communication Box is the result of several meetings, also Local Committee meetings, as well as consultation, surveys and market studies carried out by specialized companies

Communication box

This Communication Box provides an overview of the activities / tasks and communication tools in order to promote the Pilot Action 3 Virtual museum.

The tools that compose the Communication Box are:

- an **online communication campaign** supported by a Social media marketing Strategy (see the next paragraph) which refers to specific communication via social media since this communication channel is recognized as most important one and can reach the wider target groups;
- an **interactive map of territorial assets** integrated into existing communication channels of stakeholders which aims to insert the Pilot Action into a network of resources for the promotion of the territory and to provide the visitor with a cross-device tool that acts as a guide for the territorial assets after the visit to the Virtual museum;
- an **off-line event** made up of experiences in the pj assets, museum open day, workshops.

Online Communication Campaign

The objectives of the Online Communication Campaign are:

- promote the Virtual Museum and project assets by describing the pilot area through a single vision that includes nature, history and culture;
- exploit the great tourist potential of the coast by encouraging tourists to discover the Virtual Museum and the pj assets, thus favoring the birth of a new tourist destination in the inland areas in question;
- broaden the pool of those who enjoy inland areas at a regional, national and international level;
- contribute to the economic and social growth of the hinterland.

Social media marketing strategy is divided into the following phases:

1. **Identification of buyer personas:** 4 types of buyer personas have been selected.
 - a. The **Buyer person 1 is represented by the "Trekker"**, in particular a woman who lives in the region and who, in her free time, explores nature, villages in search of something new to discover in places not too far from home by trekking. Her age is 48. She is interested in "visual" social networks. She wants to be stimulated to discover something new and unexpectedly close.

- b. The **Buyer person 2 is represented by the "Cultural and proximity tourist"**, in particular a 37-year-old man who lives not far from territorial assets and he is passionate about culture and history, he spends his free time in exhibitions, cinema, theater, discovery of villages with a strong historical connotation. He knows that there is much more history in Romagna than we know; he inquires with web searches and focuses on the most valuable content. It aims to feed one's cultural background.
 - c. The **Buyer persona 3 is represented by the "Tourist outside the region"**, in particular a 65-years-old woman who lives in another region and who likes to spend time outside the city, looking for authentic territories. Social media are an important means of information for her.
 - d. The **Buyer persona 4 is represented by the "Coastal Tourist"**, in particular a 47-years-old man who lives outside the region and who is traveling on the coast of Emilia-Romagna but does not yet know the hinterland. He informs himself in the newspapers, but he is also attentive to the news shared on Facebook.
2. **Study of the creative concept:** The Virtual Museum developed by PP3 reveals the territory by drawing on the imagination that the village of San Leo suggests: the mystery, the historical characters, the landscape. For this reason, the concept selected for the communication campaign can be summarized as follows: "The secret garden of Romagna". MUSLEO will be a privileged access to the hinterland and its many beauties, even the lesser-known ones: a unique experience that begins with the discovery of the museum. The creative concept is translated into images that enhance its mysterious and exciting component: the act of spying through a large lock gradually comes to the opening of the door, to be faced with a series of territorial, cultural and historical riches. This mode of visual expression adapts both to the presence of identifying characters of the buyer personas, and to the progressive unveiling of the beauties of the territory. The Romagna hinterland thus becomes a "secret garden", intriguing to discover and unforgettable to experience.
3. **Identification of communication tools:** San Leo is a very popular destination for tourists on the coast, who populate it in huge numbers. For this reason, the existing social channels of the main attraction of San Leo, the fortress, are an excellent tool to convey the attention of visitors to the Pilot Action that rises within it and therefore, consequently, to the heritage of the hinterland. During the internal meeting between PP8 and PP3 on July 7, 2021, the mayor said that in the previous 15 days the Google search for "Fortress of San Leo" had been done about 200,000 times. So, the Facebook page of the fortress, the landing point of these searches, was selected as a tool for content and advertisements. On Facebook in particular, there is a large part of the target audience identified in the buyer personas. This will give two advantages: it will be possible to publish contents consistent with the expectations of the target groups and further contacts will be intercepted through web advertising. The same goes for the contents on the YouTube channel, in which short videos and clips will be broadcast on the territory. **The selected tools are therefore Facebook (<https://www.facebook.com/SanLeoRN/>) and You Tube.** In addition, a **Web Advertising campaign** was planned with these objectives: to increase brand awareness, reach specific targets and profiles, increase the engagement of posts. **Other selected tools are**

Facebook and Instagram Ads. Since it is possible to show Facebook content also on Instagram thanks to advertisements, it is possible to make a campaign visible also on the social network that most of all gives value to the image: a fundamental feature for a strategy that aims to intrigue and evoke experiences in those that respond to certain more or less specific interests (Emilia-Romagna, nature, art history, trekking, villages, etc.). Facebook makes it possible to target the user on specific interests, age, socio-demographic data. The Advertising Budget is 600 euros, the campaign period is October 2021 - January 2022. The goal of the campaign will be Engagement to encourage the interest and interaction of target users with all types of posts and content provided for in the editorial plan (sponsored). Wanting to draw on both traditional and local tourism, the geographic target will include those who live in the Emilia-Romagna region and those who are, or have been, in these places (tourists). The Business Manager is the resource that Facebook makes available to use the company page and achieve their business goals. In order to create and manage advertising campaigns, advertisements and above all targeted audiences, it is therefore necessary that the Facebook page used for content distribution is connected to this resource along with other necessary assets such as the advertising account and the Fb pixel. Finally, **You Tube Ads** were selected. You Tube Ads is the ideal tool to reach further people responding to the interests identified, especially those who have shown interest on the web by seeking information that is less "ephemeral" than that shared on social networks. Users can thus be intercepted by video content, not only while searching for or watching videos on the YouTube channel, but also while browsing the web through the video placements of the Display and Video Discovery network, shown to the user as a search result within YouTube, Google or as a related and suggested video after watching another content. Video campaigns will allow you to reach an audience potentially with a very wide target. The Advertising Budget is 500 euros, the campaign period is October 2021 - January 2022. As with Facebook, also in this case, the methods of targeting the public are advanced and allow us to define our audience based on demographic characteristics, interests and searches carried out on the web. As part of the further promotional campaign of the Virtual Museum of which this document lays the foundations for the realization, the social channels MADE IN-LAND (facebook and youtube) could also be used as additional communication channels, which allow to reach more effectively the Buyer n. 2 and n. 3.

4. **Identification of KPIs:** the KPIs identified are the following, with reference to Social Networks: Interactions: 13k, Coverage: 400k, Impressions: 1,5M; with reference to Video / YouTube Advertising: Impressions: 800k, Views: 100k, VTR: 15%.



Some of the posts published with the online communication campaign

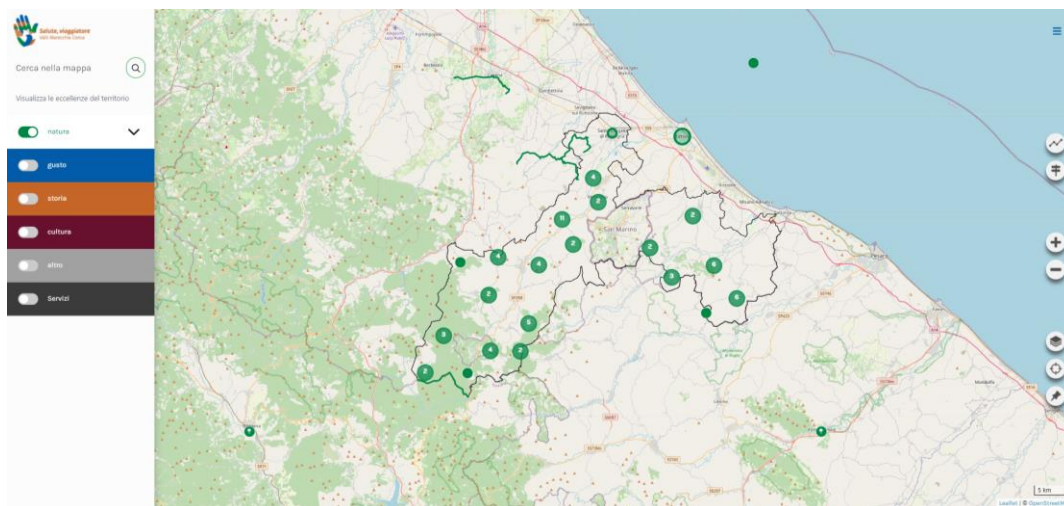
Interactive map of territorial assets

The objectives of this tool are as follows:

- position the Virtual Museum and the assets on a map, showing the natural and cultural resources of the area and providing information that highlights the relationships between the cultural and natural history of the resources, in line with the cross-border strategy developed.
- create a spatial guide of the entire project assets, this map provides an overview of the most and least known resources of the area, it provides visit proposals and that can represent a tool that guides the visitor from visiting the Virtual Museum to direct experience of the territory.

The map can be consulted by visitors through the Pilot Action web portal (<https://www.musleo.com/it/>) and it is assumed, in the near future, to install touchscreens in the Virtual Museum to consult it directly.

It is a cross-device digital tool, therefore it can be consulted from smartphone, pc, tablet, which can be integrated as an external communication service on existing tools and channels for the promotion of the territory.



Beta version of the interactive map

Offline events: Virtual Museum open day, experiences, workshops

As part of the further promotional campaign of the Virtual Museum that this document aims to outline, here we suggest guidelines for the future organization of offline events for the promotion of the pilot action. A first example of an off-line event was organized on October 30, 2021 with these objectives:

- to promote the Virtual museum;
- show public and private operators the potential to promote the territory through the Virtual museum;
- announce the opening of the entire museum itinerary in January 2022;
- announce the opening to the public as early as October 2021;

As tested during the event organized on October 30, 2021, the off-line events should take place in the fortress of San Leo and in the territories of the pj assets.

The type of public that can be invited is the following: private citizens (for example families, tourists), schools, associations dedicated to safeguarding the cultural and natural heritage, tourist and environmental guides, public bodies at regional and local level.

As regards the proposed themes, the off-line events should include both moments dedicated to adults and moments dedicated to children, for example: the presentation of the Virtual Museum - "MUSLEO" pilot action, guided tours of the fortress and the MUSLEO Virtual Museum, guided trekking, workshops and an information point to disseminate information on the MADE IN-LAND project among visitors to the San Leo fortress.

Each scheduled activity must allow the participant to know something more about the pilot action of the project, proposing various interpretations of the contents of the MUSLEO Virtual Museum. The contents of the Virtual Museum are then related to the territory, the landscape, nature, culture to promote internal areas. These connections can be found for example in the characters (San Francesco, Dante, Cagliostro, San Leo), in the knowledge of the landscape and the surrounding environment, in the architecture and works of art, in the paths.

Type of stakeholders invited, themes proposed, competence of the appropriate speakers, examples of activities for different target groups (seniors, school-age children, etc.). It is also possible to include the draft of the press release, the invitation or other material that can be used for further management and promotion of the virtual ecomuseum.

For the promotion of the events, digital and paper graphic material must be prepared for communication via social media and for dissemination at the information points and on site. This material (posters, flyers, social posts) must respect the coordinated image of the Virtual Museum and contain the museum logo, together with the references of the MADE IN-LAND project. Below are some examples of the material produced for the off-line event on October 30, 2021 and that can be adapted for future events that will be organized.

Below you will also find an invitation mail and press release template that can be adapted for future off-line events that will be organized.

MuSleo
Il nuovo museo virtuale nella fortezza di San Leo
...un luogo dove compiere un viaggio tra le risorse culturali e naturali dell'entroterra nella Romagna insieme a personaggi illustri...

SABATO 30 OTTOBRE 2021 ORE 10.00
APERTURA DELLA PRIMA SALA DEL MUSEO VIRTUALE
con buffet di benvenuto

Programma di apertura:

Ore 9.00 SULLE TRACCE DI FRANCESCO
Escursione naturalistica alla fortezza e al museo virtuale dal Santo nel suo viaggio in Valmarecchia del 1213
Durata: circa 4 ore. Lunghezza: 8 km. Dislivello: 450 m
Ritrovo: TAUSANO Via Montefotogno, San Leo

Ore 9.30 PRINCIPIO ATTIVO
Laboratorio sulle erbe officinali e il loro utilizzo nell'arte alchemica di Cagliostro
Caccia al tesoro

Ore 11.30 SULLE TRACCE DI DANTE
Caccia al tesoro

Ore 15.00 VIAGGIO DANTESCO
Trekking urbano dal borgo alla fortezza, alla scoperta di Dante e della Valmarecchia
Durata: circa 2 ore e mezza. Lunghezza: 2 km. Difficoltà: facile
Ritrovo: Piazza Dante Alighieri, San Leo

Ore 15.00 CHI MANGIA COSA?
Laboratorio dedicato all'alimentazione degli animali del territorio della Valmarecchia
Caccia al tesoro

Ore 17.00 SULLE TRACCE DI DANTE
Caccia al tesoro

Ore 10.30 / 12.30 / 14.00 / 16.00
Visita guidata a Fortezza e MuSleo

Per le attività "Principio attivo", "Sulle tracce di Dante", "Viaggio Dantesco", "Chi mangia cosa?" e per le visite guidate alla fortezza e al museo virtuale delle 12.30, 14.00, 16.00 è previsto il biglietto di ingresso alla fortezza.






Fortezza di San Leo | via Giacomo Leopardi, San Leo (RN)
Per informazioni e prenotazioni: www.san-leo.it
Tel. +39 0541928967 - 3395497576 (solo Whatsapp), info@sanleo2000.it
Per accedere alla Fortezza è necessario il Green Pass



Il nuovo museo virtuale nella fortezza di San Leo
...un luogo dove compiere un viaggio tra le risorse culturali e naturali dell'entroterra nella Romagna insieme a personaggi illustri...

SABATO 30 OTTOBRE 2021 ORE 10.00
APERTURA DELLA PRIMA SALA DEL MUSEO VIRTUALE
con buffet di benvenuto e un programma ricco di visite guidate, laboratori e escursioni



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SABATO 30 OTTOBRE 2021 ORE 10.00
APERTURA DELLA PRIMA SALA DEL MUSEO VIRTUALE
con buffet di benvenuto

Programma di apertura:

Ore 9.00 SULLE TRACCE DI FRANCESCO
Escursione naturalistica lungo i luoghi visitati dal Santo nel suo viaggio in Valmarecchia del 1213
Durata: circa 4 ore. Lunghezza: 8 km. Dislivello: 450 m
Ritrovo: TAUSANO Via Montefotogno, San Leo

Ore 9.30 PRINCIPIO ATTIVO
Laboratorio sulle erbe officinali e il loro utilizzo nell'arte alchemica di Cagliostro
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Il nuovo museo virtuale nella fortezza di San Leo
...un luogo dove compiere un viaggio tra le risorse culturali e naturali dell'entroterra nella Romagna insieme a personaggi illustri...

SABATO 30 OTTOBRE 2021 ORE 10.00
APERTURA DELLA PRIMA SALA DEL MUSEO VIRTUALE
con buffet di benvenuto e un programma ricco di visite guidate, laboratori e escursioni



Interreg Italy - Croatia MADE IN-LAND

Programma di apertura:

Ore 9.00 SULLE TRACCE DI FRANCESCO
Escursione naturalistica lungo i luoghi visitati dal Santo nel suo viaggio in Valmarecchia del 1213
Durata: circa 4 ore. Lunghezza: 8 km. Dislivello: 450 m
Ritrovo: TAUSANO Via Montefotogno, San Leo

Ore 9.30 PRINCIPIO ATTIVO
Laboratorio sulle erbe officinali e il loro utilizzo nell'arte alchemica di Cagliostro
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Examples of digital and printed graphic materials (poster, flyer, social post) prepared for promotion and information related to the event of 30 October 2021, which can be used as an example for future off-line events.



Invitation to the opening event of the first room of MUSLEO, the new virtual museum of the San Leo fortress - Interreg MADE IN-LAND project

The Authority for the management of Parks and Biodiversity - Romagna and the Municipality of San Leo are pleased to invite you to the opening day of the new virtual museum in the fortress of San Leo, "MuSleo", which will be held

SATURDAY 30th OCTOBER 2021, AT 10.00 AM, AT THE FORTRESS OF SAN LEO.

The opening event is part of a daily schedule that also includes excursions, guided tours and workshops.

The fortress of San Leo is a natural observatory: from the top of the limestone cliff overlooking the Valmarecchia, on clear days the view sweeps across the Romagna hinterland from Carpegna Mont to the Romagna Gypsum Vein. Encountering the cultural and natural heritage of the internal areas of Romagna in this observation point allows you to grasp the links between each resource and the landscape that hosts it, the history that shaped it, the characters who met it, the communities that they preserve it and the nature that welcomes it.

"MuSleo" is a virtual and experiential museum, where the visitor is guided to discover the hinterland of Romagna by illustrious people who have historically encountered this land.

The virtual museum is created by the Municipality of San Leo, in collaboration with the Authority for the management of Parks and Biodiversity - Romagna, as part of the interreg MADE IN-LAND project funded by the Italy-Croatia Program.

Attached is the event flyer.

Reservations required, contacts: 0541 92 69 67 - 339 54 97 576 (Whatsapp only) - info@sanleo2000.it
Thank you and good day!

www.musleo.com

www.italy-croatia.eu/web/madeinland

European Regional Development Fund



Ente Parchi e Biodiversità
Romagna



Via Aldo Moro 2 - 48025 Riolo Terme (RA)



Tel. 0546/77404



promozione@parchiromagna.it



www.italy-croatia.eu/madeinland

Example of invitation mail template, used for the event of 30 October 2021 and that can be used as template for future off-line events that will be organized.

Press release

**- Insert date of the event -
Event at MUSLEO, the new virtual museum of the San Leo fortress -
Interreg MADE IN-LAND project
Fortress of San Leo**

MUSLEO, the new virtual museum of San Leo is open to the public!

For this occasion, on the day of - *insert the date of the event* - an event full of initiatives open to the public will take place at the fortress of San Leo, located on the cliff of San Leo in via Giacomo Leopardi, San Leo (RN).

The initiative that will involve the public with guided tours of the museum and fortress, organized themed excursions, workshops for families and children.

MUSLEO is the multimedia museum of San Leo, a place that tells the story of the territory through the witnesses of today and yesterday, a place from which to discover the exceptional historical and naturalistic heritage of the Romagna hinterland.

The journey that MUSLEO offers starts from the top of the San Leo cliff: from the Fortress. From this privileged observation point, even before plunging into the MUSLEO, the gaze moves from the crests of the Apennines to the gentle hills and steep cliffs and down to the sea, following the unrepeatability designs created by the morphologies of the Marecchia Valley.

Inside, MUSLEO offers an immersive, engaging and exciting experience divided into several rooms of the Fortress. The protagonists of this experience are the landscape, the history, the characters, the local communities. Here it is possible to meet, among others, three illustrious witnesses, pilgrims to San Leo: S. Francesco, Dante and Cagliostro. Through their stories we discover paths, trails, itineraries to follow in their footsteps and leave with renewed awareness to discover the cultural and natural heritage of the area.

The virtual museum is created by the Municipality of San Leo, in collaboration with the Authority for the management of Parks and Biodiversity - Romagna, as part of the interreg MADE IN-LAND project funded by the Italy-Croatia Program, which aims to improve the protection and enhancement of the unexploited natural and cultural capital of the hinterland, through the development of tourism.

Reservations required, contacts: 0541 92 69 67 - 339 54 97 576 (Whatsapp only) -
info@sanleo2000.it
www.musleo.com
www.italy-croatia.eu/web/madeinland

European Regional Development Fund



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PEC: parcovenedelgesso@cert.provincia.ra
www.italy-croatia.eu/madeinland

Template of press release that can be used for future off-line events that will be organized
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