

Case Study



Puglia Promozione

PR and marketing support Germany

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1. Mission

- LIVE YOUR Resperience
- To increase awareness and knowledge as well as to position, promote and market Puglia Region in the German-speaking markets
- To **increase booking requests** and bookings generated from the German-speaking markets Germany, Austria and Switzerland
- To **add value** through targeted communication





2. Activities



- Organisation Roadshow in Berlin and Munich
- Organsation trade and press event during the Roadshow in Berlin and Munich
- Organsation of the workshop "Buy Puglia" in Munich and Bari
- Organisation of **fam trips** and **group press trip** in Puglia
- Press releases and individual press trips
- Set-up of an individual press mailing list
- Development media plan and handling of the promotions
- Press kit in German
- ITB 2014 individual appointments



Roadshow #WEAREINPUGLIA Germany April / May 2014

- Location handling with Sony Center in Berlin and Olympia Park in Munich, for example:
 - Permissions (food, noise, music, event permission, etc.)
 - Organisation of free Wi-Fi for all visitors
 - Event partners (security, cleaning, etc.)
- ightarrow More than 4.000 visitors in Munich during 9 event days
- ightarrow More than 5.000 visitors in Berlin during 9 event days





#WEAREIN**PUGLIA**

Roadshow #WEAREINPUGLIA Germany April / May 2014

- Development media plan and handling promotions:
 - Advertorials / advertisement print, online and radio









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#WEAREINPUGLIA

Press & Trade Get Together #WEAREINPUGLIA Berlin, May 2014

- Save the Date and invitation handling
- Sent to over 1.500 tour operators, travel agencies and journalists in Berlin
- Registration handling: 54 wanted to participate/more information about Puglia
- \rightarrow 41 Participants





#WEAREINPUGLIA

Press & Trade Get Together #WEAREINPUGLIA Munich, May 2014

- Save the Date and invitation handling
- Sent to over 2.500 tour operators, travel agencies and journalists in Munich
- Registration handling: 98 wanted to participate/more information about Puglia
- → 64 Participants



Puglia Workshop Munich July 2013

- Invitation sent to over 1.500 tour operators (southern Germany)
- Invitation sent to over 1.000 journalists in Germany, Austria and Switzerland
 - → 140 Participants: 82 tour operators and 58 journalists



COUNTRY

BAYERIS FERNSEI



Buy Puglia "Meeting & Travel Experience" Bari October 2013

- Invitation sent to over 2.500 tour operators and travel agencies in Germany, Austria and Switzerland
- 114 sellers from Puglia participated
- 72 wanted to participate
- → Participants: 19 German tour operators





Group Press Trip Puglia September 2013

- Invitation sent to over 2.500 journalists in Germany, Austria and Switzerland
- 52 wanted to participate
- → Participants: 17 journalists





3. Results – excerpt

Reisejournal / Rhein-Main-Presse "Die Kornkammer des Südens", March 2013





March 2013

Sächsische Zeitung, "Die neue Lust aufs Einfache" / "Im Reich der Trulli", 12th/13th October 2013









4. Partner quote

Quote Alfredo de Liguori, Marketing Manager Puglia Promozione

"piroth.kommunikation supported Puglia Promozione, the destination marketing agency of Puglia, with various marketing and PR activities in the Germanspeaking markets such as ITB presence, trade workshops, press relations and press trips/educational sessions. In the role of marketing manager I would like to point out that they did an excellent job in bringing numerous renowned travel journalists and high-quality tour operators to Puglia, which generated great business for our suppliers."



Contact

piroth.kommunikation GmbH & Co. KG Tannenstraße 11 82049 Pullach bei München Germany

Tel: +49 (0)89 - 552 678 90 Fax: +49 (0)89 - 552 678 99

www.piroth-kommunikation.com info@piroth-kommunikation.com



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