

Case Study



Puglia Promozione
PR and marketing support
Germany

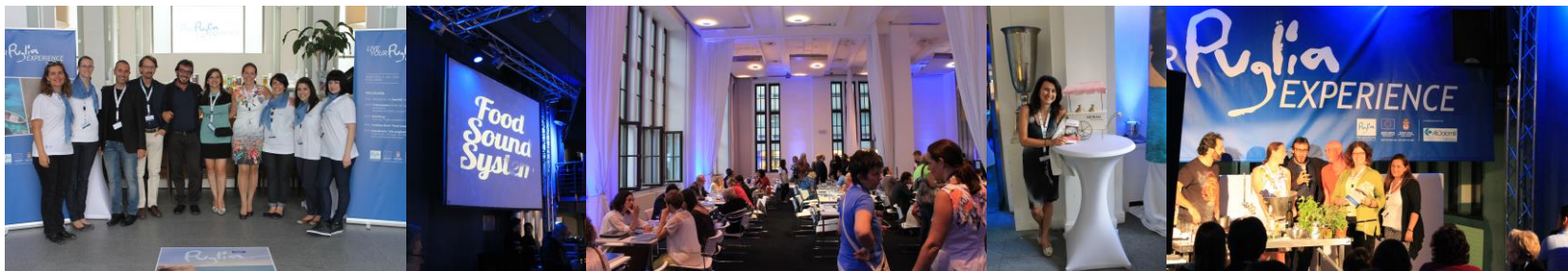
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1. Mission

- 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

LIVE
YOUR **Puglia**
EXPERIENCE



Further work samples will be presented personally.

2. Activities

- Organisation **Roadshow** in Berlin and Munich
- Organisation **trade and press event** during the Roadshow in Berlin and Munich
- Organisation 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



2. Activities – excerpt

Roadshow #WEAREINPUGLIA Germany April / May 2014

#WEAREINPUGLIA



- **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.)

→ More than 4.000 visitors in Munich during 9 event days

→ More than 5.000 visitors in Berlin during 9 event days



#WEAREINPUGLIA

[illegible]

- [illegible]



2. Activities – excerpt

#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

→ 41 Participants



2. Activities – excerpt

#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



2. Activities – excerpt

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



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DER TOUR

TUI

BR BAYERISCHES
FERNSEHEN

COUNTRY
LUST AUF LÄNDLICHE LEBENSART

2. Activities – excerpt

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



2. Activities – excerpt

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

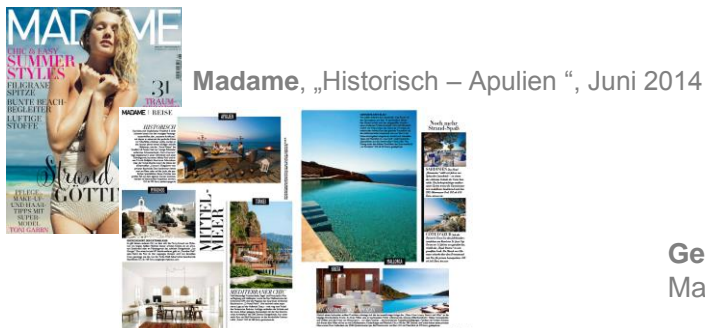
Reisejournal / Rhein-Main-Presse „Die Kornkammer des Südens“, March 2013



Joy, „Der Absatz des Italienischen Stiefels – Apulien“, September 2013



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



Madame, „Historisch – Apulien“, Juni 2014



Geo Saison, „Umschwärmt von drei Meeren“, March 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 German-speaking 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.”



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