

Case Study



Masserie Torre Coccaro & Torre Maizza

PR support

Germany, Austria, Switzerland

Content

1. Mission
2. Activities
3. Results
4. Partner quote

1. Mission

- To **increase awareness and knowledge** as well as to position, promote and market the Torre Coccaro and Torre Maizza through targeted communication
- To **increase targeted coverage** in the media in one of the most complex media landscapes worldwide
- To **increase booking requests** and bookings generated from the German-speaking markets
- To **evaluate PR-activities** with metrics

→ Adding value for the Masserie Torre Coccaro & Torre Maizza



2. Activities – excerpt

Set-up **PR- and marketing-plan** for the German-speaking markets

- Production of **press kit**
- Development and release of **PR-topics**, e.g.
 - Das „flüssige Gold“ des Südens – Olivenernte in Apulien
 - Outdoor-Pizza-Kurse mit hauseigener Kochschule
 - Luna di miele, etc.
- Organisation of **individual press trips** for InStyle, Country, Fratz & Co., etc.
- Organisation of media partnerships, e.g. Reisefieber
- Key contacts for media, trade & coop partners in D, A, CH & individual **media calls**



3. Results – excerpt

essen & trinken, „Italien zum Anfassen“, March 2013



Madame, „Historisch – Apulien“, June 2014



SHZ, „Pasta“, February 2012

Gala, „Schön essen!“, September 2010



Bunte, „Hugh, du hier?“, April 2010



4. Partner quote

Quote Vittorio Muolo, General Manager:

“I cannot speak highly enough of the services offered by piroth.kommunikation. The whole team is very professional and helpful. They contributed significantly to increasing awareness of our brand in the German-speaking markets. They established very close relationships with journalists who became interested in our two five-star Masserie, and Puglia as a destination. Each of the creative and very well-organised press trips turned into copy in renowned magazines and newspapers.”



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

