

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 the region of Puglia in the German-speaking markets through targeted PR and marketing activities, e.g. roadshows, trade & press events, fam trips, group press trips, etc.
- To **increase targeted coverage** in the media within one of the most complex media landscapes worldwide
- To increase presence in tour operator programmes
- To increase booking requests and bookings generated from the German-speaking markets Germany, Austria and Switzerland

→ Adding value for the region of Puglia



2. Activities – excerpt

- **Roadshow** “#WEAREINPUGLIA” in Berlin and Munich
- **Trade & Press-Event** during the roadshow in Berlin and Munich
- **Workshop** “Buy Puglia” for tour operators and travel agencies in Bari
- **Workshop** “Live your Puglia experience” for journalists at 8seasons in Munich
- Organisation of **fam trips**, **group press trips** and **individual press trips**
- Production of a **German press kit**
- **Production and mailing of press releases and newsletter** (trade, press, B2C)
- Development of a **media plan** and **handling of promotions**
- **ITB 2014 representation** piroth.kommunikation booth



2. Activities – excerpt

Roadshow #WEAREINPUGLIA in Germany April / May 2014

- Development media plan and handling of the promotions like advertorials, advertisements in print, online and radio
 - Selection & handling locations / catering
- More than 4.000 visitors in Munich during 9 event days
- More than 5.000 visitors in Berlin during 9 event days



#WEAREINPUGLIA



2. Activities – excerpt

Trade & Press Get Together #WEAREINPUGLIA Berlin, May 2014

- **Format:** Dinner “alla pugliese”, presentation of Alfredo De Ligouri, “Puglia Sounds”-concert, individual B2B-meetings
- **Activities – excerpt**
 - Save the Date and invitation handling
 - Sent to over 1.500 tour operators, travel agencies and journalists in Berlin
 - Registration handling: 54 persons wanted to participate / more information about Puglia
 - Registration desk and support in site (2 members of staff)

→ 54 participants



2. Activities – excerpt

Trade & Press Get Together #WEAREINPUGLIA Munich, May 2014

- **Format:** Dinner “alla pugliese”, presentation of Alfredo De Ligouri, Pizzica dance performance, individual B2B-meetings
- **Activities – excerpt**
 - Save the Date and invitation handling
 - Sent to over 2.500 tour operators, travel agencies and journalists in Munich
 - Registration handling: 98 persons wanted to participate / more information about Puglia
 - Registration desk and support on site (2 members of staff)

→ 98 participants



2. Activities – excerpt

“Live your Puglia experience” Workshop Munich, July 2013

- **Format:** Individual B2B-meetings, video presentation of Puglia Promozione, networking, cooking show of “Don Pasta”, flying buffet
 - **Activities – excerpt**
 - Invitation sent to over 1.500 tour operators (Southern Germany)
 - Invitation sent to over 1.000 journalists in Germany, Austria and Switzerland
 - Participant handling
 - Registration desk and support on-site (3 members of staff)
- **140 participants: 82 tour operators and 58 journalists**



2. Activities – excerpt

“Buy Puglia” Meeting & Travel Experience Bari, October 2013

- **Format:** arranged B2B-meetings, travel programmes before and after workshop with emphasis on culture, sport, gastronomy, history, luxury
- **Activities – excerpt**
 - Invitation sent to over 2.500 tour operators and travel agencies in Germany, Austria and Switzerland
 - 114 sellers from Puglia participated
 - Participant handling and support on site (one member of staff)

→ 19 tour operators



2. Activities – excerpt

Group press trip Puglia September 2013

- **Format:** cooking class, guided bike tours through Bari, visit to Alberobello, hiking through the Gargano National Park, boat tour to the Tremiti Islands, visit to and dinner with local fishermen in their “Trabuccos”
- **Activities – excerpt**
 - Invitation sent to over 2.500 journalists in Germany, Austria and Switzerland
 - 52 persons 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“, June 2014



Geo Saison, „Umschwärmt von drei Meeren“, March 2013

4. Partner quote



Alfredo de Liguori, Marketing Manager:

“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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