



**ADRIFORT
INTERNATIONAL CROSS BORDER CAMPAIGN**

WHY AN INTERNATIONAL CAMPAIGN

Good communications are important to Adrifort project success rates, especially in order to reach (and to be heard by) the largest possible audience.

Communicating Adrifort fortified heritage will add value to the understanding of the project itself by building information and emotional attachment that enhances any stakeholder experience, especially tourists and local communities involved in the initiative.

An international campaign will assist in capturing the imagination of the visitor about fortresses or military areas included in the project, sparking what may become a life-long social, emotional or intellectual connection with those buildings. It may also reinforce an already held belief that a cultural site should be protected and conserved for others to enjoy or to ensure that future visits will be equally engaging.

VISION

Adrifort International Cross Border Campaign's vision is that the enduring value of fortified heritage is the foundation for a future of peace and sustainable development throughout Adriatic territories.

MISSION

The campaign's mission is to engage, educate and advocate to develop a wider understanding of the vital contribution that heritage makes to social, environmental and economic well-being of Adriatic territories. These are the main points to aim at:

- giving visibility to the project and to Adrifort as a permanent network dealing with cultural heritage;
- strengthening fortresses identity in the local areas;
- promoting the suitable usability of the fortresses.

GOALS

The key aims of this campaign are:

- to increase awareness within the local communities that fortresses and military areas are a growing source of public interest, product differentiation and tourism demand;
- to highlight the potential of local fortified heritage to boost general public awareness;
- to support the contribution of Adrifort institutional communication in the re-invigoration of heritage attractions;
- to reinforce the important role of high quality, consistent and informative heritage communication.

AUDIENCE

Primary target groups

- Civil society: local inhabitants of the areas where fortresses are located or involved in Adrifort local events;
- Tourists who visit the fortresses' areas neighborhoods or tourists involved in Adrifort local events;
- Private sectors' investors.

Secondary target groups

- Professionals and experts in the field of cultural and environmental heritage;
- Local, regional and national authorities.

INTERNATIONAL CAMPAIGN APPROACH AND STRATEGY

Adrifort International Campaign is designed to generate benefits in all partner regions. The purpose is to induce local awareness about the importance of heritage in ensuring local development, as well as to further promote the Arifort network in order to build additional interest for the fortified historical heritage.

An efficient campaign strategy has to extract its strength both from common features of the areas considered (especially the buildings included in the project) and from individual strong points of each heritage case contemplated. These strong points could be Adrifort fortresses and military areas itself.

To develop fortified heritage awareness, Adrifort International Campaign will capitalize on the emotional and aesthetic aspects of local territories using images of fortresses and military areas as icons of the project itself. Also familiar and iconic images of well known historical buildings would contribute to create a sense of "ownership" and identification. Adrifort campaign will make sure to get the eyes first and then convince the minds.using mainly posters.

Therefore Adrifort International Campaign will be basically a photographic/visual campaign with a strong message. To do that the most advisable tool to use is the poster format.

CHANNELS OF COMMUNICATION

Adrifort International Campaign will use a two channel communication strategy.

1. *Non-media communication*: using campaign posters during outdoors events or directly outside Adrifort fortresses;
2. *Media communication*: advertising Adrifort poster campaign through the pages of a worldwide leader in cultural heritage Magazine, such as National Geographic.

VISUAL PURPOSE

Posters should be clear and easily interpreted and use design components (images, graphics and text).

Posters will be composed as follow:

- written pay-off in the official languages of Adrifort (English and local language of the partnership);
- main image (a stunning photo of the local fortress involved); photos should be visually appealing and engaging;
- mandatory EU and partnership logos.

The format should be in a portrait orientation with the following dimensions: 0,70 m. wide and 100 m. high. As a matter of fact Adrifort Visual identity package already includes this very format.

Every partner is responsible for:

- choosing the image/icon representative their own territories
- printing their own posters
- using the posters during Adrifort local events, press conferences, or outside Adrifort fortresses.

POSITIONING STATEMENT

Since all the territories involved in Adrifort project are fundamentally different, in spite of some favorable common traits, since the assets targeted are extremely diverse and since each region requires personalized solutions, the aim of the campaign is to identify a common and effective positioning statement. **The Campaign sums this up in a “message”.**

The tag-lines proposed are:

TRESURING OUR PAST
LOOKIN TO THE FUTURE

OUR FORTRESSES
OUR IDENTITY
ADRIFORT
VALUING THE PAST IS OUR FUTURE

ADRIFORT
FROM THE PAST OUR FUTURE

ADRIFORT
OUR FUTURE ROOTS IN THE PAST

These statements are equally appealing for heritage owners and those who could invest in heritage based partnerships. They are a promise that European future identity could be achieved also through cultural heritage. The main message of the campaign is that of integrated conservation, which essentially meant the inclusion of heritage considerations in governance planning. The notion of collective European/Adriatic responsibility is also evoked.

POSSIBLE DOWNSIDES

An important downside of this purpose is that photos can be extremely effective, but they can be cost-prohibitive.

Another important downside is the cost of a National Geographic press campaign.

EXPECTED OUTPUTS

The communication through this campaign should:

- raise market awareness about the importance of cultural heritage, particularly for small enterprises and community based tourism enterprises;
- influence people/visitor/readers behaviour by informing them about the existence of a european network called Adrifort which promote cultural heritage;
- raise national, regional and local community self esteem, fostering support for the preservation of traditions and the sustainable use of cultural and fortified based resources.

SAMPLES OF THE INTERNATIONAL ADRIFORT POSTER CAMPAIGN



**Our future
roots in the
past**



