UNIONE EUROPEA

PUGLIA FESR·FSE 2014/2020
Il futuro alla portata di tutti
Asse VI - Azione 6.8

REGIONE PUGLIA
ASSESSORATO INDUSTRIA TURISTICA E CULTURALE GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI

Puglia PROMOZIONE
Agenzia Regionale del Turismo

Regional Operational Programme ERDF-ESF 2014 - 2020; Cultural and Natural Heritage for Tourism;
Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8
Interventions for the competitive repositioning of tourist destination
CUP-Project Code: B39I18000090009

IMPLEMENTATION OF THE PROJECT Digital communication and brand identity of destination Puglia (Business to consumer) 2018-2019 - public notice for the acquisition of co-branding communication services pursuant to art. 36, paragraph 2, sub. a), of Legislative Decree N. 50/2016.

APPENDIX 2 – GUIDELINES FOR CO-BRANDING COMMUNICATION SERVICES

GENERAL PREMISE

Subject of this Notice is the procurement of communication services regarding the "branding" of physical and electronic spaces on the occasion of theme-oriented events.

"Branding" means affixing accurate "Puglia brand" signs and institutional logos as furnished by the commissioner (ARET Pugliapromozione).

"Accurate signs of the Puglia brand" means the hashtag #WeAreInPuglia and/or the writing PUGLIA and/or other agreed upon productions, in the context of communication services approved on and offline.

The "branding" can also be of a content type with appropriate content and/or citations agreed with the commissioner (ARET).

The materials bearing Puglia graphic signs and/or contents must be processed in the form of previews to be submitted for preliminary approval by the commissioner (ARET).

Mandatory service: Photo-book: This is a photographic and illustrative report of the event, to be branded on the front and/or on the back and to be delivered both in paper format, possibly bound, and in digital format.

OFF-LINE COMMUNICATION SERVICES	
PROMOTIONAL DELIVERABLES	**Flyers:** flyers with invitation to the proposed event or containing essential information
	Posters: Should have appropriate size, from the smallest to the largest, (6x3 meters) for big billboards to be affixed and disseminated for promotional purpose before and during the event
	Printed press kit: means the press kit folder which is branded on the cover and/or on the back with the agreed graphics. In addition, the internal content (press kit and other information related to the event) can also be branded.
	Giveaways/freebies: Various objects chosen based on the type of event, to be branded

	and distributed free of charge to participants (T-shirts, placemats, goblet bags, coasters, block-notes, pens, pencils, etc.).
ON SITE INSTALLATIONS	**Roll–ups:** Similar to totems, these are vertical panels, both fixed and mobile, particularly suitable for traveling events and conferences. This must also be branded with appropriate artwork or displaying a short program of the event.
	Rear projection screens: Projection of logos and hashtags and other agreed deliverables, also as a slideshow-presentation, on appropriate device as chosen according to the event (back-stage panel, screens, etc.).
	Stages: This is meant as a restricted area for live presentations of events and shows, an appropriate space reserved for the ARET branding must be included and agreed upon. We generally prefer the back-stage/backdrop or the front side. It generally refers to a platform or high rising stage with a panel/backdrop.
	Display panels: Panels of various sizes to be branded and placed during events also with descriptive contents.
	Information Corners/points: Similar to desks, these are information points to be branded and used for the distribution of giveaways, and promotional material on Puglia related to the event.

ON-LINE COMMUNICATION SERVICES according to the nature of services and web presence/dissemination
Advertorials: Contents must be agreed with ARET, appropriately branded, and explaining the event, its connection with the Puglian territory, also contributing to the development of tourism.
Videos: In short (30 ” - 60 ”) and extended versions (3 ’), to be used as a trailer/preview/promo to announce the event and/or to recap it as a report, at the end of the event. The video must be supervised, agreed upon and then branded with the closing frames (bumper out) provided by ARET.
Newsletters: This is an online publication dedicated to the promotion of the Puglia brand through the ARET co-branding event, it must include appropriate content and branded layout, in order to update subscribers on the activities covered by the event. The service is appropriately scheduled according to agreed dates, with an agreed number of mailings.
Banners: Online materials of various formats (boxes, leaderboards, etc.) static or dynamic (animated), they

may also point to www.weareinpuglia.it, and must be appropriately branded via prior agreement with ARET. It is important to clearly state the destination sites on which banners are going to be published. The sites must be chosen based on the event's reference target and the number of potential views, in order to magnify the media coverage and reach of the Puglia-branded event.