



PRODUCT PLACEMENT OF THE “PUGLIA” BRAND

Pugliapromozione is a public company whose main objective is the promotion of Tourism in Puglia. Puglia is a region in Southern Italy, which thanks to a happy mix of nature, sea, landscapes, tradition and modernity has now become the first tourist destination in Italy (summer 2013 statistics).

CLICK HERE to get a quick idea of Puglia

As a Tourist Board, Pugliapromozione uses several channels to promote its “Puglia brand” in the Tourism markets. Among others, Pugliapromozione is particularly interested in product placement involving the movie industry, television or music videos.

This implies audiovisual or explicit reference to the regional territory of Puglia and its brand to be featured within the production, the explicit reference of Puglia and its brand in movie scripts, or the display of the brand Puglia in billing or closing credits.

Below are some examples of product placement already done for music videos.

Puglia, the new top world's tourist destinations

In the list of 2014 Best Trips compiled by **National Geographic**, **Puglia is among the Top world's tourist destinations!** The images of Puglia, taken by **Francesco Iacobelli**, are now on the National Geographic website, receiving millions of visitors. The Best Trip category – according the NG – “reflects all that is authentic, culturally rich, sustainably minded and superlative in the world of travel”. Puglia embodies all these things also thanks to its authenticity: “Puglia, Where old Ways Still Rule”.

CLICK HERE

In an article for the National Geographic Traveller on top destinations, Kate Simon tells about Puglia, very loved by the English who know well the Valle d'Itria with its trulli and the white medieval labyrinths of Martina Franca, Cisternino, Alberobello and Locorotondo. Simon is particularly impressed with the southern region, Salento, with its Baroque cities and its wild shores.

The National Geographic goes on and tells about the numerous populations who invaded this land and left their footprint: Greeks, Romans, Normans, Byzantines and Venetians, nowadays “replaced by other invaders, cruise lines and local people storming the beaches in July and August. Contrary to other regions that offer a standardized kind of Tourism, in Puglia you always have the feeling of being off the beaten path, finding all the best Southern Italy has to offer; peace, tradition, beauty”.

This is a great success also reflected in the annual list of “Top ten value travel destinations for 2014” compiled by **Lonely Planet**, the most read business guide in the world. Puglia is listed together with other top destinations such as Mexico, the Philippines and India. Puglia is represented in the website by a beautiful photo of an old fortified masseria, taken by **Michele Galli**.

CLICK HERE

According to Lonely Planet: "Puglia has the best beaches in the country, hilltop towns, and ancient sights. But what makes it such good value is not just the financial side of being in this part of the country. It's the fabulous food –cucina povera (poor man's food)-simple, tasty and cheap and the relaxed pace of life even in peak season, coupled with good-value accommodations for all budgets".

In 2013 Pugliapromozione has promoted Puglia as an authentic "experience" prevalently on foreign markets; film crews, such as the Spanish TVE, state Russian and Japanese televisions were invited in Puglia to capture the best views and shots the region landscapes have to offer and make them known to the world. Pugliapromozione also launched a promotion campaign involving social medias (Facebook, Twitter, Youtube, Pinterest e Instagram), increasing the project's visibility and getting positive press exposure.

As it has been with many American, Australian Indian and European newspapers, the **New York Post** published recently an article "Italy's magical Pulia region" [CLICK HERE](#) describing Puglia as a land of enchantment, "a bit more rustic than other parts of Italy; Its major cities like Bari, Lecce and Trani are a lot smaller and less trafficked by tourists than, say, Milan or Venice. But you can sample, instead, some quality, inexpensive wines, in the country's third biggest wine-producing region".

In other words, Puglia is seen as a land where you can have a unique experience, not just because of its sea, its towns, its rustic and modern dimension, its castles and cathedrals, but mostly for his genuineness and its excellent food and wine tradition.

Get inspired

Puglia lived and told by 12 guys selected by an online contest. From Gargano to Salento, passing across the whole region, [CLICK HERE](#) to see the most beautiful images of this amazing journey to discovery of Puglia.

[CLICK HERE](#) to have a quick view of Puglia.

Why shooting in Puglia?

Puglia is a fantastic location for movies and clips.

Take a look at this video:

[Puglia, scenes to explore](#)

Puglia has been chosen as a film shooting location by several internationally acclaimed film directors.

Boundless fields of wheat, modern and busy metropolis, plain and finely tilled lands, fascinating karstic and sea caves, smoking chimneys, sunny farms, ancient olive trees, maze-like alleys. Dry-stone walls, trulli, industrial archaeology, huge deserted squares, mystery magic castles, a vast sea of containers. Thick green woods, medieval small villages, baroque cities. An 800 km shore: rocky or sandy with unique and crystal-clear water. The Murgia: either bare or snowy as the roughest mountain and are only natural effects.

Puglia, from Gargano to Salento, it's the richest, among Italian regions, in delightful locations. Shooting in Puglia, it's like having the world in one place. Because Puglia is a set-scene to wander.

Highways and Expressways connect the main airports (Bari, Brindisi, Foggia, Grottaglie) to all centres of attractions. Three harbours: Bari and Brindisi, on the Adriatic Sea, as well as Taranto to reach the Balkans and the Mediterranean Area, in the space of a night.

Our aim is to set Puglia into the collective imagination, as a place where to shoot and set new locations and productions, making directors and film producer's task easier choosing this wonderful region.

Many film and TV production companies around the world choose Puglia as the location of their productions.

[CLICK HERE](#) to watch some of the latest film and tv production shooting in Puglia.

Where shooting in Puglia

[CLICK HERE](#) to watch some fantastic shooting location for your clip or movie.

Some examples of product placement in music videos

Biagio Antonacci, “Non vivo più senza te” – Top Italian’s video of summer 2012

[WATCH VIDEO](#)

Chiara, “Vieni via con me” – Top Italian’s video of summer 2013

[WATCH VIDEO](#)

Puglia, a fashionable destination

In the last decade Puglia has built its own image abroad thanks to its many resources and the exclusivity of its lifestyle.

Puglia has become a top tourist destination even for popular celebrities such as, Suggs of Madness, Mick Hucknall of Simply Red, Francis Ford Coppola and Gerard Depardieu, Helen Mirren and Taylor Hackford, Merryll Streep or the royal family of Belgium, just to mention a few. Either buying a property or celebrating their wedding (as Justin Timberlake and Jessica Biel’s most recent case), they feel a bond with this land.

The most interesting articles of 2013 appeared in the international press

Press Review

[Le Figaro](#) France (20 of March 2013)

Jeanne-Marie Darblay from the Figaro magazine has listed Puglia and the masseria Borgo San Marco, a traditional country house set among centuries-old trees in the countryside of Fasano, among the Tourism destinations of the Mediterranean. *“The coastal towns- including the small towns of Mola di Bari, Polignano a Mare, Monopoli, Fasano and Ostuni – with their peculiar architecture and their rich cultural and culinary heritage offer to travelers high quality Tourism”.*

[New York Times](#) USA (22 of March 2013)

On a four page article with the title **“Winter not Summer is Prime in Puglia”**, appeared on the New York Times (1.300.000 copies), **Danielle Pergament** recommends travelling to Puglia also in winter, *“not just because it is less crowded and cheaper, but also because food tastes even better. The fish is fresher, the countryside and the hills overlooking the sea are worth a visit, above all the characteristic masserie, where even when it gets chilly, a glass of wine and a burning fire are enough to create a cosy atmosphere. Puglia is different from Greece, as it doesn’t offer only its sea during summer”.*

[LINK](#)

[The Telegraph](#) England (13 of June 2013)

Holidays with your family: reducing the generational gap in Puglia

“In these years of economic crisis even adults are willing to travel with their parents. But how to find a place that is good for everybody?” **Joanna Symons** finds her answer in Puglia, Italy. *“Tuscany is amazing, but there are many other fantastic regions in Italy to explore: Puglia is one of them”.*

[The Sidney Morning Herald](#) Australia (15 of June 2013)

In a long article with a wordplay for title **“Falling head over heels”** (a clear reference to the region boot shape), journalist **Ben Groundwater** tells about his strolling experience through the street of Lecce and Taranto at the time of “controra”, two o’clock in the afternoon. He finds *“almost ghost towns, free from tourists, people are doing the “siesta”, in Lecce the only welcome comes from silent Baroque cathedrals with their tuff stone vivid colors; in Taranto walking along narrow alleys, the Aragonese castle on the sea, line of clothes hanging and dogs sleeping in the shade; at night the two historic centers become full of life with their bars and young people, where you can feel a cosy sense of community”.*

ELLE à Table France (4 of July 2013)

Food Trip : Les Pouilles plein les papilles

"A sublime culinary tradition, genuine products and amazing landscapes .Puglia, lying in the heel of the Italian boot, means sweet country life!" (Cuisine divine, produits authentiques et paysages sublimes... les Pouilles, dans le talon de la botte italienne, c'est la dolce vita rustica !)

Tampa Bay Times USA Florida (370 thousand copies) (24 of July 2013)

Puglia: Where leaving is easy. In his bike trip account, **John Henderson** writes "beautiful beaches, second only to those you find in Sardegna, people laughing, excellent local food and wines, tales and legends of Turks, Romans, Venetians and Normans who left behind castles and churches from Vieste to Otranto, "the square gathering routine", ideal for a walk, a chat, a cappuccino or an ice cream; not just the sea but a lot of cultivated land as well"; and after trying the ricotta pecorino (typical soft cheese) and zampina (kind of pork sausage on a stick), Henderson wonders in the end: "Who wouldn't have invaded that land?".

[LINK](#)

International Herald Tribune England (10-11 of August 2013)

36 hours in Lecce, Italy, by Seth Sherwood

"Thanks to a dozen of baroque churches which makes up its labyrinth of narrow streets, Lecce, "Florence of the South", dazzles you with its elaborated façades and its interiors which explode in symphony of angels, cherubs, saints and Madonnas But this little gem in Italy's heel, is far from being a haven for pious monks. The capital of Southern Italian cooking, this city is full of rustic restaurants serving abundant delicacies from the peasant cuisine, and a robust red wine of Puglia. And when you throw in a zappy bar scene and nearby beaches of suntanned bodies, you'll have a city fit for holy men and hedonists alike".

Tapas y Viajes Spain (August 2013)

In a beautiful article with the title "**Apulia: descubrir una Italia sin aglomeraciones**" (Puglia: discovering Italy away from urban agglomerations), for the magazine Tapas y Viajes, **Carmen Prieto** emphasizes the rural aspect of Puglia's towns.

The Sunday Telegraph England (4 of August 2013)

"Child's play in Puglia", by Harry de Quetteville

"Travelling to Puglia, Southern Italy, with a low cost flight and our newborn Hugh. We wanted to escape London's gloomy winter, and go to some pleasant and tranquil sunny spot. We understand that it could be challenging for a Hotel to please a young couple who want to fully enjoy every moment of a break away, but who is equally preoccupied with a very small child...it means reaching a difficult balance between being exclusive and luxurious, but friendly and indulgent to baby whims and screams enough to makes us feel at home and relaxed. We were expecting both the baby bottle and the Martini glass. The masseria where we stayed reached this balance fairly easily, and turned out to be an adorable place. We concluded our four days break away feeling like we had spent twice that time".

The Telegraph Luxury England (28 of August 2013)

"Peace and quiet in Puglia, an idyll of tradition" by Giovanna Bertazzoni

"Rich in tourist attractions but not in tourists, Puglia is a shelter for those who want to have it all when they get away from it all. A handful of entrepreneur families have turned 18^o century local farms into boutique hotels. Puglia is the heel of "Italy's boot". To many foreign tourist it remains a hidden gem – and yet, to those fortunate who have visited it recently, it was a real surprise, a treasure of art, history and natural beauty".

[LINK](#)

Gold Coast Sun & MX Escape Australia (September 2013)

The Australian journalist, **Stephenson Graham**, particularly impressed by the town of Gallipoli, wrote in two headlines: "the sea of Gallipoli is more than just a background, it is part of everyday life. With its fishing boats and raw fish, the old town's chapel where fishermen go to pray, its 13 churches and the cathedral, its Easter week rituals made of silent processions led by musicians playing old wooden instruments; by the end of July, the city celebrates Saint Christina's day, with lanterns and fireworks, and boats parading in the sea". Graham was mostly impressed with the New Year celebrations and the local events, the carnival and the local dishes such as the fish soup and the "scapece".

"Italy's magical Puglia region"

"If the doctor ever told to you about the healing power of wine, than head to the heel. We're talking about Puglia, the region forming the heel of the Italian boot, a bit more rustic than other parts of the country; its major towns, such as Bari, Lecce and Trani are lot smaller and less crammed with tourists than Venice or Milan, but this region is the country's third biggest wine producer and boasts more than 30 different indigenous grapes. Here you can taste some quality, inexpensive wines".

[LINK](#)

Voyagers World India (31 of October 2013)

Susan Eapen wrote an article for the Voyagers World, a monthly travel magazine, after a five day stay in Puglia: *"Puglia means olive trees, blue sea, rocky shores and trulli, all sensational discoveries I made in Southern Italy. The food in the masserie (traditional country houses) is excellent, I still can remember the taste of some chocolates"*.

The Guide Travel India (30 of October 2013)

Marcellus Baptista in an article wrote for the Indian monthly magazine, with the title: **"the beautiful heel of Italy"**, recommends Puglia to all those travellers who are thinking of Italy as their next travel destination: *"there is nothing better than travelling to a country where you can find wine bars and centuries-old groves, history, culture and ancient Roman and Greek ruins"*.

La Fiamma Australia (30 of October 2013)

In an article appeared in the biweekly magazine with the title **"Puglia warms up your soul"**, we notice that the first thing that strikes travellers visiting the heel of the peninsula, is the sun: *"The sun shines on Trani, Barletta and Andria, three charming towns in which you can smell sea iodine in the air within 15 km of range, where you can taste delicious local dishes, visit masterpieces of architecture such as the de Nittis Library and the Castel del Monte. It is fascinating how the traces of history are to be seen in every street corner while the almost year round sunshine transmits energy and make people more positive and happy. It is easy to fall in love with this land and its culinary traditional, and now, thanks to a careful local administration it also offers a rich calendar of events"*.

The Telegraph UK (December 2013)

Fiona Hardcastle writes: *"With its olive trees, its whitewashed, hilltop towns, a scorched earth of unforgiving heat, Puglia seems closer to the melting pot of Greece than the grandeur of Rome. Don't look for picture-perfect art cities, gardens or trophy villas; Puglia's charme is known for the unexpected"*.

[LINK](#)