



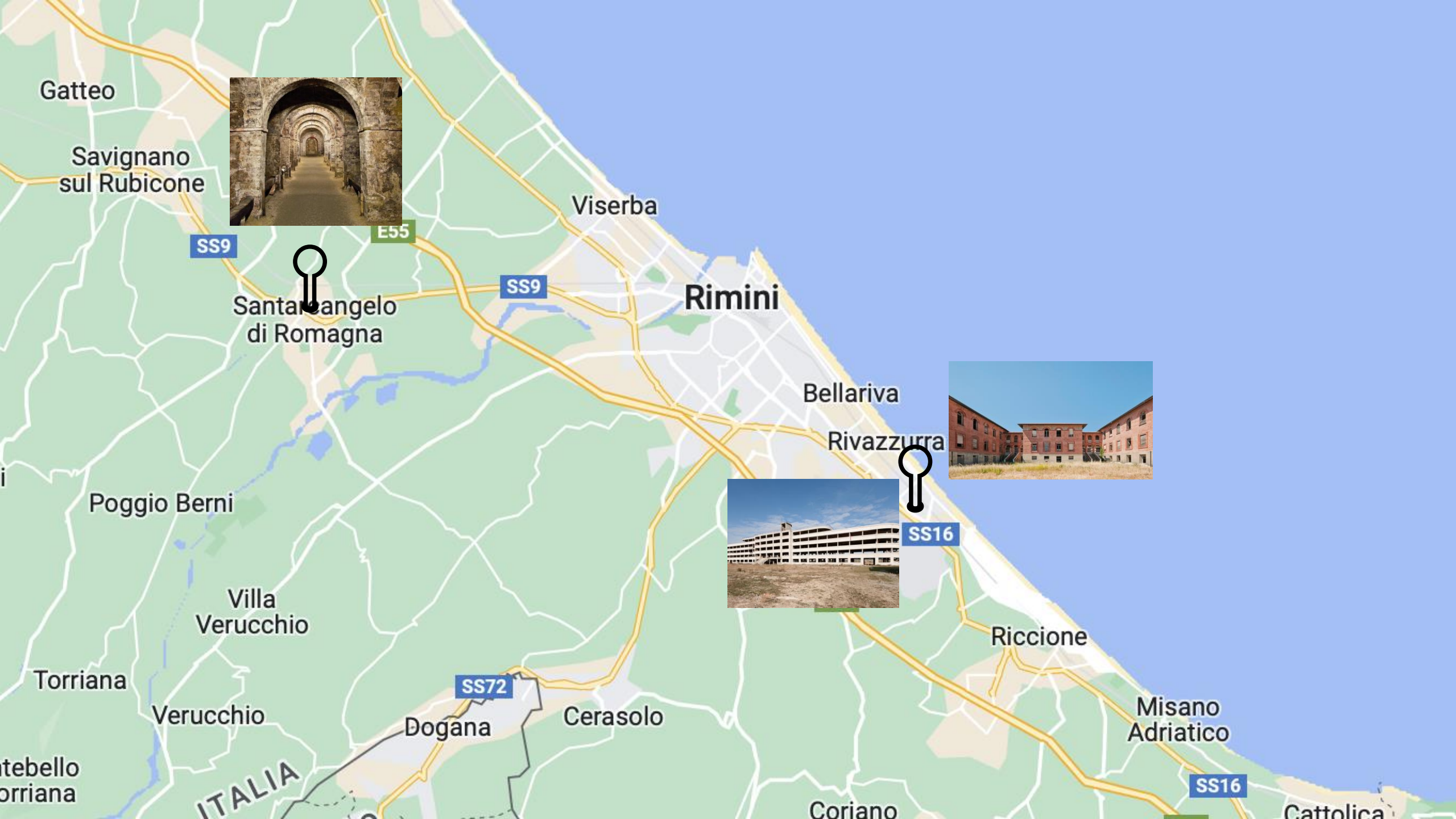
# Operazione olive

Il Palloncini Rossi 



# Summary

- *destinations*
- *The story*
- *Target group*
- *Purpose and values*
- *Promotion and Campaign*
- *Style and tone*
- *Conclusion*



Santa Margherita di Romagna



Rivazzurra



SS16



A group of five diverse young adults (three women and two men) are smiling and hugging each other. They are dressed in casual attire. The background is a blurred outdoor setting. The image is overlaid with a semi-transparent dark grey layer containing text.

# Our target audience

Teenagers/young adults (approximately 16-25 y.o.)

- attending educational facilities

Indirect: teachers/lecturers/professors

# Hannah Stone

- Age: 18
  - Country: Lithuania
  - Job: student
  - Interest: history
- Hannah loves to travel and learn about different cultures and their history. She appreciates low price. She also wants to have some free time in destinations for shopping etc. She finds her destinations and things to do there from Google and social media.





# Purpose & Values

- Remembering without forgetting
- educational purpose
- preserving culture by promoting growth
- locals feelings towards place



# Values

- Remembering without forgetting
- educational purpose
- preserving culture by promoting growth
- keeping in mind locals sentiment towards place





Partnership → tourism office, museums of WW...

On social media → e.g teaser of a guided tour...

Podcasts and Interviews

Attracting UGC by pointing out visually appealing spots



# Style and tone

**BEGINNING**

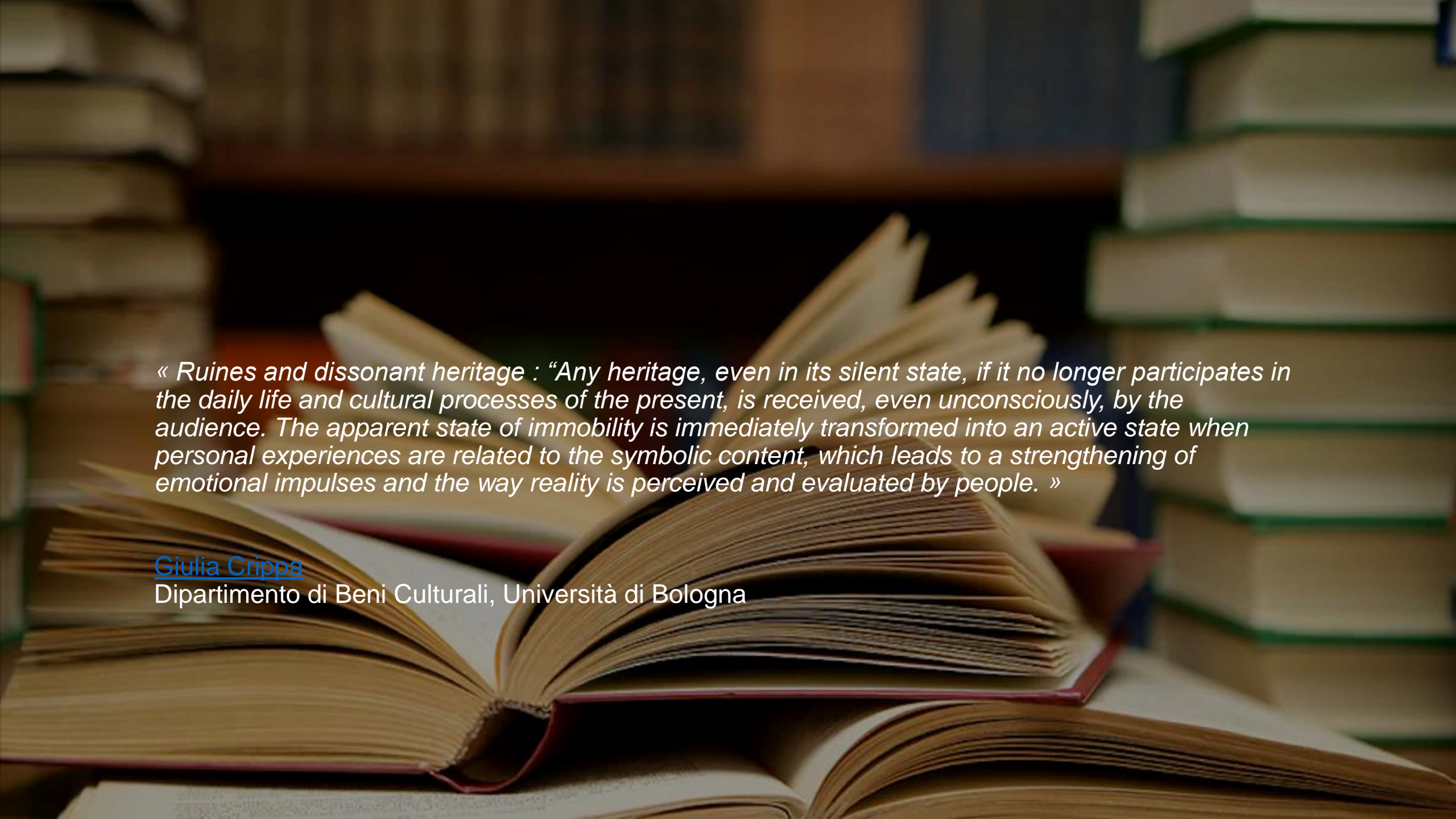
*mysterious*

*sentimental*

**END**

*hopeful*


*uplifting*



*« Ruines and dissonant heritage : “Any heritage, even in its silent state, if it no longer participates in the daily life and cultural processes of the present, is received, even unconsciously, by the audience. The apparent state of immobility is immediately transformed into an active state when personal experiences are related to the symbolic content, which leads to a strengthening of emotional impulses and the way reality is perceived and evaluated by people. »*

[Giulia Crippa](#)

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A group of people are shown from the chest up, clapping their hands. The image is dimly lit and has a dark blue overlay. In the center, a white rectangular box contains the text "Thank you for listening" in a white, sans-serif font. The hands are in various stages of clapping, with some fully open and others partially closed. The background is blurred, focusing attention on the hands and the text.

Thank you for  
listening

# Sources

- [Colonia Novarese people](#)
- [Visit Rimini](#)
- [History of war](#)
- [Greek heroes in the battle of Rimini](#)
- [Emiliaromagnaturismo](#)
- <https://www.youtube.com/watch?v=7C9HFBDGoD4>
- <https://www.youtube.com/watch?v=EEQRjrowppA>
- <https://www.youtube.com/watch?v=J3uwdkoQd5E>
- <https://www.youtube.com/watch?v=gVfr4nyLeIY>