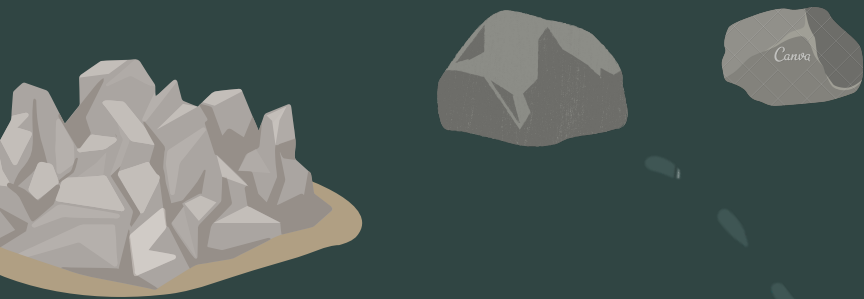




# STORY TELLING

## final task

group Rose Island



BY: ANNA, CÉCILE, CYRIL, JESSICA, LUANA, RENS AND SARA

Is it possible to add a cultural value for families to their traditional seaside and entertainment holidays ?



# THE STORY CANVAS



"THE STORY CANVAS"

STORY NAME:



**Purpose:** *Why are you telling this story? What is the issue, how are things now, and what change do you want to make?*

## People & Places:

*Who will feature in our story and what locations will be used?*



## Story:

*What kind of story shall we tell? How does it start (hook), how does it end (pay), and what memorable moments happen in between (plot)?*



## Style & Tone:

*What does our story look and feel like? List some key imagery and reference samples. What is the musical vibe?*



## Campaign: (channels)

*How will you get your story out there? E.g. which social media platform(s) would be the most appropriate?*



## Audience:

*Who do you want to reach? Give each segment a name*



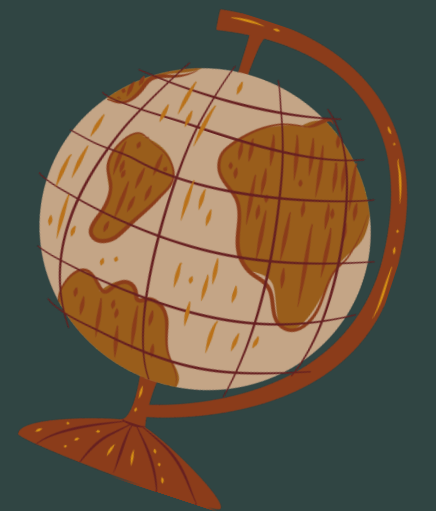
**(Budget)** *optional reflections on the budget*

**(Objectives)** *optional reflections on expected outcomes*



# AUDIENCE

- FAMILIES WITH CHILDREN
- INTERESTED IN THE AREA OF RIMINI
- NOT AWARE OF MUSEUM OF PERTICARA AND CAVES OF SANTARCANGELO



# STYLE AND TONE

- SENTIMENTAL → loss involved
- INFORMATIVE → historical accurate
- SIMPLE → made for everyone
- MYSTERIOUS → location and book

# PEOPLE



- MARIO -> main character
  - little boy, curious, adventurous, motivated



- CARLO -> Mario's dad
  - reflexive, sentimental, trusted by his son

- MARIO'S GRANDFATHER -> invisible character
  - passionate with stories and writings, hardworking



# STORY - Mario's treasure

- Mario's house in Santarcangelo and his hobby
- Discover of the book in the cave and reading
- Explication of Carlo
- Work in the mines of Perticara
- Mario's decision



# PLACES

## SANTARCANGELO



- CAVES IN MOST OF THE HOUSES
- STILL IN USE
- CONSTANT TEMPERATURE
- HISTORICAL MEANING (religion, II world war...)

## PERTICARA



- HISTORICAL MEMORY
- BIGGEST PIECE OF SULFUR FOUND
- IMPORTANCE OF THE MINES FOR THE ECONOMY OF THE AREA
- THE STORY IMPRESSED US





# CAMPAIGN

## CHILDREN

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COMIC COLORING  
BOOKS

DISTRIBUTE IN  
HOTELS IN THE AREA  
AND IN  
TOURISM OFFICES

## PARENTS

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SOCIAL MEDIA  
Instagram and  
Facebook

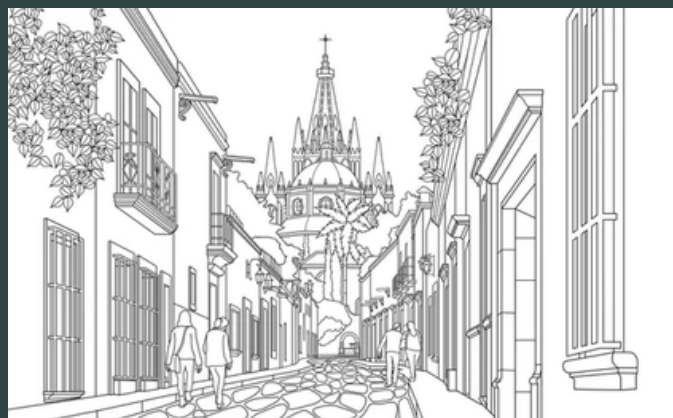
IMPLEMENTATION  
OF THEIR OWN  
SOCIAL PAGES

DMO  
Visit Rimini

# MATERIALS & RESOURCES

## COLORING BOOKS

- COMICS STYLE
- REALISTIC IMAGES
- ATTRACTIVE COVER
- FEW PAGES
- SPACE FOR IMAGINATION



## SOCIAL MEDIA POSTS

- PICTURES AND VIDEOS
- DESCRIPTION OF THE STRENGTHS
- CONNECTION ABOUT DIFFERENT POSTS
- REPOSTS OF PEOPLE'S STORIES
- ANSWER TO COMMENTS



# CONCLUSION

- Adding cultural and educational aspect
- Telling the history of the region
- Double marketing strategy



**五 sulphur**

# SOURCES

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