



GUIDELINES FOR CO-BRANDING COMMUNICATION SERVICES

GENERAL PREMISE

Subject of this Notice is the procurement of communication services regarding the customization of physical and electronic spaces (set-ups, promotional materials, newsletters, online advertorials, web banners, social media posts and stories aimed at disseminating photos/videos, segments on radio/TV, ...) during co-branding events.

“Branding” and “customizing” 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 wording PUGLIA and/or other agreed upon productions, in the context of approved on and offline communication services.

The customization can also be of a content type with appropriate content and/or quotes agreed with the commissioner (ARET) and other appointed offices.

The materials bearing graphic signs and/or contents on Puglia must be elaborated in the form of previews for preliminary approval of ARET.

The event’s communication plan to be promoted through the services must be integrated with the communication contents developed by ARET, in line with the communication campaign for the winter/Christmas period developed by this Agency.



NOTE: It is mandatory in the post-event phase to deliver a video-photographic and illustrative report of the event, in digital format, for the purpose of checking the correct execution, together with extra photo-videos, for institutional purposes.

By way of example, the macro-items and indications for correctly drafting the estimate of services/admissible communication costs to be carried out for the event are explained below.

OFF-LINE COMMUNICATION SERVICES

- PROMOTIONAL DELIVERABLES

Flyers: flyers with invitation to the proposed event or containing essential information (may also be in digital format)

Playbills of posters: Should have appropriate size, from the smallest to the largest, (6x3 meters) 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.

Gadgets: Various types of materials to be specified and chosen based on the type of event, to be branded and distributed free to event participants (T-shirts, placemats, goblet bags, coasters, notepads, 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, monitors and screens, ledwalls, etc.).

Stages: This is meant as a restricted area for speeches and live presentations of events and shows, within which an appropriate space reserved for 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, gadgets and promotional material on Puglia related to the event.

ON-LINE COMMUNICATION SERVICES

Online Advertorials: Contents must be agreed with ARET, appropriately branded also with regard to graphics, and explaining the event, its connection with the Puglian territory, also contributing to its promotion and valorization from the tourism point of view and travel destination.

A minimum number of words must be included (this is not a press release) and the online outlets where it will be published.

Videos transmissions: 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 videos shall also be checked out based on the transmission channels (social media, onsite projections, etc.). The video must be supervised, agreed upon and then branded with the closing frames (bumper out) provided by ARET, or by agreeing upon the appropriate logo publishing on them.

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.

Web Banners: Online materials of various formats (boxes, leaderboards, etc.) static or dynamic (animated), they may also point to www.weareinpuglia.it or other sections of our institutional portal, 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 increase the media coverage of the Puglia-branded event.