

Standing out – efficient marketing solutions

Artur Żyrkowski, CEO - Agency for Promotion of Cities and Regions

Building A Baltic Sea Tourism Region

Towards a Cooperative Approach of the Council of the Baltic Sea
States

and the EU Strategy for the Baltic Sea Region

Rostock-Warnemünde, 3 - 4 May 2012





**How to bring your advertisement to
people's notice?**









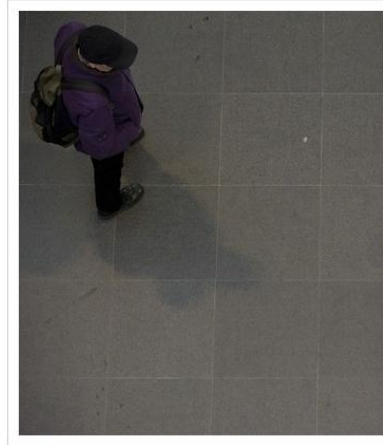


Effect:

- direct communicate to thousands of people of selected target group
- media publicity, its value is estimated at twenty times the cost of events



How to stop the people from the crowd and make them study your ad?



WELT ONLINE

Home Politik Meinung Wirtschaft Geld Sport Wissen Gesundheit Panorama Kultur Reise Motor Satire Spiele

In den Nachrichten: Bahnstreik · E10 · Felix Magath · Libyen · Charlie Sheen

ITB 2011

18:27 / BERLIN
Eindrücke von der Internationalen Tourismus-Börse

Auch außerhalb der Messehallen macht Polen auf sich aufmerksam: Im Berliner Hauptbahnhof gibt es eine Installation.

Mehr Bilder aus ITB

Home Nachrichten Ticker WELT Goforlife Special ITB Berlin JETZ verliebt! Farmermarkt kostenlos spielen

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17/04



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Buried treasure

In case you miss

Scenes from the tsunami.

In the theatre

Let's Build Something Great

SEE THE GREAT

www.apmire.org

How to draw the audience into unwitting participation in the ad campaign











How to handle an advertising campaign with only one billboard?



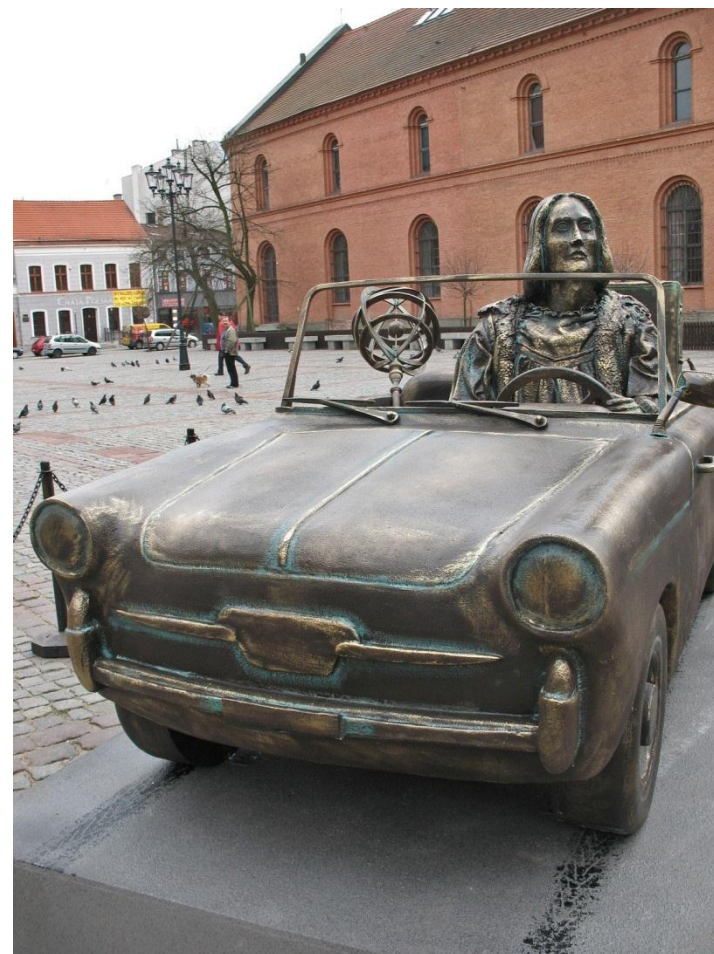








How to use the symbols and the recipient's own public space?







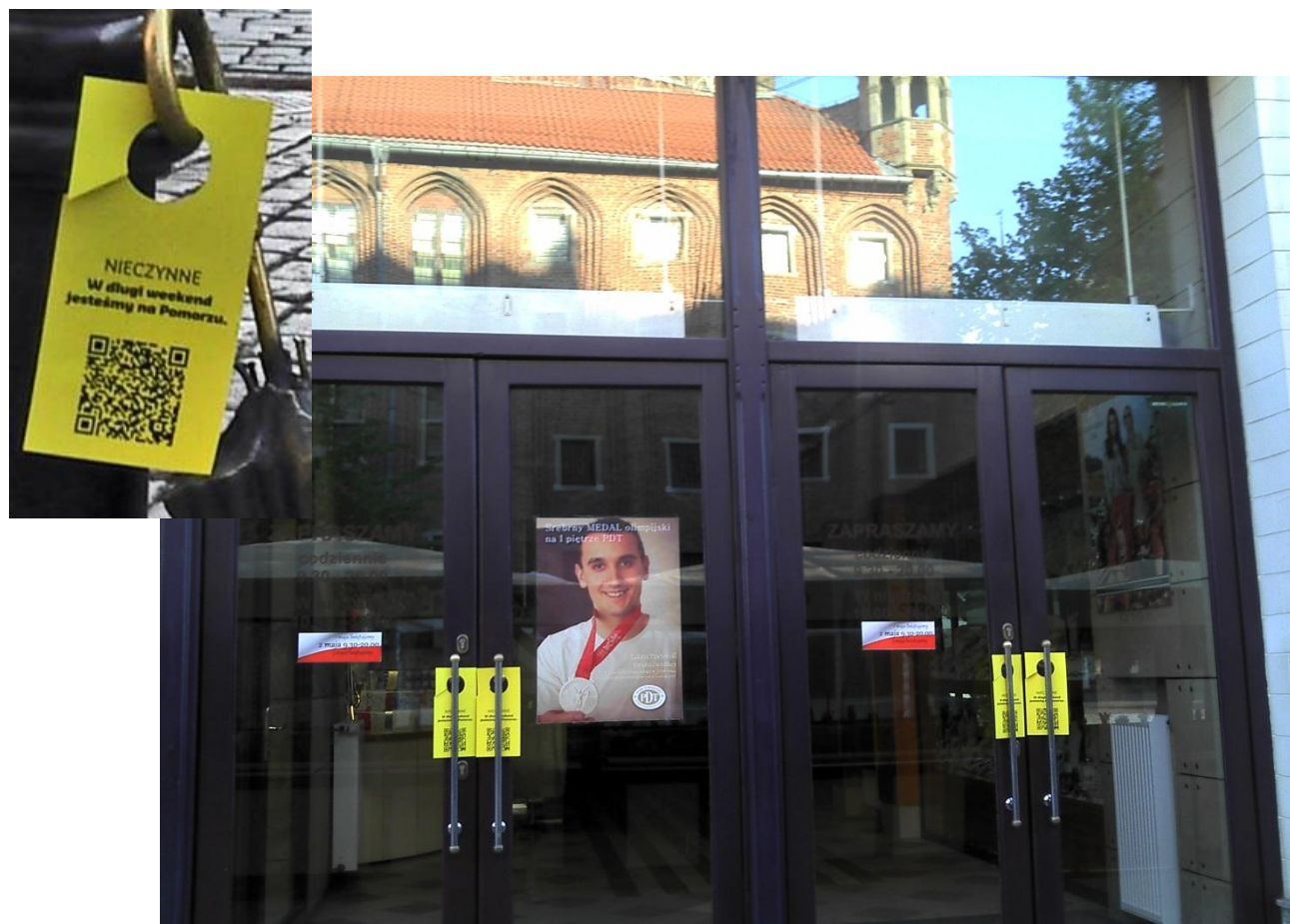




Wstrzymał słońce,
ruszył nad morze







How to stand out at tourist fairs?



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THANK YOU
FOR YOUR ATTENTION