

Visibility & Marketing Strategies

Workshop by
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12th Training Academy of the Cultural Routes
Torres Vedras, 11.6.2025



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Selective perception
Selective exposure
Selective attention
Selective distortion

ASSOCIATIONS

What comes first to your mind?

Individual task

BRANDING

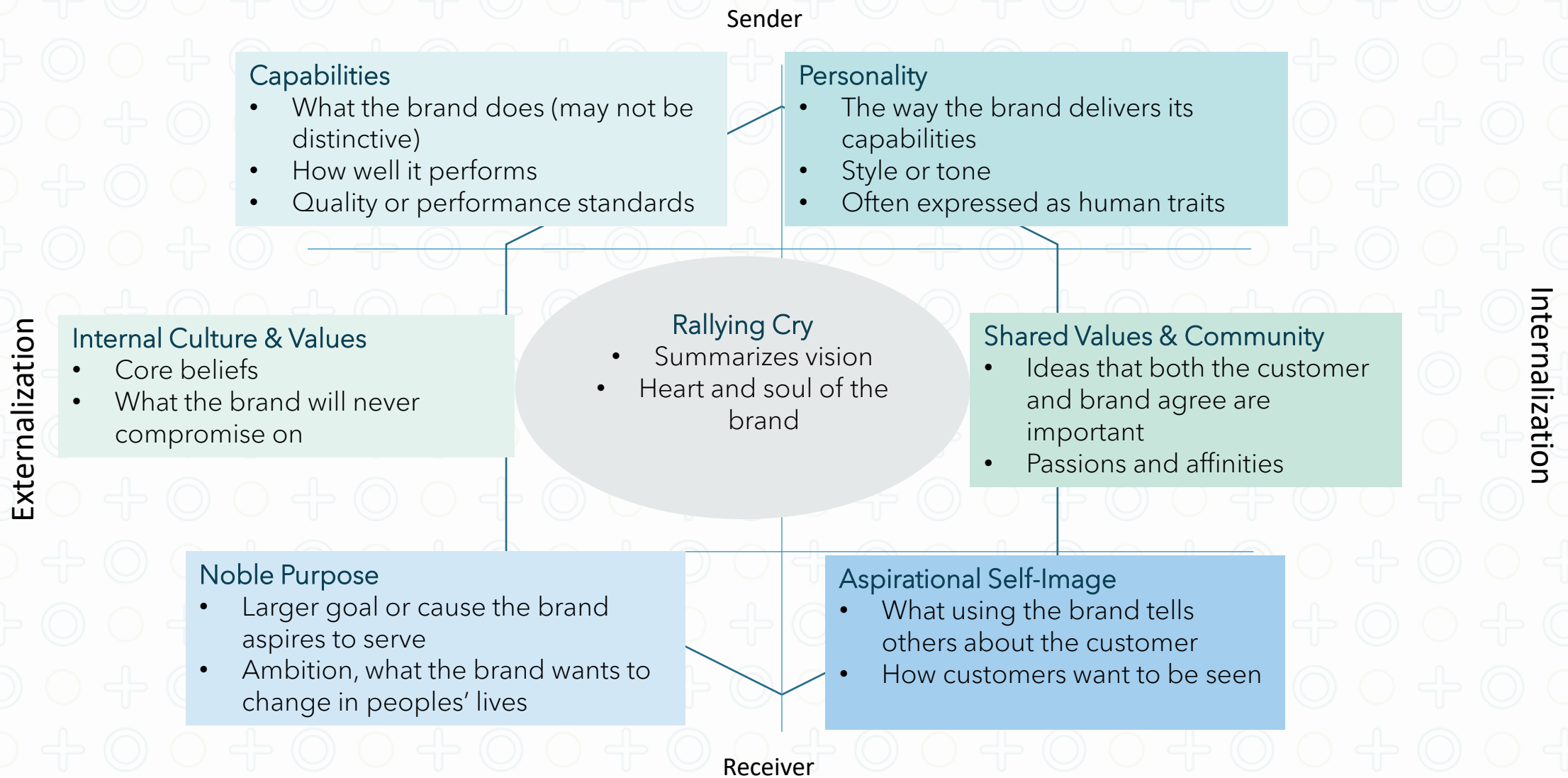
Group task

Look at the logo of your cultural route partners.

What stands out?



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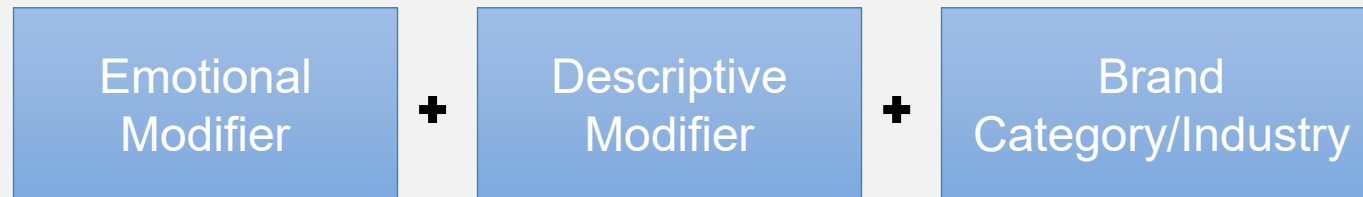
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Rallying cry / brand mantra

This element answers the question: What does all this add up to?

- The rallying cry is a 3-5 word shorthand encapsulation of your brand identity.



- Defines the category of business for the brand, sets boundaries and clarifies what is unique.
- Should be memorable, crisp and vivid.
- Stakes out ground that is personally meaningful and relevant to *stakeholders*.
- Not an advertising slogan, and, in most cases, not used publicly.

Rallying cry examples

- Fun family entertainment
- Ladies & gentlemen serving ladies & gentlemen
- Ultimate driving machine
- Homemade made easy



The Ritz-Carlton®



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What is the rallying cry of
your cultural route?



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What comes first to your mind?

Individual task

**DIGITAL
BRANDING**

Group task

Is the brand of the cultural route of your partner the same online and offline?



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Branding



OFFLINE

Digital Branding



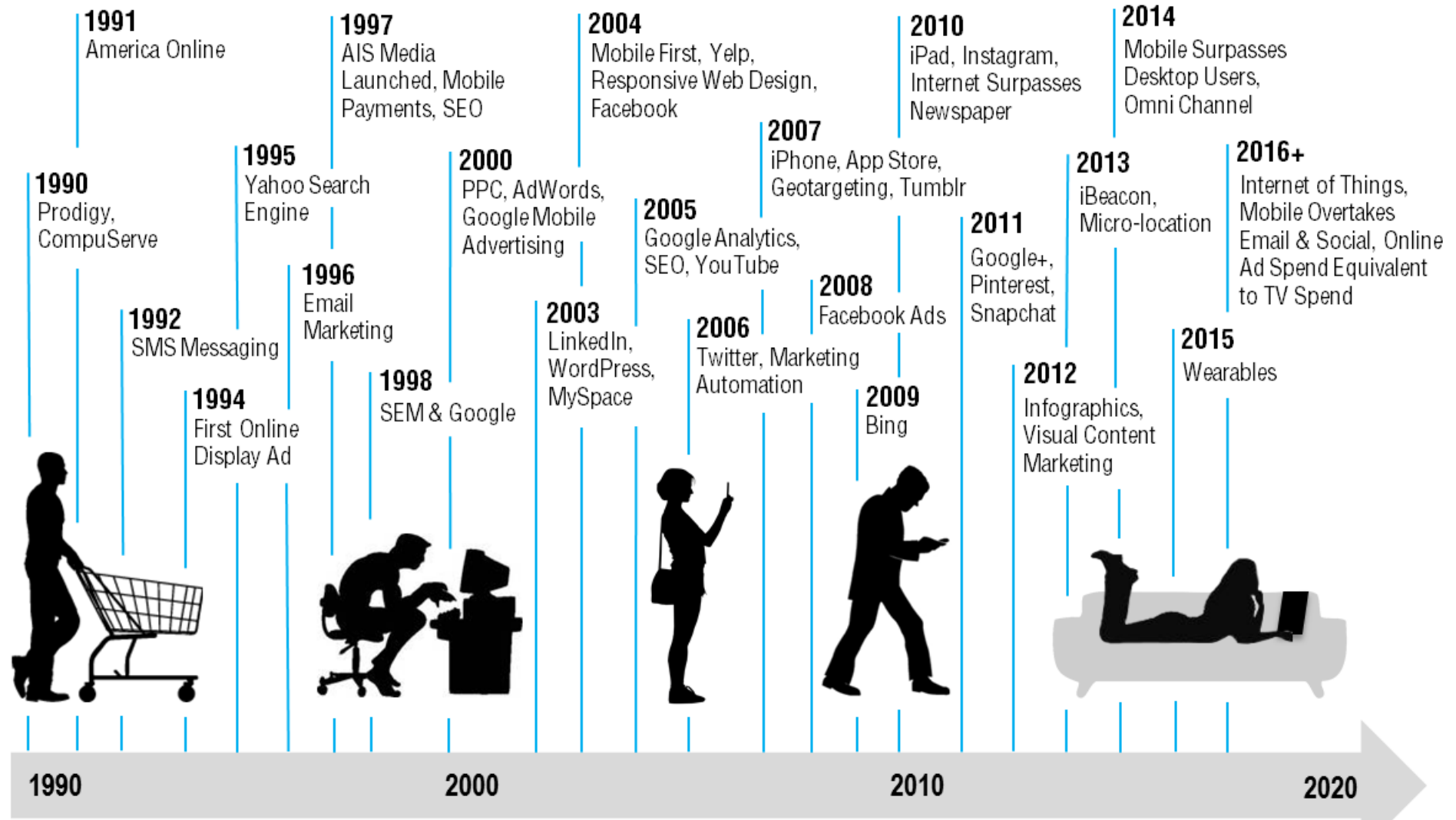
Online!

The only aspect that changes is the environment!



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EVOLUTION OF DIGITAL MARKETING



What is the digital footprint of
your cultural route?



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What comes first to your mind?

Individual task

SOCIAL MEDIA

Group task

Look at the SM presence of
your cultural route partners.

Do you all have IG?



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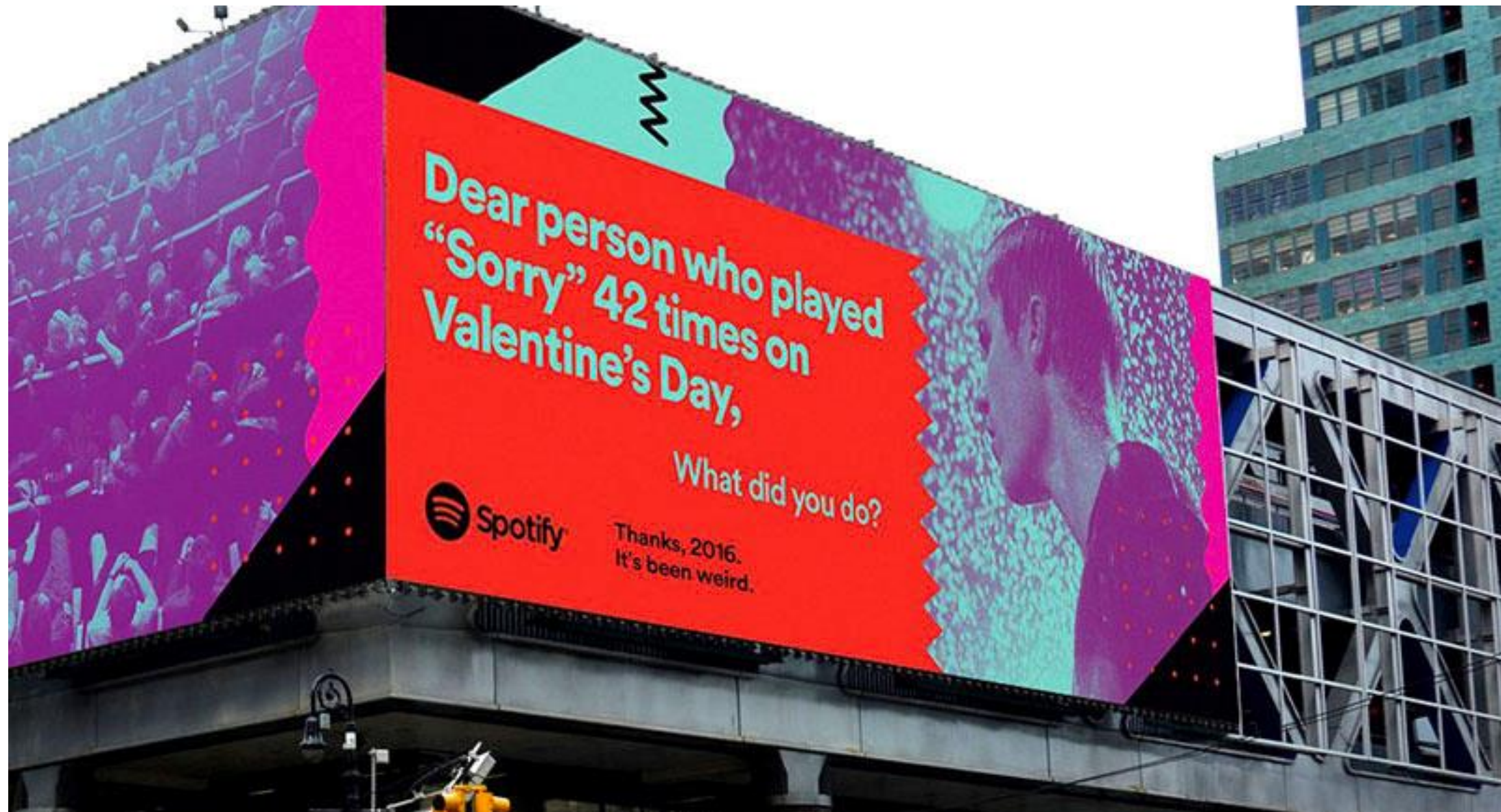
**SOCIAL MEDIA IS JUST A
BUZZWORD UNTIL YOU
COME UP WITH A PLAN.**



Using data to tell a fantastic story. Listening is everything - not only is it true, it's Spotify's motto.

Read: <https://www.entrepreneur.com/article/321266>

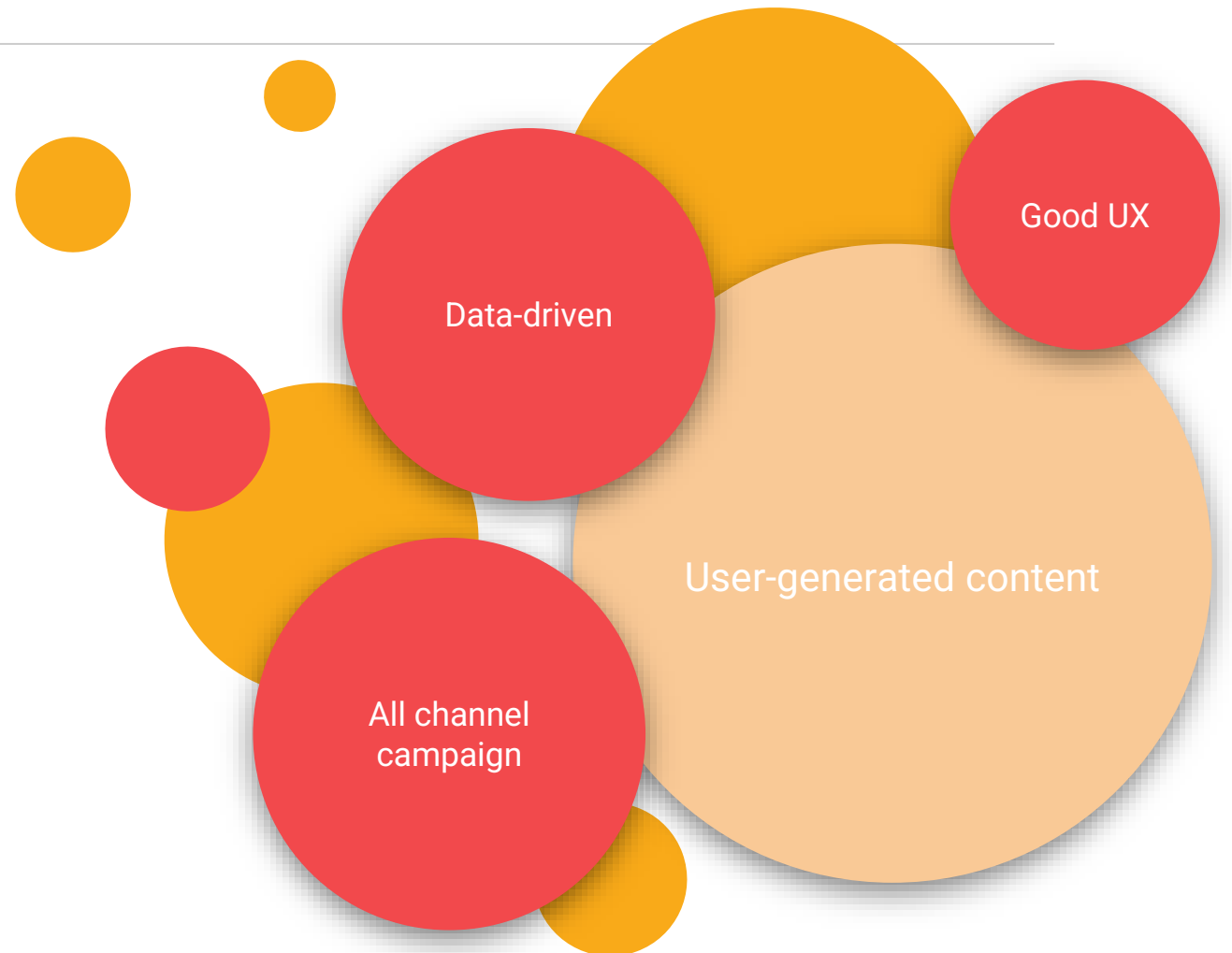
Use a rhetorical question, shocking stats, an interesting anecdote, a musing, etc. to hook your audience.

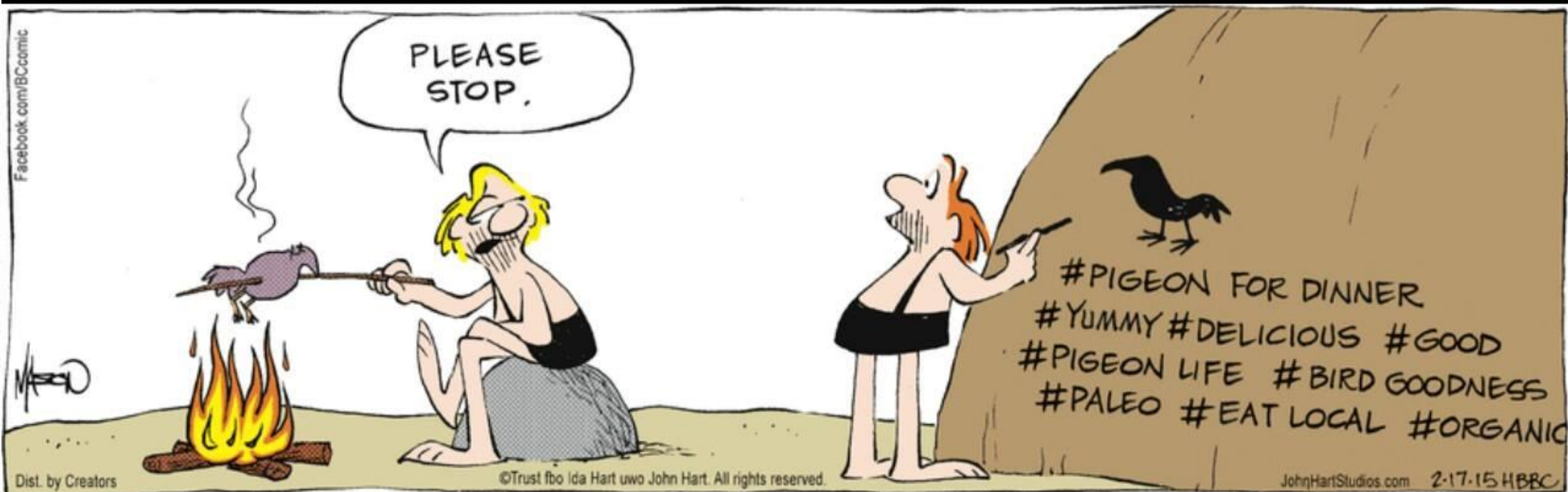


**OVERNIGHT, MILLIONS OF
USERS BECAME UNPAID
INFLUENCERS AND KEY
BRAND ADVOCATES AS THEY
SHARED THEIR LISTENING
ACROSS SOCIAL MEDIA.**

WHAT MADE IT SUCCESSFUL?

Data-driven approach created a **cohesive all-channel campaign** that maximised visibility and leveraged **user-generated content (UGC)**. They used data for advertising, which **drove existing and new users back to their website** and app to give them more data. Genius!





**What are we
communicating?**

What to do when you do not know which visuals work best?



Research insights



2(-)

Functional congruity



2(+)

Self-congruity

H5(+), H6(+)

H9(+), H10(+)

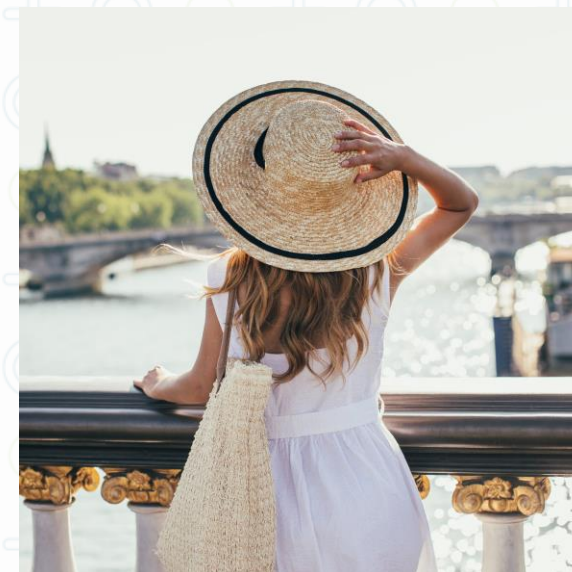
Destination choice

H3(+), H4(+)

H7(-), H8(-)

Information search

Research insights



How do you communicate online about
your cultural route?



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What comes first to your mind?

Individual task

STORYTELLING

Group task

**Name the main heroes of your
cultural routes.**

Why are they heroes?



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Brand experience

Brand experience can also be successful across interactive technologies and platforms



Brand experience

“sensations, feelings, cognitions, and behavioural responses evoked by brand-related stimuli that are part of a brand”

(Pelsmacker et al., 2018, p. 387)



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A close-up portrait of Maya Angelou, an elderly woman with short, curly grey hair. She is looking directly at the camera with a gentle expression. She is wearing a dark, possibly black, top and a delicate necklace with small white beads. Her earrings are small and elegant. The background is dark and out of focus.

People will **forget**
what you **said**, people
will forget what you
did, but people will
never forget how you
made them **feel**.

-Maya Angelou

Let's explore the synergies of
your cultural routes



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Extended identity:

- Brand identity **elements**, **organized into cohesive and meaningful groupings**, that provide texture and completeness.

Core identity:

- The **central, timeless essence** of the brand, which is most likely to remain **constant** as the brand travels to new markets and products, and through time.







人民币 & 澳币 一卡双币
长城环球通借记卡



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How would you connect
your cultural routes?



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12 TRAINING ACADEMY

ON CULTURAL ROUTES OF THE COUNCIL OF EUROPE

***Structuring a collaborative project
proposal***

Drafting a concept note

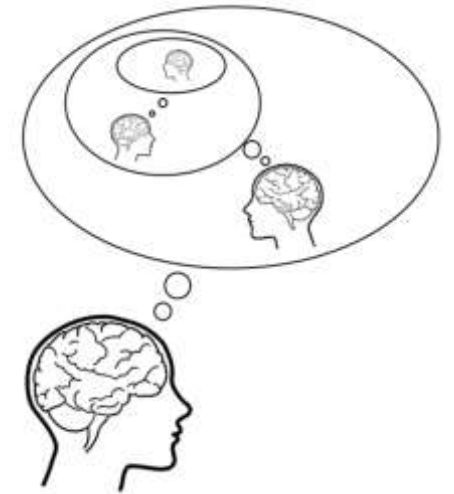
Ágnes Raffay-Danyi

Content



Background/context

- Overview of the problem statement
 - Supported by research findings
- Context the project aims to address
 - Relating to European core issues



Objectives

- Clearly defined objectives



- Address key concepts identified in the project call
 - Include key terms or phrases referring to European values (e.g.)
 - Quality of life
 - Heritage
 - Sustainability
 - Climate change
 - Green transition
 - Digital transition
 - Aging population
 - Silver economy
 - Gender equality
 - *Inclusivity*
 - *Biodiversity*
 - *Ecosystem*
 - *Resilience*
 - *Innovation*
- added by workshop participants*

Target audience - beneficiaries

- Primary and secondary target groups



- Make sure you consider underserved communities (*e.g. elderly, people with disabilities, migrant workers*)

- What are the benefits for the different target groups?



Key activities

- List the key activities organised by objectives listed before
- Refer to the methodologies employed for the various activities



Category	Atividade
activities	- use of tc
	- experier
	- drawing
	- to instig
ons between	- multiple
	- work wit
	- create si

Expected outcomes

- What will change as a result of the proposed activities
 - medium term
 - in the long run



Timeline

- Brief outline, key phases and milestones
- Gannt

Milestone/Phase	Description	Date/Months

Budget

- Breakdown of key components/phases
- Cost categories

Activity	Cost category	Amounts

Conclusion



- Summary of importance and potential impacts of the project
- Remember the key terms and phrases 😊

Benefits/target audience identified during the workshop

Local community	Visitors	Tourism businesses	Local authority
Feeling of belonging	Knowledge	Profit	Political visibility
Local pride	Authenticity	Interconnections, network	More funding
Awareness of heritage	Emotions	Sustainability (financial)	Knowledge sharing
Benefit from development (local food, bakery)	Experience (immersing in local culture)	Growing business	Local development
Preserving local traditions	Slow tourism - Give them time to enjoy	Education	Growth of population
Visibility	Transformation	Extending the season	Participation of local people in events (engagement)
Improved cultural programmes	Satisfying visitor needs		
Better opening times			

Summary of workshop

- Key stakeholders of cultural routes were indentified, indicating the importance of cultural organisations, local authorities, local communities, educational institutions (schools and universities), as well as visitors
- During the identification of potential benefits of development along cultural routes it was concluded that several of them bring benefits to multiple target audiences
- The workshop also proved the power of collaboration – ideas mentioned by participants reinforced and augmented one other

