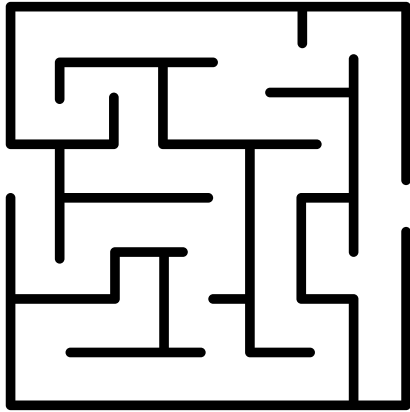


PORTO
& NORTH

ICCA
BEST MARKETING
AWARDS

THE MAJESTIC ADVENTURES OF

OFFELIA SOUZA



T H E C H A L L E N G E

2020 starts with an "era" already known to all, in which the pandemic has a giant impact on the Tourism sector. The year 2020 was a disaster, and 2021 was very focused essentially on the domestic market, but there was a real need to quickly regain the numbers of 2019. Our stakeholders (public and private) needing all the support possible for the recovery.

Aware of the phenomenon of "revenge travel", and with the destination Porto and North of Portugal having a very significant reputation for leisure tourism, it would be through a focus on the MICE segment that we could take a precious and very important step forward for everyone, in a time like this.

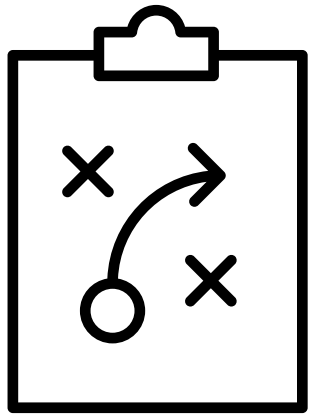
In this context, the area of the meeting industry was defined as strategic for the Porto and North Tourism Board (Turismo do Porto e Norte de Portugal-TPNP), with the prospect of a very significant impact on the region in the short/medium term.

We developed complete contents in the Meeting Industry area, where our partners (from start-ups to more developed companies in the sector), from different areas shared their knowledge and experience, crossing themes such as Sustainability with Tradition, History and Heritage, with much acceptance and amplification by the markets.

From this challenge arises the need to step forward: develop a multi-media campaign that positions Porto and North of Portugal as the preferred destination for the segment and above all, capable of holding large-scale events in the region.



https://www.youtube.com/watch?v=Ru-23boDy1Y&list=PLVkx0pgTXyAL8_ULg9IWD73q3GgCnDF8S



T H E S T R A T E G Y

For the development of our campaign, we decided to define the main territories that the brand should touch, in this segment:

- **the Porto and North of Portugal region (Culture, History, Nature etc.);**
- **Cultural Buildings and Monuments - Architecture;**
- **Hotels, Venues, and emblematic spaces;**
- **Wine and Gastronomy - Moments of Indulgence;**

We understood that in order to distinguish ourselves in communication and concept we had to be disruptive and challenging, ripping away from the usual films that presented cities and their value proposition in a contemplative style (and all too often similar).

The basis of the campaign would be the development of a film/concept. If this film was intended to present the best of the North of Portugal, it should do it in a way that reflects its essence, without falling into the trap of being blatantly obvious. So we needed to find a creative concept that would serve our business purpose (succinctly: explain why they should choose Porto and North of Portugal as the venue for their next event and somehow deliver on their promise.) Strategically we defined as a priority the launch of a multi-media campaign:



Promotional Film: creative concept; character design; script; storyboard; pre-production and production; direction; art direction; merchandising design;



BRAND ACTIVATION:

- brandactivationplatforms,foron-siteactions.
- AR filter on Instagram;



DIGITAL CAMPAIGN:

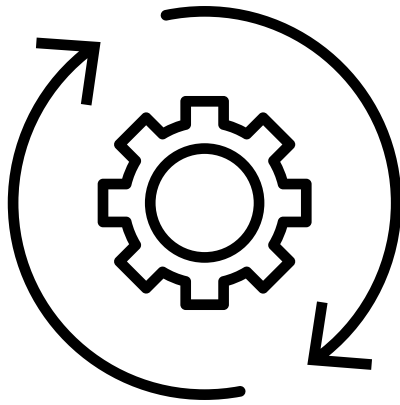
- digital advertising strategy; landing page and creativities;
- Strong social media presence



BRANDED CONTENT: SPECIALISED MICE INDUSTRY MEDIA



PR: NATIONAL AND INTERNATIONAL, WITH THE SUPPORT OF TURISMO DE PORTUGAL. CAMPAIGN LAUNCH EXHIBITION



T H E I M P L E M E N T A T I O N

The implementation and development of the campaign began by defining the path of this desired disruption.

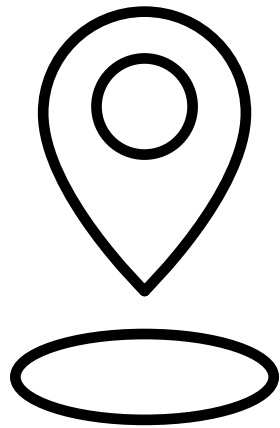
While delving into the development of the main character, we realised that she should be directly presenting the story in order to grab the viewers attention. But who could this person be? We wanted someone with a lot of life experience, who had travelled more than half the world, someone who enjoyed the pleasures of life – and, most importantly, the viewer should feel immediately drawn towards her charisma.

Once the profile of our character was defined, we aligned all the partners that we should involve and give them their due emphasis.

With all the assumptions/needs set, we strategically aligned the markets (Europe, Brasil, US and Canada) and the respective target's within the same.

The main objectives set were:

- **Increase the reputation of our region in the MICE segment**
 - **Improve performance in the segment's specialised rankings**
 - **To capture more and better events for the region;**
 - **Attract large-scale events;**
-



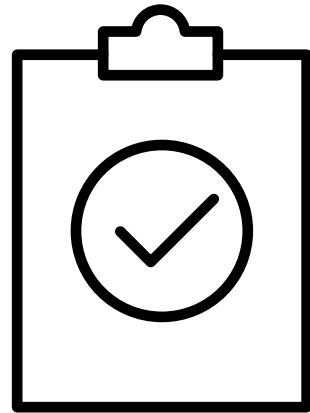
INVOLVEMENT,
FROM AND TO THE REGION

Everyone's involvement has been very important for the path being taken in this segment. Both from our organisation, which seeks all the best positioning strategies, team building and capturing relevant events for the region, and for our stakeholders, who will evolve with the demands of our challenges and above all, as we have seen, cooperate with each other

for the greater good.

The community will always be central to the whole strategy, capital its involvement: people are the essence of Porto e Norte and everything that means better and more sustainable tourism for the region will benefit the community.





T H E R E S U L T S



Besides the very positive performances of our marketing campaigns: specialized press, digital marketing, branded content, social media (focus on linkedin), the main results to highlight are: -Presence of Ofelia de Souza Creativity in several MICE events;

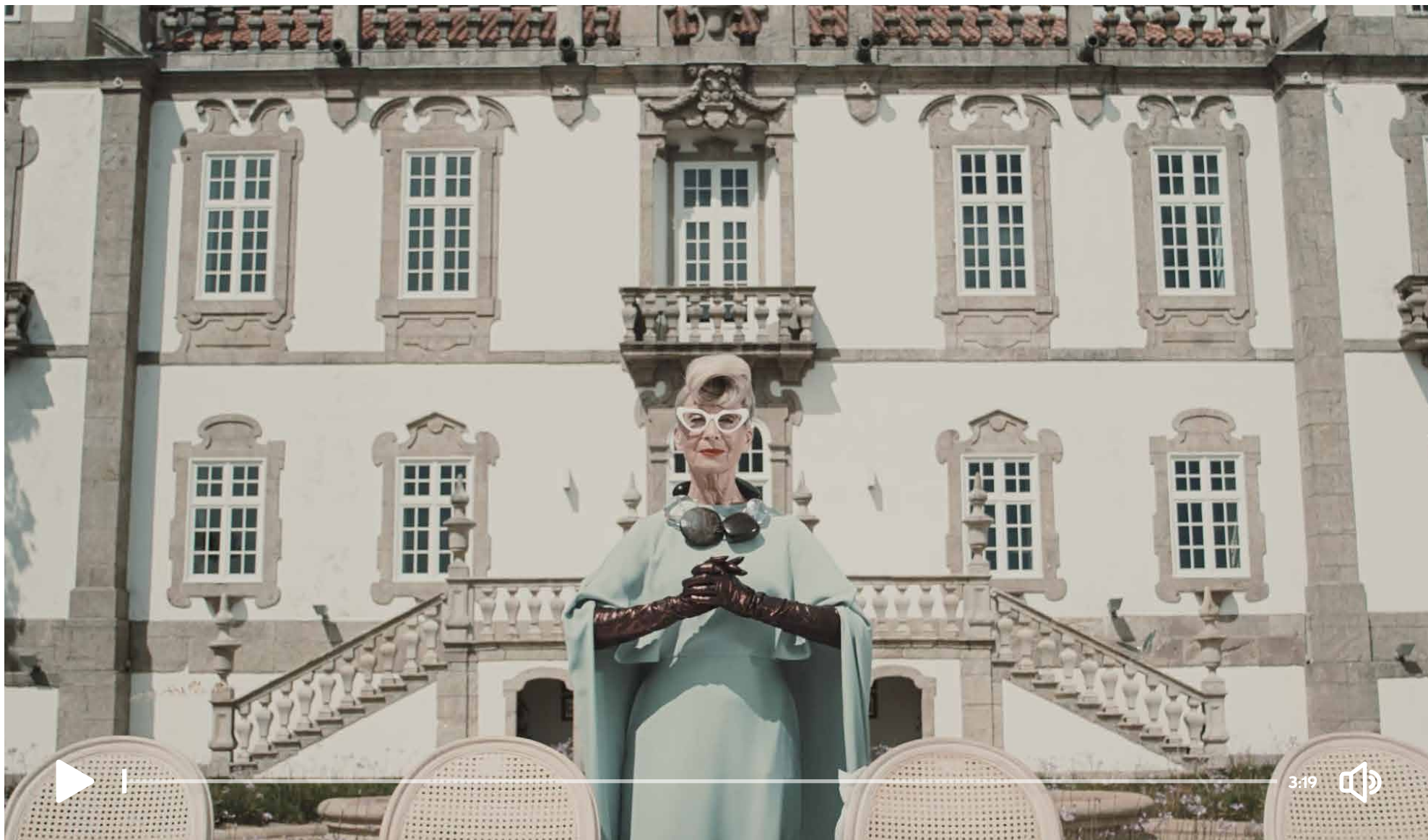
- **Capture of more than a hundred events, being expected in 2022 more than 32.000 participants of this segment in the region.**
- **Organised at least three major events (+500 people): &I Forum, the AITO Overseas Conference and Wordcamp Europe.**

As a summary of our work, the most reputable International Congress and Convention Association (ICCA) places Porto in the European top 15 and in the world top 20 ranking of destinations with the best conditions to host events of the MICE segment.

In 2019, Porto ranked 39th in the ranking of destinations with the best conditions to host MICE segment events and, at this moment, it is the 14th best placed European destination in that list and 16th worldwide.

Finally, the film "Why choose Porto & North of Portugal for your event?"

- The Majestic Adventures of Ofelia de Souza" has already won over 15 awards at festivals such as the Vegas Movie Awards, the Japan World's Tourism Film Festival and the New York Festival TV & Film Awards.



2021

Mannheim Arts and Film Festival 2021

- **Best Travel Film**

Gothamite Monthly Film Awards 2021

- **Best Commercial of the Month**
- **Best First-Time Director of the Month**

Vegas Movie Awards 2021

- **Best 1st Time Screenwriter – Award of Excellence**
- **Best First Time Producer – Award of Excellence**
- **Best 1st Time Producer – Award of Excellence**
- **Best Advertising Film – Award of Excellence**
- **Best Costume Design – Award of Prestige**
- **Best 1st Time Director / Short – Award of Excellence**

2022

Kiez Berlin Film Festival 2022

- **Best First Time Director**

Japan World's Tourism Film Festival 2022

- **Grand Prix**
- **1st place "Tourism Products - MICE"**

New York Festivals TV & Film Awards 2022

- **Gold Trophy (Corporate Image - Tourism Category)**

International Tourism Film Festival Africa

- **Tourism International - Grand Prix**
- **Gold Award - Tourism Products**

Terres Travel Festival 2022

- **Gold Award - Tourism Products / MICE**

THE RESULTS



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PORTO
& NORTH

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