



# Explore **HANSA**

Strategic communication as an efficient  
tool to increase visibility of a project

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# «HANSA» communication principles

- Unified visual identity
- Communication strategy
- Local involvement

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# Visual identity



*«To achieve harmony and balance between historic values and the dynamics of today's life»*

- Unified for all project activities
- Recognizable as products of 1 project

# Communication strategy

- Agreement on the basic principles, goals and communication channels
- Tourism professionals
  - Direct communication
  - Tourism fairs
  - FAM trips
- Tourists
  - Social media
  - Mobile App
  - Tourism information kiosks

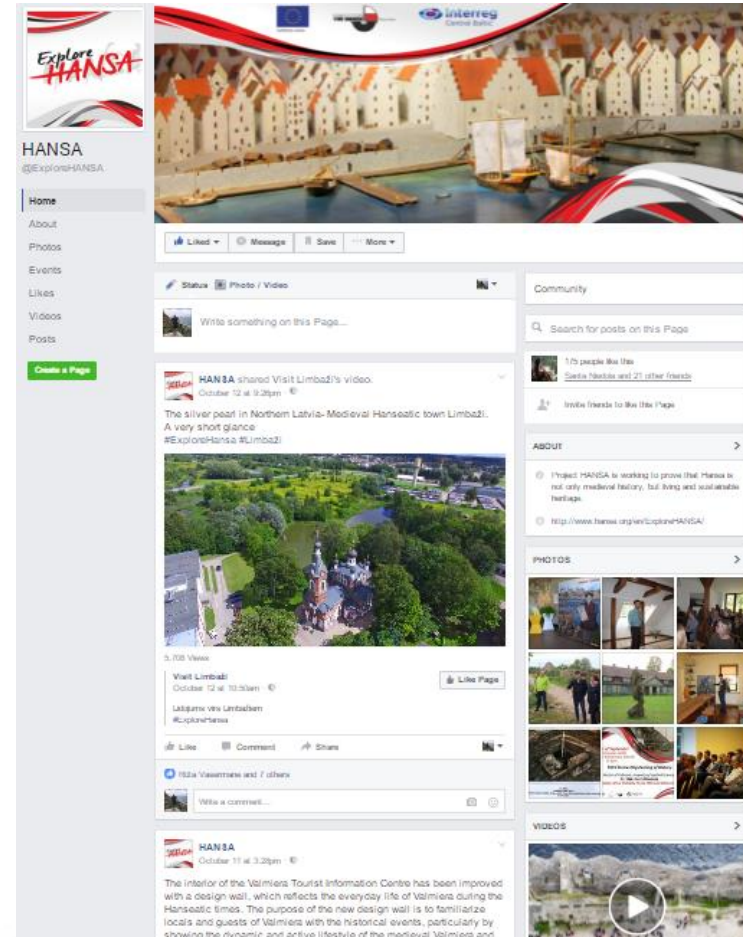
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# Social networks



«Explore HANSA»

- Hanseatic heritage/activities in partner cities
  - Project news
  - Visual materials!
- 
- Other social networks
- #ExploreHANSA





# Local involvement

- Unified principles, local implementation
- Local contacts
- Local events
- Local/regional media involved



# What has been done so far?

- Building brand awareness
- Promoting Hanseatic theme
- Regional and national coverage
- Involving stakeholders – they will make and sell our product
- New products give higher publicity to the project



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Thank you!

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