

LOCAL ARCHEO PLAN

institution, manager or investor:

CITY MUNICIPALITY PTUJ

archaeological site, park or group of sites:

CITY PTUJ

name of the archaeological site, park or group of sites

TEAM:

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Local Archeo Plan

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MESTNA OBČINA PTUJ

ArcheoDanube – Archaeological park in urban areas as a tool of local sustainable development (Local Archeo Plan)

The fundamental purpose of the ArcheoDanube project is to properly present and interpret the Roman-era archaeological heritage of Ptuj to various target groups, to raise local population's awareness about the importance of the ancient Roman archaeological heritage and to connect geographically scattered archaeological remains/sites under the "Poetovio Archaeological Park" product brand in terms of communication and content.

Designing the umbrella product brand of the Poetovio Archaeological Park and creating its visual identity is an integral part of the project. It represents a strategic and communication platform that will connect the rich archaeological heritage of ancient Ptuj and the accompanying tourist services through a unified visual identity and communication. The umbrella brand also aims to strengthen the knowledge of the local history and the recognition of the destination by both the locals and visitors.

As part of the project, three movable copies of Roman-era monuments will be placed in the old town center, equipped with a QR code and a small information sign. Their purpose is to bring the rich archaeological heritage of Ptuj to visitor's attention and invite them to explore the scattered Roman-era archaeological sites in the Poetovio Archaeological Park.

The Guidebook for designing Local Archeo Plan (LAP), which was prepared by project partners, is a tool to help all partners in writing and implementing local plans. As a tool, it creates synergies between heritage and tourism, looks for solutions for cultural values and thus ensures the vitality of the historic town of Ptuj. It consists of several chapters or key points that the planners can refer to or choose from. The partner selects the focus area. In Ptuj, LAP focuses on communication, branding and promotion (chapter 4.8). The planned and implemented activities from the communication plan take into account the guidelines from Local Archeo Plan's section on promotion and communication (LAP, chapter 4.8– Communication, promotion and branding).

The importance and value of a product brand

The Poetovio Archaeological Park product brand will, through a clearly designed identity, character, core promise, and consistent visual identity and communication, contribute to better visibility and added value of the Roman-era archaeological heritage of Ptuj. The umbrella brand of the archaeological park helps create synergies between heritage and tourism, look for solutions for cultural values and

thus ensure the vitality of the historic town of Ptuj.

An effective brand goes beyond just a uniform visual identity. A brand comes to life if it has a clearly designed identity and a promise that addresses its target audiences in an appropriate way, and if it consistently communicates its promise visually and substantively through various communication channels and tools. The more clearly a brand communicates its story, values and promise to users, the more effective it will be. The brand inspires, motivates and attracts. It establishes a relationship and builds trust.

It is important that the brand also fulfils its promise in day-to-day activities. The promise that the brand makes through its communication must also be fulfilled when visitors come to the destination. We experience it through contact with local people, hotel or restaurant staff, visiting local attractions, information availability and various tourist experiences. The product and communication are inextricably linked.

Content of the Poetovio Archaeological Park product brand

The Poetovio Archaeological Park presents the heritage of ancient Ptuj, the largest Roman-era settlement in the Slovenian territory, and ties the immovable archaeological heritage of Ptuj in a comprehensive tourist product.

The Poetovio Archaeological Park product brand includes all content that is or will be related or linked to ancient Ptuj. It will include tours of archaeological remains, museum exhibits, guided tours, tourist products and experiences, educational and interactive content, as well as events and exhibitions that are related to the Roman period or are held next to the archaeological remains of the period.

The content of the Poetovio Archaeological Park product brand will be upgraded in the future with new interpretation methods and content, also using modern technologies. The brand's focus will be on the opportunities for actively and interactively experiencing Poetovio's ancient Roman past.

Brand identity and promise

BRAND IDENTITY

The Poetovio Archaeological Park product brand is based on the archetypal identity of the wise man, which is at the core of the entire museum industry. It is characterized by professionalism, knowledge, understanding of the world and the search for truth.

Using interactive content and emphasising the interpretation of the archaeological and other cultural heritage of ancient Ptuj, it also relies on the identity of the creator, through which it promises authenticity and thinking outside the box. It appreciates the different, the unusual, the unique, as well as art and originality.

CORE BRAND PROMISE

The promise is at the core of the brand. It presents its essence, its purpose and indicates the core benefits it brings to the target groups.

Annex 1#: Communication plan of new brand Archeological part Poetovio

Annex 2#: Brand book of Archaeological park Poetovio

- Booth documents are in Slovenian language and separate documents.

