

MARKETING & STORYTELLING



TURISMO INDUSTRIAL



ENQUADRAMENTO

STAKEHOLDERS
STORYTELLING
ESTRATÉGIA
CONCRETIZAÇÃO

stakeholders

**Turistas, residentes
e profissionais**

storytelling

2 + 2, not 4

Pixar's Andrew Stanton @TED Talk

estratégia



PROPÓSITO

CRIATIVIDADE

PORQUÊ?

VALORES

HISTÓRIAS

O QUÊ?

IDENTIDADE

VOZ

COMO?

concretização

Eixos / Ativos

principais linhas de trabalho e política pública + Ativos do Destino

Dimensões

abordagens de comunicação e marketing do Destino

[hero] **Alto impacto**
Posicionamento de marca

[hub] **Entretenimento**
Encoraja interação e partilha

[help] **Informação**
Otimizado para pesquisa

HERO

PORTUGAL MANUAL, CURATED CULTURAL EXPERIENCES



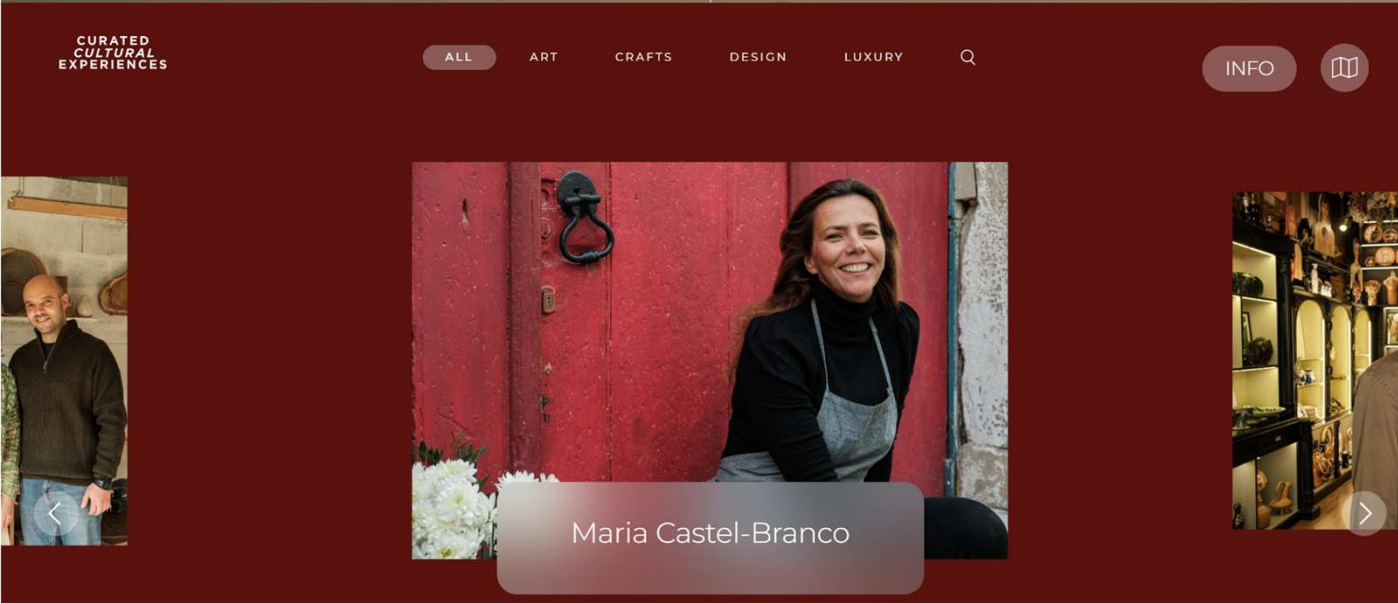
INFO



Portugal Manual

CURATED CULTURAL EXPERIENCES

ARTISANS
artesãos



CURATED
CULTURAL
EXPERIENCES

ALL

ART

CRAFTS

DESIGN

LUXURY



INFO



Maria Castel-Branco



HUB

REDES SOCIAIS VISITPORTUGAL

From Beginning to End

Exemplo de Temas:

Azeite
Azulejo
Lanifícios
Chá
Filigrana
Saboaria

...



Vinho

COPY

Have you ever wondered about the journey your wine takes before it graces your glass? Let us take you on a step-by-step tour of its transformation:

- 1 - Vineyards - It all begins in the vineyard, where rows of grapevines stretch as far as the eye can see. These grapes are nurtured with care, soaking in Portugal's unique terroir.
- 2 - Fermentation – Next, the magic begins. The freshly harvested grapes are gently crushed, and their sugars begin to ferment, transforming into the essence of what will become wine.
- 3 - Wine Cellar - In Portugal, wine matures in oak barrels, clay amphorae (talhas), and even underwater. Each method adds unique flavours, reflecting the blend of tradition and innovation that makes Portuguese wine extraordinary. Patience is key, and Portugal's winemakers are masters of the art.
- 4 - Bottle - Finally, the wine is bottled, ready to bring people together around tables, celebrations, and shared stories.

Curious fact: Did you know Portugal is also home to cork production, making it the perfect complement to seal every bottle? But let's save it for another chapter. Stay tuned!



#FromBeginningtoEnd #VisitPortugal #Portugal #Wine

[location name], the town of...

COPY

DESCRIÇÃO

Welcome to Caldas da Rainha! Located in the Center of Portugal, it has art in its DNA and an exciting and lively spirit that you won't want to miss. In the country it is known for its traditional ceramic. Why not explore this heritage when you visit?

#VisitPortugal #Portugal #IndustrialTourism #CaldasDaRainha
#Ceramic

[possíveis] Título e subtítulos

- Caldas da Rainha, speciality: ceramic
- Ceramic as exhibition
- Ceramic in the middle of the city
- Ceramic to bring with you

NOTA DE DESIGN:

Formato vídeo



One food, infinite places

COPY

In Portugal, bread is more than just food - it's a story shaped by each region's unique traditions. Before you even settle into your seat at a restaurant, a basket of freshly baked bread will greet you at the table. But here's the twist: no two loaves are the same! From the golden corn bread of the North to the rustic wheat loaves of Alentejo, each bite reflects the land, traditions, and people, shaping the type of bread you'll taste.

Join us on this journey through Portugal, one slice at a time, to discover how a single ingredient transforms across infinite places.

👉 Where will your bread adventure take you?

#OneFoodInfinitePlaces #VisitPortugal #Portugal #Food #Bread

Bread

Throughout Portugal

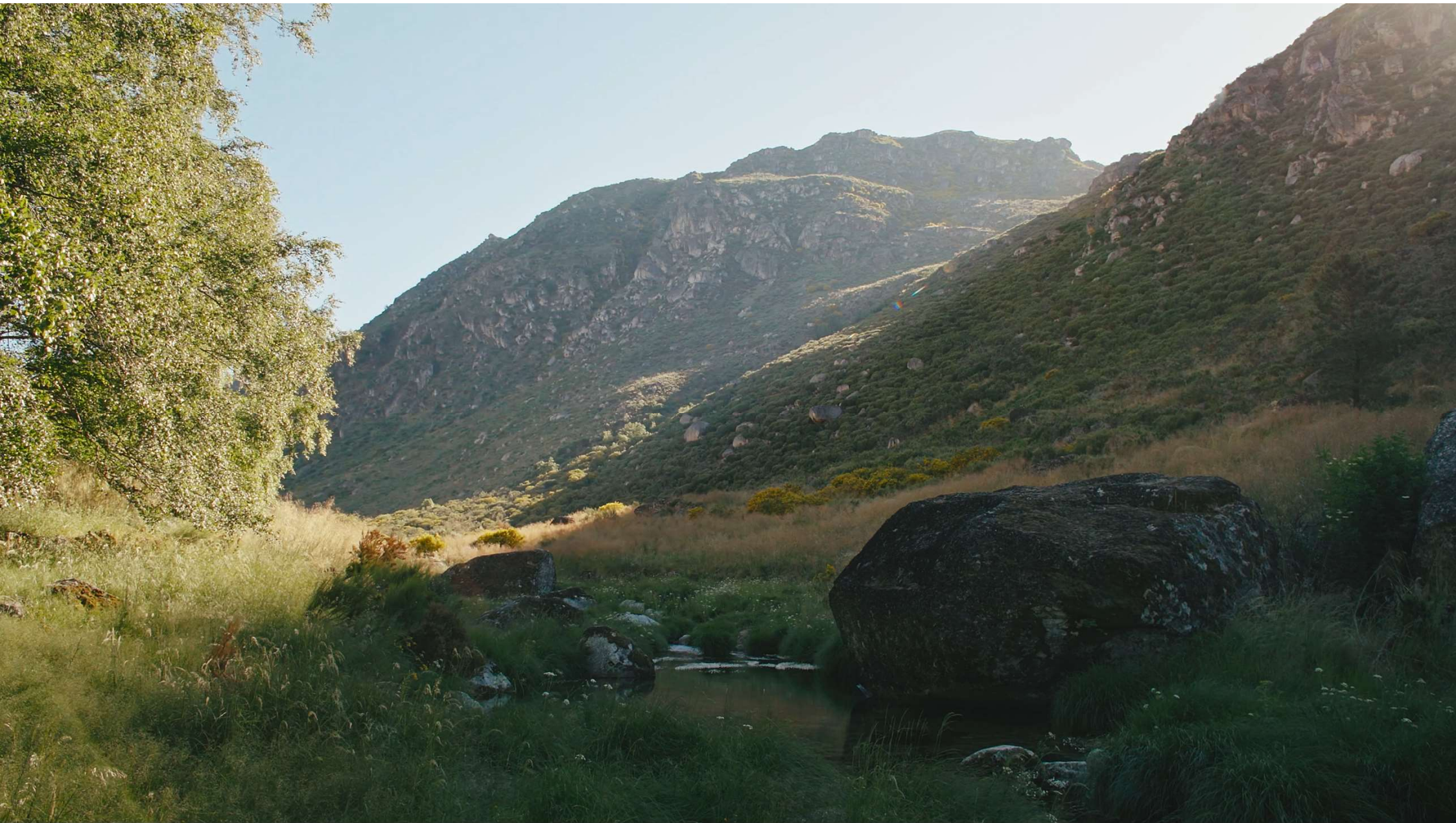


HELP

GETAWAYS



BH-0D1



MARKETING & STORYTELLING



TURISMO INDUSTRIAL

