

## Marketing campaign in Poland

**Subject:** Liptov digital campaign:

**Client:**

Name: REGION LIPTOV, regional organization of tourism  
Address: Štúrova 1989/41, 031 42 Lipt. Mikuláš  
VAT: SK 202348606  
Contact person: Ing. Darina Bartková, director  
Phone: +421 44 55 65 401  
Web: [www.visitliptov.sk](http://www.visitliptov.sk)

**Creating an order:**

The OOCR LIPTOV REGION, as a sponsor, is interested in promoting the entire tourist region of Liptov, creating awareness of the tourist potential of the region, thereby increasing interest in the region. These promotional activities are expected to increase the number of tourists from Poland.

**Estimated budget: 12 500 EUR net (without VAT)**

**Offer deadline: 10.07.2020**

**Background info:**

LIPTOV is a unique region in the north of Slovakia, characterized by a charming variety of the nature in a small territory, a contrast of high peaks and green meadows and pastureland, which managed to create the largest natural playfield of relaxation and fun in Slovakia.

If someone is looking for a summer holiday associated with water, Liptov is an excellent choice. Also thanks to the resort Jasná Nízke Tatry Liptov is the top region for skiing. As the only resort in Slovakia, Jasna can host the World Skiing Cup. The last time in 2016 was the World Cup in women's skiing and there were such stars as Mikaela Shiffrin, Veronika Velez – Zuzulová and a native of Liptov Petra Vlhová.

At the heart of the Liptov region is the Liptovská Mara water reservoir, which directly evokes a stay by the sea. In addition, visitors to Liptov will find a number of thermal, mineral springs. The most famous localities with natural thermal springs are Liptovský Ján. On the opposite side of Liptov, Lúčky Spa with medicinal water attracts. Fun and relaxation is also great in Aqapara. Tatralandia in Liptovský Mikuláš offers many toboggans and swimming pools with clear, thermal and saltwater sea water and thanks to Tropical Paradise with a transparent roof, holidaymakers enjoy summer and tropical temperatures in any weather and even surfing wave. Bešeňová boasts the largest number of swimming pools, the longest toboggan, the largest sauna house, as well as a swimming pool with sea waves. A huge attraction is the local sauna ceremonies, whether daily or night. There is a lot of attractive water in Liptov thanks to the local wild rivers.

## **Campaign goal**

The planned form of promoting our region on the Polish market is to publish articles/advertorials promoting the region in the largest Polish Internet media.

The goal is to promote the Liptov holiday area in Poland.

The main KPI will be the number of views of advertorials and articles in internet press.

## **Target group:**

People aged 25-54. Women and men. Well-off families with children. Free professions. Businessmen

Cities 50K+. Earnings 1000EUR+.

## **Timing campaign:**

15 - 31.07.2020

## **Creatives:**

Advertorials created on the basis of the materials provided by us.

Videos 30'' promoting the region and photos available.

## **The request of quote must content:**

- 1) List of proposed media in which the publication will be published.
- 2) Timing.
- 3) Reading estimation
- 4) Price in EUR

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**Example of request Liptov digital campaign:**

Company:					
Address:					
NIP:					
Contact:					
e-mail address:					
Telephone:					
Data:					
Placement	Format	Date	Reading	Amount net	Details
Medium A					
Medium B					
Medium C					
...					
<b>AGENCY FEE</b>					
<b>TOTAL</b>					

Data: .....

Signaturer: .....