

A U D I E N C E *

- ❖ Tourists and travelers who deeply care about cultural and historical heritage of this ancient world
-Heritage tourists-
- ❖ Service providers, opinion leaders in archeology, academicians, historians, global press members

I N S I G H T * *

Among the motivations behind the travels of these individuals are the pursuit of adventure, inquiry, curiosity and the desire for an authentic and meaningful experience.

It is highly possible that these people are interested in what happened in places in old times and are enthusiastic about solving the mysteries of the past.

S T R A T E G Y *



Raising awareness about Şanlıurfa and its districts by provoking our audience's desire to search for mystery and to learn about the past.

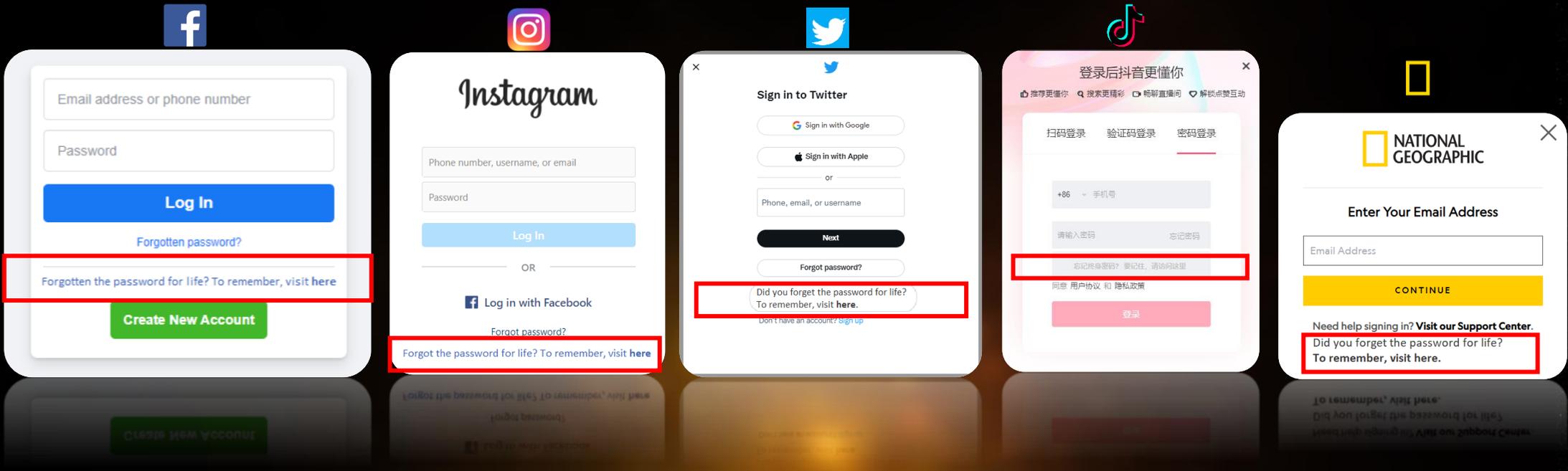


Creating an emotional bond by showing that what they are looking for is actually right here, both metaphorically and literally.



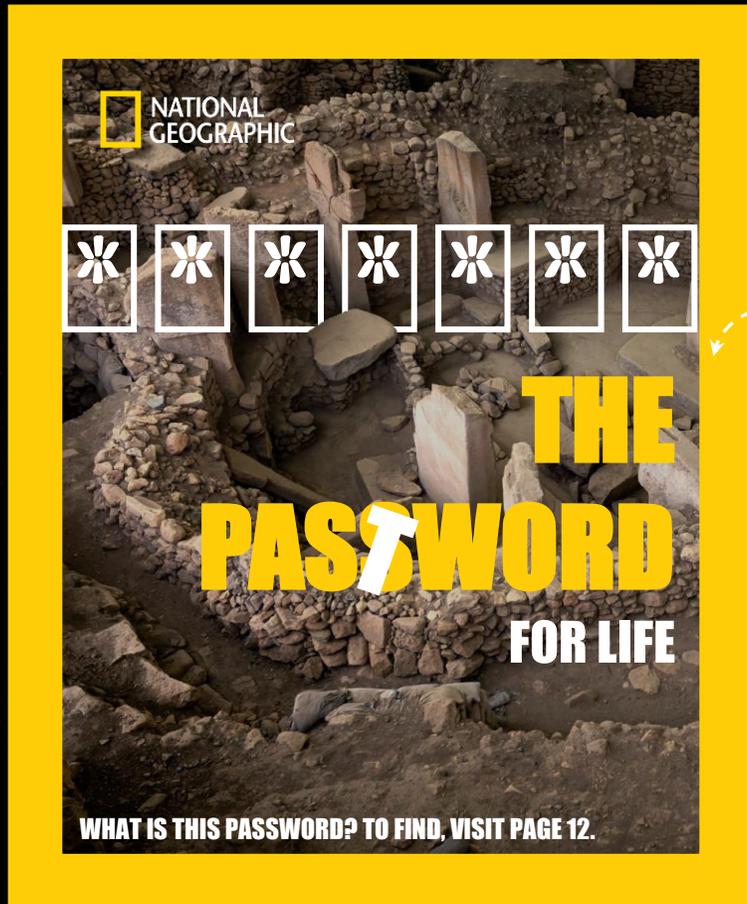
Positioning Şanlıurfa as the place where all the secrets are hidden and where all those secrets will be revealed at some point and will call out to them to be a witness.

EXECUTION



We will add a button next to the "Did you forget your password?" question on the login page and ask "Did you forget the password for life? To learn/remember, visit here." The landing page will be a micro-site about Şanlıurfa districts. Thanks to this site, people will be able to buy travel tickets to Şanlıurfa in addition to get information. Partner platforms were selected according to their usage rates in the target countries.*

E X E C U T I O N

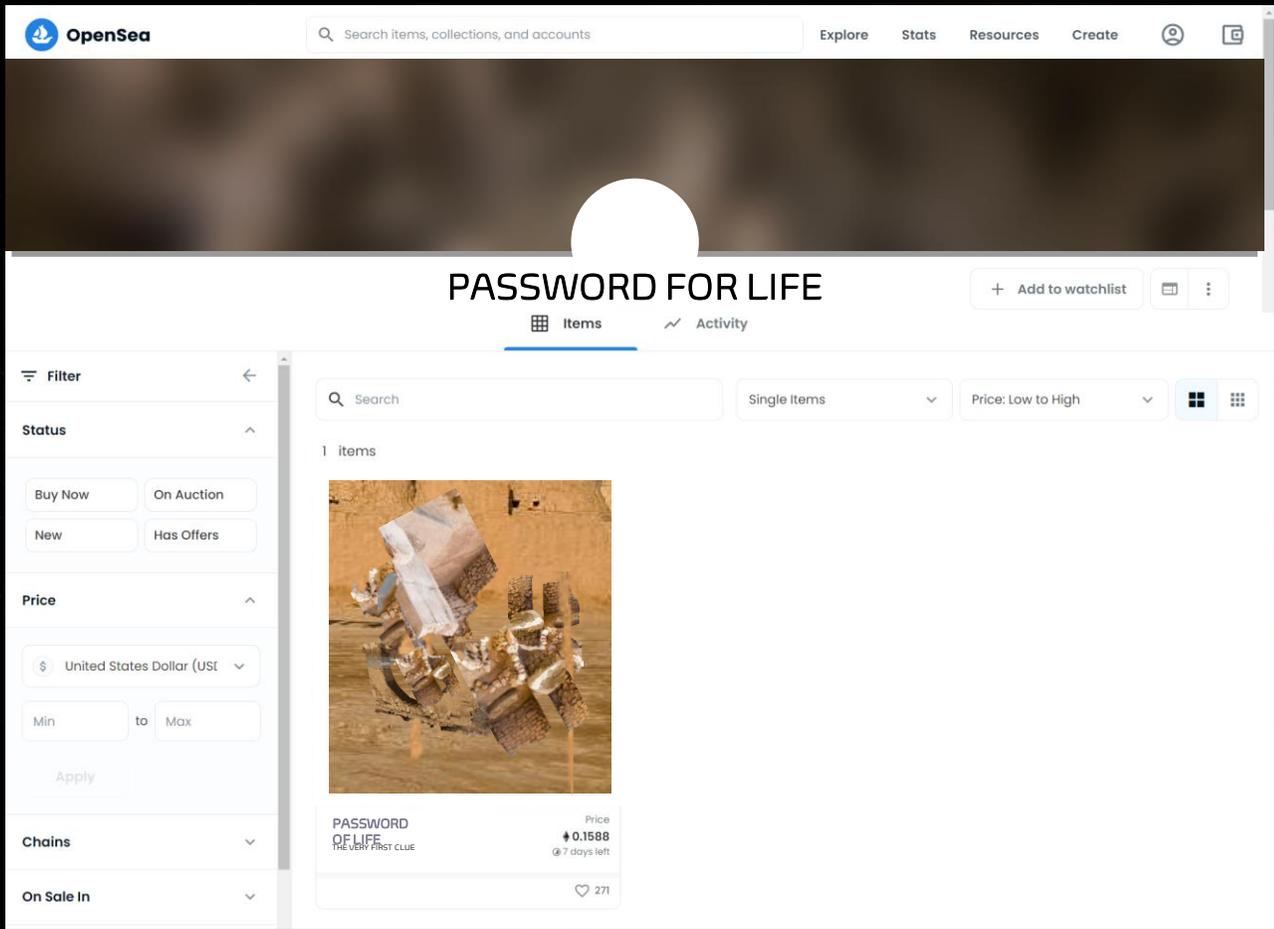


Collaborating with National Geographic History, we will publish a special edition.

For this edition, the cover page will look like this in order to highlight our main theme.

The pages related to the cover photograph will consist of again passwords and nothing will be readable. But there will be a QR code which directs people to our website where they will be able to read some of the writings, again not all of them. We will invite them to buy a ticket in our website, visit here and discover the hidden heritage.

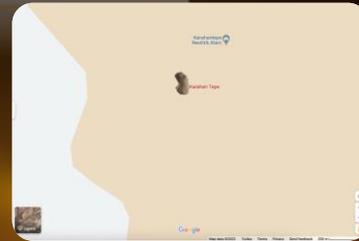
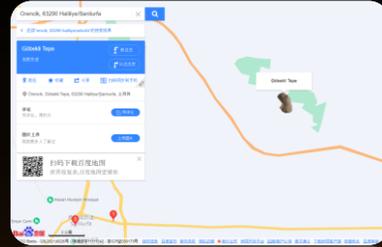
E X E C U T I O N



We will create a collection of letters that eventually will reveal the code as a whole word but this will happen one by one. Our audience will help sell these NFTs by sharing them online if they want to learn the password for life because only after the first NFT is sold, the second letter will be uploaded.

The NFT letters will be hidden and be designed using photos of historical places in Şanlıurfa. This will be in the website. The amount earned will be donated to the research in history!

EXECUTION



- ❖ Our password ads will be broadcast on Smart TVs, asking people to enter the password. We will use the episodes where a secret is revealed according to the scenario in the TV series as advertising places.
- ❖ QR Codes on billboards will direct people to the pinned locations of Göbeklitepe, Karahantepe etc. in Maps applications. Thus, we will show people that the password for life is in Şanlıurfa districts.

M E D I A P L A N

MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
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TEASER + SOFT LAUNCH	LAUNCH	TRANSACTION
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<p>"OH, WHAT'S THIS?"</p> <ul style="list-style-type: none"> ❖ Forgotten password? ❖ The billboards containing QR code ❖ Şanlıurfa districts have their own icons in map applications 	<p>"SOMETHING'S HAPPENING."</p> <ul style="list-style-type: none"> ❖ National Geographic Password special edition ❖ Password ads in Smart TVs & OOH 	<p>"GOT IT!"</p> <ul style="list-style-type: none"> ❖ NFT products are available for purchase. ❖ Ticket sales and tours are promoted.
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During the campaign period, partnerships and special projects are promoted in digital advertising areas.

S U M M A R Y * *

The Brief & Audience

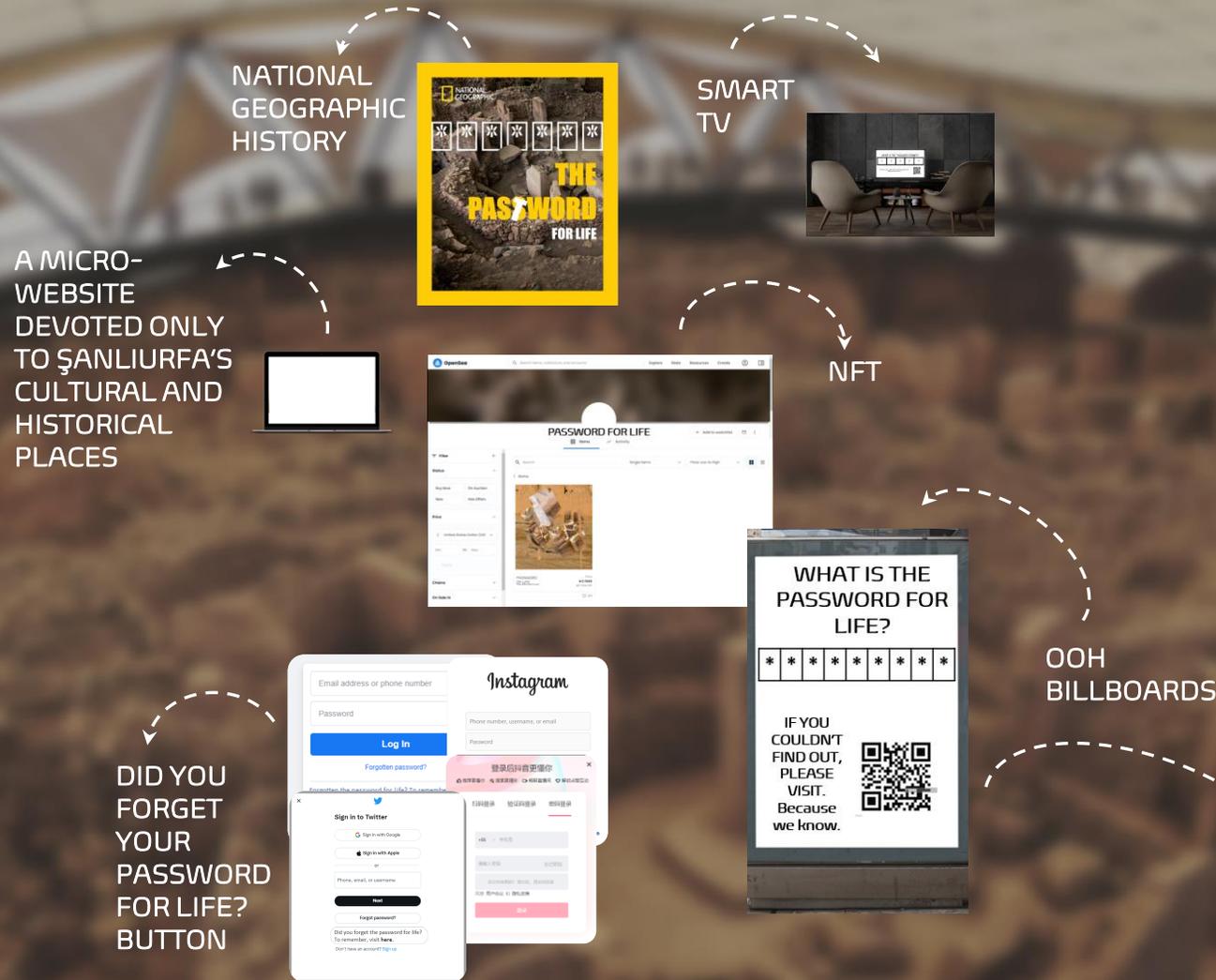
Like Göbekli Tepe, Karahantepe is another momentous place as it changes our perception of history of human kind. We need to announce this and attract as many people as possible in order to raise awareness of such an heritage. These people might actually be the tourists and academicians or historians who love to go to historical and cultural places.

Insight & Strategy

The travel motivations of these people are actually related with curiosity and excitement. To stir them, we need to satisfy their need for solving the mystery or learn about the past in an exciting way.

Solution

We will catch their attention by asking "Did you forget the password of life?" near the "Did you forget your password?" question on the login pages of the world's most used social media platforms such as Facebook, Twitter, Instagram. When they click to find out the password for life, we will direct them to our micro-website. In addition to this, with collaborations and other projects we will try to raise awareness.



ESTIMATED RESULTS

567K visitors in 2021 will become permanent and increase by the end of 2022.*

Even after the campaign is concluded, the continuity of the campaign will be ensured by people producing and solving puzzles.

With contributing the donation (NFT), an emotional bond will be established between Şanlıurfa and the audience.

With the increasing interest of cultural tourists in the region, we will attract opinion leaders to the region.

* <https://www.outlookindia.com/outlooktraveller/travelnews/story/71913/a-record-number-of-visitors-to-12000-year-old-temple-gobeklitepe>