



#TURKEYCONNECTS CAMPAIGN

Cannes Young Lions PR Category 2022

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Challenges & Insights

A new world order will emerge and strengthen the polarization between countries as a consequence of the Russia and Ukraine war.

The recent pandemic has made people abstain to travel to other countries, increasing domestic markets.

Sanctions over Russia created a huge gap for the international trade market in the region, creating opportunities for Turkey to take over more than 5.000 companies that left the country.

Solution

Bringing people together, we will remind people that connections creates beauties, safety, and trust with **#TurkeyConnects** PR campaign!





#TurkeyConnects Campaign

The launch of the **#TurkeyConnects** PR campaign will initiate two phases. The first phase will start with a marathon which will be held in coordination with the Ministry of Culture and Tourism.

The second phase of the campaign will include the introduction of the region's investment opportunities and projects such as the **Anatolian Tigers** to foreign investors as a part of the marathon with the help of the Ministry of Trade.

Our tools are social media channels and mainstream media such as newspapers, travel & lifestyle and business magazines.

Phase 1 #TurkeyConnects Marathon

FOR
PEACE

PEOPLE

EAST

#START



POTENTIAL

JOURNEY



CULTURE



#FINISH



OPPORTUNITY

HISTORY

DISCOVER

WEST

Flag Carrier

- γ #TurkeyConnects campaign flag carrier will be successful athlete Usain Bolt.
- γ He will carry to flag different «flag points» at the road. After he passes the flag will taste the most delicious foods of the region.
- γ While he is tasting, every second will be shared on the @GoTurkiye's Instagram account as "Live", then these experiences will be recorded.



Ambassadors



Angelina Melnikova
Russia



Zhan Beleniuk
Ukraine



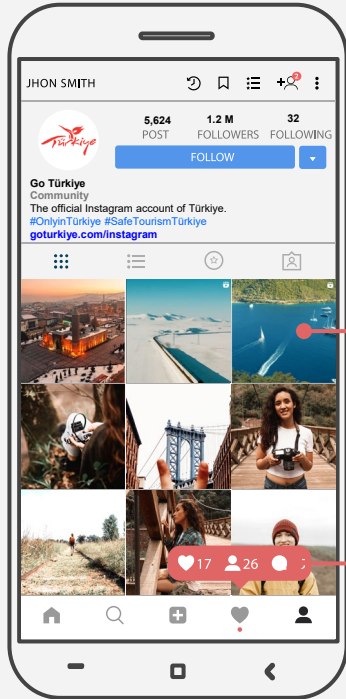
Neeraj Chopra
India



Koji Murofushi
Pakistan

Our campaign's flag bearers will be Olympic athletes from conflicted countries. With they peace messages, we will be able to **CONNECT** people and be able to appear in the global press and widely known social media accounts

GoTürkiye



*«It is not the destination where you end up,
but the memories»
-WoodWatch*

Beloved photographer KOLs and Influencers such as Mustafa Seven, Uğur Gallenkuş, or Steve McCurry will capture the moments and the moments will be shared under the **#TurkeyConnects** hashtag.

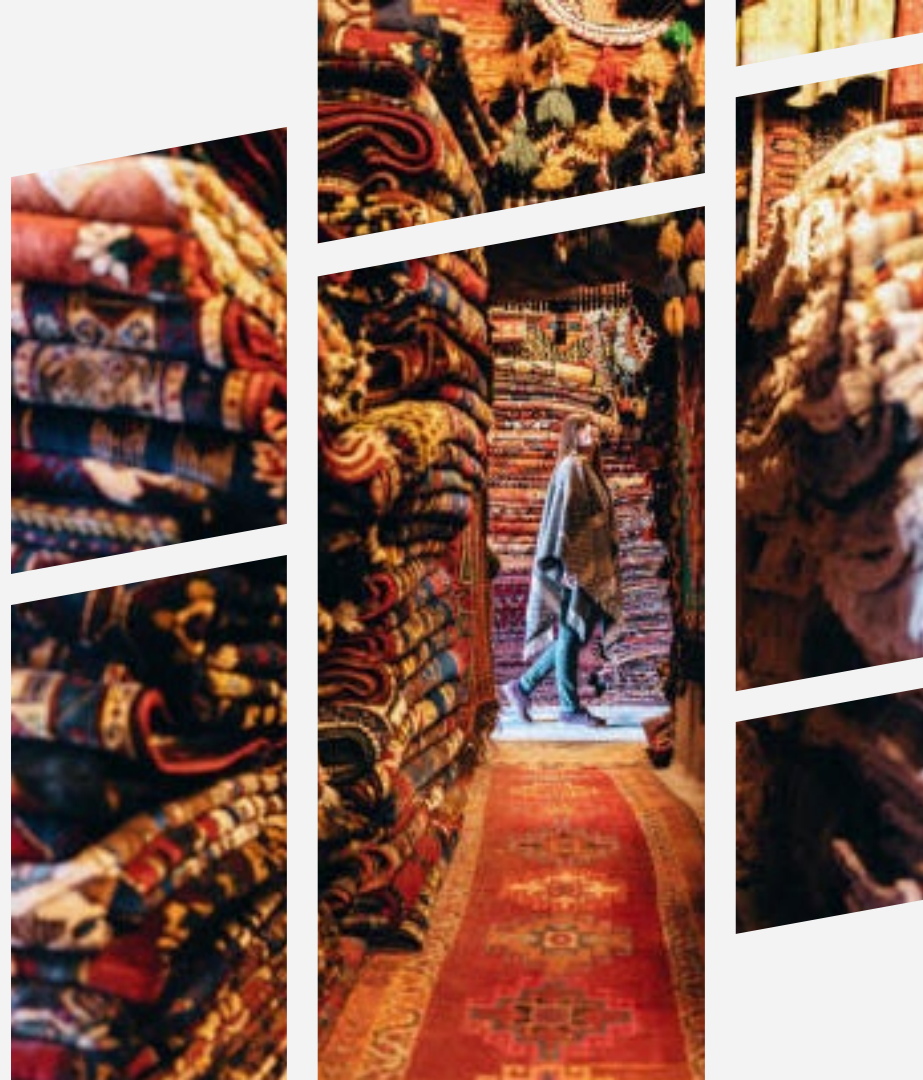
To support the **«Invest in Türkiye»** project, in the comments section, information about the regions' potential business opportunities and its demographic strengths will be shared.

Phase 2 #TurkeyConnects Investors to Explore

During passing the flag, the region's investment opportunities and projects such as the Anatolian Tigers will be presented to the foreign investors who will be invited to the region to shape Turkey's future investment.

Collaborations

- YASED
- Turkey's Investment Office



Overview

Goal

Reminding people that Turkey's connection creates beauties, safety, and trust area for people and countries.

Creative Idea

Launching the #TurkeyConnects PR campaign that highlights the geopolitical advantage of Turkey and helps people explore new connections of culture and business.

Action Plan

#TurkeyConnects Marathon with Usain Bolt and ambassadors.

Phase 1 starts with passing flags to different Olympic athletes from all around the world and under the **#TurkeyConnects** hashtag, people will share Turkey's beauties and tasty foods.

Phase 2 focuses to encourage investors to flag points to lead investors for plans on the regions. All memories will share on the **GoTürkiye** Instagram account.

Media

Our focus will be social media, mainstream media, online news portals, lifestyle & travel, business magazines.

The background is a collage of three images. On the left, a person in a red hooded jacket stands with their back to the camera, looking out over a cityscape with various buildings and a large dome. In the center, a blue and yellow striped ribbon is tied in a bow around a thin, bare tree branch. On the right, a group of people are sitting on a wooden floor, their hands joined together to form a heart shape. The text 'THANK YOU!' is overlaid in large, white, bold, sans-serif capital letters across the center of the collage.

THANK YOU!