

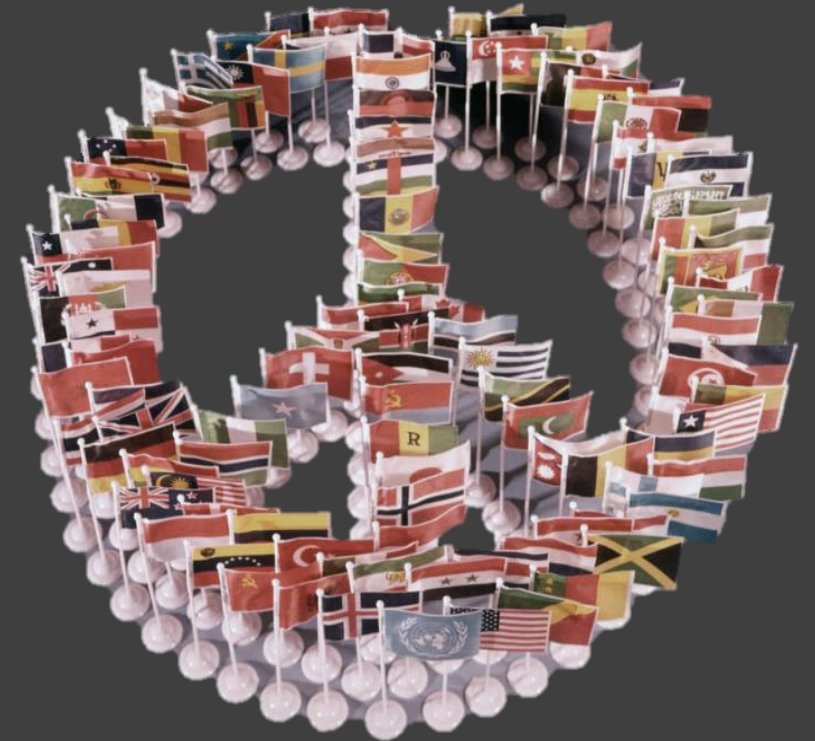


#PeaceRoute

Cannes Young Lions PR Category 2022
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General Overview

- The pandemic, political conflicts and Russia – Ukrainian war have led people to serious pessimism.
- The atmosphere of insecurity overshadows the world.
- “Peace” becomes a priority for everyone, including ordinary holidaymakers and businesses planning to invest overseas.
- People need to be in a peaceful environment.



Objective

A peace route to invest and enjoy!

- Turkey will be positioned as a secure and peaceful country in which people from every nationality can both enjoy their holidays and invest by following a #PeaceRoute.



#PeaceRoute Campaign

- In partnership with the Ministry of Tourism and the Turkish Investment Office, the #PeaceRoute campaign will be launched on social media.
- Foreign investors who are not aware of Turkey's financial opportunities and tourists who have not visited the country before will be targeted.



Teaser

- The campaign will be announced on the 2nd of May.
- From verified official social media accounts of the related Turkish ministries, a poster with the #PeaceRoute hashtag will be shared.
- Users will be directed to PeacefulTurkey.com via the poster which will also include a QR code.



Kick-off

- A video will pop up on PeacefulTurkey.com that demonstrates the new approach for tourism and investment opportunities.
- PeacefulTurkey.com will be devived into two phrases: “Invest in Peace” and “Enjoy In Peace”



Phase 1

- In the “Invest in Peace” part, visitors will find an invitation link for summits about investment opportunities in Turkey hosted by the Investment Office.
- These summits will be conducted in New York Turkish House.
- Press members will participate in and press releases will be distributed globally.



Phase 2

- In the “Enjoy in Peace” part, a “Peace Road Map” that demonstrates places to visit in Turkey prepared by Cedi Osman will appear.
- Cedi Osman and the Ministry of Tourism will work together to create the route.
- Osman will invite foreign tourists to travel with the hashtag #PeaceRoute on Instagram.
- An NFT will be created by Refik Anadol via travel destinations which will be shaped like a peace sign.



In a nutshell...

CHALLENGE

Boost tourism and global trade incomes of Turkey after Covid-19 and Russian - Ukrainian war.

INSIGHT

“Peace” becomes a priority for everyone.

MAIN GOAL

Positioning Turkey as a peaceful country to invest and enjoy.

CREATIVE IDEA

Launch of #PeaceRoute PR campaign by teasing Turkey’s peaceful opportunities.

ACTION PLAN

- ✓ Directing people to PeacefulTurkey.com
- ✓ Launch of the video contains Invest in Peace and Enjoy In Peace concepts
- ✓ Invest In Peace Summit in Turkish House
- ✓ Peace Road Map by Cedi Osman

MEDIA

Social media, mainstream media such as newspapers and travel & economy magazines.



THANK YOU!