

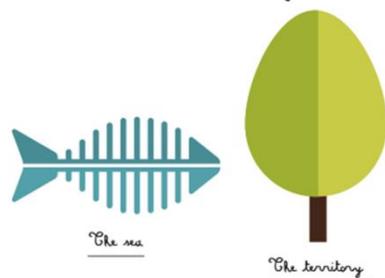


ENHANCING
SUSTAINABLE TOURISM
IN ADRIATIC-IONIAN REGION
THROUGH CO-CREATION

THE ROLE OF UNIVERSITIES AND PUBLIC-PRIVATE PARTNERSHIPS



Adriatic Ionian Region



Wellfood Action

Innovative marketing tools for local typical products

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Chamber of Commerce of Macerata – Quacquarelli s.r.l.

Civica Enoteca Maceratese, Macerata

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THE ENTERPRISE



Quacquarini s.r.l.



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WINEYARDS



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APPASSIMENTI





CONFECTIONERY



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CONFECTIONERY (2)

- ❖ Nougat
- ❖ Panettone
- ❖ Choccolate
- ❖ Biscuits
- ❖ Easter eggs



THE PROJECT

- ❖ Create a sophisticate packaging;
 - New materials and new forms;
 - Customize choise of the contents;
 - Keywords *sustainability* and *emotion*.

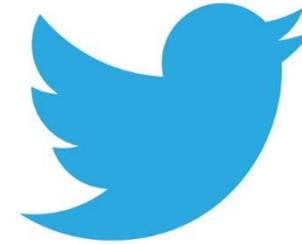


- ❖ Print catalogue;
 - Illustration packaging proposals;
 - Selection of images, text and colours;
 - English and French version;
 - *Sustainable* paper;



THE PROJECT (2)

- ❖ Social network enforcement;
 - Instagram and twitter accounts;
 - Create posts that gives *emotion*»;
 - Share the values of the company.



- ❖ Market analysis through Keyhole platform;

KEYHOLE

- Create specific hashtags;
- Impact assessment of the posts;
- Market analysis.

THE PROJECT (3)

- ❖ Create app of the enterprise;
- Android and Apple store;
- Direct contact with costumers;
- Newsletter.





WHY?

For the company ;

- Increase packaging innovation;
- Increase the concept of “*sustainability*” in the company values
- Enforcement of the brand on the web ;
- Promotion through unconventional marketing.

WHY? (2)

For the candidate ;

- Increase of knowledge relating to innovation in the agribusiness sector ;
- Improvement of professional profile through inclusion in a business context ;
- Implementation of the theories , knowledge and skills during the course of studies .



THANK YOU FOR YOUR ATTENTION!

Federica Baldoni



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