

Luna's Project Presentation to IPRN

Porto/Brussels, November 6th, 2020

**Project presentation:
the development of an
Ambassador Strategy**

The framework: redefine tourism for a provincial service

The context

- ✓ The Province of Namur was looking for a new positioning for their tourism activities, following a new regulation which made the communities responsible for the promotional activities (rather than the province)
- ✓ The tourism federation (FTPN) decided to develop an Ambassador strategy to create a citizen community (locals and foreign visitors) to promote the region.
- ✓ Luna won the Public Tender based on its proposal for the approach and communication of the new Ambassador strategy. And of course because of our experience in strategic marketing, the quality of our marcom advice over the years (cfr our client references), and our price offer.
- ✓ The objective was both
 - quantitative -> to have as much ambassadors as possible;
 - qualitative -> to motivate the ambassadors to be as active as possible, especially on social media.

A strong collaboration between Luna & Fédération du Tourisme de la Province de Namur (FTPN)

- ✓ Luna developed the approach and communication strategy for the Ambassador project. The activities we developed were part of this strategy, which was a lot more elaborate still. Government budgets, you know...
- ✓ The whole project took 15 weeks (April 2019 – August 2019)
- ✓ 4 tailor made deliverables
 - an 8 page (off line) document;
 - a dedicated page on their website;
 - a 'Charte des Ambassadeurs';
 - a video.
- ✓ A drastic increase in the citizen ambassadors within a couple of weeks: 1,000 followers on the main Facebook page and 150 candidate citizen ambassadors
- ✓ The federation promoted its Ambassador strategy a.o. in a TV emission and a radio broadcast.

The solution: 4 deliverables to support the Ambassador Strategy

A complementary range of deliverables (within a government budget):

- ✓ An **8 page (paper) document** which was distributed door to door, targeting all citizens of the Province of Namur. It was made in collaboration with the very first six ambassadors (on the invitation of the province), and included their testimonial and pictures of their favourite places to visit.
- ✓ a **dedicated page on the website** of the Fédération du Tourisme : <https://www.provincedenamurtourisme.be/ambassadeurs>. Luna proposed the strategy and wrote the content to optimize the natural referencing (SEO) of this page.
- ✓ the '**Charte des Ambassadeurs**'; this document describes the ambassadors' rules, rights and obligations.
- ✓ a **video** in which the first citizen ambassadors share their favourite places in the province, to attract more ambassadors as well as more visitors. This video was released on the social networks of the Province de Namur, on their website and on online media. It was entirely made by Luna.

the offline document...
because images are worth a 1000 words!



Nous sommes fiers de nos richesses culturelles et naturelles. Pays des Lacs, Fleuve et Rivières ou Ardenne, la diversité de notre territoire n'a d'égale que sa beauté.



Nous voulons que la Province de Namur devienne une référence touristique incontournable. Pour cela, nous avons besoin de votre enthousiasme et d'un peu de votre temps. Venez partager vos expériences avec nous. Inspirez les visiteurs. Fédérez vos amis. Nous comptons sur votre curiosité et votre sens de la découverte. Soyez présents sur nos sites internet et sur nos réseaux sociaux. Rédigez des articles, postez vos dernières aventures touristiques !

We



our clients...

...and the IPRN awards!

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