



**PALACONGRESSI
DI RIMINI**

Press release no. 5

COMMUNICATING THE NEW CONVENTION CENTRE

Right from the beginning of the project, when it was decided to build a new convention centre in Rimini, great attention has been paid to communication. We have always firmly believed in the role that communication would play in publicizing the initiative and boosting its appeal for potential customers.

Many of the world's convention sites use references to their particular architectural features as their logos. This is both because the facilities are often designed by famous architects and thus contain key visual elements, and also because they have unique characteristics that are worth highlighting.

THE LOGO

Starting from the idea of a shell seemed appropriate since it conveys a host of things: an obvious and explicit reference to Rimini's seaside location; strong identification with the principle that inspired the architecture, and especially the design of the hall that dominates the external prospect of the complex; an effective link with all the positive connotations that a shell has, as a casket of precious gifts (both edible and valuable).

But the logo proposed goes beyond the primary meaning to achieve two basic aims: to create a symbol that expresses a strong personality and dynamism, valid also in its graphic abstraction; to convey the idea of an amphitheatre, curved like the great shell-shaped hall, auspicious of a future packed with guests and events.

THE MESSAGE

The initial brand campaign focused on creating an institutional message that would convey the innovative contents and absolute uniqueness that the Rimini project brings to the conference market: the efficacy of the layout proposed is based on a very concise, high impact message, designed to make people understand that "the best" (the Palacongressi complex) is a luxury that will soon be within everyone's reach.

Trivializing the gesture (where something as noble and prestigious as champagne is being sipped through a commonplace straw) brought together two factors: the noble and prestigious Palacongressi complex and the everyday, a common gesture within everyone's reach: two things that wouldn't normally match suddenly become friends, in a promise to future customers that the fabulous complex, with all its treasures, will be a user-friendly place at the service of all and sundry.

The second important occasion for communicating with the public was offered by the ceremony to mark the laying of the foundation stone: in this case the communication campaign was devised with certain very specific goals, namely to:

INFORM the local population about the importance that the new complex would have for all of them, about its economic reach and about the image that it conveys.

INVOLVE the business categories in preparing for an event that concerns them directly.

STIMULATE REFLECTION on the economic and employment fallout, which may not be immediately apparent.

Language and strategy

The strategy chosen was to intrigue the general public with a teaser campaign that would make the message stand out and force onlookers to stop and wonder. This operation had three key features, designed to highlight certain themes dear to the town and its inhabitants. In detail, images of **plates** were used as a metaphor for the everyday needs of visitors and therefore of the facilities required to host them (restaurants, hotels, etc.), images of **taxis** as a metaphor for the large-scale logistic needs of those arriving not only by road but via the main collective access routes (railways and airports) and images of **shoppers** evoking the retail world that will hopefully benefit from the influx of visitors in the future.



PALACONGRESSI DI RIMINI

All three concepts have strong connotations of PROFITABILITY, JOBS, WIDESPREAD AFFLUENCE, A CHANCE FOR ECONOMIC GROWTH, ALL-ROUND EXPLOITATION OF THE AREA'S TOURIST RESOURCES, BUSINESS OPPORTUNITIES, DYNAMISM, ENHANCEMENT OF THE TOWN'S IMAGE, FAR-REACHING ECONOMIC FALL-OUT.

In particular, the SERVE EVERYONE, EVERYONE WILL BE SERVED pay off is the keystone of the communication.

The verb "to serve" effectively and unequivocally underlines the Palacongressi's role as regards the local area, highlighting it as a harbinger of affluence and of great interactivity with the local population.

It exalts total engagement with the local business community and with anyone called upon to take an active (and not just a passive) part in a project designed for the whole town.

The semantic turnaround of the verb, first read as an invitation to the town (*serve everyone*) and then to evoke the role that the Palacongressi will play in the area (*everyone will be served*), provides a nice play on words that is sure to be memorable and extremely engaging.

Today, just a step away from the official inauguration, we have launched a newsletter to keep interest in the work in progress alive. Meanwhile we await communication about the official opening to the public on air plus a new brand campaign, with the typical tones of an institutional communication, designed to illustrate the wonders of the new Rimini convention centre.

The new logo, the launch campaign and the foundation stone event were devised by **Unica**, working alongside the Palacongressi staff right from the beginning of the project. Unica also designed the website, packed with information about the conference capacity of the new complex, and an international brand campaign featuring the model Anita Covic. The Unica agency is currently working on important deadlines linked to the inaugural event, again in close cooperation with the Convention Bureau marketing department.

MEDIA RELATIONS

The service is coordinated by Agenzia Nuova Comunicazione Associati of Rimini, in close contact with the Rimini Fiera and Convention Bureau della Riviera di Rimini communication services.

So far the work has concerned two communication channels and thus contacts with the media involved: the first regarding the features of the various works (architectural, technological, plant engineering, etc.) and the second regarding the construction work in progress. Alongside its communication initiatives, the press office has covered, among other things: presentations at major fairs, the presentation road show performed in various Italian cities, a meeting with local opinion leaders, held at the end of 2008, a newsletter sent to the inhabitants of Rimini. In the run-up to the inauguration, a communication plan will be launched to focus general attention on the new convention centre shortly to open its doors for business in Rimini.

FURTHER INFO FOR THE PRESS

servizio di comunicazione e media relation Convention Bureau Riviera di Rimini Alessandra Fiorano +39-0541-711509
fiorano@riminiconvention.it

media consultant: Cesare Trevisani 'Nuova Comunicazione Associati' 335.7216314 trevisani@nuovacomunicazione.com