

Tender for marketing materials

- Creation of visual identity
- Industrial heritage stories
- map and image guide
- The image guide is aimed at potential visitors to the region, to those interested in the industrial heritage, and to families, and has been compiled in a popular style and form, and equipped with plenty of imagery.



Visual identity

- Logo and user's guide
- Deadline- January 8, 2018



Stories

- Creation of the texts of the promotional publication: includes conducting interviews, retrieval of information from museums/archives if necessary, drafting, coordination and, if necessary, correction of texts
- Deadline- May 8, 2018



Map

- includes the entire Estonian-Latvian industrial heritage tour and 5 thematic tours
- Deadline- August 20, 2018

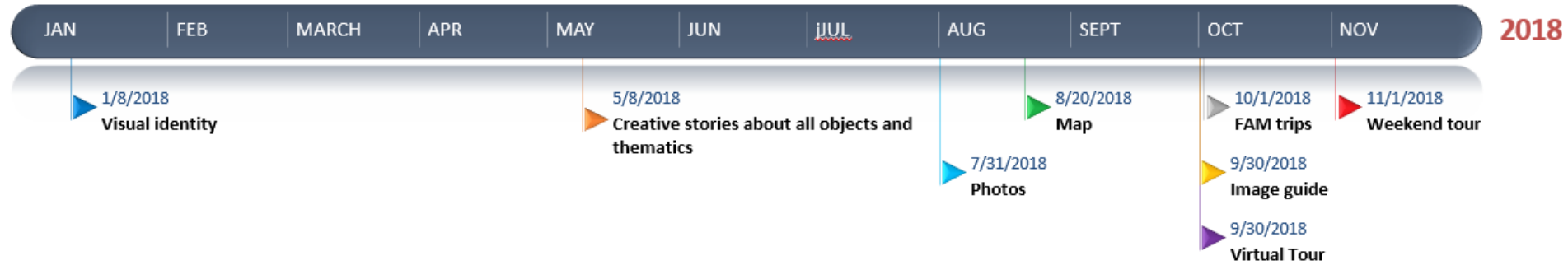


Image guide

- with the original texts and photos will highlight the the importance of routes and the value of the objects participating in the project as a site of visit, and raising interest and desire to travel
- Deadline- September 30, 2018



Timeline of marketing activities 2018



Thank you!

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