



***Change in communication strategies  
during the pandemic  
Case study: CROATIA***

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International Affairs and Representative Offices Network Division

# STRATEGY AND GOALS



Croatia's strategy and goal during the COVID-19 pandemic is to position itself as a well-prepared destination that can guarantee its guests a safe and quality stay, which was confirmed with our campaigns in 2020 and 2021 and the results we have achieved.



# CAMPAIGN ADVERTISING 2020



# CAMPAIGN TIMELINE 2020



CAMPAIGN ADVERTISING 2020 - TIMING / MEDIA AGENCIES / DIRECT LEASE												
Markets	January	February	March	April	May	June	July	August	September	October	November	December
Germany	10.1.-29.2.					22.4.-22.5.		28.5.-31.8.	20.7.-10.8.		9.10.-15.11.	
Austria	10.01.-20.02.					22.4.-22.5.		28.5.-17.7.	20.7.-10.8.		9.10.-15.11.	
Italy						22.4.-22.5.		23.6.-31.7.	13.7.-27.8.		9.10.-15.11.	
Poland						22.4.-22.5.		28.5.-5.8.			9.10.-15.11.	
Czech Republic						22.4.-22.5.		28.5.-19.7.	27.7.-10.8.		9.10.-15.11.	
UK	10.1.-9.3.					22.4.-22.5.		23.6.-31.7.	20.7.-25.8.		9.10.-15.11.	
Hungary						22.4.-22.5.		28.5.-10.7.				
France			5.3.-13.3.			22.4.-22.5.		4.7.-31.7.				
Netherlands	10.01.-01.03					22.4.-22.5.		29.6.-23.8.				
Sweden						22.4.-22.5.		24.6.-31.7.				
Switzerland						22.4.-22.5.		3.7.-31.7.				
Belgium	10.01.-23.03.					22.4.-22.5.		1.7.-31.7.				
Norway		01.02.-17.03.				22.4.-22.5.		24.6.-31.7.	29.7.-15.8.			
Russia						22.4.-22.5.		23.6.-31.7.				
Ukraine								23.6.-31.7.				
Spain	10.01.-10.2.					22.4.-22.5.						
Slovakia						22.4.-22.5.		28.5.-31.7.				
Slovenia						22.4.-22.5.		28.5.-31.7.				
Croatia						22.4.-22.5.	26.5.-10.6.			1.10.-22.10.		

BRAND 1

CROATIA LONG DISTANCE LOVE

BRAND 2 - VACATION YOU DESERVE

ENJOY THE VIEW

COVID-19

TOV

PPS - 2

Communication channels: Offline (TV, Print, OOH, DOOH)

Online (Facebook, Instagram, Twitter, Youtube, display ads)

# 1. BRAND CAMPAIGN



Campaign duration :  
January/March 2020

## Markets:

Germany, UK, Austria  
Netherlands, Belgium, Norway,  
Hungary, France

## Communication channels:

Offline (TV, Print, OOH, DOOH)  
Online (Facebook, Instagram, Twitter,  
Youtube, display ads)

Brand awareness and positioning  
Croatia as an attractive tourist  
destination.



# CROATIA LONG DISTANCE LOVE



Campaign duration :  
April/May 2020

Markets :  
All

Communication channels :  
Facebook, Instagram,  
Twitter

## KEY VISUAL



#CroatiaLongDistanceLove was created as a virtual destination in the first lockdown period. The main goal was to "bring" Croatia into the homes of people not able to travel, and to maintain presence and communication with them.



# ENJOY THE VIEW FROM CROATIA

**CROATIA**  
Full of life

**Campaign duration :**  
May/August 2020

**Markets :**  
All markets + paid promotion  
for Italy, Norway, Sweden,  
Ukraine, UK, Russia, Croatia

**Communication channel :**  
Instagram

#EnjoyTheViewFromCroatia invites the travellers to dream about travel and inspires them to visit Croatia once it will be possible. The main goal of the campaign is to engage travellers in an emotional bond to Croatia.

## KEY VISUAL



# ENJOY THE VIEW FROM CROATIA – CREATIVE EXAMPLES



Instagram

enjoytheview\_fromcroatia Sponsored

enjoytheview\_fromcroatia Hands up if you would like to sunbathe on this beautiful beach in Primošten ri... more.

Instagram post showing an aerial view of a beautiful beach with turquoise water and a sandy shore. The caption reads: "enjoytheview\_fromcroatia Hands up if you would like to sunbathe on this beautiful beach in Primošten ri... more."

Instagram

enjoytheview\_fromcroatia Sponsored

enjoytheview\_fromcroatia A view that no painter could ever match. 🌅👉 ... more

Instagram post showing a sunset over a lake with a swan swimming in the water. The caption reads: "enjoytheview\_fromcroatia A view that no painter could ever match. 🌅👉 ... more"

Instagram

enjoytheview\_fromcroatia Sponsored

enjoytheview\_fromcroatia Even the starfish could not resist a sunbath on this charming sandy beach. 🌟👉 ... more

Instagram post showing a starfish on a sandy beach. The caption reads: "enjoytheview\_fromcroatia Even the starfish could not resist a sunbath on this charming sandy beach. 🌟👉 ... more"

Instagram

enjoytheview\_fromcroatia Sponsored

enjoytheview\_fromcroatia Explore this beautiful little bay and find out what lies around the corner. 🤖 Th... more

Instagram post showing a bay framed by red rock cliffs. The caption reads: "enjoytheview\_fromcroatia Explore this beautiful little bay and find out what lies around the corner. 🤖 Th... more"



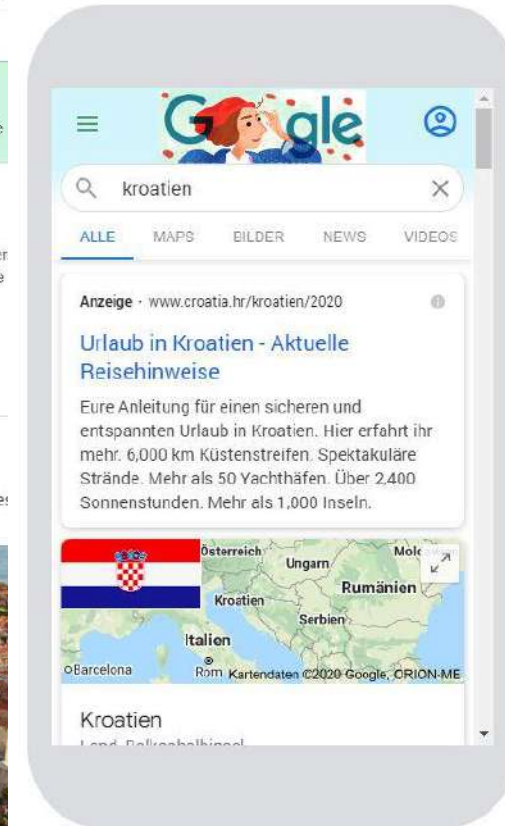
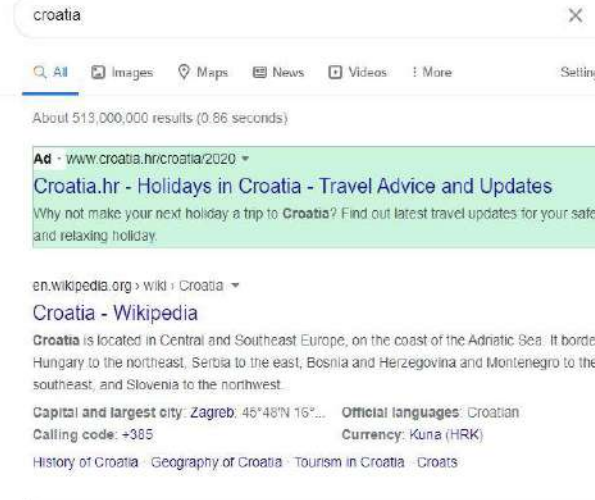
# COVID-19 – INFO CAMPAIGN



Campaign duration :  
July/August

Markets :  
Germany, Austria, UK

Communication channels :  
Facebook, Google Search



The main goal behind the campaign is to inform tourists planning to visit Croatia about the latest travel information.

## 2. BRAND CAMPAIGN– THE VACATION YOU DESERVE



### Campaign duration :

May 28 2020 – July 31 2020

### Markets:

Austria, Slovenia, Germany, Hungary, Poland, Czech Republic, Slovakia, Italy, France, Netherlands, Belgium, Switzerland, UK

### Communication channels:

- Social media (Facebook, Instagram, Youtube)
- Online portals (display ads)
- Offline media (TV, print, OOH/DOOH)

„The Vacation you deserve is closer than you think” was created as an answer to the change in travellers behavior.  
The main goal was to position Croatia as a most desirable destination for summer vacation.



# THE VACATION YOU DESERVE – KEY VISUALS



## CAMPING

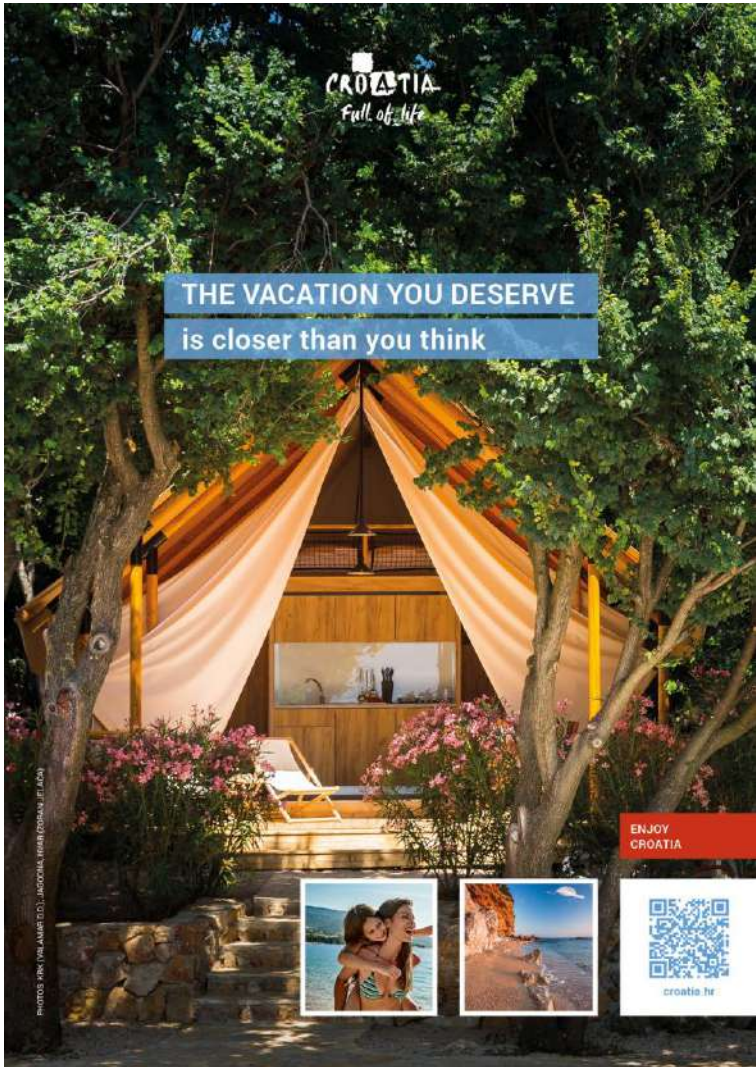





PHOTO: PINK VIKI/AMAR/ISTOCKPHOTO.COM

CROATIA  
Full of life

THE VACATION YOU DESERVE  
is closer than you think

ENJOY  
CROATIA



croatia.hr

## NATURE

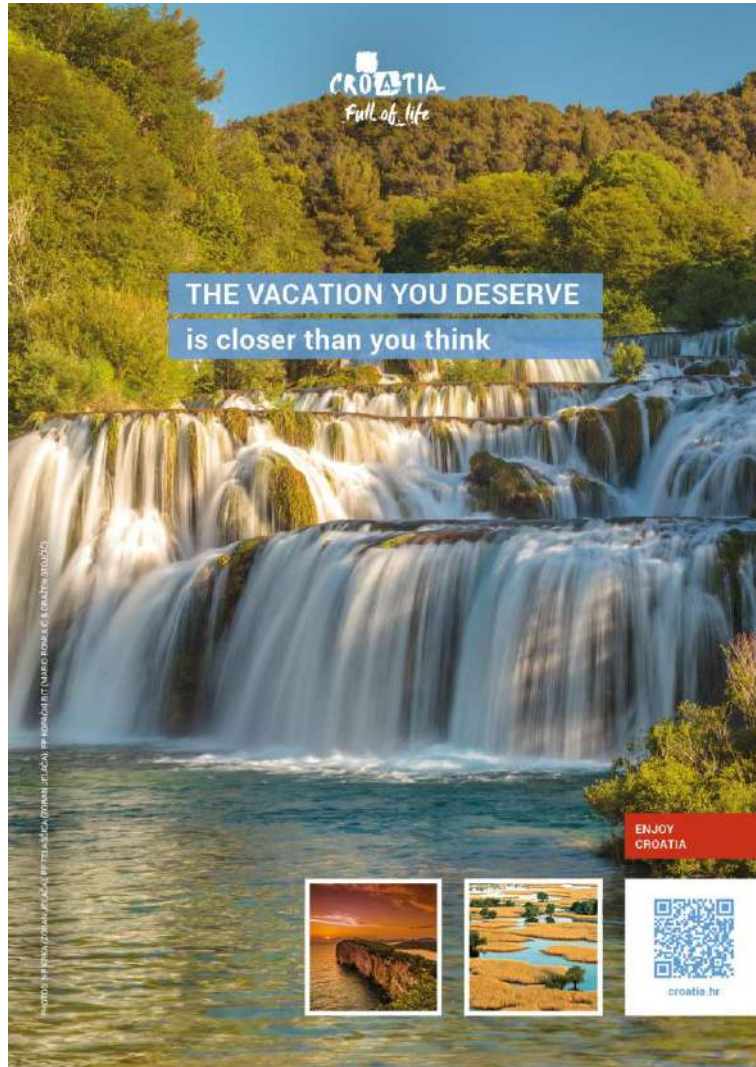





PHOTO: MARIJANA/ISTOCKPHOTO.COM

CROATIA  
Full of life

THE VACATION YOU DESERVE  
is closer than you think

ENJOY  
CROATIA



croatia.hr

## CULTURE

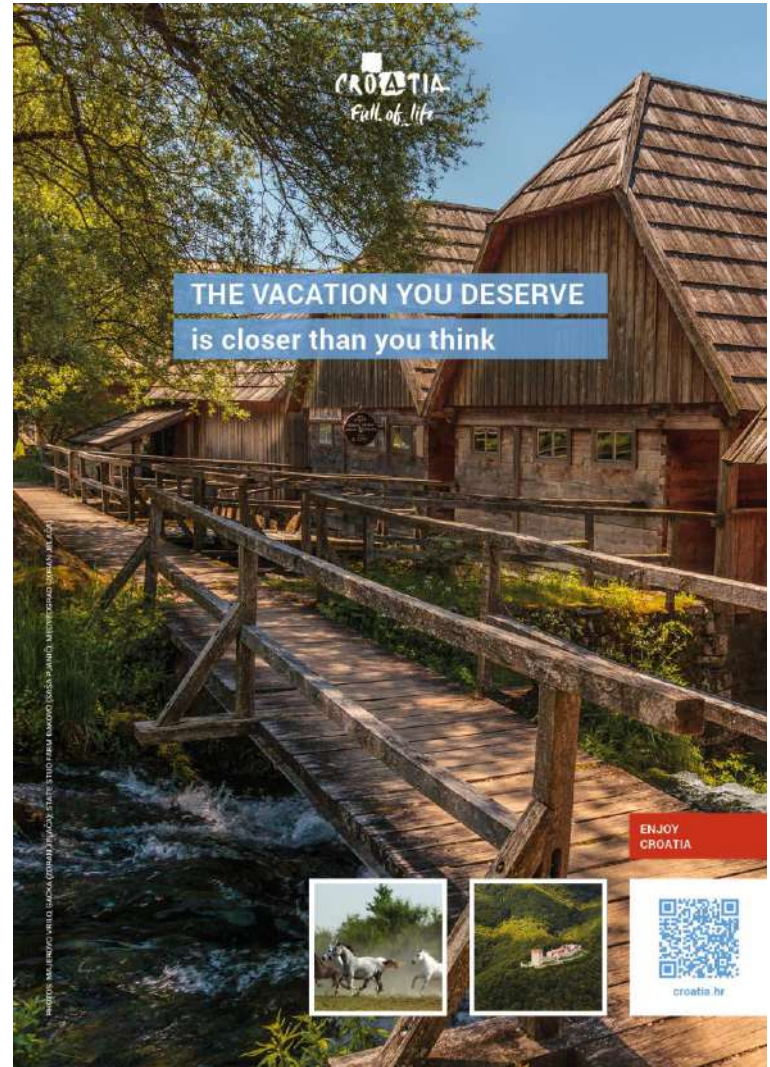





PHOTO: MARIJANA/ISTOCKPHOTO.COM

CROATIA  
Full of life

THE VACATION YOU DESERVE  
is closer than you think

ENJOY  
CROATIA



croatia.hr

# THE VACATION YOU DESERVE – VIDEO

**CROATIA**  
Full of life



[https://www.youtube.com/watch?time\\_continue=2&v=Y2Si8oo4HDM&feature=emb\\_title](https://www.youtube.com/watch?time_continue=2&v=Y2Si8oo4HDM&feature=emb_title)

# CAMPAIGN FOR THE DOMESTIC MARKET



„VACATION YOU DESERVE”

Campaign duration :

June/July 2020

Communication channels :

- Social media (Facebook, Instagram, Youtube)
- Online portals (display, content)
- Offline media (TV, print, radio, DOOH)

CNTB recognised the importance of communication with the domestic travellers in the pandemic season. The main goal was to increase domestic travel and to inspire domestic tourist to stay in country.



# PPS CAMPAING – DISCOVER THE COLOURS OF CROATIA



## Campaign duration :

October 9 – November 30 2020

**Markets:** Germany, Austria, Italy, Poland, UK, Czech Republic, Hungary

## Communication channels :

- Online portals (display, native ads, advertorial, articles, micro web sites)
- Social networks (Facebook, Instagram, YouTube)
- Print advertising (print ads, advertorial)
- Project collaboration with Lonely Planet and National Geographic

## Key visual



#DiscoverTheColoursOfCroatia was created with the intention of maintaining the visibility of Croatia in the most important European markets in the off-season.

# CAMPAIGN ADVERTISING 2021





# CAMPAIGN TIMELINE 2021



ADVERTISING WISHLIST, DIGITAL NOMADS, SAFE STAY IN CROATIA, TRUST ME I'VE BEEN THERE 2021.												
Markets	January	February	March	April	May	June	July	August	September	October	November	December
Germany		15.1. - 15.2.		8.3.-19.4.		17.5.-25.7.				12.-20.10.	20.10.-20.11	26.11.-28.12.
Slovenia		15.1. - 15.2.				25.5.-18.7.				12.-20.10.		26.11.-28.12.
Austria		15.1. - 15.2.		8.3.-15.4.		1.6.-21.7.				12.-20.10.	20.10.-20.11	26.11.-28.12.
Italy		15.1. - 15.2.			7.4.-30.5	1.6.-31.7.				12.-20.10.		26.11.-28.12.
Poland		15.1. - 15.2.		15.3. - 25.4.		1.5.-15.7.				12.-20.10.		26.11.-28.12.
UK		15.1. - 15.2.		11.3.-11.4	22.3.-22.4.	15.5.-9.7.				12.-20.10.		26.11.-28.12.
Czech Republic		15.1. - 15.2.		22.3.-1.5.		10.5.-4.7.				12.-20.10.		26.11.-28.12.
Hungary		15.1. - 15.2.		1.4. - 7.5.		17.5.-15.7.				12.-20.10.		26.11.-28.12.
France		15.1. - 15.2.		22.3.-15.4.		15.5.-9.7.				12.-20.10.	20.10.-20.11	26.11.-28.12.
Netherlands		15.1. - 15.2.				10.6. - 31.7.				12.-20.10.		26.11.-28.12.
Slovakia		15.1. - 15.2.		1.4. - 1.5.		1.6.-21.7.				12.-20.10.		26.11.-28.12.
Sweden		15.1. - 15.2.								12.-20.10.		26.11.-28.12.
Switzerland		15.1. - 15.2.										
Belgium		15.1. - 15.2.								12.-20.10.	20.10.-20.11	26.11.-28.12.
Norway		15.1. - 15.2.								12.-20.10.		26.11.-28.12.
Spain											20.10.-20.11	
Russia						07.06. - 21.07.						
USA				11.03. - 11.04.								
Canada				11.03. - 11.04.								

Wishlist
Digital nomads
Safe Stay in Croatia
Trust me I've been there
Thank you
Fall in Love With Croatia
Google-Croatia: Hearts&Crafts
Croatia - Winter Wonderland

Communication channels: Offline (TV, Print, OOH, DOOH)

Online (Facebook, Instagram, Youtube, Display ads, Google search, Twitter)

# WISHLIST



Campaign duration :  
January/February 2021

## Markets:

Germany, Slovenia, Austria, Italy,  
Poland, UK, Czech Republic, Hungary,  
France, Netherlands, Slovakia,  
Sweden, Switzerland, Belgium,  
Norway

## Communication channels:

Online (Facebook, Instagram)



The main goal of the campaign was to maintain the visibility and to inspire travellers to put Croatia on the destination wishlist.

# CROATIA, YOUR NEW OFFICE

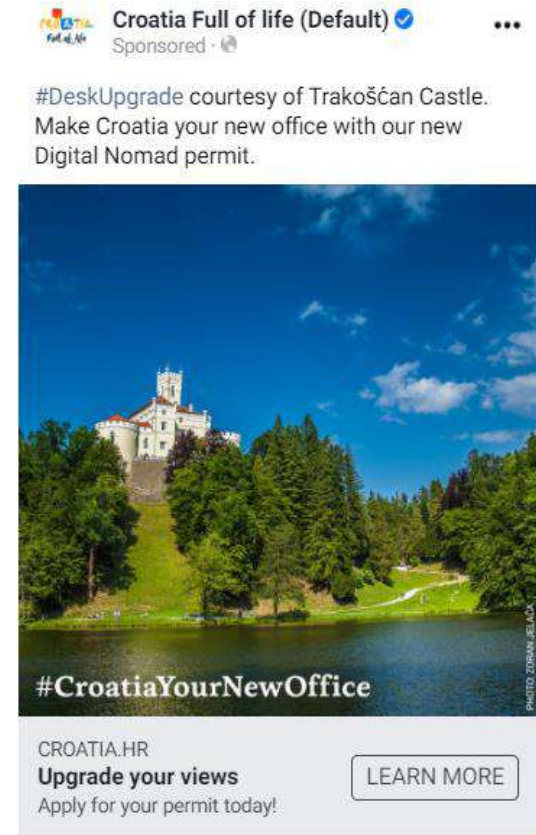


Campaign duration :  
March/April 2021

Markets:  
USA, UK, Canada

Communication channels:  
Online (Facebook, Twitter)

The main goal of the campaign was to start the communication with the new types of travellers, and to position Croatia as an attractive and well-prepared destination for **digital nomads**.



# SAFE STAY IN CROATIA

**CROATIA**  
Full of life

**Campaign duration :**  
March/May 2021

**Markets:**

Germany, Austria, Italy, Poland, UK,  
Czech Republic, Hungary, France,  
Slovakia

**Communication channels:**

Online portals (display, native  
advertorial, video)

Social media (Facebook, Youtube)

In order for tourists to feel safe and protected, the intention of this campaign is to educate and acquaint them with the protocol measures implemented at all levels of tourism offer, offering them a pleasant and safe stay in Croatia.



# SAFE STAY IN CROATIA – KEY VISUALS



Safe stay in Croatia

Genießen Sie einen sicheren Aufenthalt vom "Willkommen" bis zum "Auf Wiedersehen"

LOS GEHT'S →

KROATIEN Voller Leben

PHOTO: ALEKSANDAR GOSPIĆ

This advertisement layout features a top photograph of a family (father, mother, and two children) in a modern hotel room, playfully catching a teddy bear. Below this, the text "Safe stay in Croatia" is written in a white, hand-drawn style. The main headline "Genießen Sie einen sicheren Aufenthalt vom 'Willkommen' bis zum 'Auf Wiedersehen'" is in a white serif font. A blue button with the text "LOS GEHT'S →" is positioned below the headline. At the bottom, the "KROATIEN Voller Leben" logo is displayed. The background is an aerial view of a lush green island in the sea.

Genießen Sie einen sicheren Aufenthalt vom "Willkommen" bis zum "Auf Wiedersehen"

KROATIEN Voller Leben

PHOTO: A. GOSPIĆ

This advertisement layout features the headline "Genießen Sie einen sicheren Aufenthalt vom 'Willkommen' bis zum 'Auf Wiedersehen'" in a white serif font at the top. Below the headline, the "KROATIEN Voller Leben" logo is displayed. The background is an aerial view of a lush green island in the sea. A vertical photo credit "PHOTO: A. GOSPIĆ" is on the right side.

Safe stay in Croatia

Genießen Sie einen sicheren Aufenthalt vom "Willkommen" bis zum "Auf Wiedersehen"

LOS GEHT'S →





KROATIEN Voller Leben

PHOTO: ALEKSANDAR GOSPIĆ

This advertisement layout features a top photograph of a family in a hotel room, playfully catching a teddy bear. Below this, the text "Safe stay in Croatia" is written in a white, hand-drawn style. The main headline "Genießen Sie einen sicheren Aufenthalt vom 'Willkommen' bis zum 'Auf Wiedersehen'" is in a white serif font. A blue button with the text "LOS GEHT'S →" is positioned below the headline. At the bottom, the "KROATIEN Voller Leben" logo is displayed. The background is an aerial view of a lush green island in the sea.

# SAFE STAY IN CROATIA – FACEBOOK ADS







 Croatia Full of life (PL - Polish)  Sponsored  

Od malowniczych wysp po skarby ukryte na kontynencie. W Chorwacji jest tak wiele do odkrycia!



SAFESTAYINCROATIA.HR  
Dbamy o Twoje  
bezpieczeństwo

[LEARN MORE](#)





 Croatia Full of life (DE - German, AT)  Sponsored  

Die Sicherheit unserer Einwohner und Besucher steht immer an erster Stelle - für Ihren erholsamen und angenehmen Aufenthalt!



SAFESTAYINCROATIA.HR  
Ihre Sicherheit ist unsere  
Priorität

[LEARN MORE](#)

 Croatia Full of life (Default)  Sponsored  

Od kulinářských delikates po kulturní poklady, Chorvatsko je na vás připraveno a čeká, až bude správný čas na vaši návštěvu.



SAFESTAYINCROATIA.HR  
Užijte si bezpečnou  
dovolenou

[LEARN MORE](#)

# SAFE STAY IN CROATIA – VIDEO

**CROATIA**  
Full of life



<https://www.youtube.com/watch?v=zML2k6qKDDg>

# TRUST ME I`VE BEEN THERE



## Campaign duration:

May/July 2021

## Markets:

Germany, Slovenia, Austria, Italy, Poland, UK, Czech Republic, Hungary, France, Netherlands, Slovakia, Russia

## Communication channels:

Offline (display, native advertorial, TV, print, OOH)

Online (Facebook, Instagram Youtube, Display & Video 360)

The concept of a recommendation is ideal in pandemic times, the recommendation is more appreciated and trusted! The main goal for this campaign was to tell a story about Croatia through the experience of real visitors.

An advertisement for Croatia featuring a scenic aerial view of Dubrovnik. On the left, a circular profile picture of Emma is shown with the text "Emma reviews Croatia" and five stars. To the right, a quote reads: "Last year I came to Croatia on holiday. It was beautiful. I will definitely be coming back this year." Below the quote is the text "Trust me, I've been there." and a location pin for "DUBROVNIK". In the bottom left corner, there is a blue circular logo that says "Safe stay in Croatia". In the bottom right corner, there is a small version of the "CROATIA Full of life" logo. The website "www.croatia.hr" is visible at the bottom center. A vertical photo credit "PHOTO: LUMA KESKIND" is on the far left edge.



# TRUST ME I`VE BEEN THERE – CREATIVE EXAMPLES

**CROATIA**  
Full of life

**ANJA OČIJA HRVATSKA**  
★★★★★

*“Lani sem bila na dopustu na Hrvatskemu tveču venca lepo in počutila sem se čudno. Tudi letos grem tu in se tam čakam!”*

**TRPANIJSKE CESTE OLIČNIKA OLJA**

Safe Croatia

www.visitcroatia.hr



## 3x kamperen in Kroatië

Wakker worden met het geluid van de wind in exotische pijnbomen en aan de kabbelende gloeilamp van de achtergrond. Je hoeft alleen te bedenken welke historische dorp, bijzondere eiland, uitgestrekt strand of schitterend natuurspark je vandaag gaat bezoeken. Dat is kamperen in Kroatië.

**WEST – KAMPEREN IN HET MAGISCHE LAND**

Met een hoogte van bijna 1800 kilometer, 1200 eilanden met nog eens 4000 km aan kust, kleinschalig en cultureel rijkdom en heerlijke gastronomie is Kroatië een fantastisch vakantiebestemming. Een camping in de kroatische natuur is de perfecte plek om te ontdekken wat Kroatië te bieden heeft. De prachtige natuur van Kroatië is het perfecte decor voor een heerlijke vakantie. Het is niet alleen de prachtige natuur, maar ook de vriendelijke mensen die Kroatië te bieden heeft. Het is niet alleen de prachtige natuur, maar ook de vriendelijke mensen die Kroatië te bieden heeft.

**NOORD-DALMATIË – KAMPEREN TUSSEN NATIONALE PARKEN EN REUWENDE GESCHIEDENIS**

Kamperen in de buurt van Zadar staat voor een perfecte mix van strand, natuur en cultuur. Zadar is een stad met een ongewoon geschiedkundig erfgoed. In het historische centrum met middeleeuwse straten zijn de kerken, vestingwerken en

**WEST – KAMPEREN IN HET MAGISCHE LAND**

Met een hoogte van bijna 1800 kilometer, 1200 eilanden met nog eens 4000 km aan kust, kleinschalig en cultureel rijkdom en heerlijke gastronomie is Kroatië een fantastisch vakantiebestemming. Een camping in de kroatische natuur is de perfecte plek om te ontdekken wat Kroatië te bieden heeft. De prachtige natuur van Kroatië is het perfecte decor voor een heerlijke vakantie. Het is niet alleen de prachtige natuur, maar ook de vriendelijke mensen die Kroatië te bieden heeft. Het is niet alleen de prachtige natuur, maar ook de vriendelijke mensen die Kroatië te bieden heeft.



# TRUST ME I`VE BEEN THERE – FB and IG ADS



## Facebook




 Croatia Full of life (DE - German, AT)  Sponsored · 

Wie ist eine Reise nach Kroatien? Erfahren Sie mehr zu Kroatien-Reisen im letzten Jahr und warum Christian wiederkommen wird!



**Christian, 34**  
Stuttgart

CROATIA.HR  
**Glauben Sie mir, ich war dort!** [LEARN MORE](#)  
Echte Bewertungen von echten M...

 Croatia Full of life (GB)  Sponsored · 

Find your next true adventure in Croatia, a place that will make you feel at home the moment you arrive.



*Trust me, I've been there.*  
DUBROVNIK

CROATIA.HR  
**Your next adventure in Croatia** [LEARN MORE](#)

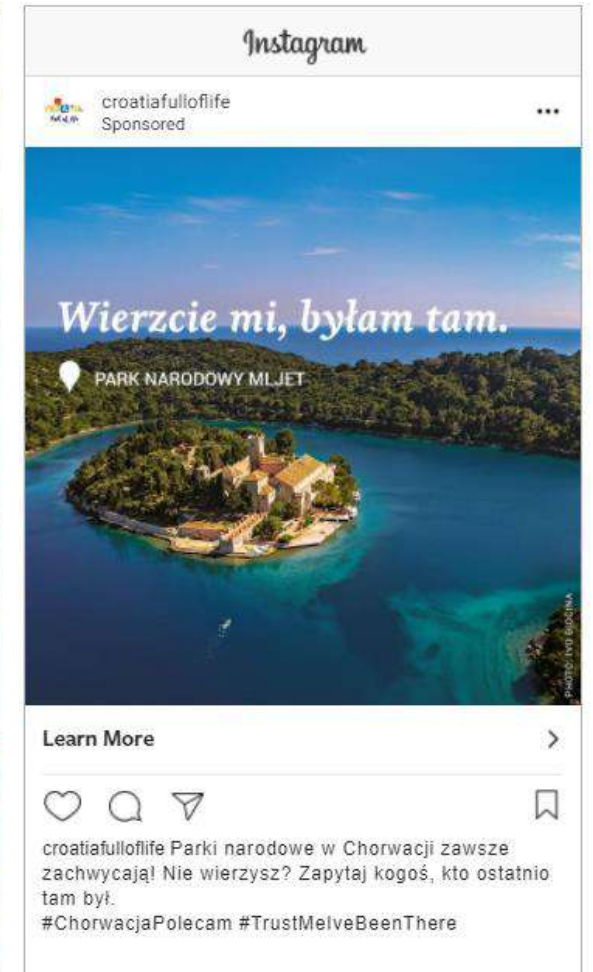
## Instagram




 croatiafulloflife Sponsored

**Luca, 42**  
Castelvetro di Modena

[Learn More](#)







Instagram

 croatiafulloflife Sponsored

*Wierzcie mi, bylam tam.*  
PARK NARODOWY MLJET

[Learn More](#)

croatiafulloflife Parki narodowe w Chorwacji zawsze zachwycają! Nie wierzysz? Zapytaj kogoś, kto ostatnio tam był.  
#ChorwacjaPolecam #TrustMeIveBeenThere

# THANK YOU



Campaign duration :  
October 2021

## Markets:

Germany, Slovenia, Austria, Italy, Poland, UK, Czech Republic, Hungary, France, Netherlands, Slovakia, Sweden, Belgium, Norway

Communication channels:  
Online (Facebook)

After a great season, Thank you campaign was a way to extend the brand communication and to thank all those who visited Croatia.

Croatia Full of life (FR - French, CH - French) • Published by Nick Evans • 5 October at 15:00

To all those who came to Croatia this year, we want to say a big thank you for visiting us despite such difficult times and we are delighted that you enjoyed your travels. Thank you for your trust and thank you for your support regarding the safety of our country. We look forward to welcoming you back to our shores!

#ThankYouForYourTrust #SafeStayInCroatia

See original · Rate this translation

DJ Jean-Marie K  
note la Croatie  
★★★★★

OREBIĆ

86,701 People reached 3,789 Engagements - Distribution score Boost again

Boosted on 5 October at 20:44 Completed By Nick Evans

People reached	77.2K	Post engagements	2.7K
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View results

1.6K 69 comments 71 shares

Like Comment Share

Croatia Full of life (Default) • Published by Tarja Vidmar Petković • 4 October at 11:37

Vsem tistim ki ste letos prišli na Hrvaško, se želimo zahvaliti, da ste nas obiskali kljub tako težkim časom. In nas izredno veselijo, da ste lahko uživali in svojih potovanjih. Hvala za zaupanje in najlepša hvala za vaša priporočila s pomočjo katerih je naša država ostala varna destinacija. Komaj čakamo, da vas kmalu spet pozdravimo na naši obali!

#ThankYouForYourTrust #SafeStayInCroatia

See translation

@urskamedvesek  
ocena Hrvaške  
★★★★★

OTOK ČIOVO

91,825 People reached 5,105 Engagements -3.6x lower Distribution score Boost again

Boosted on 5 October at 20:01 Completed By Nick Evans

People reached	84.3K	Post engagements	2.6K
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View results

1.6K 117 comments 36 shares

Like Comment Share

Croatia Full of life (Default) • Published by Martina Kolska • 5 October at 09:00

Chceme moc poděkovat všem, kteří nás v Chorvatsku navštívili i v těchto těžkých časech a jsme moc rádi, že jste si vaši dovolenou užili. Děkujeme za vaši důvěru a podporu v našem úsilí udržet naši zemi v bezpečí. Nemůžeme se dočkat, až vás u nás přivítáme znovu!

#ThankYouForYourTrust #SafeStayInCroatia

See translation

@martina\_kolska  
hodnotí Chorvatsko  
★★★★★

OMIŠ

114,208 People reached 6,025 Engagements -1.8x lower Distribution score Boost again

Boosted on 5 October at 20:18 Completed By Nick Evans

People reached	107K	Post engagements	3.3K
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View results

2K 69 comments 46 shares

Like Comment Share

# GOOGLE – HEARTS & CRAFTS



**Campaign duration :**  
October/November 2021

**Markets:**  
Germany, Austria, France, Belgium,  
Spain

**Communication channels:**  
Online (Facebook, Youtube)

The main goal is to present Croatia's rich culture and heritage and to promote the collaboration with Google Arts&Crafts platform.

## Landing page



In collaboration with



<https://artsandculture.google.com/project/croatia-intangible-heritage>

# FALL IN LOVE WITH CROATIA

**CROATIA**  
*Full of life*

## Campaign duration :

October/November 2021

## Markets:

All

## Communication channels:

Online (Facebook, Twitter, Pinterest, TikTok)

Maintaining the visibility and promotion of Croatia as a tourist destination with an interesting offer in the autumn, ie with the aim of highlighting the rich autumn beauties and attractions of Croatian destinations.

## Key visual



# FALL IN LOVE WITH CROATIA - ADS



## Facebook

**Croatia Full of life** • dodaje 5 novih fotografija.  
4 h •

Autumn hues and stunning views, Croatia is beautiful in the fall! 🍁🍂 Visit [Vukovar Srijem](#) Share your favourite seasonal photos with us using [#FALLinLoveWithCroatia](#) for a chance to be featured!



**Croatia Full of life** • 33 min •

FALL in love with Croatia 🍁🍂🍁  
📷 Darko Kešnjer  
📍 Baranja, Knezevi Vinogradi  
Harmony of the Sun, man and wine...  
[#Baranja](#) [#VisitBaranja](#) [#FALLinLoveWithCroatia](#)



## Instagram

**Instagram**  
croatiafullloflife  
Motovun



Sviđa mi se: 1.348  
croatiafullloflife FALL in love with Croatia  
🍁🍂🍁  
@visit\_motovun  
@jordhammond  
Autumn food stories

18:25 • 77%  
**Instagram**  
croatiafullloflife  
Park prirode Papuk



tonilukicst i 5.423 drugih označuju sa "sviđa mi se"  
croatiafullloflife FALL in love with Croatia  
🍁🍂🍁  
@park\_prirode\_papuk

# CROATIA - WINTER WONDERLAND



Campaign duration :  
November/December 2021

## Markets:

Germany, Slovenia, Austria, Italy,  
Poland, UK, Czech Republic,  
Hungary, France, Netherlands,  
Slovakia, Sweden, Belgium,  
Norway

## Communication channels:

Online (Facebook, Instagram)




The key objectives of this campaign were to showcase Croatia's beautiful seasonal offerings to inspire consumers, and to involve our community to grow engagement and build destination advocates.

THANK YOU FOR  
YOUR ATTENTION!

DISCOVER YOUR STORY AT [croatia.hr](http://croatia.hr)

  
Full of life

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 Diocletian Palace, Split (photo source: Shutterstock)