Change in communication strategies during the pandemic
Case study: CROATIA

Marina Šimun
Director
International Affairs and Representative Offices Network Division
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 TIMELINE 2020**

**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.
#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

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.
ENJOY THE VIEW FROM CROATIA – CREATIVE EXAMPLES

1. Hands up if you would like to sunbathe on this beautiful beach in Primosten?
2. A view that no painter could ever match.
3. Even the starfish could not resist a sunbathe on this charming sandy beach.
4. Explore this beautiful little bay and find out what lies around the corner.
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

SUN AND SEA

NAUTICAL

CYCLING
THE VACATION YOU DESERVE – KEY VISUALS

CAMPING

THE VACATION YOU DESERVE
is closer than you think

NATURE

THE VACATION YOU DESERVE
is closer than you think

CULTURE

THE VACATION YOU DESERVE
is closer than you think
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.
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 TIMELINE 2021**

**Communication channels:** Offline (TV, Print, OOH, DOOH)
Online (Facebook, Instagram, Youtube, Display ads, Google search, Twitter)
The main goal of the campaign was to maintain the visibility and to inspire travellers to put Croatia on the destination wishlist.
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

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

Genießen Sie einen sicheren Aufenthalt
vom "Willkommen" bis zum "Auf Wiedersehen"
SAFE STAY IN CROATIA – VIDEO

https://www.youtube.com/watch?v=zML2k6qKDDg
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.
TRUST ME I'VE BEEN THERE – FB and IG ADS

Facebook

Croatia Full of life (DE - German, AT)

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

Instagram

Croatia Full of life (GB)

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

CROATIA HR
Glauben Sie mir, ich war dort! Echte Bewertungen von echten M...

CROATIA HR
Your next adventure in Croatia

Luca, 42
Castelvetro di Modena

Learn More

croatiafulloflife Forti narodowe w Chorwacji zawsze zachwycają! Nie wierzy? 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.
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

https://artsandculture.google.com/project/croatia-intangible-heritage
FALL IN LOVE WITH CROATIA

**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.
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!
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.