



Athens International Airport

MARKETING GREECE

athens

2013 - 2016
2016 - 2019

Μάρκετινγκ Σχεδιασμός Αθήνας 2013

Η Ανταγωνιστική Ταυτότητα

Brand Essence: An Ancient city, Hip and contemporary

Values: Ancient Spirit/ Energy, Youthful & lively , Cultural Edification, Wisdom, Infinity, Innovation & Creativity , Entertaining, Rejuvenation, Friendly & Welcoming

Attributes: Historical, Cradle of civilisation, Contemporary, Lively, Sunny and All year round, Hip & Trendy, Urban, Riviera, Hospitable, Diverse

Audiences: Travelers within ≥ 4 hours flight, Millennials, LGBT

Products: City Break, Culture, Sun and Beach (Riviera & Islands close to Athens)

Αθήνα Η ανταγωνιστική Ταυτότητα



Athens is the historical capital of Europe. A real-life ancient city; it has lived and breathed for 3,400 years. An ancient but also modern metropolis. A fusion of past (historical and mythical), present (modern and lively) and future (innovative and creativity). Within touching distance from the sea, full of light and energy, day and night.

1
PITCH
PERFECT

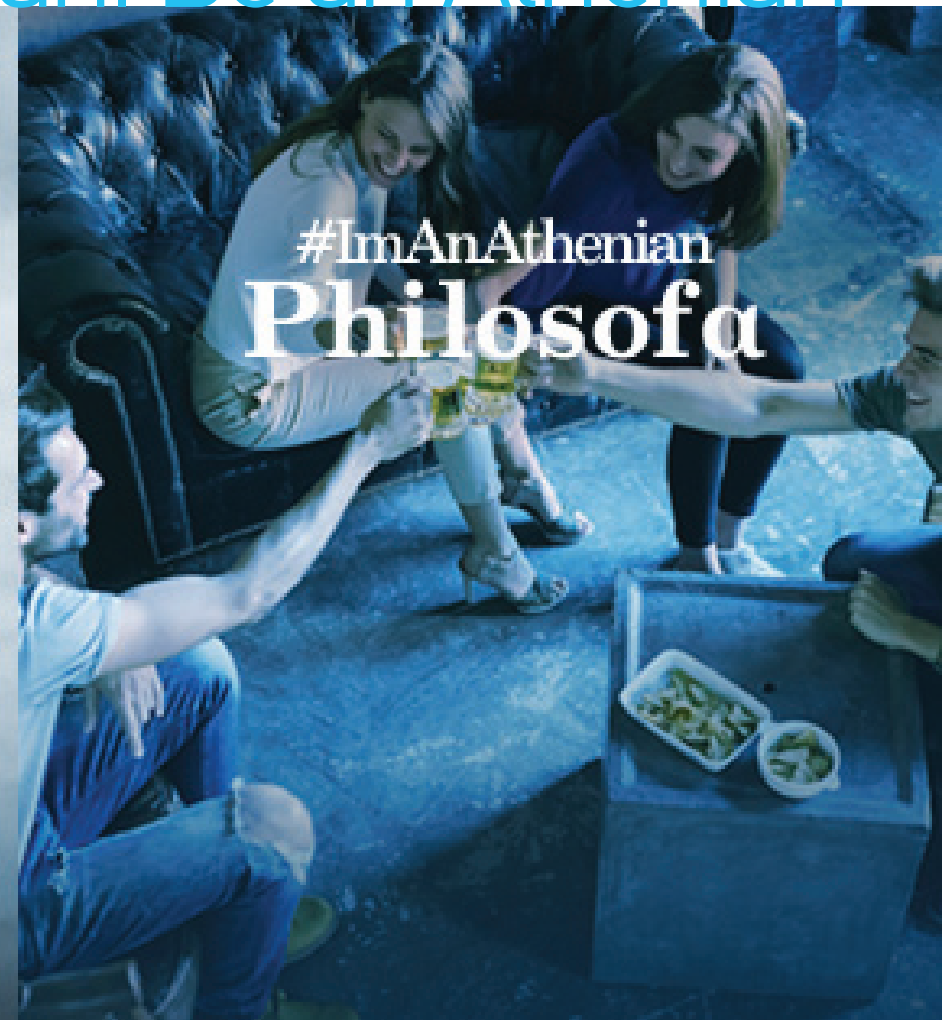
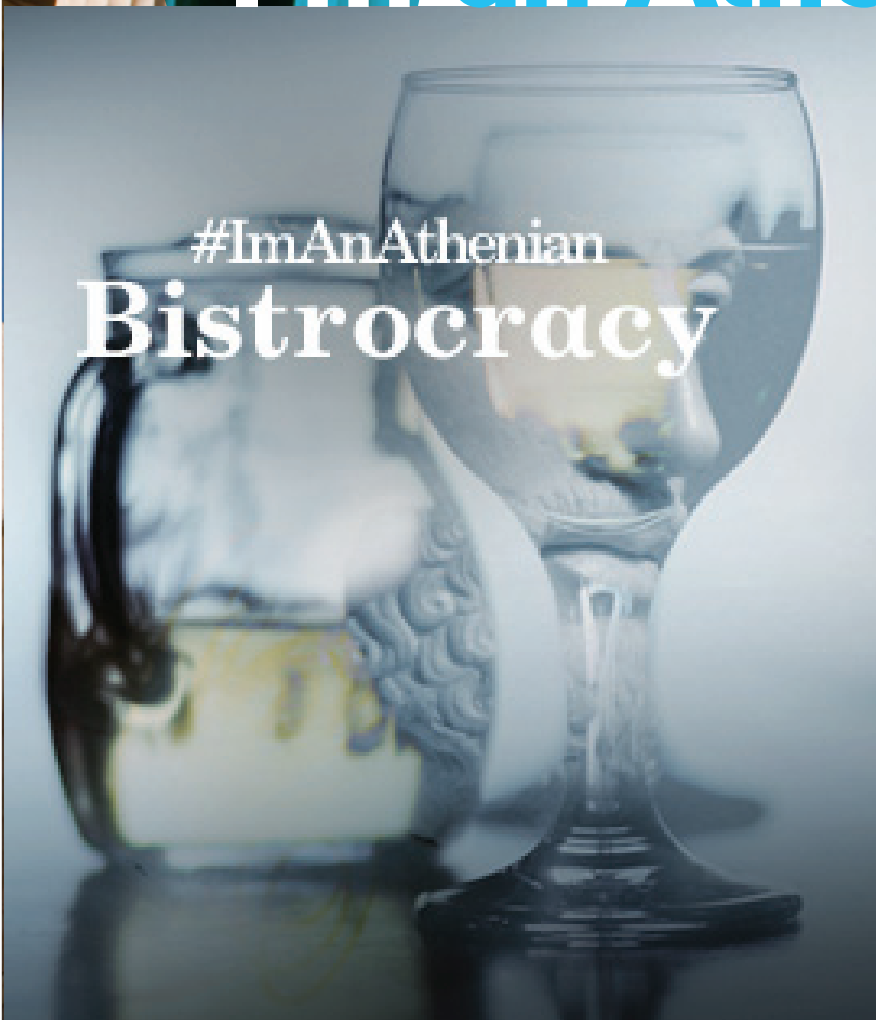
ATHENS

An ancient city
Hip & Contemporary Cool

- A real life ancient city with vibrant energy
- Getting its groove back
- Enjoy a trendy cocktail while gazing at the Acropolis
- City by the sea just minutes away from its center – with swimming until October
- Art-deco inspired urban luxury accommodation

Η Marketing Greece σε συνεργασία με τον Διεθνή Αερολιμένα Αθηνών και με την αιγίδα του Δήμου Αθηναίων δημιουργεί τη νέα ψηφιακή καμπάνια

“I’m an Athenian Speak Athenian. Be an Athenian”



Πλατφόρμα επικοινωνίας για ενέργειες με επίκεντρο την Αθήνα ως city break προορισμό.



Είστε Έτοιμοι να Μιλήσετε
το Νέο Λεξιλόγιο της Αθήνας;

Η **καμπάνια**

Artgasm
Chromocanvas
Walltherapy
Philosofa
Aphrawdite

Σύνθεση νέων λέξεων που αποτυπώνουν με φαντασία την ξεχωριστή αθηναϊκή εμπειρία μέσα από ένα μοναδικό συνδυασμό ιστορίας, σύγχρονης ζωής και αστικής κουλτούρας της αθηναϊκής μητρόπολης.

Δημιουργία ενός νέου λεξιλογίου για την Αθήνα, με σύνθεση ελληνικών και αγγλικών όρων, και συνδυασμό ελληνικών και λατινικών χαρακτήρων.

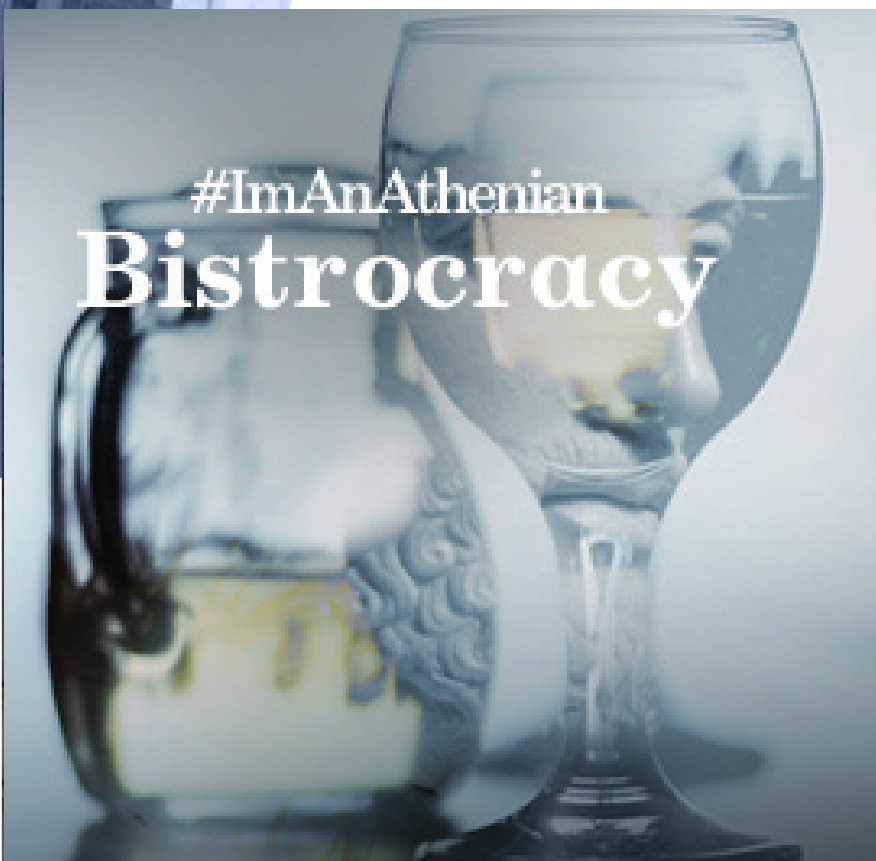
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Στόχοι επικοινωνίας

- Ανάδειξη και γνωστοποίηση της Αθήνας μέσα από τα εργαλεία της καμπάνιας και μέσα από την βιωματική παρουσίαση των εμπειριών με φωτογραφίες χρηστών
- Δημιουργία διάδρασης και αλληλεπίδρασης του κοινού στα μέσα κοινωνικής δικτύωσης
- Ενεργή και συνεχή συμμετοχή του κοινού
- Σχηματισμός κοινότητας των Athenians





Κοινό Στόχος

—**Κοινό:** 24-40 για την δυναμική διάδοση του μηνύματος και την πραγμάτωσή του

—Ελληνικό και διεθνές κοινό

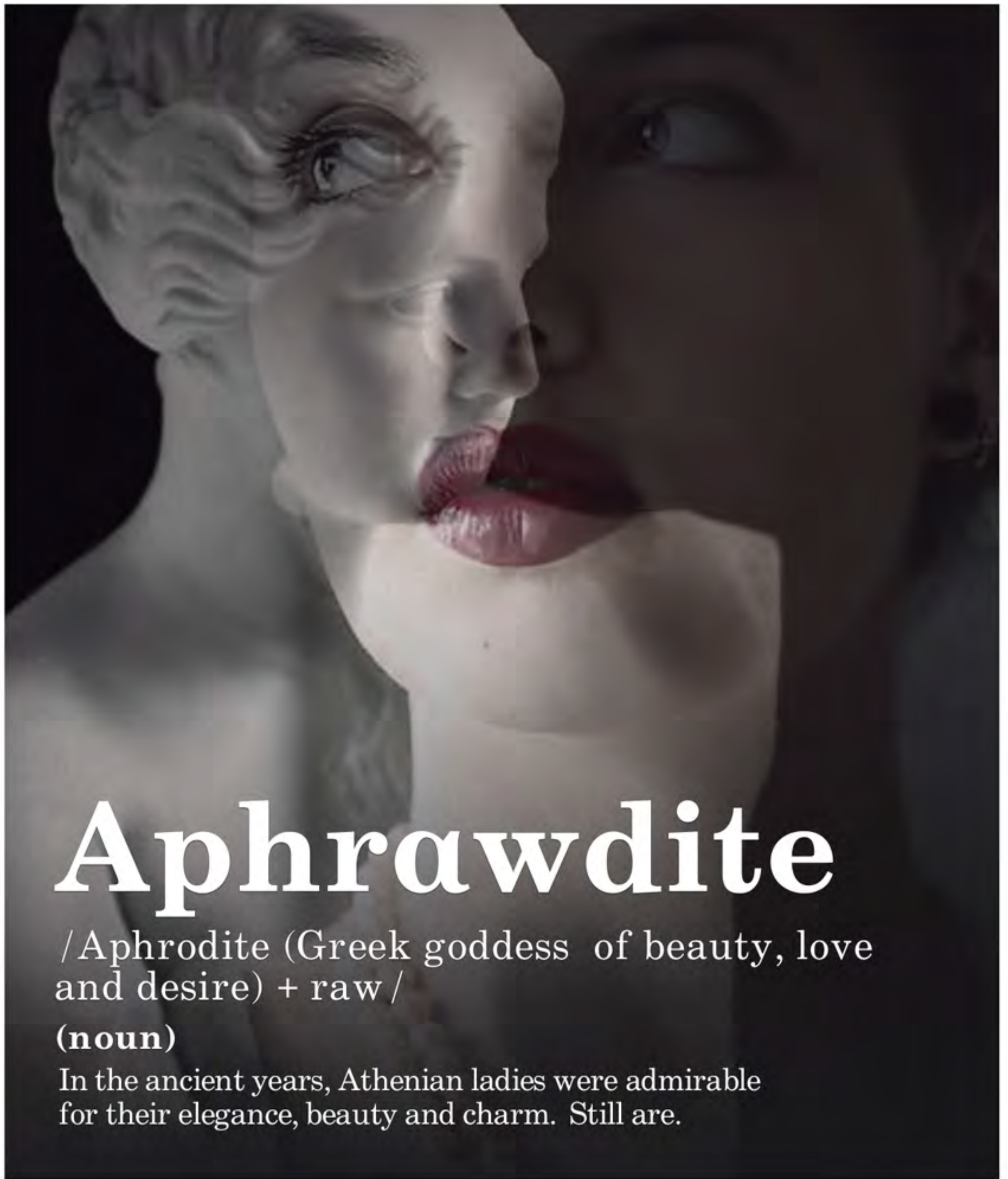
—**Κύριες αγορές:** Ευρώπη-Αγγλία, Γαλλία, Γερμανία-Αμερική, Ρωσία, Σκανδιναβικές χώρες, Τουρκία, Βαλκάνια, Μέση Ανατολή

Εργαλεία επικοινωνίας

- Campaign Website
- Mobile Application
- #ImAnAthenian
- Innovative Visuals
- Tumblr Page
- Gamification
(Athenian vocabulary creation game)
- Inspirational Video
- Digital Plan
- Creative Social Media Plan
- Discover Greece
- Public Relations Plan
- PR Event & Activation

Artgasm
Chromocanvas
Walltherapy
Philosofa
Aphrawdite

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Aphrawdite

/Aphrodite (Greek goddess of beauty, love and desire) + raw /

(noun)

In the ancient years, Athenian ladies were admirable for their elegance, beauty and charm. Still are.



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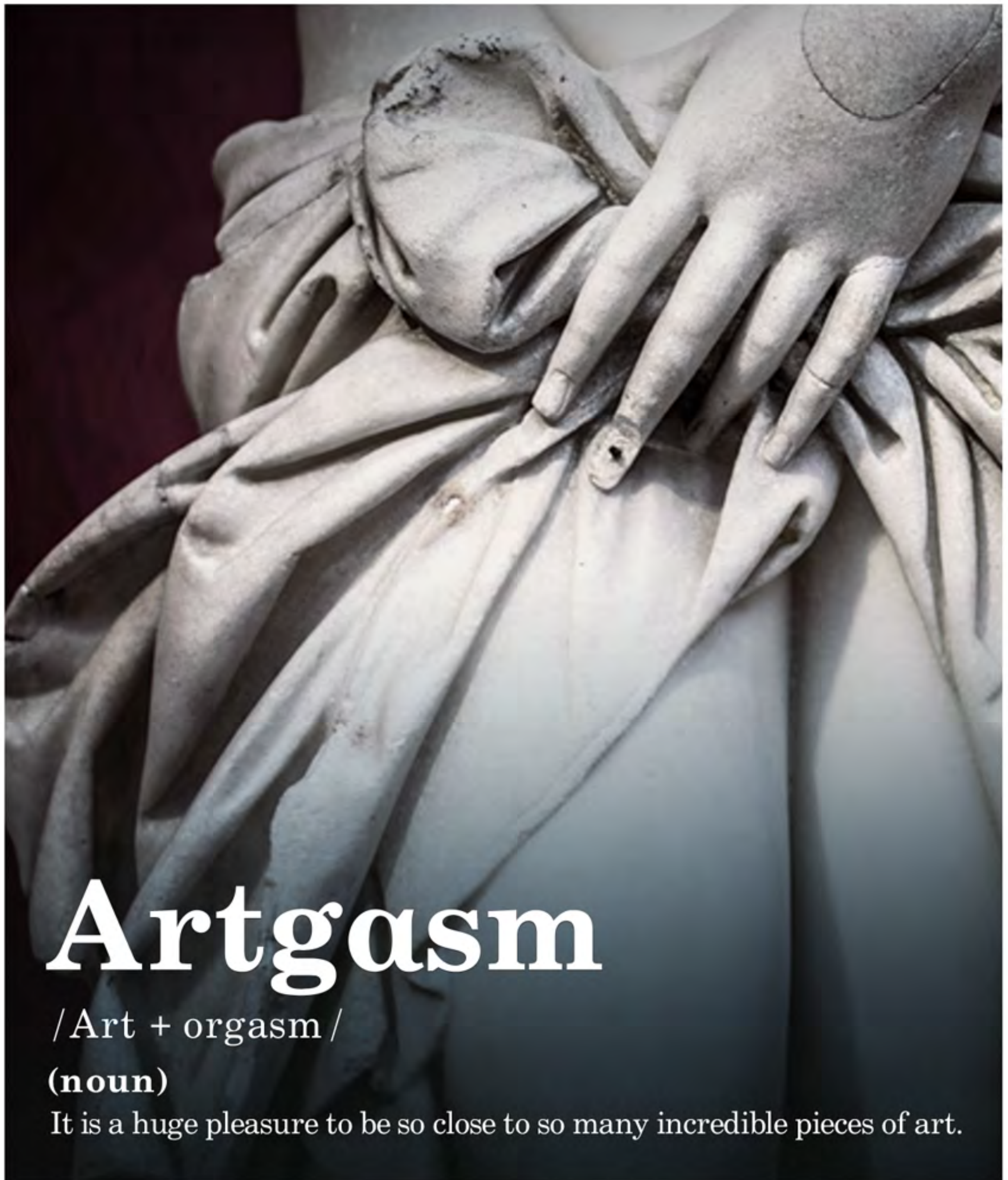
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Artgasm

/Art + orgasm/

(noun)

It is a huge pleasure to be so close to so many incredible pieces of art.



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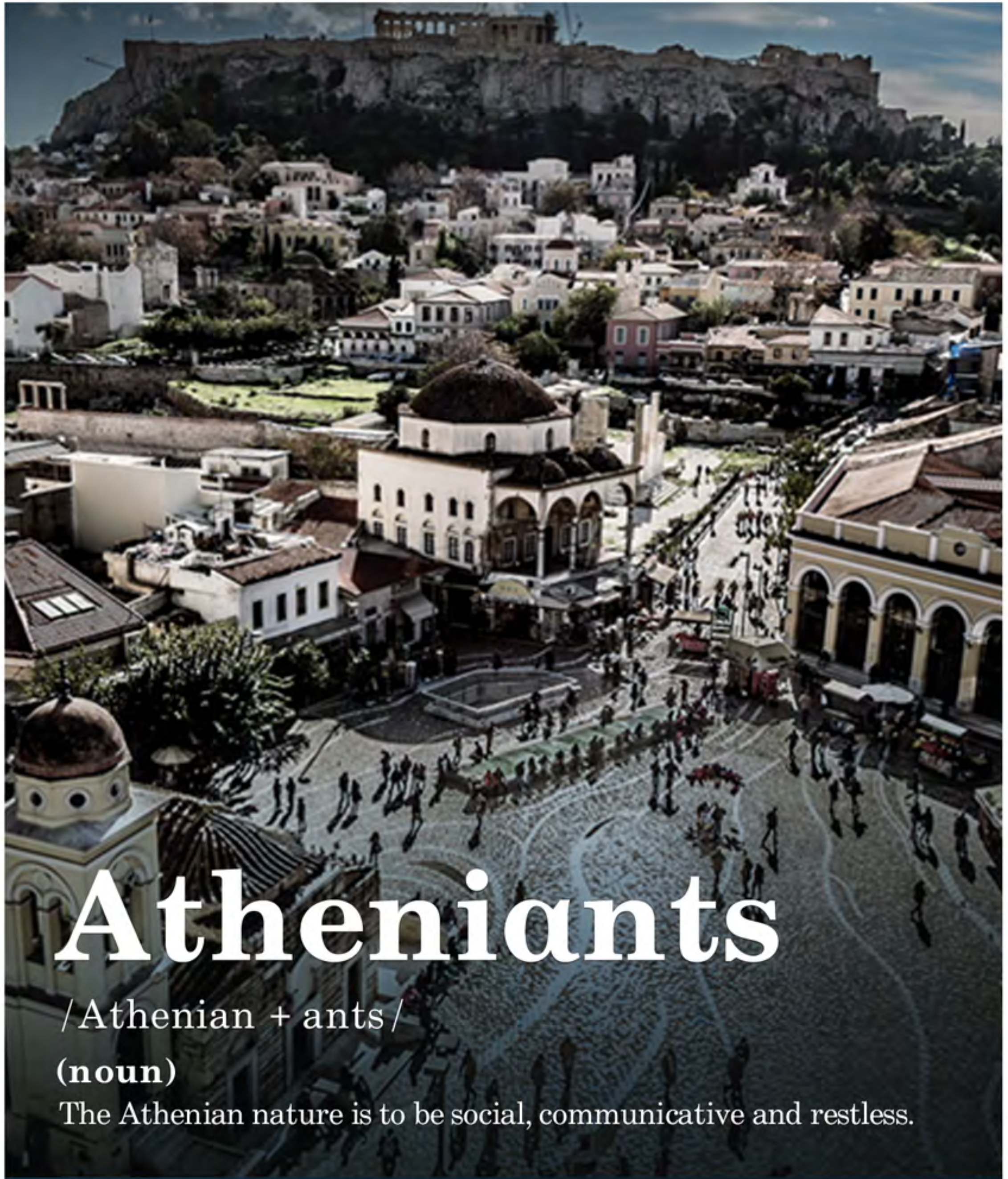
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Athenians

/Athenian + ants/

(noun)

The Athenian nature is to be social, communicative and restless.



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Bistrocraoy

/Bistro + cracy (Greek suffix for rulling)/
(noun)

The Athenian nightlife often involves casual drinking and dining.



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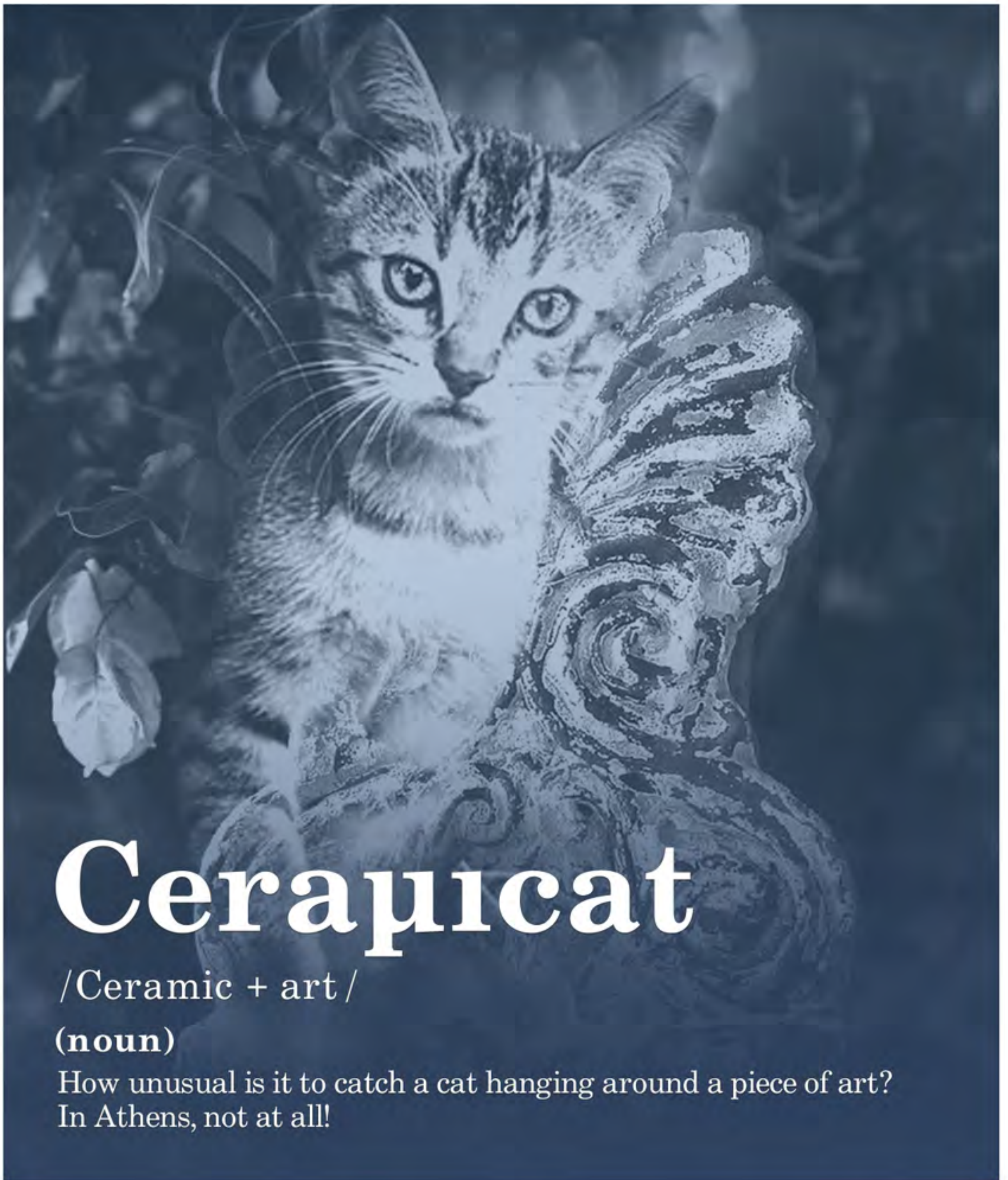
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Cerapicat

/Ceramic + art/

(noun)

How unusual is it to catch a cat hanging around a piece of art?
In Athens, not at all!



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Charispattica

/Charisma (Greek word for charm) + Attica /
(noun)

If you believed Athens is the Acropolis, then start thinking of the Attica beaches, hidden gems and plan a longer stay.



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Chromocanvas

/Chroma (Greek word for color) + canvas /
(noun)

The Athenian sky is nature's canvas of breathtaking painting.



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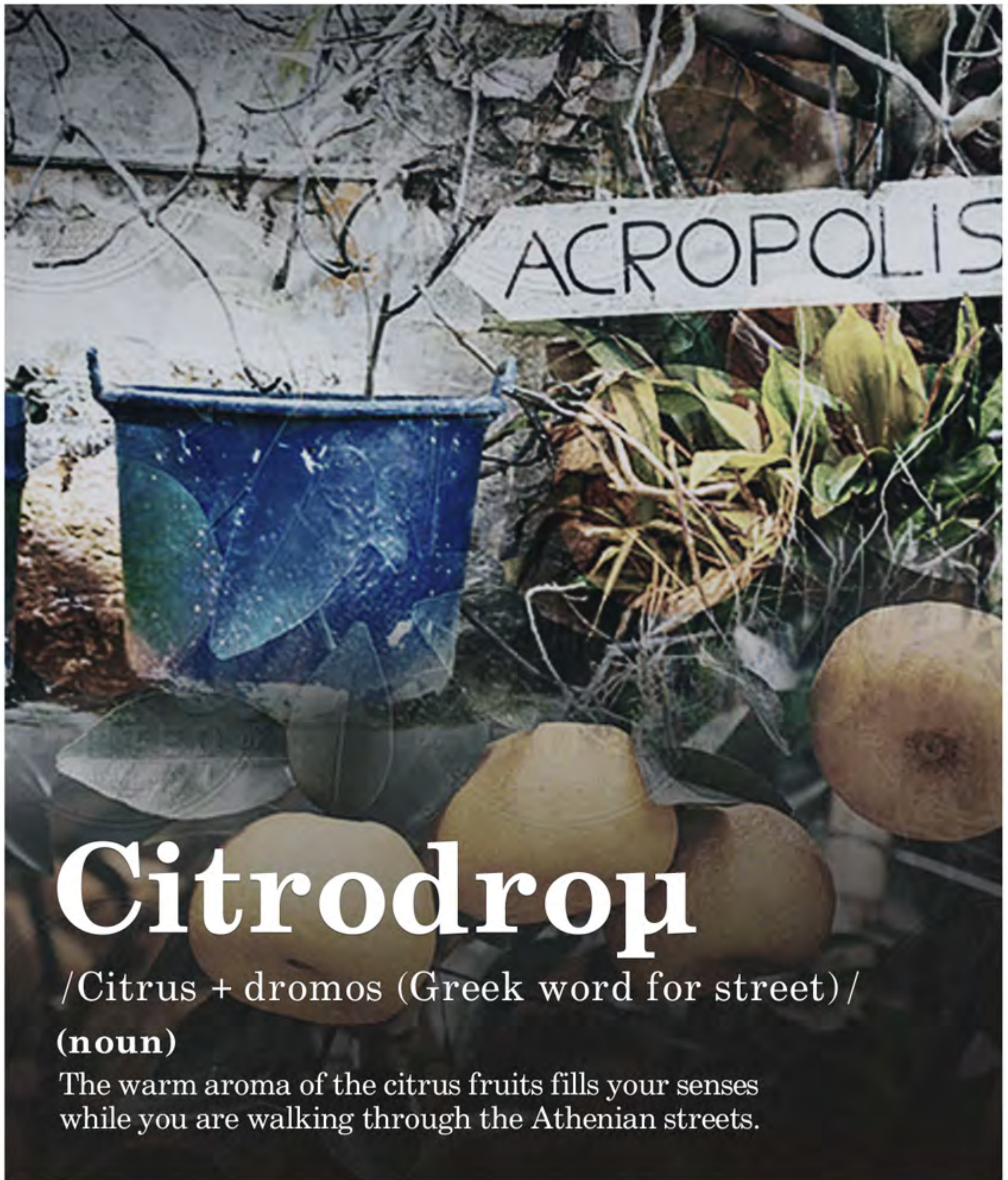
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Citrodromos

/Citrus + dromos (Greek word for street) /
(noun)

The warm aroma of the citrus fruits fills your senses while you are walking through the Athenian streets.



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Coolouri

/Cool + koulouri (Greek bagel with sesame) /
(noun)

The Athenian habit of discovering the city secrets
with the coolest snack on hand, originated from Thessaloniki.



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Democracy

/Democracy + city /

(noun)

The Athenian experience will only be complete once you realize democracy was founded here, in the city of Athens.



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Ecstasea

/Ecstasy + sea /

(noun)

When you are in Athens, you are always one hour away
- at the most - from a beautiful seaside. How exciting is that?



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Gigabright

/Giga (Greek word for large) + bright /
(adjective)

Load your "hard-drive" with Athenian sunny days.
They will get you through cold winter.



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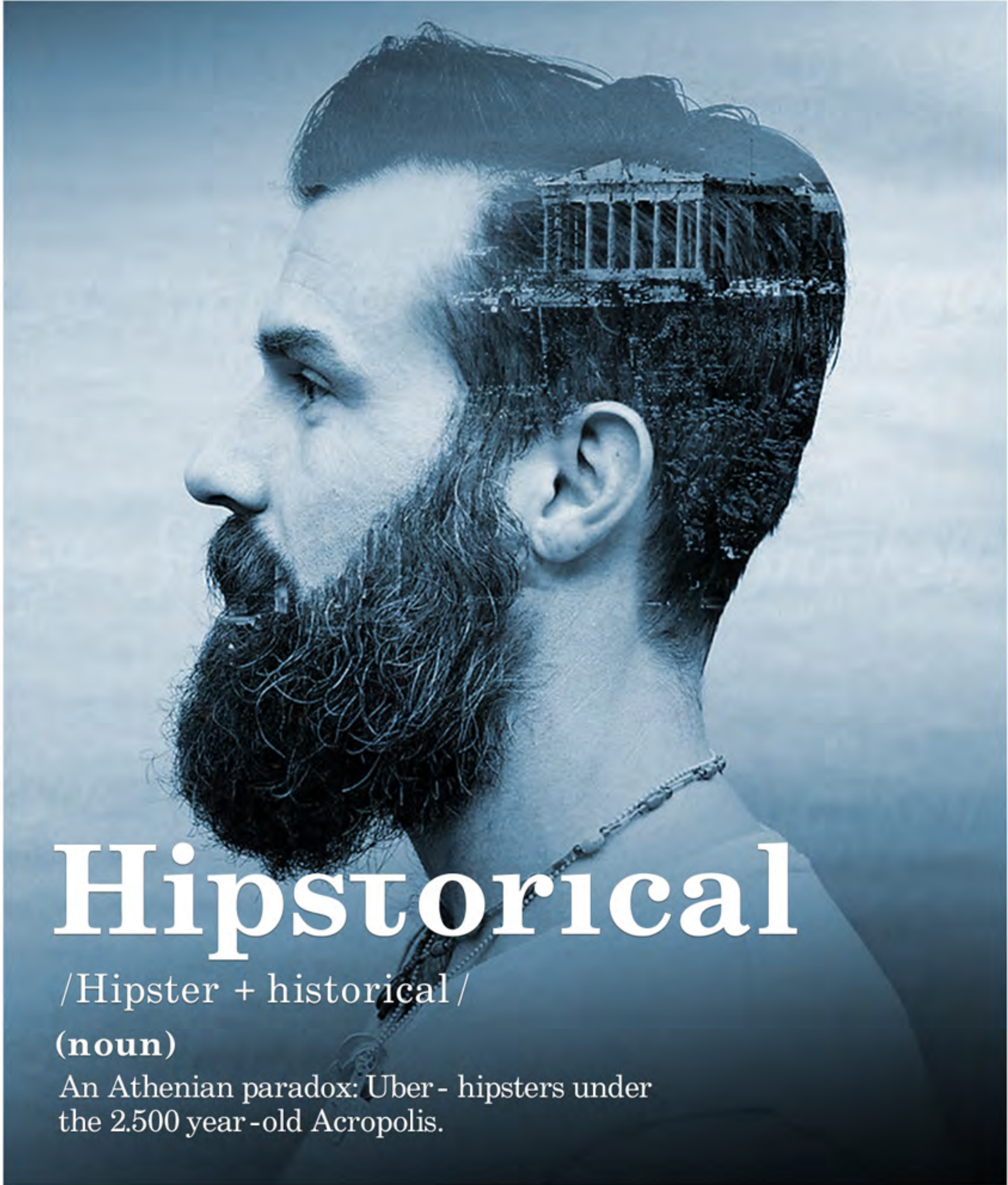
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A man with a full beard and a classical Greek temple on his head, looking to the left. The temple is a detailed model of the Parthenon, with columns and a pediment, resting on the man's head as if it were a hat. The background is a soft, out-of-focus blue sky.

Hipstorical

/Hipster + historical/

(noun)

An Athenian paradox: Uber - hipsters under the 2.500 year-old Acropolis.



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Lunchphoria

/Lunch + euphoria/

(noun)

Virgin olive oil on juicy salad, souvlaki and pitta with refreshing yoghurt dip, authentic retsina. All it takes for lunch euphoria.



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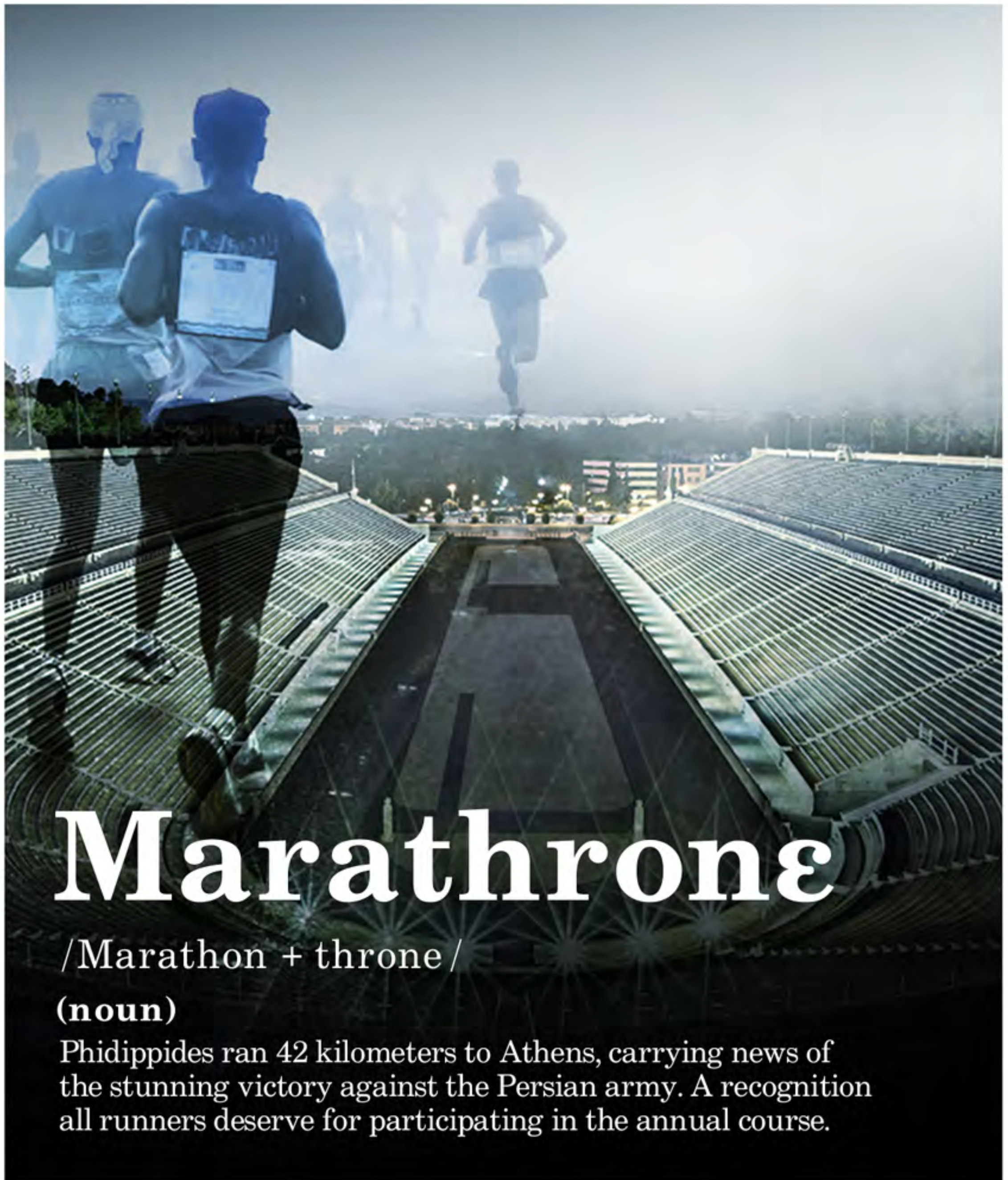
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Marathrone

/Marathon + throne/

(noun)

Phidippides ran 42 kilometers to Athens, carrying news of the stunning victory against the Persian army. A recognition all runners deserve for participating in the annual course.



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Metroancient

/Metropolis + ancient/

(adjective)

A metropolis constantly redefining itself, balancing between a wondrous past and a challenging future.



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MonastiraKIT

/Monastiraki (the Athens open market) + kit /
(noun)

Your kit for the absolute Monastiraki exploration: flat shoes,
bargaining mood and curiosity.



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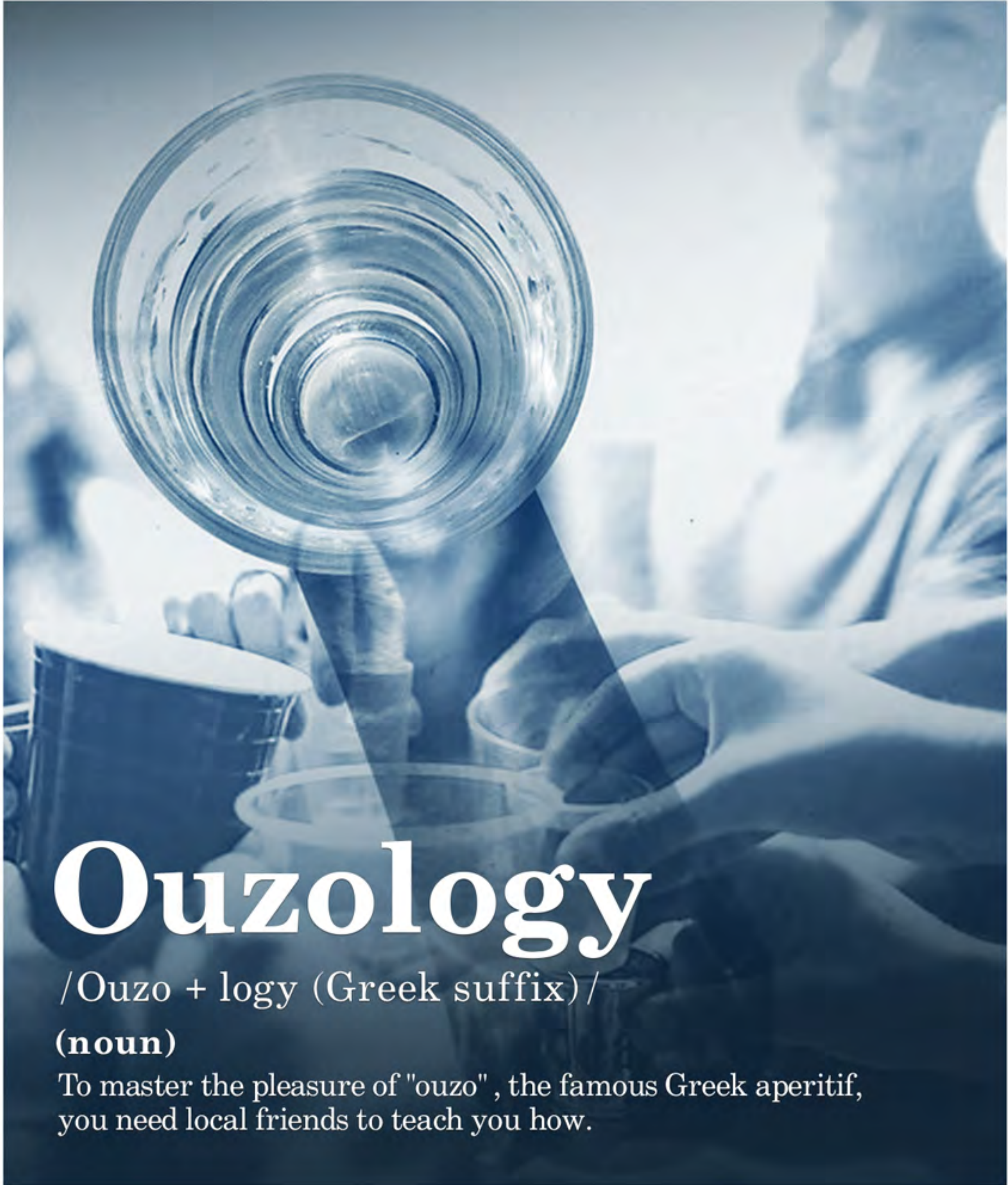
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Ouzology

/Ouzo + logy (Greek suffix) /

(noun)

To master the pleasure of "ouzo", the famous Greek aperitif, you need local friends to teach you how.



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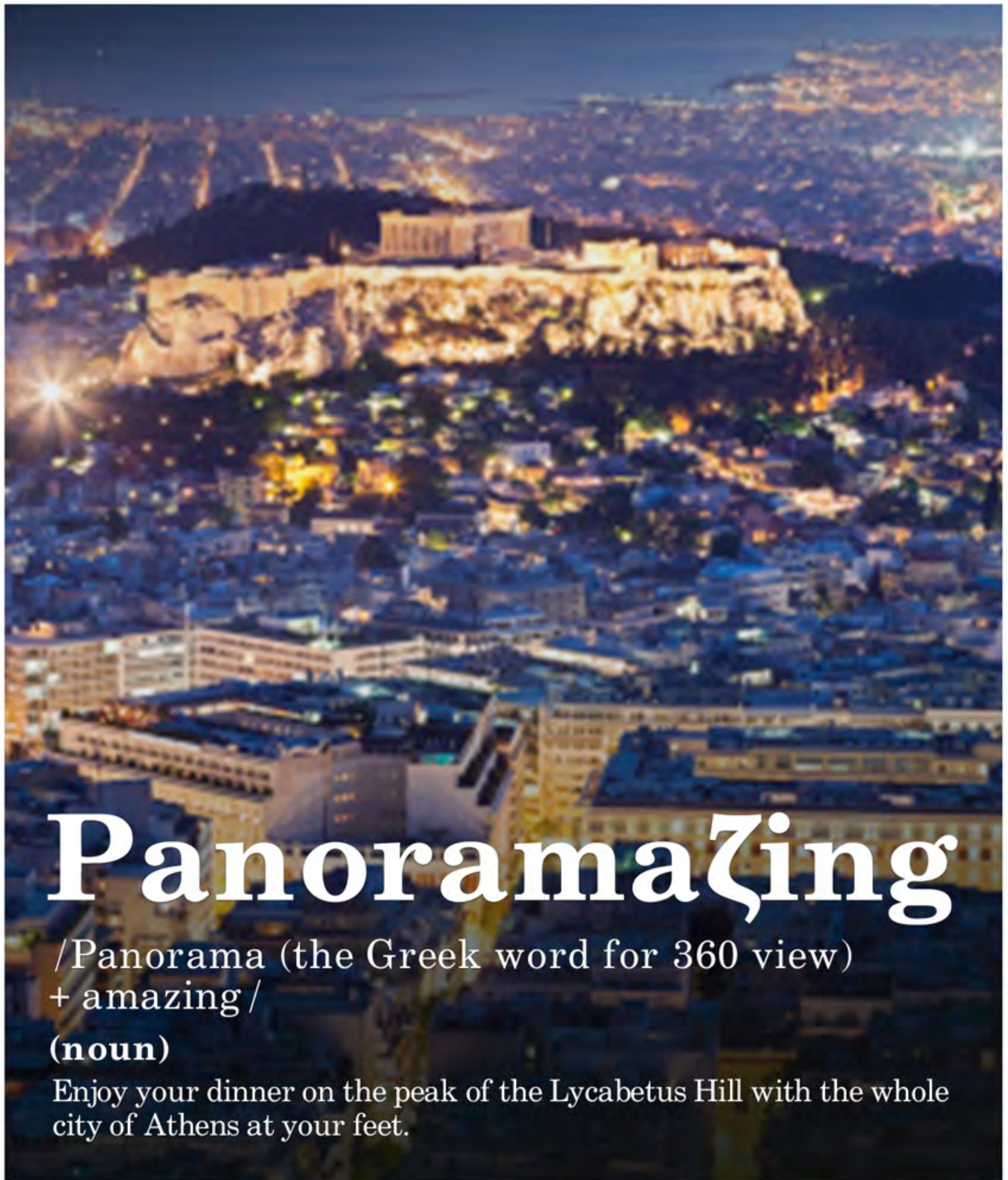
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Panoramazing

/Panorama (the Greek word for 360 view)
+ amazing /

(noun)

Enjoy your dinner on the peak of the Lycabetus Hill with the whole city of Athens at your feet.



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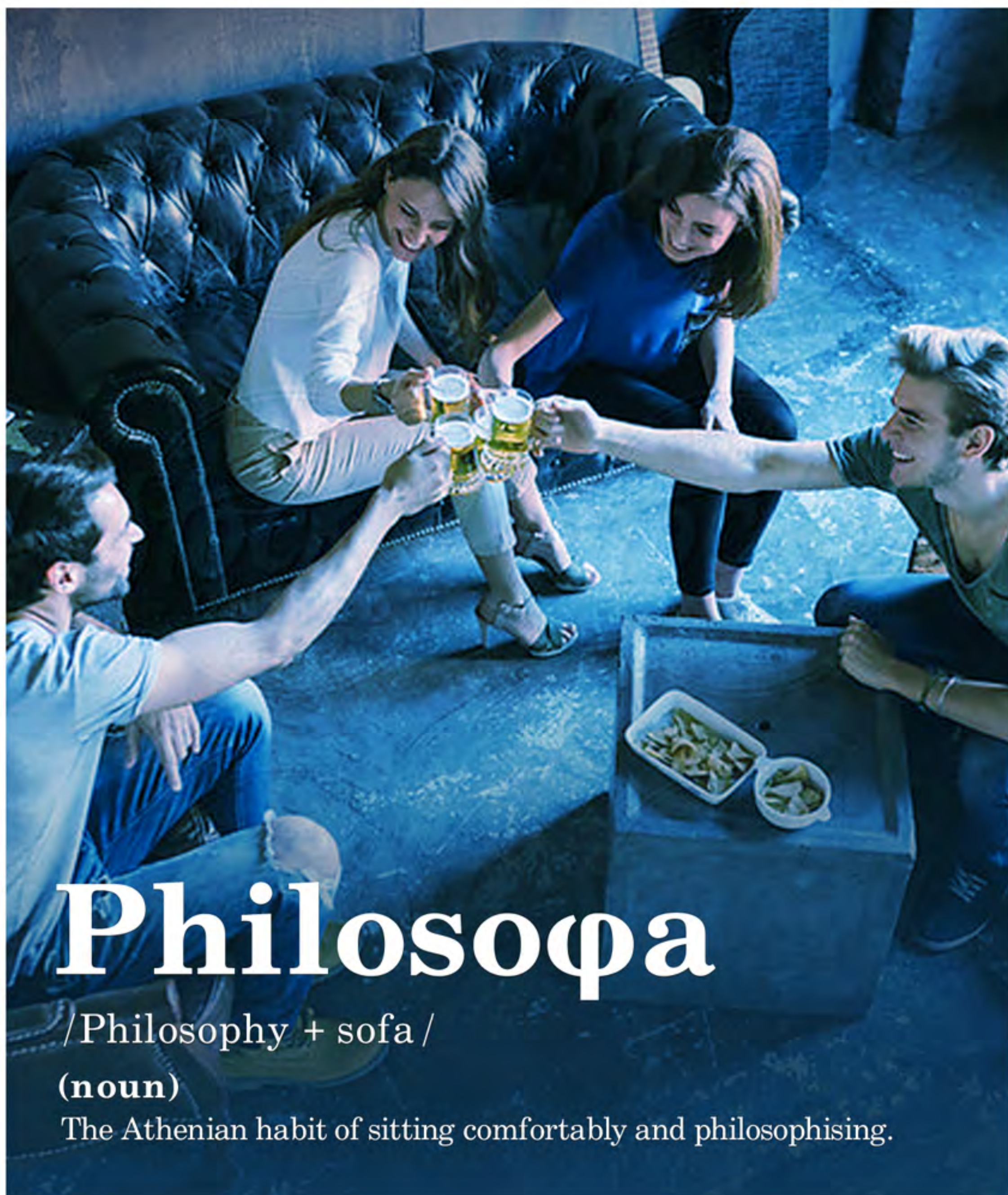
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Philosofa

/Philosophy + sofa/

(noun)

The Athenian habit of sitting comfortably and philosophising.



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Relaxsyn

/Relax + syn (Greek word for plus)/

(adjective)

Romantic walks, sunset at the Acropolis, great hotels with great spas, stylish wine bar evenings, these are just a few things to do during a relaxing weekend in Athens.



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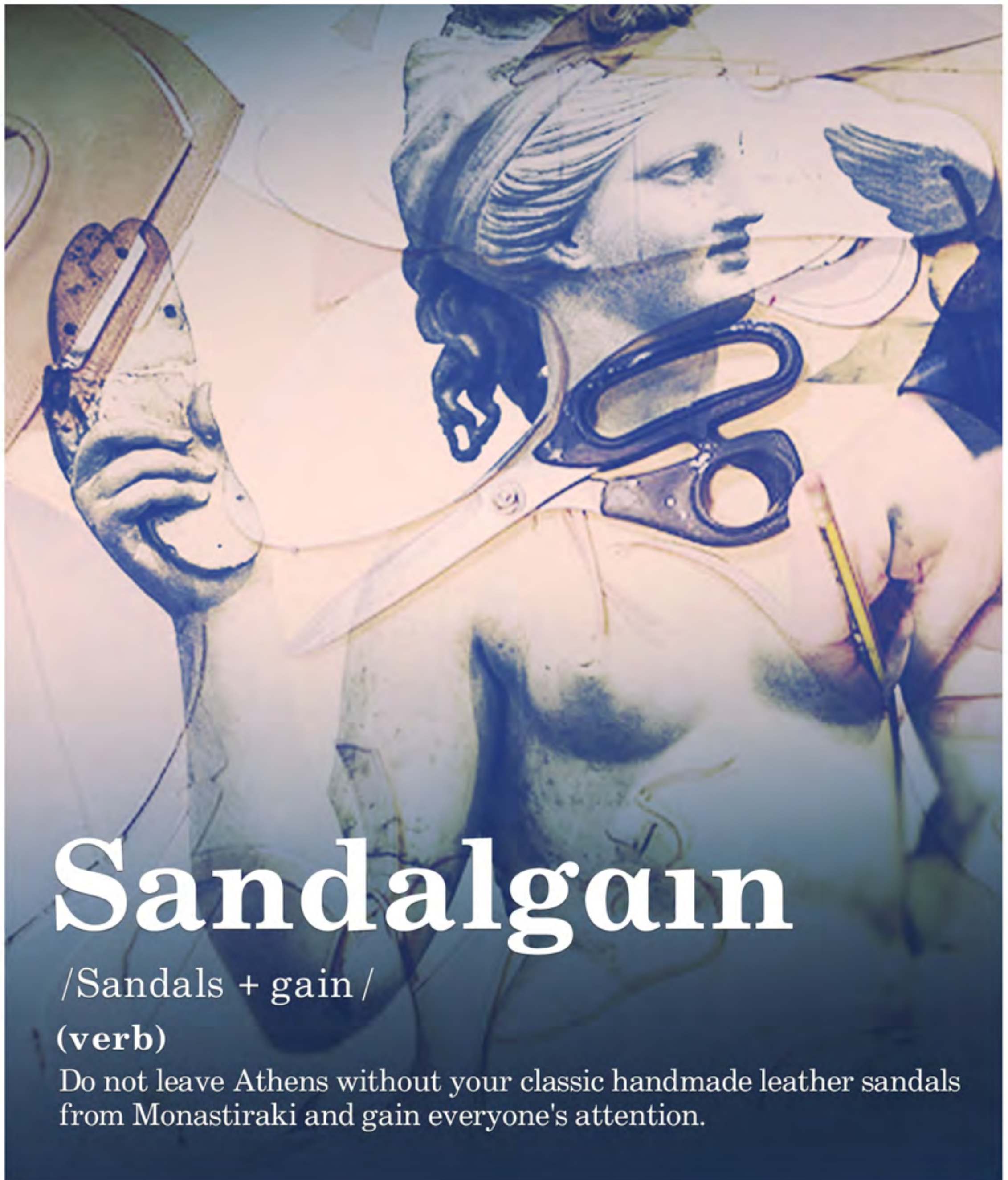
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Sandalgain

/Sandals + gain /

(verb)

Do not leave Athens without your classic handmade leather sandals from Monastiraki and gain everyone's attention.



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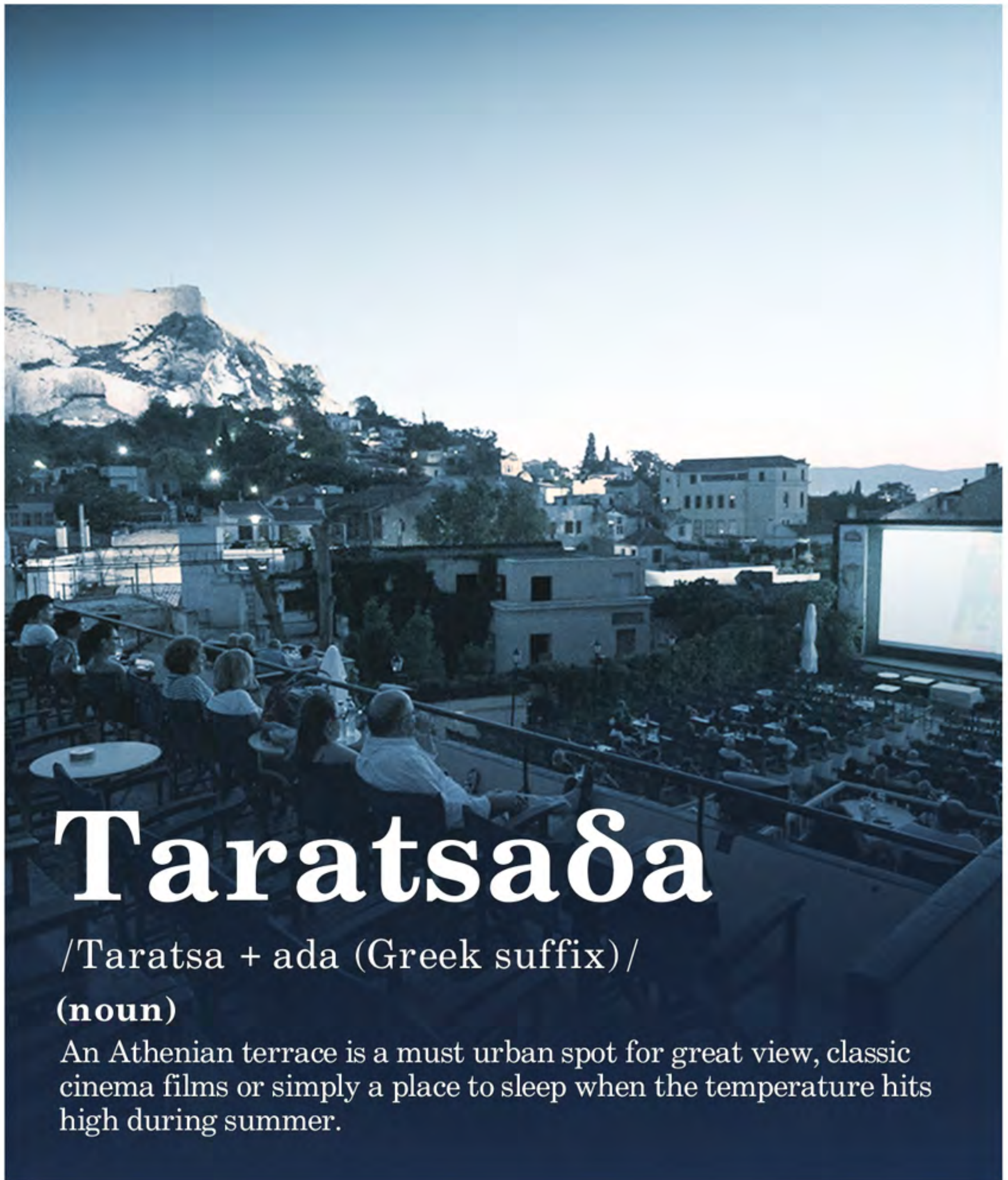
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Taratsada

/Taratsa + ada (Greek suffix)/

(noun)

An Athenian terrace is a must urban spot for great view, classic cinema films or simply a place to sleep when the temperature hits high during summer.



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Theatricult

/Theatre + cult/

(adjective)

Theatre was born here, in Athens and performs everywhere from the Odeon of Herodes Atticus to small experimental scenes.



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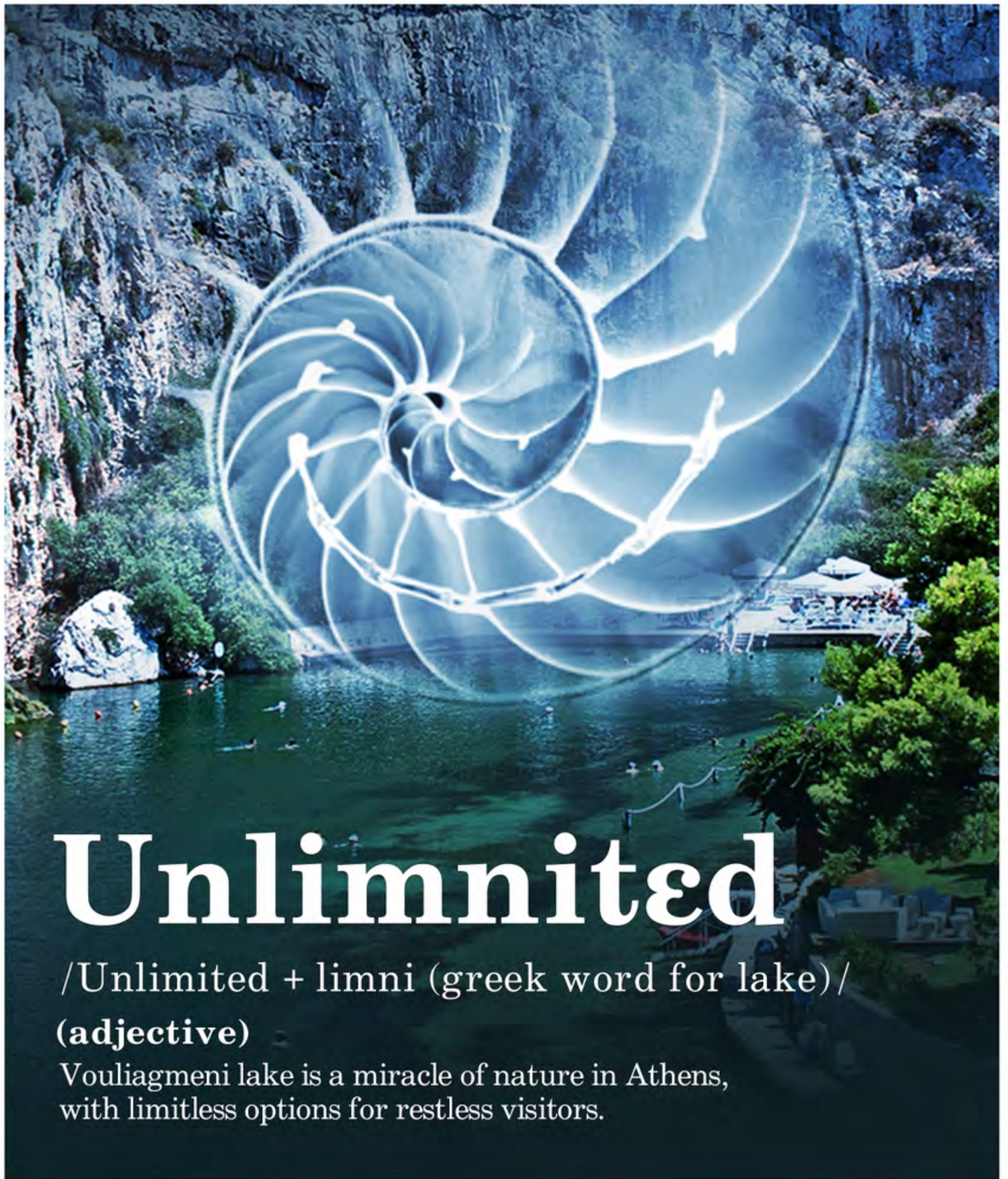
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Unlimnited

/Unlimited + limni (greek word for lake)/

(adjective)

Vouliagmeni lake is a miracle of nature in Athens,
with limitless options for restless visitors.



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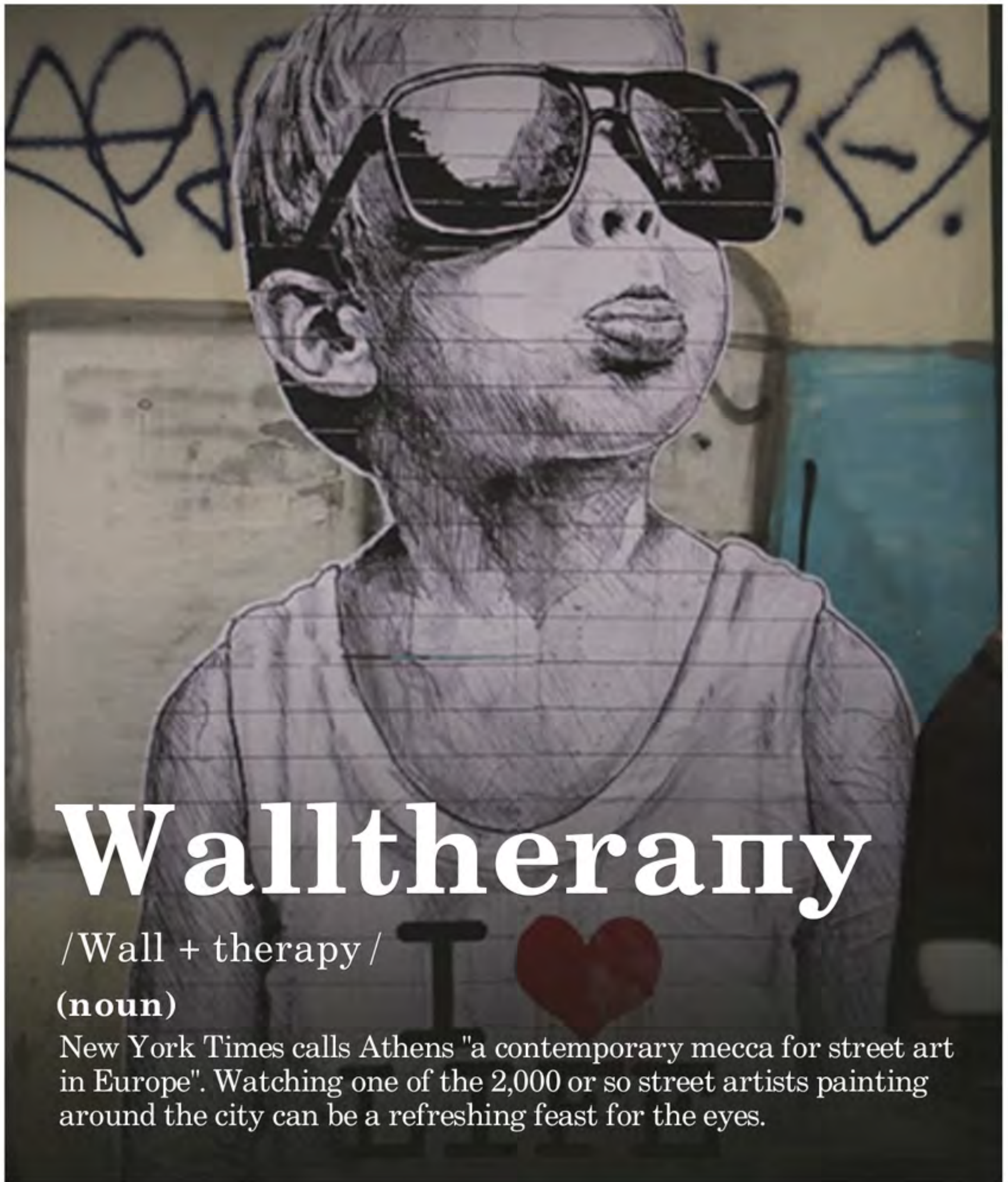
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Walltherapy

/Wall + therapy/

(noun)

New York Times calls Athens "a contemporary mecca for street art in Europe". Watching one of the 2,000 or so street artists painting around the city can be a refreshing feast for the eyes.



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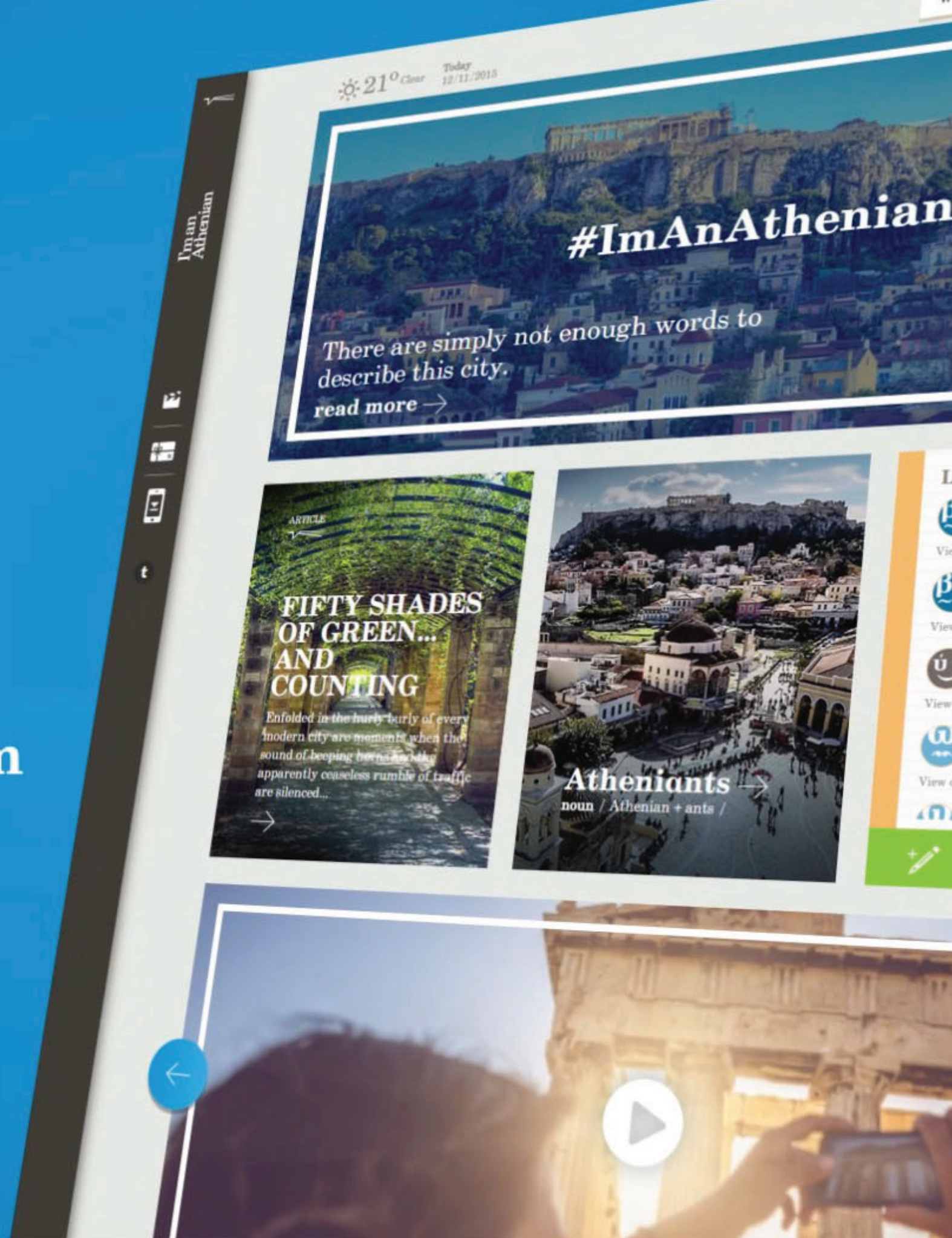
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Make your own Athenian poster!



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Create Select & Share
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Then, to get the chance to be the lucky winner of a 3-day trip for two in the city of Athens, fill in your details and enter the draw!

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