

05.



CONCEPT

CAMPAIGN
WINTER GREECE - NGTO

TARGETING
Educated, alternative, active tourists willing to try new experiences

INSIGHT
Tourists seek a travel experience capable of combining culture and fun, nature beauty and urban life.

OBJECTIVES
Attract worldwide tourists willing to experience an alternative Greece in Wintertime.

KEY MESSAGE
Greece is an all-season worth visiting country

- ➔ Greece is a country blooming all seasons, like an evergreen tree
- ➔ Visuals inspired by old lithographic GNTTO campaigns
- ➔ Calm and activity contrast, typical of vacations in Greece.
- ➔ Antiquity and modernism, old and new contrast
- ➔ Urban tourism can be as interesting as agritourism

Based on the insight that wintertime tourists that plan to visit Greece seek for a more **complete** mixture of experiences than the ones of summertime, the campaign adopts a **mature** tone of voice.

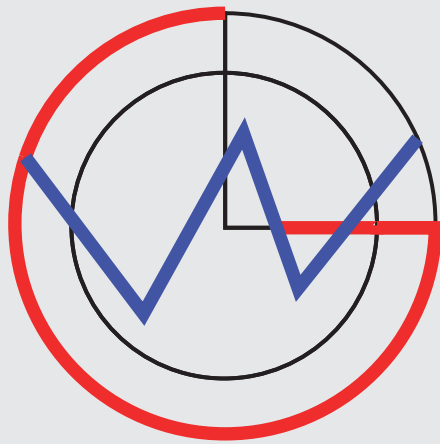
However, the 'fun' side of the message is not left out by any means. The campaign needs to feature the **full potential** of the country no matter the season; calm and action, nature and urbanism meet through a bold concept.

In this direction, the historic consignment of National Greek Tourism Organization (EOT) has been used as a **visual archetype** to create a persistent timeless message.



1930-1970 EOT posters

CONCEPT



THE LOGO

The logotype is a conjunction of W AND G that form a landscape with mountains in moody - winter colours used in prints as well. Also the quarter symbolizes one out of four seasons.



The campaign is built around the 'ever-green' concept, *αειθάλεια* in Greek – A country blooming anytime. The tagline is obviously **a wordplay between evergreen and Greece.**

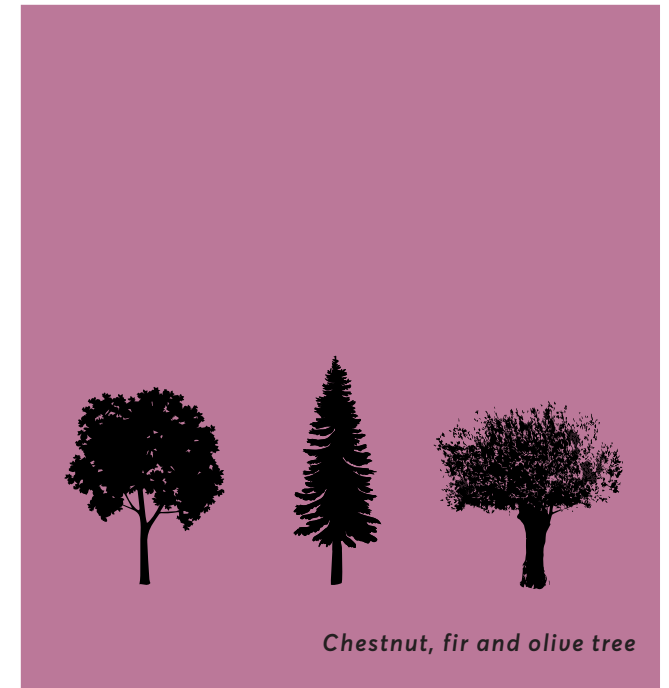
The visuals are inspired by the **old lithographic GNT0 (EOT) campaigns.** Moody tones are used to enhance the wintry element and convey a cold feeling.

Typical Greek winter landscapes have been chosen to articulate the visual message while the related **snow, water** and **city** elements outline the basic winter activities a tourist can enjoy during winter-time.

Urban life in Greece which is already very popular and quite unique, is an element intentionally highlighted (often ignored in campaigns);

It's the mixture of cultures, an **unconventional mosaic** where antiquity and modernism, east and west, abstract and specific, random and purpose meet.

Three emblematic **evergreen Greek trees** are being used to the compositions to highlight the ever blooming concept; a chestnut, a pine tree (fir) and an olive tree. The trees used also give a perspective which creates a real space experience.



Chestnut, fir and olive tree

PRINT ADS

www.wintergreece.com



evergreece.

A Country Blooming Anytime

Greece has a winter life. And it's incredible.
Discover the nature, the city life, the tastes, the
sports, the culture, the people of another Greece,
ready to amaze you.



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WEB



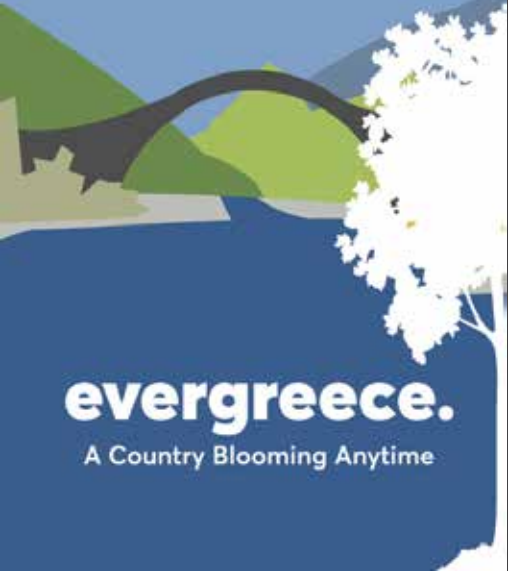




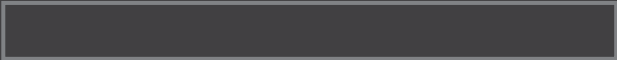
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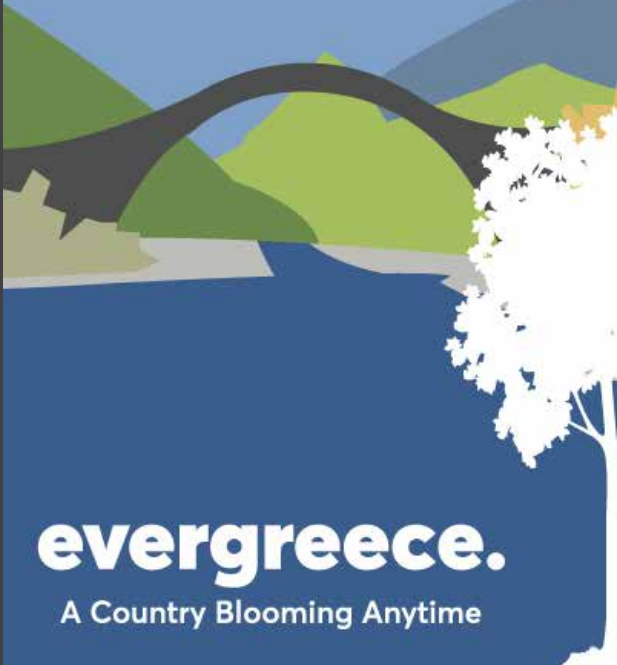
Greece has a winter life.
And it's incredible.



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SPORT

[Home](#) [Football](#) [Cricket](#) [Formula 1](#) [Rugby U](#) [Tennis](#) [Golf](#) [Athletics](#) [Cycling](#) [Winter Sports](#)[All Sport](#)

Winter Sports



GB 'laid down a marker' at Winter Paralympics

British performances at the Beijing Winter Paralympics have "laid down a marker", says GB chef de mission Phil Smith.

3d



Scottish Curling to review selection policy after Team Mouat miss out on World Championship

9h

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SOCIAL MEDIA

 Winter Greece



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10,328 views

Winter Greece Greece has a winter life. And it's incredible. [#wintergreece](#)


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5 DAYS AGO




 Winter Greece
Today at 18:33 · 🌐




Greece has a winter life. And it's incredible. <https://wintergreece.com>


[See translation](#)







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   1 035

 Write something...

USER GENERATED CONTENT

Invite tourists through Instagram and Facebook to participate in photo/video challenges like:

- ➔ *"Locate your Greek blooming tree in a monumental or emblematic landscape in your winter Greece trip "*
- ➔ *"Create your own lithographic poster in consistency with the official ones created for the campaign, through a special web app ('posterize your winter greek time')"*

Then, post the pics/vids under the campaign hashtag.

Best efforts can be featured in NGTO's online and printed editions.



#evergreece



Client: GNT0
Product: WINTER GREECE
Subject: EVERGREECE.

Date: 21/10/2021
Duration: 23sec

VIDEO

EXT. EPIRUS LANDSCAPE - MORNING

CLOSE UP: Leafs of a chestnut moving slowly with the breeze.

WIDE SCREEN: Slowly zooming out to reveal the background; beautiful stone bridge over a river in Epirus (e.g. Konitsa bridge) Nature in moody, winter colours, sky with sparse clouds. Calm.

MEDIUM CLOSE UP: Suddenly, happy noisy people on rafting boats floating down the river.

COPY ON SCREEN FOLLOWING NARRATOR.

DISSOLVE TO LOGO.

AUDIO

SFX: Leafs rustle, water burbles

NARRATOR: Greece has a winter life...

Energetic music

NARRATOR: And it's incredible!

NARRATOR: Evergreece.
A country blooming anytime



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AUDIO

EXT. SERRES VILLAGE - AFTERNOON

CLOSE UP: Snow-covered pinetree branches moving slowly with the breeze.

WIDE SCREEN: Slowly zooming out to reveal the background; picturesque small village built on the mountain bank (e.g. Ano Porroia - Serres) Gable roofs covered with snow, chimneys smoking, sky with sparse clouds. Calm.

MEDIUM CLOSE UP: Suddenly, happy noisy people skiing while piles of snow cover partially the screen

COPY ON SCREEN FOLLOWING NARRATOR.

DISSOLVE TO LOGO.

SFX: Leafs rustle, wind blows
NARRATOR: Greece has a winter life...

Energetic music

NARRATOR: And it's incredible!

NARRATOR: Evergreece.
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AUDIO

EXT. ATHENS CENTRE - DUSK

CLOSE UP: Leafs of an olive tree that look golden under the city lights moving slowly with the breeze.

WIDE SCREEN: Slowly zooming out to reveal the background; Acropolis Museum and behind, the Acropolis illuminated. Winter colours, sky with sparse clouds. Calm.

MEDIUM CLOSE UP: Suddenly, happy noisy people having fun (eating - clinking glasses) in an alternative restaurant-bar in Monastiraki area.

SFX: Leafs rustle, distant city noises

NARRATOR: Greece has a winter life...

Energetic music

NARRATOR: And it's incredible!

NARRATOR: Evergreece.
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COPY ON SCREEN FOLLOWING NARRATOR.

DISSOLVE TO LOGO.

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INSTRUCTIONS

AUDIO

SFX: Leafs rustle, water burbles

NARRATOR

Can you imagine a place where following a beautiful calm river...

SFX: People shouting joyfully, water sloshes

Leads you to a happy rafting crew playing with waves?

Greece has a winter life...

And it's incredible!

MUSIC, NARRATOR

Evergreece.

A country blooming anytime



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INSTRUCTIONS

AUDIO

SFX: Leafs rustle, wind blows

NARRATOR

SFX: People shouting joyfully, skis
sliding on snow

MUSIC, NARRATOR

Can you imagine a place where a
picturesque village with smoking
chimneys hides behind a fully equi-
ped ski center?

Greece has a winter life...
And it's incredible!

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INSTRUCTIONS

AUDIO

SFX: City noises

NARRATOR

SFX: People talking joyfully, glasses
clinging

MUSIC, NARRATOR

Can you imagine a place where
avant garde modernism and glori-
ous antiquity meet, while you enjoy
a night drink?

Greece has a winter life...

And it's incredible!

Evergreece.

A country blooming anytime
