



**BOSNIA AND
HERZEGOVINA**
EXPO 2020
DUBAI

**Marketing plan for the promotion of
Bosnia and Herzegovina at EXPO 2020 Dubai**

1. Introduction

From 20 October 2020 until 10 April 2021, Expo 2020 Dubai will be the World's Greatest Show of human brilliance and achievement. Expo 2020 Dubai will be a celebration like no other, offering visitors 173 days of food, music, technology, art, science, culture, creativity, and more than 60 live events per day. There is something for everyone regardless of age, nationality, culture, and interests.

The latest inventions and collaborations worldwide, such as super-fast 5G connectivity, advanced Artificial Intelligence (AI), vertical farming, and sustainable innovations, including 'trees' that can harvest water from the air, will be shown.

The first World Expo in the Middle East, Africa, and South Asia region will welcome more than 200 participants - including countries, companies, organizations, and educational institutions - affirming the UAE's ability to bring the world together. In addition, it will be a gateway to new markets for businesses, offering them the chance to develop relationships with nations, organizations, corporations, and educational institutions, as well as millions of visitors.

With an anticipated 25 million visits, Expo 2020 Dubai aims to inspire people and participants to come together to share ideas and innovations to address some of the world's biggest challenges and create a better future for all.

Expo 2020 Dubai wants all visitors and participants to leave with a sense of empowerment and purpose and a renewed and eternal optimism about the future.

Every participating nation will have its pavilion for the first time at a World Expo, meaning visitors will be able to explore hundreds of countries without needing a passport.

The Expo is an unparalleled platform for countries to share their story with the world, and the Organiser aims to provide its full support to participants to take advantage of the event. Bosnia and Herzegovina, as an official participant of EXPO 2020, has a unique opportunity to be present in the center of business networking opportunities, showcasing the best of its history, culture, tradition and business potentials. In addition to the Pavilion, located within the Opportunity district, the promotion of Bosnia and Herzegovina's appearance at EXPO is treated by the extensive Marketing and Communication Strategy, elaborated within the following sections.

To develop a detailed marketing and communication strategy, the Agency went through an extensive onboarding process that mainly involved Media Liaison Officer, Creative Director, Designers, Communication Experts, and PR Managers. The onboarding process included establishing a presence within the Participant's portal that features key guidelines and procedures. In addition, the Agency went through onboarding on Tawassul, a specialized media platform that enables media booking and accreditation. Thus, the proposed strategy is developed, paying particular attention to all the rules and procedures stipulated by EXPO guidelines.

2. Overall Approach

The overall approach to the promotion of Bosnia and Herzegovina at EXPO 2020 takes into consideration several key aspects, as follows:

- Strategic Goal
- Territory
- Period
- Target Audience
- Communication Goals and Messages

2.1. Strategic Goal

The strategic goal of BiH's appearance at EXPO 2020 Dubai is the promotion of its critical potentials in seven identified industries, with particular emphasis on tourism. The keyword to have in mind is "opportunity", as BiH is strategically positioned within the Opportunity area of the EXPO.

2.2. Territory

The promotional campaigns will be oriented to the territory of the UAE.

2.3. Period

All promotional activities will be implemented from 15.11. until 31.03.

2.4. Target Audiences

Having in mind specific strategic goals of B&H appearance at EXPO, there are three audiences to reach:

- **Business investors** who will have the opportunity to explore and engage with investment projects in different sectors, such as:
 - AGRICULTURE AND FOOD PROCESSING INDUSTRY
 - FORESTRY AND WOOD INDUSTRY
 - METAL PROCESSING INDUSTRY
 - AUTOMOTIVE PARTS AND MANUFACTURING
 - ICT SECTOR
 - TOURISM
 - PHARMACEUTICAL INDUSTRY

- **Government representatives** are especially interested in exchanging know-how and exploring potential cooperation on various projects.

- **Tourists** - all of the B&H pavilion visitors fall in line with this target audience since they will have a chance to see some of the country's most beautiful landmarks and natural beauties.

2.5. Communication Goals

Main communication goal is to facilitate promotion of B&H EXPO appearance, as an investment and touristic opportunity.

Specific communication goals are divided in relation to the target groups.

Specific goal 1 (Business Community and Government Representatives): Promote key industry potentials towards business community gathering at the EXPO.

Specific goal 2 (Tourists): Promote the Pavilion and B&H as an amazing cultural and touristic location to visit.

3. Branding of Bosnia and Herzegovina at EXPO

To assure the quality promotion of key messages and accomplishment of the proposed communication goals, it's crucial to establish key Country branding elements. By defining key branding features, we enable building a unique story around Bosnia and Herzegovina that will differentiate the Country from others and provide a strong base for positioning it as an investment and tourism opportunity.

Brand Ambition:

1. To showcase Bosnia and Herzegovina as a fantastic opportunity for investments in key seven industries and an opportunity for a unique experience.
2. Build an emotional connection with target audiences by focusing on people.
3. Drive physical visits to the Pavilion that offers unique contact with BiH history, tradition, crafting, nature and business opportunities.

Brand Purpose: Opportunity for investment, experiences and welcoming people.

Brand Personality: Rich with nature, history and tradition. Curious. Devoted. Brave. Gentle. Full of life. With an open heart that allows you to see beyond the surface.

Overall call to action: Welcome to the heart-shaped opportunity. Explore the nature, resources, investment opportunities and people who do everything they do with an open heart. Now, they are inviting you to do the same.

4. Specific Activities

4.1. Preparatory activities

Prior to the implementation of the overall Marketing and Communication Strategy, extensive preparatory stage is taking place. This stage includes onboarding of the media, marketing and creative team into the EXPO system, which provides key guidelines to be reviewed and respected at all times, as well as getting to know system for the approvals of the content. Before the implementation of the overall Marketing and Communication Strategy, an extensive preparatory stage is taking place. This stage includes onboarding the media, marketing and creative team into the EXPO system, which provides key guidelines to be reviewed and respected and getting to know the system for the approvals of the content.

4.1.1. EXPO portal

EXPO portal is an online tool for all international participants, providing all key information about rules and procedures and enabling access to the approval system within the Brand Portal. The Agency onboarded its staff into the portal and went through extensive training of each portal component. The first step in this training was reviewing all guidelines for branding and communication, more specifically:

a) Expo 2020 Dubai Official and Non-Official Participant Brand Guidelines - Set of guidelines and rules on applying the EXPO logo with the International Participants logo. Key learning from these documents was used to establish the visual identity of B&H with the EXPO identity and the approval process within the EXPO brand portal. As a result, each set of visual and communication materials produced for the promotion of BiH is being uploaded into the system by the Agency staff. Materials are being processed in several stages by the EXPO team. The Agency is focused on providing materials that are aligned to the guidelines and obtaining approvals in a short time.

b) Communications, Media Operations, and Marketing Guide - These documents provide deep insight into EXPO's communication and marketing regulations. The Agency went through extensive training in getting to know the media information system - Tawassul, Media Booking System, the operations of the Expo Media Centre, Broadcasting and Photo Operations, and the Social Media rules and regulations. These guides were a must-have in developing the implementation plan for this specific Marketing and Communications Strategy.

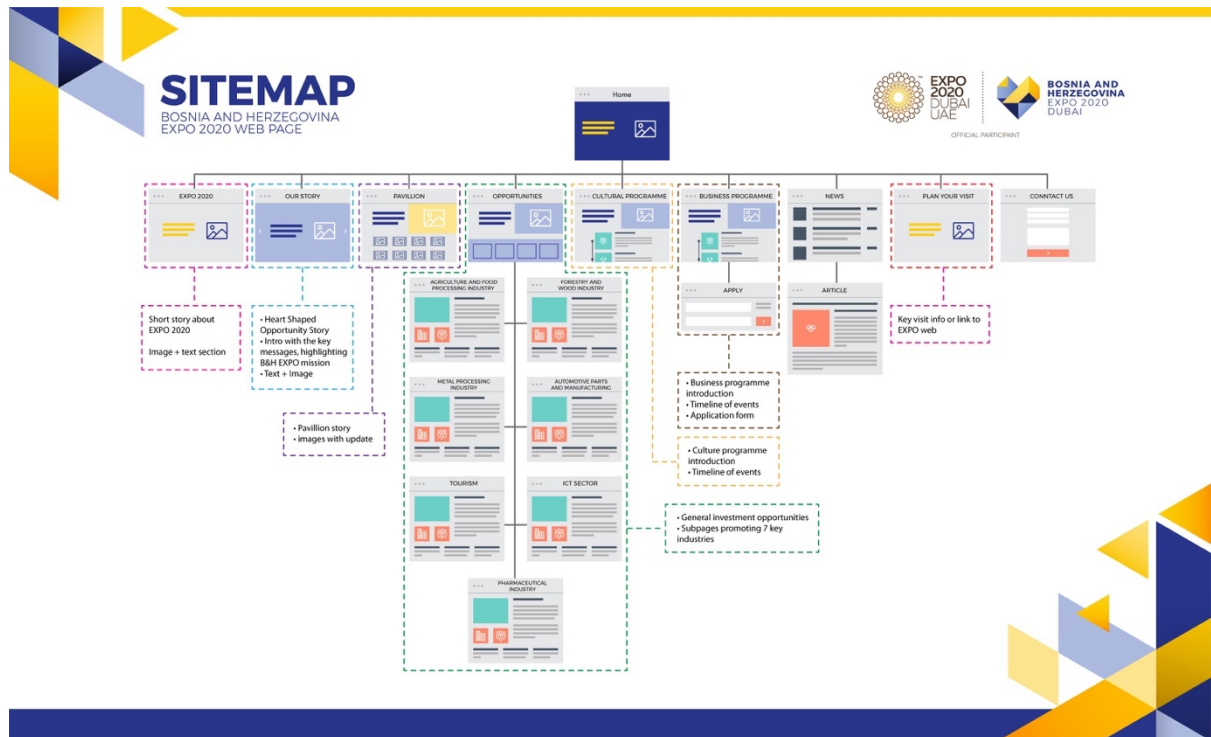
4.1.2. EXPO Media Information Centre - Tawassul

As required by the EXPO, the Agency appointed a Media Liaison Officer to serve as a primary point of contact between Bosnia and Herzegovina and EXPO Communication and Media Services teams. MLO has full access to the Expo Media Centre (EMC) during events, Media Bookings System and Media Assets Management System. In addition, key information and communication are being managed through Tawassyl, Media Information System. This is an essential tool that connects media to crucial operational information and updates on elements such as how media can get accredited, transport and permits, and content assets, including press releases, EXPO 2020 Dubai Factsheet and city information.

4.2. WEB site development

The main landing point for all communication activities is a specially developed website that contains all the relevant information about the appearance of BIH at EXPO - [www. Expo2020bih.ba](http://www.Expo2020bih.ba). The main elements of the website are information about the EXPO, followed by the primary brand purpose formulated through the “Our Story” section. Another essential section of the web is Pavilion, which will be regularly updated with photos from the field, followed by the Opportunities section, providing insight into seven key industries to be promoted and key facts and figures. Cultural and Business program subpages have informative character and are focused on fostering upcoming events from both sections. In addition, the Business Program section has Apply form, enabling application for participation at EXPO funded by the Government of the Kanton Sarajevo. The website contains service pages, such as News, Planning Your Visit and Contact Us.

Image 1: Website structure



4.3. Pavilion

The focal point for the physical promotion of previously set communication messages and the content will be Bosnia and Herzegovina Pavilion, located within the Opportunity section of EXPO. In addition to the look and feel to be aligned with the need to promote touristic potentials, more specifically nature, resources and culture, Pavilion will promote crucial industry potentials across seven identified areas. For this purpose, a special business zone will be developed, enabling the promotion of projects and investment opportunities for key selected businesses.

In addition, Pavilion will feature an artistic approach to the B&H craftsmanship, with the dedicated space for their live performances.¹

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4.4. Social Media

4.4.1. Overall Approach

The given social media overview depicts how Bosnia and Herzegovina at Expo 2020 Dubai will utilize social media to achieve its communications goals and specifies the social media platforms and technologies used to achieve the set goals.

Just like the slogan of Bosnia and Herzegovina's Pavilion, the whole representation of it on social media will naturally follow the "Heart-shaped opportunity" manifesto. This tagline will run through all planned content categories. Colourful and picturesque photos will bring the touristic gems of BiH closer to the target audience, while interesting and informative content with key takeaways on successful industries will be written with warmth and clarity.

Additional digital promotional activities will take place on National Day, the pillar of the Country's programming and will represent a moment of celebration through five-hour activities - official ceremony and cultural-artistic performance at Al Wasl Plaza, as well as the visit of the official delegation. However, the main focus will be to present the live happenings to the audience and post-National day activities.

Through cross-channel communication and promotion that will be addressed in the further section of this document, it is planned to achieve the following:

- Building follower base of the BiH Pavilion social media properties
- Raise awareness among and promote the key tagline "Heart-shaped opportunity"
- Position Bosnia and Herzegovina as attractive and prosperous destination in terms of tourism and business investments.

When it comes to the content, Social Media will feature previously elaborated content categories, in formats adjusted to the digital media communication.

4.4.2. Social Media Market Overview

The latest research show that out of the 9.94 million people in United Arab Emirates, astonishing 98.99% of them are active social media users. In the UAE, like in the rest of the globe, social media has become one of the most important aspects of everyday internet usage.

Dropping smartphone prices have resulted in a tremendous surge in mobile phone usage across the UAE. The simple availability of super-fast internet at extremely low rates can be ascribed to the huge scale increase in social media use.

Table 1: Social media and active users in UAE

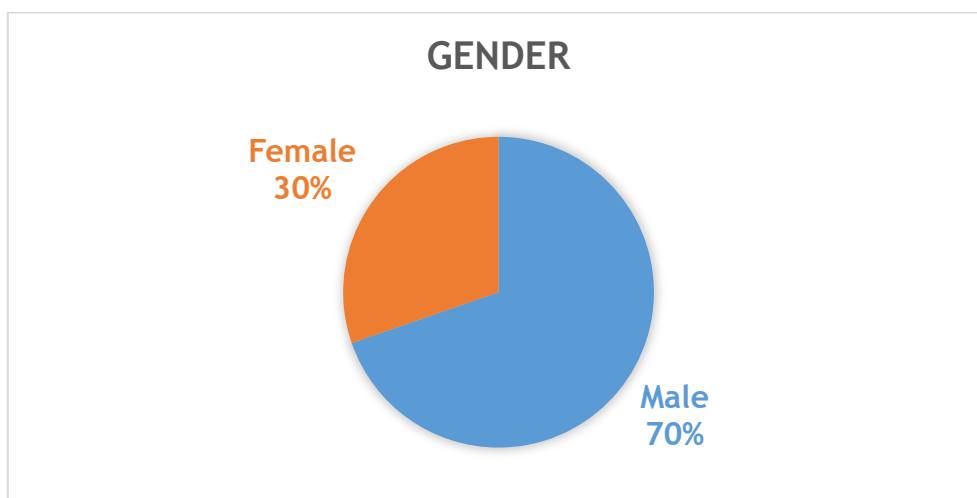
Social Network Platforms	Active Users
YouTube	8.65 million
Facebook	7.77 million
Instagram	6.68 million
Twitter	5.21 million
LinkedIn	4.42 million

With 7.89 million subscribers, YouTube will be the most popular UAE social media network in 2021. Almost 79% of the UAE's population has a Facebook page, while YouTube has a penetration rate of 87.40%. Facebook has gained popularity among businesses, the political establishment, and the general public in the country.

Instagram, which has 7.85 million users, is a strong competitor to Facebook. Young people, particularly teens, make up a sizable proportion of its 6.68 million active members.

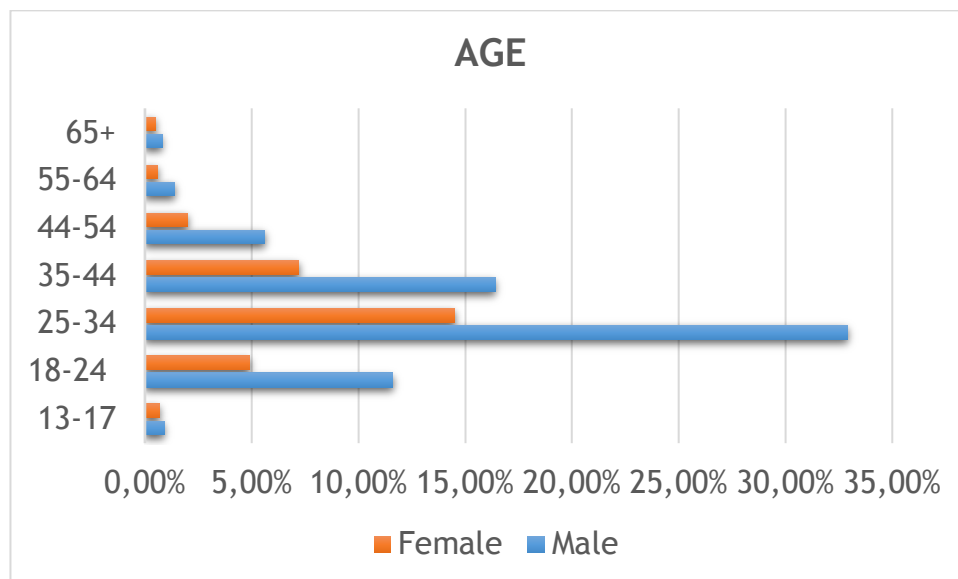
A few other social media platforms that are popular in the UAE are **Twitter** (52% penetration) and **LinkedIn** (51.50% penetration).

Chart 1: Advertising audience profile in UAE by Gender



Out of the 100% of social media users, it is notable how 69.60% of them are male, whilst other 30.40% are female users.

Chart 2: Advertising audience profile in UAE by Age

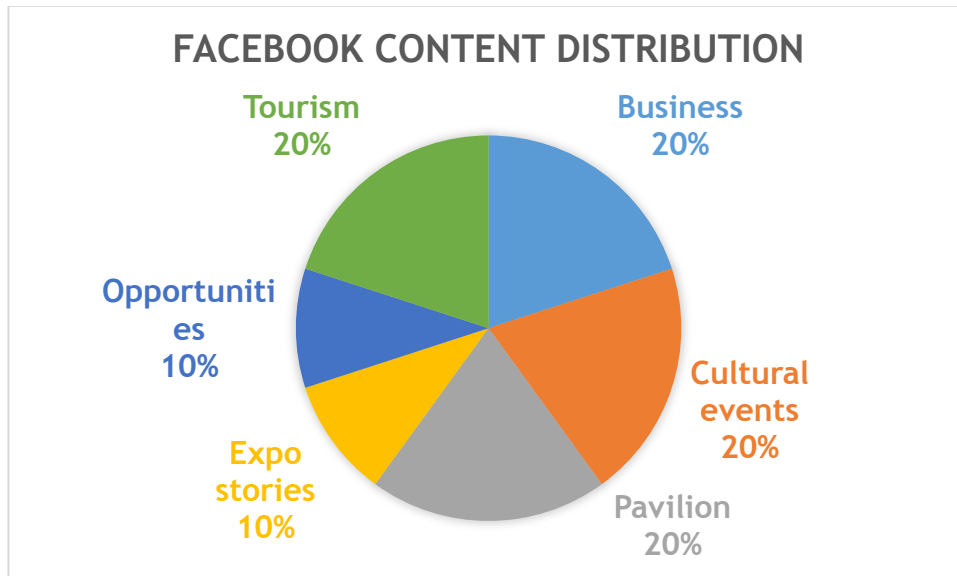


The age group distribution of the social media users in the UAE indicates that the people aged from 25-34 years are the most frequent users of social media platforms.

4.4.3. Approach to Facebook

As the most prominent and most often used social media, Facebook will be used for promotion through multi-format and placement content, resulting in significant exposure for Bosnia and Herzegovina. The planned content on this platform will be focused on comprehensive outreach and gaining a solid following base on the Facebook page, thus creating the maximum impression share that supports our strategic goals. A mix of organic (posts, galleries, photos, videos, events, stories) and paid content (advertising elaborated in further sections of the strategic document) will utilize Facebook's native formats, placements and features to gain the highest exposure.

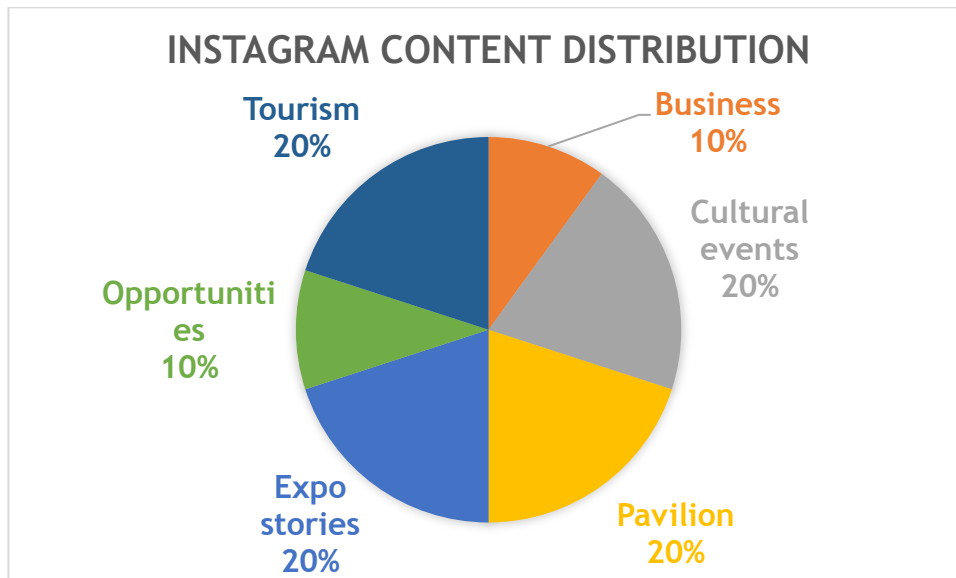
Chart 3: Facebook & content distribution per categories



4.4.4. Approach to Instagram

Instagram is the fastest growing social network in the world, with 300 million monthly users. If we look at it from the point of view of an organizer, this network gives us many valuable options to communicate the country's positioning as **A heart-shaped opportunity**. Through this photo-sharing app, the pavilion will allow visitors to interact with the state in an original way, and in an engaging way - through multimedia and photo-sharing. As the visual-first platform, Instagram will utilize all the possible placements through Feed, Stories, and Reels. We always have a fresh look at what is happening at the B&H's pavilion and what visitors can expect.

Chart 4: Instagram & content distribution per categories

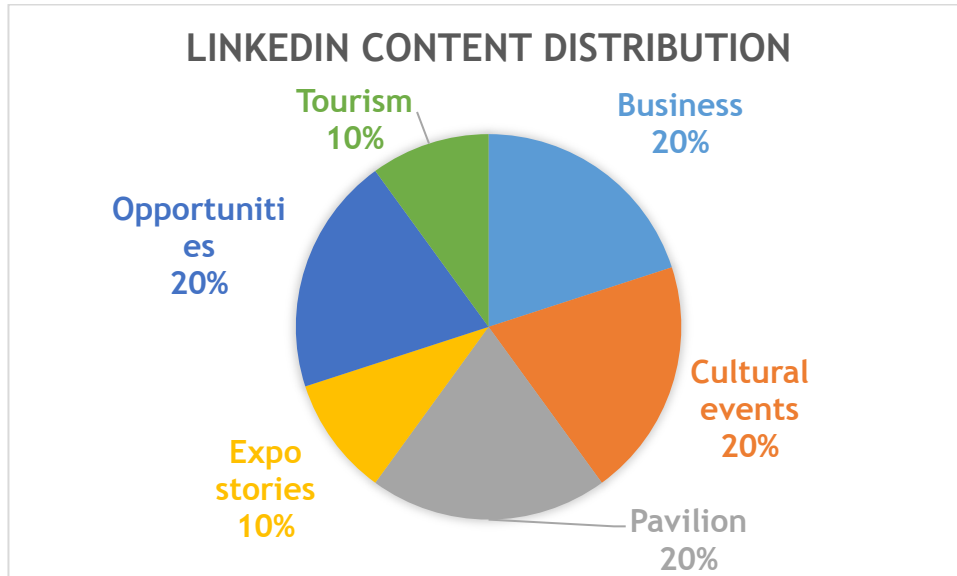


On Instagram, we focus on visual appearance and pay close attention to details regarding first impressions when landing on the profile - from the coherent and harmonious feed, consistent use of hashtags and tags, to the content organization on Instagram stories highlights sections. Additional opportunities for support can come from Instagram influencers, relevant in Bosnia and Herzegovina, which can support the established social media property by increasing the following base and spreading awareness among secondary target audiences.

4.4.5. Approach to LinkedIn

Being business and professional-first social media, LinkedIn is the platform that will mainly communicate the business opportunities that Bosnia and Herzegovina offers and connect business owners, investors, entrepreneurs, and professional audiences with Bosnia and Herzegovina. LinkedIn will be particularly of value to the international participants and people in business who will be visiting the exhibition. LinkedIn members represent a diverse, global community, offering a wealth of knowledge and perspectives. Thus, LinkedIn content will be optimized for content categories aimed mainly at the target audience in the business domain.

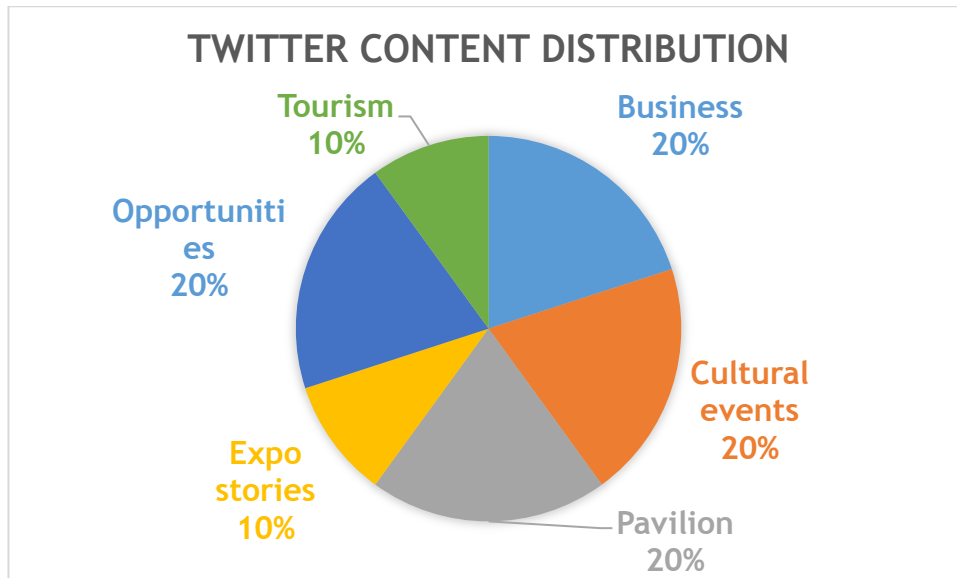
Chart 5: LinkedIn & content distribution per categories



4.4.6. Approach to Twitter

In addition to other platforms, Twitter will be used as well to promote Bosnia and Herzegovina at Expo 2020 Dubai. Used mainly within media, journalists and official business audiences, this microblogging site will be used to share relevant content about the country's participation. The content will be focused on live-tweeting from the significant events, retweeting the relevant mentions from media and persons with trustworthiness, significant to the project (media, business and official government representatives, journalists). Additionally, the platform will communicate the potential investment opportunities which are to be found among seven attractive industries. Special occasions, like the National Day celebration, will also be included in Twitter photo posts and tweets, assuring maximum coverage and outreach of the planned event.

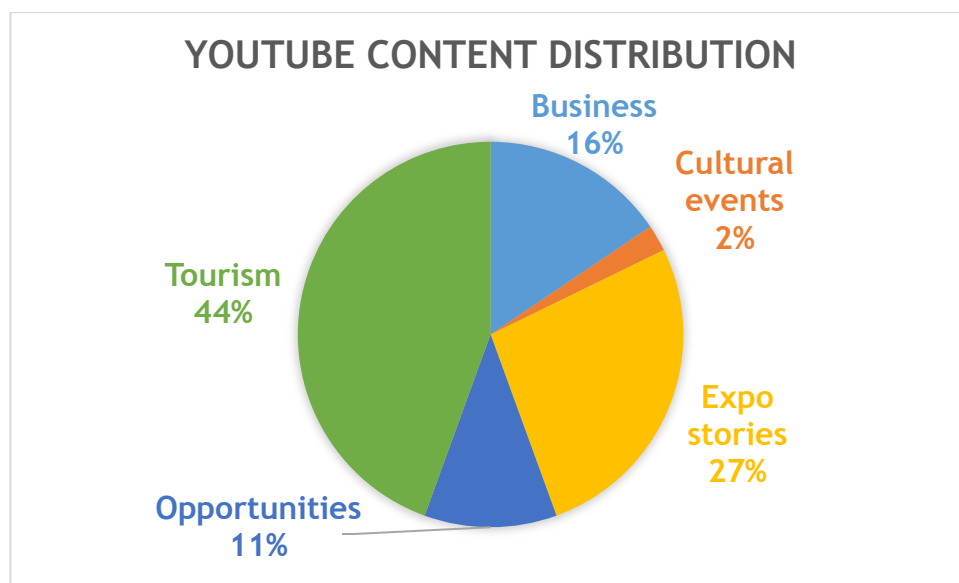
Chart 6: Twitter & content distribution per categories



4.4.7. Approach to YouTube

Being a video-first platform, YouTube will make sure that all produced video materials are to be displayed and placed for a wider audience. Linking YouTube content and embedding videos on other social media platforms and websites will be crucial for raising the number of views, engagement, and subscriptions.

Chart 7: YouTube & content distribution per categories



4.4.8. Performance marketing plan

The main goal of the social media performance strategy is to build a social media followers base, increase users engagement and promote specific content categories: Tourism, Business, National Day and Business opportunities.

The strategy is oriented to the market of the United Arab Emirates.

Table 2: Social Media goals

Platform	Goal	KPI
Facebook	Reach	8,126,625
	Video views	37,580
	Page Likes	9,108
	Clicks	5,074
Instagram	Reach	6,292,140
	Video views	20,183
	Clicks	5,517
Linkedin	Impressions	288,557
YouTube	Impressions	1,350,418

Social media channels covered within this strategy are Facebook, Instagram, LinkedIn, and YouTube. These channels will include several advertising formats, according to the media plan provided and several goals by each channel, presented in the table below. By the end of the campaign it's expected to reach through all channels **21,411,645** people, and achieve **22,652,339** impressions. The expected number of clicks achieved through all channels is **187,840**, while the number of expected video views is **57,762**. The expected number of 3-sec video views is **259,533**, while the estimated number of Page Likes on Facebook is **9,108**.

Table 3: Estimated results by each channel

Channel	Est. Potential Reach	Est. Potential Impressions	Est. No. of Clicks	Est. No. of Video views	Est. No. of 3-sec video views	Est. No. of Page Likes
Facebook	13.604.625	11.952.338	128.237	37.580	147.120	9.108
Instagram	7.508.220	8.670.935	33.025	20.183	112.413	-
Instagram story	298.800	390.090	5.517	-	-	-
LinkedIn	-	288.557	5.656	-	-	-
YouTube	-	1.350.418	14.315	-	-	-
TOTAL	21.411.645	22.652.339	187.840	57.762	259.533	9.108

On **Facebook**, the ads will have a few different objectives (Reach, Video views, Page Likes and Clicks). It is expected that these ads result with a reach of 13,604,625 people and 11,952,338 impressions. The estimated number of video views (for video content promoted) is 37,580 views, while the estimated number of 3-sec. video views is 147,120. Total number of estimated Page Likes is 9,108, while the number of estimated clicks is 128,237.

The Ads on **Instagram** will also have several objectives (Reach, Video Views, and Clicks). Estimated result of people reached through these ads is 7,508,220 people, while the number of estimated impressions is 8,670,935. The estimated number of video views is 20,183, while the number of estimated 3-sec. video views is 112,413. Number of estimated clicks on the Instagram ads is 33,025.

Instagram stories will have one objective (Traffic/Clicks on the website) and the estimated results within these Ads is 5,517 clicks. The ads will potentially reach 298,800 people and achieve 390,090 impressions.

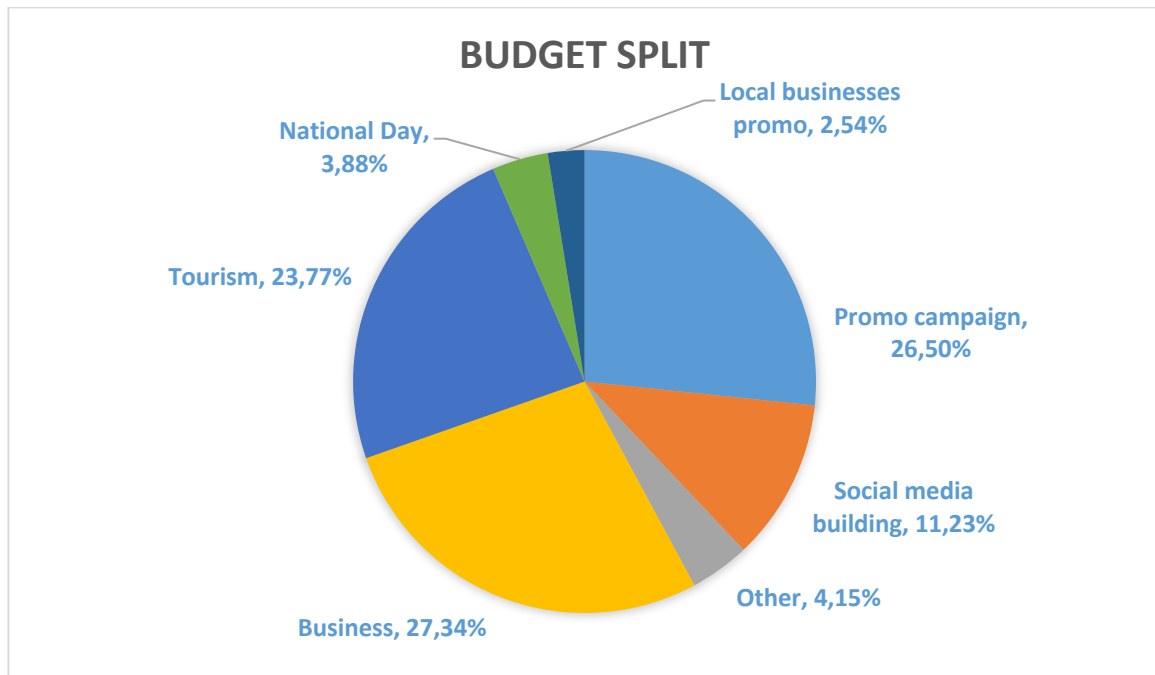
The main objective of **LinkedIn** ads are Impressions (the number of times ads will be shown on screen), and the estimated results for this performance campaign are 288,557 impressions in total. The estimated number of clicks is 5,656.

On **YouTube**, the main objective are also Impressions (the number of times ad will be shown during the video views) and their estimated result is 1,350,418 impressions. The ads will result with 14,315 estimated clicks in total.

Content Promotion

This social media performance strategy segment includes promotion of the following content categories: Business, Tourism, Other, National Day and Promotion of businesses at the local market. The main goal is to promote B&H and its main business and touristic potentials, national identity and cultural heritage through this content. While promoting these content categories, the target group will be men and women from UAE in the age group 25-60.

Chart 8: Budget split by content categories



The tables below show the estimated results for each content category:

Table 4: The estimated results for the content category Business

Medium	Est. 3-sec video plays	Unit	Unit count	Est. Potential Reach	Est. Potential Impressions	Est. No. of Clicks
Facebook Post boost	33.337	Reach	2.906.000	-	2.964.120	39.719
Instagram Post boost	28.571	Reach	2.185.715	-	2.513.572	11.311
Facebook Video boost	-	Video views	11.356	852.000	1.201.320	3.964
Instagram Video boost	-	Video views	7.263	348.000	410.640	411
Instagram Story boost	-	Clicks	1.034	66.480	83.100	-
LinkedIn Post boost	-	Impressions / per thousand	157.805	-	-	3.093
YouTube Bumper Ads	-	Impressions	258.300	-	-	2.738

The estimated number of video views realized through the ads on all channels from Business category is **18,619**, while the est. number of 3-sec video views is **61,908**. Through this content category, it is planned to reach **6,358,195** people and achieve **7,588,857** impressions in total. The total number of the estimated clicks is **62,271**.

Table 5: The estimated results for the content category Tourism

Medium	Est 3-sec video plays	Unit	Unit count	Est. Potential Reach	Est. Potential Impressions	Est. No. of Clicks
Facebook Post boost	24.090	Reach	2.100.000	-	2.142.000	28.703
Instagram Post boost	20.261	Reach	1.550.000	-	1.782.500	8.021
Facebook Video boost	-	Video views	9.105	684.000	964.440	3.183
Instagram Video boost	-	Video views	5.300	372.000	438.960	439
Instagram Story boost	-	Clicks	1.034	33.600	42.000	-
LinkedIn Post boost	-	Impressions / per thousand	130.752	-	-	2.563
YouTube Bumper Ads	-	Impressions	592.324	-	-	6.279

The estimated number of video views realized through the ads on all channels from Tourism category is **14,405**, while the est. number of 3-sec video views is **44,352**. Through this content category, it is planned to reach **4,739,600** people and achieve **6,092,976** impressions in total. The total number of the estimated clicks is **50,222**.

Table 6: The estimated results for the content category National Day UAE

Medium	Est 3-sec video plays	Unit	Unit count	Est. Potential Reach	Est. Potential Impressions	Est. No. of Clicks
Facebook Post boost	1.698	Reach	148.000	-	150.960	2.023
Instagram Post boost	1.477	Reach	113.000	-	129.950	585
Facebook Video boost	-	Video views	1.293	96.840	136.544	451
Instagram Video boost	-	Video views	731	65.280	77.030	77
Instagram Story boost	-	Clicks	345	47.880	59.850	-
YouTube Bumper Ads	-	Impressions	55.955	-	-	593

This estimation shows that the ads will potentially reach **471,000** people and achieve **610,290** impressions. The estimated number of clicks that will be realized through the ads from this category is **3,728**.

Table 7: Businesses promotion at the local market

Medium	Unit	Unit count	Est. Potential Reach	Est. Potential Impressions	Est. No. of Clicks
Facebook Post boost	Reach	1.067.908	-	1.089.266	14.596
Instagram Post boost	Reach	890.711	-	1.024.318	4.609
Instagram Story boost	Clicks	690	22.920	28.650	-
TOTAL					

The estimated number of people reached through the ads from this category is **1,981,539** people, while the est. number of impressions is **2,142,234**. The est. number of clicks realized through these ads is **19,985**.

Table 8: The estimated results for the content category Other

Medium	Unit	Unit count	Est. Potential Reach	Est. Potential Impressions	Est. No. of Clicks
Facebook Post boost	Reach	1.754.717	-	1.789.812	23.983
Instagram Post boost	Reach	1.440.714	-	1.656.821	6.483
Instagram Story boost	Clicks	690	66.360	99.540	-
TOTAL					

Through these ads, it is planned to reach **3,261,791** people, while the estimated number of impressions is **3,546,172**. Therefore, the estimated number of clicks realized within this campaign is **31,156** clicks. The content from this category is unrelated to any of the previously mentioned content categories.

4.5. Promo Campaign

An essential segment of the overall marketing promotion is the promo campaign to establish the country's position as a Heart-Shaped Opportunity.

4.5.1. Creative Concept

Bosnia and Herzegovina is the heart-shaped land that lies in the heart of southeast Europe. The country's shape is linked with the personality of B&H citizens, who put their heart into everything they do. That's why "Heart-Shaped Opportunity", as a main communication message for the promotion of the Country at EXPO 2020, summarises the best that B&H has to offer.

So, what opportunities does B&H has to offer?

They say that opportunities can be found everywhere, especially in B&H. Full of spectacular landscapes, vibrant atmosphere, colorful culture, and captivating experiences, B&H has always been a place full of wonders.

It just takes a special kind of heart to see them and a special kind of mind to seize them. The heart and mind of the people of B&H, that will inspire others to do so.

The story we share within the campaign starts by portraying unique feelings you get in touch with the B&H nature. We call it a feeling of mystery. Because nothing else in the world can make you feel like being connected with nature, from high peaks of mountains, sharp edges of river canyons, the smell of fresh grass, a touch of cold snow...

The privilege of experiencing all of those things has shaped hearts of amazing people of B&H, who craft, create, build and enjoy all that their shaped heart country has to offer. That's why they become our main characters.

We blur the lines between people and nature, by transitioning from one to another in a rhythmic manner, following a sound led by the heartbeat. At first we are showcasing mystical nature of B&H, at the second moment we are transported in an

undefined open space, where our main actors carve, craft and build, visibly passionate about what they are doing. Their every move is carefully thought, but more importantly, filled with devotion, you only see in those whose heart lets them see the heart of other things.

4.5.2. Communication Channels

Key communication channels to be included in the campaign are:

- Digital - web banners
- Social Media - posts, videos, stories
- PR - thematic articles, announcements, interviews

4.5.3. Creative Materials

As a part of the campaign, several communication materials will be developed:

- Overall promotional video, as per approved storyboard
- Social Media Posts and Stories
- PR text
- WEB banners
- Costumes for the video and pavilion hosts

Image 2: Examples of the key visuals





An important part of the overall promotion will be specially developed national costumes, designed by Marko Feher, a famous young BiH fashion designer. Traditional symbols of Bosnia and Herzegovina inspire costumes. The idea behind costumes is to provide a look into tradition, but with a twist of a contemporary feel.

Image 3: Patterns of fabrics to be produced for costumes



4.5.4. Advertising

The target audience of this campaign will be men and women in the age group 25-60, located in the United Arab Emirates. The advertising of the content from this category will last from 1st December, until March 31st.

The advertising will include several social media platforms and formats, including Facebook and Instagram videos, Instagram stories and YouTube. The campaign's main objective is to increase awareness and promote B&H and its main potentials. All ads will be linked to the website.

The table below represents the estimated results by each social media, and a format for this campaign.

Table 9: The estimated results for Promo campaign

Medium	Est 3-sec video plays	Unit	Unit count	Est. Potential Reach	Est. Potential Impressions	Est. No. of Clicks
Facebook Video boost	86.274	Video views	12.276	912.000	1.285.920	4.244
Instagram Video boost	60.639	Video views	5.815	408.000	481.440	481
Instagram Story boost	-	Clicks	1.379	39.360	49.200	-
Youtube Bumper Ad	-	Impressions	404.359	-	-	4.286

By the end of this campaign it's to expected to reach **1,359,360** people and achieve **2,220,919** impressions in total. The estimated number of total clicks that will be realized through this campaign is **11,481**, while the number of estimated video views is **18,090** video views.

5. Video production plan

In addition to the main promotional video, following video products are planned to be produced:

- **25 pavilion videos** - featuring 5 categories: such as tourism, history & culture, key industries, craftsmanship. These videos will be placed at available AV screens within the pavilion.

- **Tourism promotional video**- featuring key tourism potential of Bosnia and Herzegovina, focused on winter season.
- **National Day after-movie**
- **7 key industries videos** - featuring key potentials of previously identified industries
- **12 word event videos** - featuring relevant speakers from BiH per each world event

6. PR strategy

PR represents a key tool for the successful promotion of key communication messages. Main PR activities will be oriented towards the territory of the UAE, targeting mainly the business community. In addition, the main focus of the PR activities will be:

- a) Promotion of pavilion of Bosnia and Herzegovina
- b) Promotion of National Day of Bosnia and Herzegovina (18th of December)
- c) Promotion of key business community activities (Information on Business Program, Business networking events, Country Business Briefings, B&H company s exhibitors at EXPO 2020)
- d) Speaking opportunities for BiH Government representatives
- e) Support to BH journalists visits to EXPO 2020 and BiH Pavilion
- f) Development of web content
- g) Coordination with the key stakeholders
- h) Monitoring and media analyses

Prior to the implementation of the PR activities, the Agency is engaging into the preparatory activities, that include, among other:

- Onboarding of the Media Liaison Officer
- Visiting the EXPO site, Media Center and Press center, where the Press Conference will be held
- Introduction to using Tawassul - The Media Information System
- Permits to engage in media activities
- Management rules in relations to the Telecommunications Regulatory Authority (TRA), the International Telecommunication Union (ITU)
- Introduction to Content generated from the EXPO 2020 Dubai site
- Introduction to the rules of conduct
- Introduction to the restrictions of special events
- Introduction to the general regulations for accredited media
- Introduction to insurance rules and media obligations recognised under the UAE law
- Introduction to intellectual property,
- Media Kit preparations

6.1. Promotion of the Bosnia and Herzegovina Pavilion

In addition to the Promotional Campaign marking the opening of redesigned BiH Pavilion, it's planned to assure additional exposure through the thematic article, featuring key information about the experience visitors may expect. The article will focus on a live performance by BIH craftsman and a uniquely welcoming experience with fresh Bosnian coffee. Furthermore, the article should portray previously identified brand elements, giving clear proof to the statement that B&H is a "Heart-Shaped Opportunity." The thematic article will feature photos from the pavilion and photos taken within the promo campaign. In addition, the article should provide a link to the specially produced promo video.

6.2. Media Coverage of the National Day/Press Conference

On the occasion of National Day of Bosnia and Herzegovina, the Agency will provide full support, in terms of Press Conference organisation at the EXPO media centre, as well as by developing and distributing Press Release.

The Agency will provide full support at all stages of the National day, starting with preparation and coordination of local media activities with EXPO media office. One week prior to National Day, the Agency will liaise with the EXPO media representatives to confirm conference details including names, roles, and titles of each person speaking or requiring attendance at the media conference.

In addition to the coordination of organization of the Press Conference, the Agency will support the preparation and organization of a short broadcast interview with the Head of the Official Delegation. This will take place as soon as possible at the conclusion of the official activity to allow for the prompt release of National Day coverage.

Important part of the National Day are numerous photo opportunities, such as:

- Guided Tour of the Participant Pavilion and a Photo Opportunity
- Guided Tour of the UAE Pavilion and a Photo Opportunity
- Signing of the Book of Honour and a Photo Opportunity
- Gift Exchange and a Photo Opportunity

Translating, adapting and distributing announcement about the National Day (December 18tDecember 18media to be covered. Original text to be delivered by Via Media in English

6.3. Promotion of key business community activities/Country Business Briefings

The country business briefing will be held the day after National Day. It will be a three-hour-long opportunity to promote the key investment potentials in BiH, featuring speakers from the Country. In addition, as this is one of the most important business events of the country, it is planned to write and distribute a Press Release about the event, featuring key conclusions, facts and figures about BiH investment potentials.

6.4. Support to BH journalists visits to EXPO 2020 and BiH Pavilion

It is planned to support selected local media with their visit to EXPO. 11 representatives of the most influential media will be visiting EXPO in december 2021.

List of the media:

1. BHRT
2. N1
3. TV SA
4. Klix
5. Avaz
6. Business Magazine
7. Buka
8. Bljesak info

Agency support will include preparatory activities, starting with the accreditation process, introduction to the Tawassul and the Media Booking System.

In addition, the Agency will provide full logistical and travel support to the media, including visas, traveling and accommodation. Media will be introduced to all customs and traveling rules, to enable smooth equipment transporting process.

During the preparatory stage, the Agency will prepare a Press Kit containing all of the relevant information about the event's significance and size. For this purpose, the Agency will also organize a presentation for journalists, introduction to the rules of the Media Centre EXPO 2020

The Agenda of the media visits will be developed, bearing in mind the need to introduce journalists to the media facilities and service EXPO 2020 Media Centre and visiting country pavilion, together with other specific locations of interest.

6.5. Speaking opportunities for BiH Government representatives

In order to provide relevant information about the potentials of BiH, the Agency will develop and publish an interview with the Minister of Economy of Kanton Sarajevo, and President of the Organizing Committee of BIH EXPO 2020. The interview will feature first-hand information about the opportunities BiH has to offer and key facts and figures.

6.6. Development of web content

The Agency will regularly prepare articles for web site. These articles will feature most important news related to cultural and business programme.

6.7. Coordination of the key stakeholders

The Agency will coordinate all activities in relations with EXPO Media Center, enabling smooth process of information sharing. For this purpose, the Agency went through an extensive onboarding process, that included getting to know all of the media and communications guidelines.

7. Events

In addition to the Pavilion as a physical space for the promotion of the Country, EXPO provides other opportunities for presenting and networking, such as:

- National Day
- Country Business Briefing
- Other cultural and business events

Each of these events will be supported through announcements and follow-ups via Social Media and PR.²

7.1. Support to the B&H business representatives

As business is one of the core components of Expo 2020 Dubai, a detailed Business Networking plan has been developed to investigate business opportunities and offer a platform for economic growth and promotion of the Bosnia and Herzegovina key industries.

² For further reference, please see Social Media and PR sections

The first step within business strategy presents the development of a website form that invites Bosnia and Herzegovina companies from key industries to apply for participation in the Expo 2020 Dubai. Within the application form, the selection criteria and benefits for domestic entrepreneurs and businesses will be communicated. Following the obtainment of applications via the website form, a total of eighty (80) companies from key sectors in Bosnia and Herzegovina will be selected as business representatives. In addition, business representatives will have the possibility of developing new business partnerships with a wide range of business stakeholders at Expo by attending thematic and business forums, investment conferences and workshops and organizing B2B meetings.

Before they visit Expo, the selected eighty companies' representatives will have a one-on-one session with Bosnia and Herzegovina team to receive the necessary skills and knowledge to enhance their presence during Expo. During these sessions, the companies will inform the business team of their interest and goals and will be in return provided with tailor-made presentations. During the Expo 2020 Dubai, the representatives will be provided with a meeting area within Bosnia and Herzegovina pavilion, prepared with the necessary equipment to present their products/services and meetings with possible partners.

Furthermore, companies will receive access and training of the Expo B2B App and support the organization of B2B meetings. Eighty representatives will be provided with a detailed list of relevant events, conferences and networking sessions, and all necessary logistical and technical support during their stay in Dubai.

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8. Measurement and Evaluation

8.1. Monitoring and media analyses

The Agency will provide monitoring and analyzing results of all media and advertising activities, in accordance to the table provided below. In addition to the monitoring of the press and advertising activities, the Agency will track set parameters for the Pavilion, business and cultural programme.

Table 10: Preview of the set parameters for the Pavilion, business and cultural programme

	KPI	Source
Pavillion	Number of visitors	Visitors lists/Visitor Tracking
	Number of passport stamps	Stamps lists
	Number of artifacts shipped and displayed	Artifacts lists
	Number of souvenirs shared	Souvenirs lists
Businesses	Number of newsletters developed for business activities	WEB database
	Number of businesses reached via newsletter invitation	WEB database
	Number of business applications for EXPO	WEB database
	Number of businesses chosen as participants for EXPO	Manually entered data
	Number of businesses that visited EXPO	Tickets database
	Number of events visited by business delegations	Tickets database
	Number of contacts business representatives reached via B2B app	B2B database

	Number of meetings business representatives held	B2B database
	Number of signed contracts from business representatives meetings	Contracts database
	Number of business events organized	WEB database
	Number of participants on business events	WEB database
	Number of presentations produced for business activities	Manually entered data
	Number of brochures produced for business activities	Manually entered data
	Number of animated videos produced for business activities	Manually entered data
WEB	Number of visits	Google Analytics
PR promotion in UAE	ROI, AVE, SOW, Number of publications, announcement, interview; Reach	Independent press clipping and media analyses
Local PR	ROI, AVE, SOW, Number of publications, announcement, interview; Reach	Independent press clipping and media analyses
Social Media	Following base; Reach, Engagement	Social Media Insights
AV production (12 World Event Videos; Main promotional; Overall potential video; 7 industry, National day)	No of Views and Reach of videos	Social Media Insights; Google Analytics
Media Buying	Reach, Clicks, No of placements; Engagement and other	Social Media Insights; Google Analytics; Google Adwords

Cultural program	Number of events organized; Number of participants/visitors; Number of performers; Number of engaged staff;	Event Lists
National Day	Number of participants; Number of performers; Number of engaged staff	Event Lists

9. Information sources

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- Foreign Investment Promotion Agency of Bosnia and Herzegovina, Agriculture and Food Processing sector, 2018
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- Foreign Investment Promotion Agency of Bosnia and Herzegovina, Forestry and Wood Industry, 2011
- Foreign Investment Promotion Agency of Bosnia and Herzegovina, Metal sector, 2013
- International Trade Administration - Bosnia and Herzegovina - Country Commercial Guide - Mining, 2021
- https://de.wikipedia.org/wiki/Tvornica_Automobila_Sarajevo
- Foreign Investment Promotion Agency of Bosnia and Herzegovina, Information and Communications Technology, 2011

- Foreign Investment Promotion Agency of Bosnia and Herzegovina, Tourism sector, 2011
- World Tourism Organization, 2017 vs. 2016
- Investment opportunities in Sarajevo Canton: 2021
- Akta.ba business portal - analysis of the top 10 pharmaceutical companies in BiH by realized profit and income in 2018

10. List of attachments

1. Media plan
2. Brand Book
3. Promo video storyboard
4. Pavilion videos storyboards
5. EXPO guidelines
 - Communications, Media Operations, and Marketing Guide
 - MLO Handbook
 - Media Services Rate Card_Media Liaison Officer_
 - Brand Guidelines



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