

Lecce 21–25 Novembre 2022
Media & Communication

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Overview

Valari's design practice and work ethos is deeply rooted in the studio's appreciation for the beauty and cultural richness of the Salento region and their commitment to honoring, promoting and preserving the handcraft of the local artisans.

valari



The Problem

How can the emotional experience of being toured through Masseria Belvedere be translated into a communication and social media strategy?

Our Solution

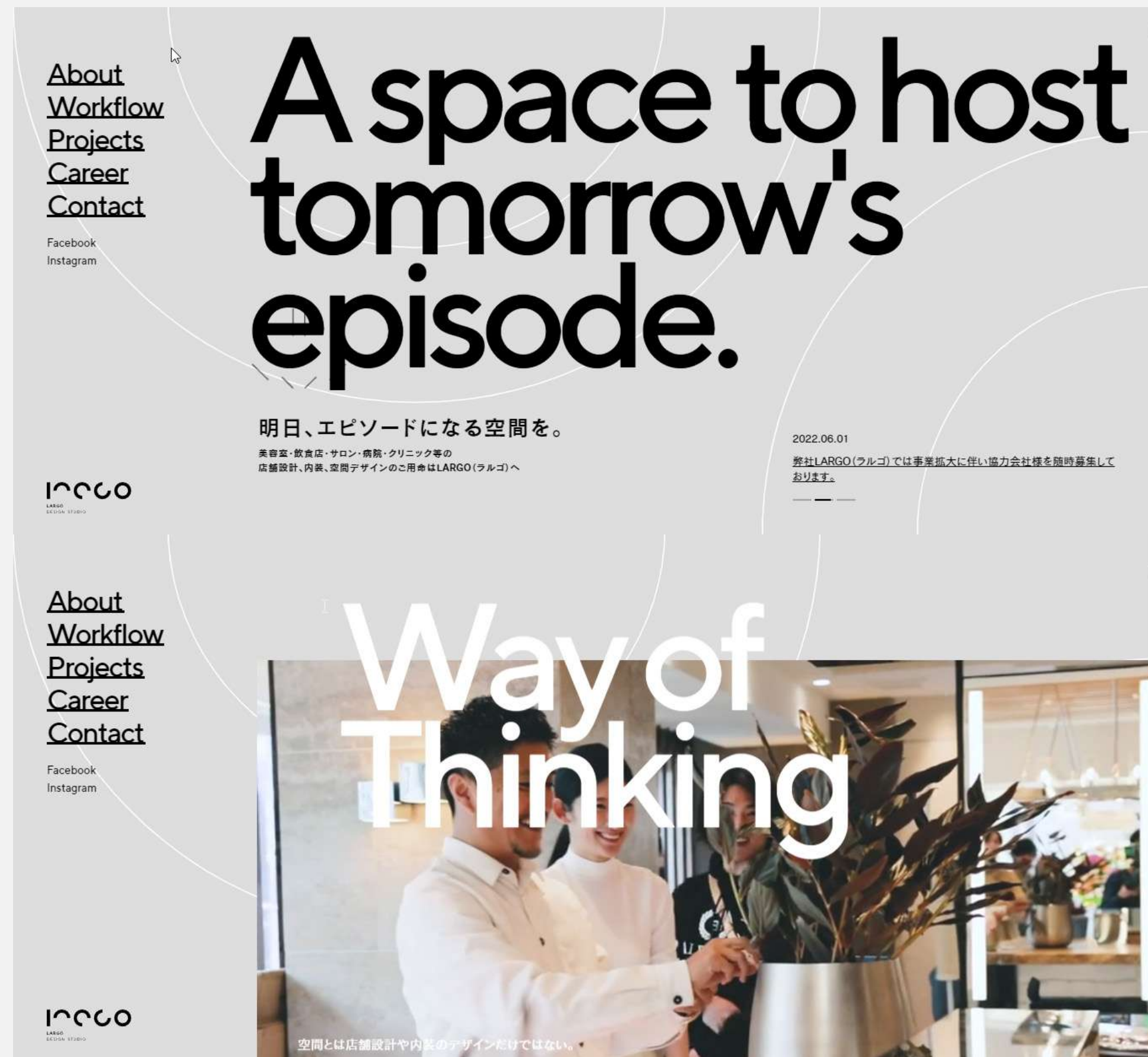
The Channels

- Website
- Instagram
- Youtube
- Behance

The Content

- Videos
- Photography
- External communication
- Offline communication





largo.studio

Website

- Mobile first
- EN/IT
- Social media icons on a sidebar
- Interactions
- CTA's - More buttons
- Services page

Other examples:

fontfabric.com
mafcohouse.com

Instagram

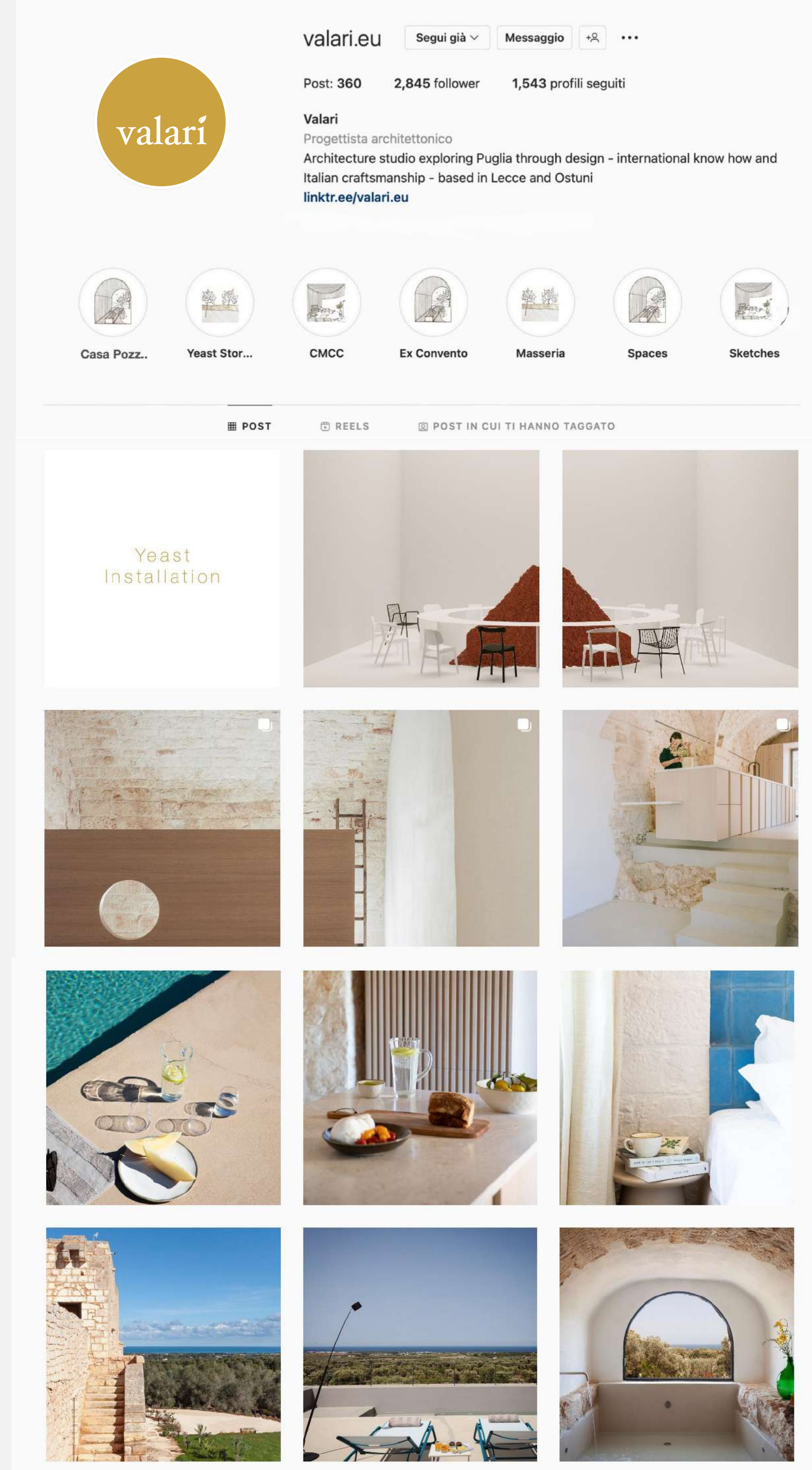
- Lifestyle
- Textures
- Inspiration
- Interact with audience
- Share knowledge/know-how
- The people behind the scenes

Examples:

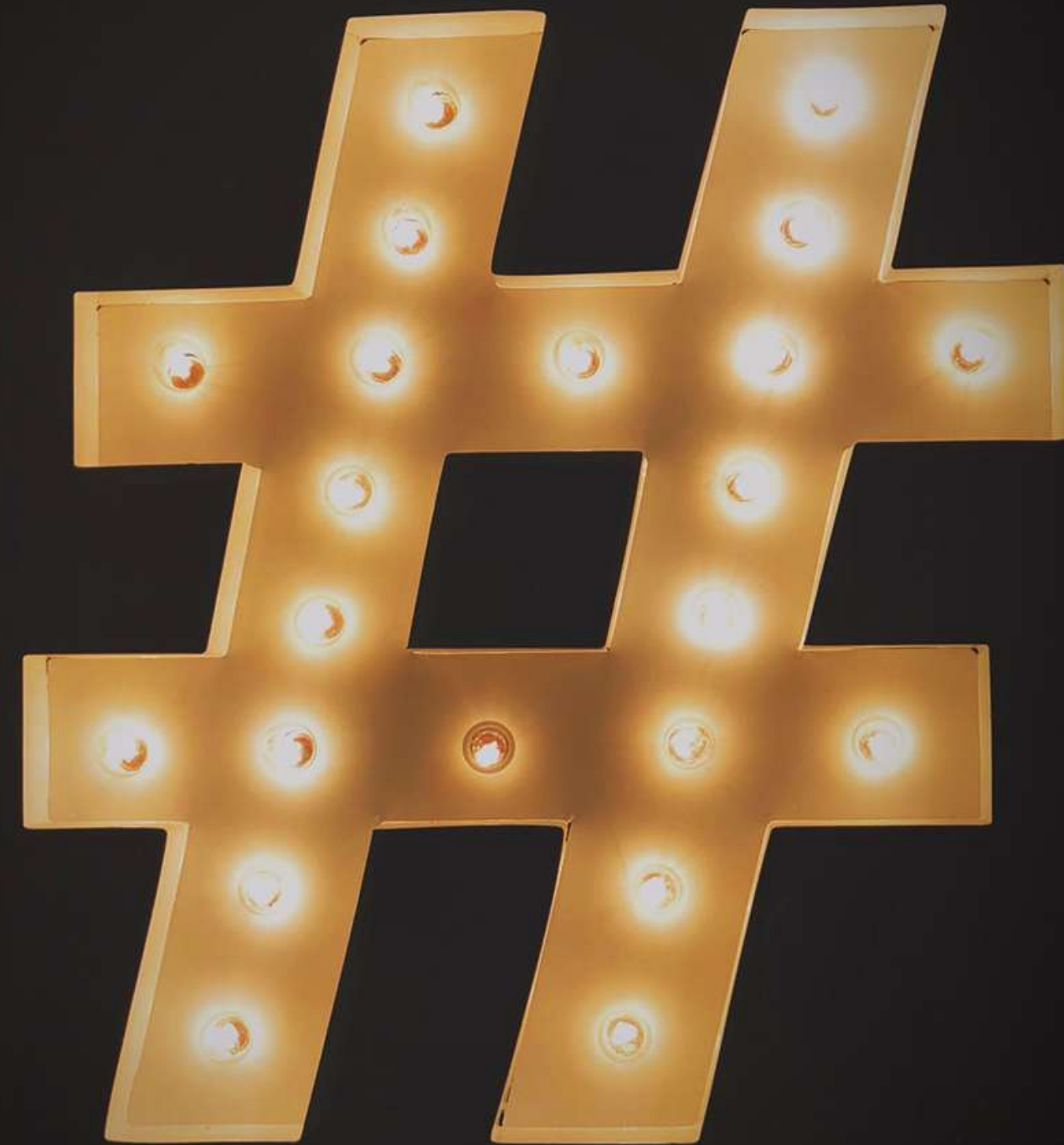
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vimeo.com/774776260 marra 1
vimeo.com/774777282 Marra 2
vimeo.com/774779150 carpentry

@architecture_hunter
 @archi.tb
 @evripiotis_architects

valarí



The Channels



Youtube

- Project reels
- Interviews
- Behind the scenes
- Share knowledge
- Yearly reels
- Work in progress

Behance

- Project case studies
- Acquire possible leads
- General brand awareness

Offline

- Open office days
- Talks/Presentations
- Architecture events

Others

- Influencers

The Content

Videos

- Stories
- Reels
- Posts
- Project reels
- Interviews

Photography

- Lifestyle
- Inspiration
- Posts
- Human-centered
- 60-30-10
- Before/after
- Portfolio

External communication

- Articles
- Interviews

Offline communication

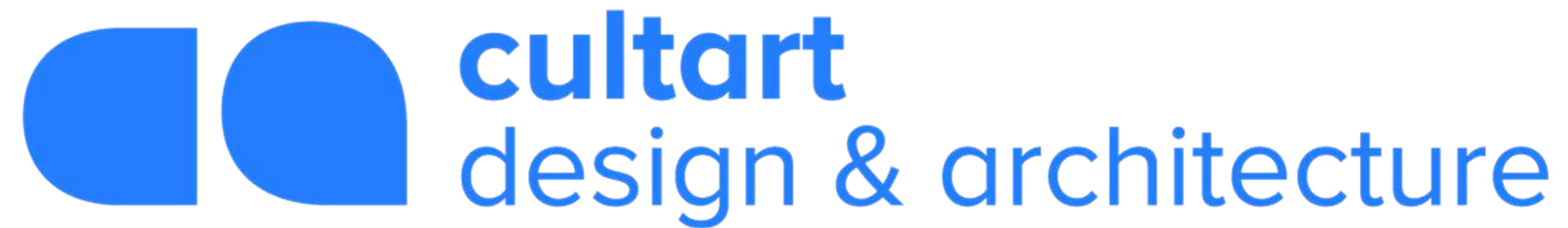
- In-office visits (open doors)
- University talks/lectures (talent)
- Architecture pavillions/events
- Other events

Final thoughts

- Experiment/iterate
- Measure performance (KPI's)
- These are just ideas



Thank you



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