

## Cultural branding – Project

### **Instructions:**

The project consists of the development of a communication plan that aims to promote the city of Braga, Minho University and a museum from Braga, of choice.

The goal of the project is to promote the University in correlation with the cultural objectives and to integrate the University into the city brand, which should become in this scenario a brand image of the city.

Firstly, in the project, you must follow the way in which the city of Braga, the University and the chosen museum currently communicate both information about their specificity and activity as well as if when and how they communicate with each other.

In this regard, both their online communication: what kind of messages do they send, through what channels, and offline communication: what type of events do they organize, how they collaborate in order to promote themselves, will be analyzed.

Next, the second part of the project focuses on improving the current way in which the three objectives communicate in the context of integrated promotion. Therefore, within the communication plan, recommendations must be specified, proposals regarding the improvement of the communication between the chosen objectives so that there is an efficient integrated promotion between them must be made.

Recommendations can consider the answer to the following questions:

- What kind of actions should Minho University take in order to become a brand ambassador for the city of Braga?
- In what way should the city of Braga integrate the university within its promotion?
- How and what should Minho University and the chosen museum communicate in order to be associated with the city of Braga and to send a unitary message about it?

\*You can choose, in order to specify the improvements, to describe how an integrated promotion campaign should be carried out, targeting the three objectives and respecting the steps of a PR campaign: Identifying the issue, Analysis of the present situation, Establishing the purpose and the objectives, establishing the target audience, the strategies and the tactics, evaluation.