

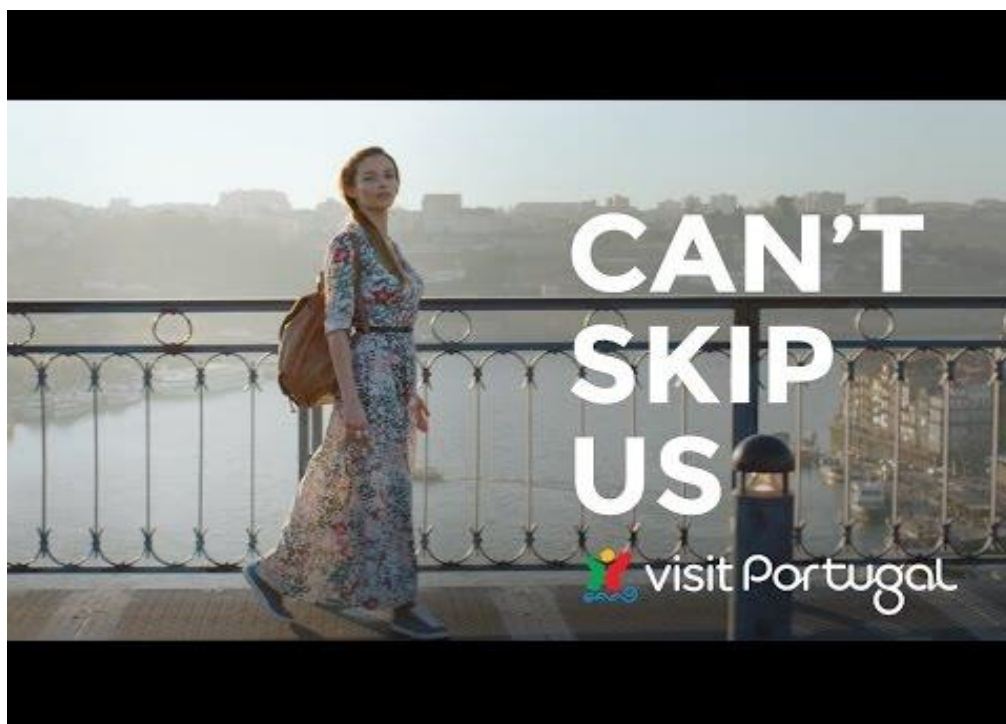


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Abstract

The theme of this study is the analysis of the advertising campaign “Can’t Skip Portugal” launched in 2017 by Tourism of Portugal, which the main objective was to show all the regions of the country, covering not only the most known areas but also promoting other areas of the country, showcasing Portugal as a potential destination for tourists. The study aims to understand how this kind of digital marketing can be sufficiently appealing and arouse interest in the viewers. To reach the proposed objective, qualitative research of a descriptive type was carried out. Throughout this study, it was possible to have a better understanding of the benefits of digital marketing. It could be concluded that the advertising of the “can’t skip Portugal” campaign achieved its proposed goals, involving and influencing the target audience in the choice of Portugal as a touristic destination.



Introduction

This paper is based on the analysis of the “Can’t Skip Portugal” advertising campaign launched in 2017 by Tourism of Portugal, which was created to show all regions of the country and divulge Portugal as a potential tourist destination, encompassing not only regions, also well as making new ones known. Tourism of Portugal is a Portuguese public entity integrated into the Ministry of Economy. The purpose of tourism in Portugal is to enhance and promote tourism in Portugal, with a commitment to contribute to its development, as well as its sustainability. In 2013, a new portal was launched, called Available Visit Portugal in ten languages, presenting a set of different functionalities to make the portal more interactive and improve the user’s “browsing experience”. The portal Visit

Portugal was created “with the objective of strengthening the country’s international tourism promotion and social networks, giving priority to mobility, interaction with the consumer and increasing the visibility of the tourism offer to companies”. The platform has an interesting particularity, which is that the user can choose his destination through his state of mind.

Tourism of Portugal also points out that “ the launch of this new portal is part of the national promotion strategy and aims to follow the new trends in tourism consumption “and to bet” on the proximity and ease generated by online and social networks”.

The Can’t Skip Portugal advertising campaign was launched through a set of videos released through digital platforms. Translating literally, can’t skip Portugal means “can’t skip Portugal” or “can’t pass Portugal ahead”. It can be understood from this that “Portugal is a must”. The Can’t Skip Portugal campaign is not only based on the videos launched and the promotional platform but also on a concept that is transversal to display and brand activation. The objective is to promote tourism in Portugal, attracting tourists and arousing emotions through the videos released. It is an international campaign, exclusively digital. The project aims to not only directly influence tourism demand and revenue growth but also indirectly boost the profitability of companies operating in the tourism sector.

Specifically, this research focuses on the three main videos broadcast, which depict the experiences of three foreign individuals who visited Portugal. Each video has an approximate duration of 3 minutes and a different audience. The scripts were written by Ivo Puris and Pedro Lima and directed by Pedro Varela, telling the stories of Chole, a young university student looking for inspiration <https://www.youtube.com/watch?v=Vbo9a9D2dlk> Jack, a businessman, looking for freedom (can’t skip freedom <https://www.youtube.com/watch?v=1oJ04RovaGg>, and Klaus, an elderly German man of 65 years, looking for a new beginning (can’t skip new Beginnings- <https://www.youtube.com/watch?v=0oBxGtdDZJI&t=4s> Chloe looks for new ideas in a city environment, Jack decides to take a break to rest near nature, and Klaus looks for a new place to live. There are also three shorter videos, so-called teasers (reductions of the main videos intended to arouse the public's attention), and two others that are a junction between the main video and the respective teaser. There are also loop videos of just five seconds with a few inspirational phrases, used for retargeting.

The main idea of this study is to understand how this kind of digital marketing can be sufficiently appealing and arouse interest in the viewers or the future benefits of Can’t Skip Portugal. It is essential to understand what goals were achieved and what impact they had on the choice of Portugal as a tourist destination.

The objective will be to understand the impact of the Can't Skip Portugal campaign in the choice of the country as a tourist destination, that is, to understand how the advertising videos involve and arouse the interest of the target audience.

Literature review

Technological advances in communication have caused significant changes in how companies communicate with customers but also in how customers communicate with each other. With the emergence of new communication and information tools, all the inherent development has had a significant impact on marketing communication.

The new way of communicating online allows consumers to enjoy social networks to search for information about products or services, establish comparisons, and share experiences; that is, there is a greater ease in obtaining information. In general, the customer has become more demanding and more attentive, and for this reason, companies have also begun to have a greater concern about adapting their products to customer needs. A previous study identified and clarified that service demonstration videos can be effective for participants who are less interested in and have less experience with the marked service. However, another study shows that the efficacy of the video clip in persuading potential tourists to clip in persuading potential tourists to visit the destination differed according to the generation.

Marketing always aims to keep the customer informed by creating and ensuring that there is a relationship of interest between the customer and the company and its products, to keep the customer loyal to the brand, and to help in its decision-making. Following this objective, digital marketing intends, in a way, to strengthen and create a relationship of trust, creating strategies to engage the customer with the brand in a more direct way. It is, therefore, natural for companies to seek to become more attractive and responsive to customer requirements, telling the brand story more and more genuinely and creatively. Marketing strategies are changing fast as companies look for more customer-focused strategies and with the sense of building a virtually unique and unique relationship with each customer.

At the same time, the consumer has become more and more demanding, not only relying on the advertising from the direct marketing of the promoters but being significantly influenced by the opinions of testimonies collected about the product or service in question. They seek to obtain and validate information, both with friends and anonymous testimonies online. In this way, the bet on online promotion is a way to create connection and interaction with consumers.

Social networks like YouTube or Facebook have been increasingly used as marketing tools, and companies have begun to recognize the potential of social networking and information online. Social networks have become an opportunity to strengthen brands. Social networks can influence the reputation of an organization, and so the relationship between the

reputation of businesses and social networks is essential since it influences the behavior of consumers.

YouTube is undoubtedly one of the most used social networks around the world, since every minute that passes, hundreds of hours of videos are sent, and every day, people watch hundreds of millions of hours of video and generate billions of views by more than one billion monthly users. Also, for business, a strong presence on YouTube turns out to be fundamental since it allows one to know the company's website and attract more visitors, just as in the end, it will also have a successful digital strategy.

Initially, YouTube began by being a potential threat to media companies, much due to copyright policy, a concern that was quickly softened. In 2008, the media companies stopped viewing YouTube as a rival and began to publish videos not only on YouTube but also to share them on their websites. There was huge recognition of YouTube's potential as an advertising tool, which allowed content to spread faster. This is, leading media companies not only use YouTube for video streaming but also as a potential channel for content distribution.

Social networks have come to be considered a useful tool for companies that, through them, find an opportunity to strengthen their brand and get their message across. It is a fact that social networks have brought many advantages to companies as they can be used as an advertising tool, for sales, and even for customer support and market research, since communicating through a digital space is increasingly used to create digital connections with customers.

Tourism, one of the fastest growing sectors, has been influenced by these changes and is faced with a new type of customer, increasingly informed. Based on this premise that online information informs and influences the online customer, in 2013, tourism in Portugal created a digital marketing strategy.

As Martin explains, instead of relying on a tour operator, the consumer chooses to plan his trip online, using digital platforms and social networks, "to seek more information, establish comparisons, enjoy discounts or even book, pay and in the end share the experience of his trip. A different and evolving reality emerged, where individuals began to increasingly use social networks to obtain information or exchange impressions. This idea can be reinforced through a study carried out in 2013 to evaluate the satisfaction of tourists who visited Portugal, with which it was concluded that around 36% visited Portugal on the recommendation of friends or relatives and that 22% made their decision based on information available on the internet. These were the main reasons that determined the choice of Portugal as a tourist destination, and so it was realized that something was changing in the tourism sector in Portugal, following the global trends. Therefore, to face new changes in behavior by tourists, tourism in Portugal launched a digital marketing

strategy in 2013, with the creation of the website Visit Portugal, an official website to promote Portugal.

Methodology

The methodology used was qualitative and descriptive research, normally, in qualitative research, one of the methods used is the group interview, in order to observe the behavior of the participant and then to deepen knowledge about the information obtained. As conformed by medeiros. Verla & Nunes (2017), in this type of approach “ concepts are formulated and improved in the course of the investigation”. These authors also describe the qualitative approach “ as one that studies the external world, that is, it is not restricted to the laboratories and experiments”.

The qualitative approach is generally used to understand participants' perceptions of a theme to analyze this information and generate some knowledge about it. It was above all for this reason that this approach was chosen since the purpose of this research is to understand also the perception of the target audience when viewing the video and to understand their reactions. from this comes the organization of focus group sessions.

The type of research is descriptive, with the data being analyzed inductively, with a concern to identify subjective perceptions of individuals regarding the subject, objects, or stimuli given. The purpose of descriptive research is to describe or clarify the characteristics of the group of participants in question, and therefore, a relationship is established between the questions to be asked and the object of study. when it comes to descriptive research, as it is put into practice in this work, the researcher will conduct the interpretation and analysis of the study without interfering or manipulating the data.

The method chosen to achieve the objectives of this study was the focus group, a type of interview based on a group discussion about a theme, product, or service. It is a qualitative method since it has no numerical measures, nor statistical analysis. Morgan Silva (1996,1997), quoted by Silva et al indicates that the focus form group is “a research technique of collecting data through group interaction on a topic presented by the researcher”. The purpose of the focus group is to obtain a perception of people’s reactions to a subject, focusing on the interaction between the group. from the discussion of the focus group, it is possible to extract some information, which is then discussed and deepened. During the focus group, participants influence each other their opinions or questions.

Based on this methodology, there was first contact with the organization Tourism of Portugal, which was available to provide some information about the Can’t Skip Portugal advertising campaign, which contributed positively to the development of this work. Afterward, the focus group was carried out to analyze what the audience feels when they see the video; that is, how the videos awaken and involve the target audience.

The focus group sample is representative of the campaign's target audience. The focus group was applied to a group of participants of foreign nationality residing outside Portugal, between 21 and 35 yr of age. the focus group was thus carried out with three different groups, namely a group of 6 girls, a group of 6 boys, and a mixed group (3 girls and 3 boys). In the group of girls was shown the video of Chole in the group of boys the footage of Jack, and in the mixed group was shown the previously mentioned junction.

The choice of participants from a young age group is related to the fact that the videos to be analyzed are intended for a young population. The participants work mostly in marketing and sales, and some are still students who were, at the time of the study, developing internships in the area. None of the participants were aware of the "can't skip Portugal" advertising campaign, nor had they visualized the video at the time of the study.

First, a brief presentation of the campaign was carried out, examining the objective of the focus group in general. During the presentation, participants were told there was no interest in any opinion. as an audio recording of each session was performed, and participants' permission was first requested for this recording. At the beginning of each session: female group, male group, and mixed group. After the participants had already visualized the video, the discussion session began, and some questions were answered whose answers will serve to help answer the objective of this work. After the sessions, the main points were synthesized and the participant's doubts were clarified.

Initially, the audio recording that had been performed was reproduced, and then its contents were transcribed. After the transcription, a table was filled in which each question was placed per line, and 3 columns for each focus group session where the answer to each question was placed per line. In the end, it was possible to have a global perspective of the answers, moving to content analysis. Content analysis is a qualitative technique of data processing, which is then used to analyze the interviews conducted. Thus, the information is interpreted through systematic procedures seeking to extract or describe all the content. According to Cavalcante et al., " the choice of this method of analysis can be explained by the need to overcome the uncertainties resulting from the hypotheses and assumptions," and this is a way of creating relationships that go beyond what was just mentioned when describing the content. In this way, following the analysis content, the main points of discussion were identified, which were the topics most covered during the interviews and which were the main options that resulted. Then, the same information and relating to the literature reviews, to understand and establish as many possible relationships and conclusions.

Analysis and discussion of result

According to the second research objective, "to understand if the campaign reached the objectives for which it was proposed" were identified the feelings aroused and if the video arouses interest in visiting Portugal.

It was identified that in terms of generally aroused feelings, the participants revealed that the video aroused a feeling of freedom. "Freedom" was a word often used to translate the feeling that the video transmitted to them. They also reinforce the idea that the video is very motivational and inspirational, that they feel motivated and willing to start planning a trip. Also, the climate influences this state of mind, mentioning that really this climate during December becomes very appealing.

In conclusion, to the climate, the objective was to show that the country can be visited at any time of the year and change the idea that exists associated with the winter. In this aspect, the goal was achieved. Overall, participants say that the video does not arouse interest in visiting Portugal; specifically, they indicate that it conveys a motivational message but does not influence them to visit Portugal because they consider that the video is very generic and does not show enough about the country. Participants showed interest in Portugal, but based on the ideas they already had, many said they wanted to visit but that this video was not decisive for their decision.

Here, too, it can be related to another aspect that has also been dealt with in the literature reviews, the fact that new forms of online communication have emerged, which are increasingly intended to create a relationship between the viewer and the brand, of social networks, web sites or others. In order to encourage the viewer, they want to know more.

According to the literature reviews, it is possible to conclude that the popularity of the video as a rule, is associated with the number of views and shares. On the other hand, it was also found that there is a relationship between the number of views and the duration of the video. The average length of the videos published on YouTube in 2014 was 4.4 minutes, which means that their duration is shorter, so it is within normal parameters. Yet it is possible to assume that teasers, for their short duration, have more public support. It can then be concluded that the video does not represent the Portuguese culture from which the participants had an idea. However, considering that the purpose of Portugal's tourism was to show another perspective on the country, passing through more and less known areas, it can be admitted that the objective was achieved because the videos have indeed aroused some concern and curiosity about the country. He is more demanding. After all, he has a more critical opinion because he is more informed and hence also takes a more critical look. Finally, regarding the attractiveness of the campaign, we analyzed the characteristics that the participants consider most appealing, the quality of the images, and the soundtrack.

The characteristics that the participants consider most appealing in the video are the weather, the beaches, and the architecture. In this way, you can extract the strengths of the video or the aspects that the participants have retained from the video. Portugal has several

aspects that pay in its favor, such as landscapes, which make it very attractive. It can thus be seen that some of the strengths of the country were transmitted through the videos and captured by the participants.

Conclusion

We can conclude that, in general, all participants have an interest in Portugal, and those who have not yet visited have expressed this intention but indicate that it is not directly due to having seen the video, which had little relevance to the hypothetical planning of such a trip. In addition, they have learned something about the country. The features that most aroused attention during the video were mainly the weather (the sun in particular), architecture (also mentioning beautiful buildings), beaches (the beauty of waters), and surfing. All participants agree that the quality of the images is satisfactory and the images are beautiful, creative, and have good editing.

It can thus be considered that this video is successful in the mission to arouse interest in the participants, although this interest does not refer directly to a future visit to Portugal. Participants recognize that the video is interesting, has beautiful landscapes, and makes them feel freer and more willing to plan a trip. However, it is consolidated by the opinions of the participants throughout this analysis that this video does not demonstrate the Portuguese culture. thus, campaigns of this kind could have more scope if they were comprehensive of the much more that there is to show in Portugal, aspects such as the music and the gastronomy so characteristic of the country. They also indicate that the video does not have much information by not indicating at the end that this campaign is about Portugal is another risk factor for reaching it. The fact that it had no link to the campaign did not allow the participants of this study, nor the other public that contacted the campaign, to obtain directly enough / relevant information to plan a trip to Portugal. In short, it can be concluded that the campaign corresponds positively to the objective for which it was proposed. About the objective of understanding whether the campaign achieves the objectives for which it was proposed, it can be said that yes, since the video is appealing and can reach the more emotional side of the viewer. On the other hand, although the video does not arouse interest in specifically visiting Portugal, it ends up being able to create a relationship with the viewer, from the motivational point of view, which is one of the objectives of the campaign.

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