C. 19
BDW 2013 PARTNERS EXPOSURE
PROMO CAMPAIGN

THE MOST IMPORTANT PROMO CHANNELS OF BDW 2013:

1. Ads in various domestic and international magazines 24 SATA/ Serbia, ARHITEKTON/Serbia, BIZNIS MAGAZIN/Serbia, BIZNIS I FINANSIJE/Serbia, CITY MAGAZINE / Serbia, CASAVIVA/Serbia, EKONOMETAR/Serbia, ICON/UK, MD MAGAZINE/Bulgaria, CRNA OVCA/Bosnia, PROSTOR/Montenegro....

2. Banners on more than 30 web portals worldwide, from leading global design websites to local news dailies.

3. A2 Conference posters distributied in more than 10.000 copies, in Belgrade, regional sales offices like Zagreb, Ljubljana, Budapest, Moscow, Tel Aviv and during Milan Saloni in April 2013.

4. Approx. 30.000 Conference and Sales Brochures distributed all over the world but mainly in Belgrade

5. Newsletters sent out once every week to two weeks to 20.000 subscribers (including special newsletters dedicated to BDW Idea partners).

6. Many guest appearances of the BDW team, advertising the festival on following national TV stations: RTS1, RTS2, RTS Satelit, TV B92, TV Studio B, Prva TV, TV Pink, Kopernikus and many radio stations.

7. BDW announced the festival with broadcasting of all seven existing documentary BDW festival movies, on national TV channel RTS SAT, in May and June 2013, and as a rerun on RTS Digital;

8. On May 30th BDW organised its traditional huge launch-press conference of the BDW 2013 at the premises of the National Tourism Organization of Serbia in Belgrade. Jovan Jelovac presented the 2013 key partners : Laurent Stokvis, ambassador of the Kingdom of the Netherlands, Marko Čadež, speaker of the Embassy of Germany, Saša Marjanović from the festival's general patron SAMSUNG, Boris Tancabelić from the Greek company Lamda Development and Miloš Milovanović, the CEO of the National Tourism Organization of Serbia. Participants announced the collaboration on the upcoming festival INNOVATION2, and spoke about the importance of BDW and it's educational role in time of crisis.

9. BDW produces a wealth of own print and identification materials such as Conference Sales Brochure, 100% Future Serbia Map, Invitations, Posters and INNOVATION² Conference Brochures, including the DIZAJNPARK MAGAZINE you are holding.