



Name: \_\_\_\_\_

Class: \_\_\_\_\_ Date: \_\_\_\_\_

## Woo Them Back!

*An extension of "Exploring Italy's ghost towns"*

Read **"Exploring Italy's ghost towns"** (page 14, *What's Up* October 2018). Many people in Italy leave their rural homes to find jobs in the cities. Some small towns have been emptied out as a result. Thinking out of the box has given one such town, Santo Stefano di Sessanio, a new lease of life as a tourist destination.

### Instructions

Form groups of five or six students. In your groups, plan a marketing campaign using various media — internet, print, and television — to bring more tourists to Santo Stefano di Sessanio. Use the following steps to plan your campaign. You can use ideas of your own, too.

1. Make a **list** of interesting aspects of Santo Stefano di Sessanio that can be used to attract tourists.
2. Create a memorable **slogan** for this town. Examples of popular slogans are "Uniquely Singapore", "Malaysia Truly Asia", "Incredible India", "Sri Lanka: Wonder of Asia", and so on. Your slogan should be short, catchy, and representative of the place. Compose a jingle (lyrics and tune) using the slogan.
3. Produce a full-colour **poster** inviting people to visit Santo Stefano di Sessanio. Give information about what tourists can see and do there.
4. Write a short **article** of about 300 words for a travel magazine or website.
5. Plan a three-minute **TV advertisement**. Describe in detail the scenes you will shoot, the narration that is to accompany each scene, and the background music. You must include the slogan. Rehearse your TV ad until you are happy with it.
6. Take turns to present each group's marketing campaign to your class. As a whole class, discuss whether such marketing campaigns can revive small towns that are not doing well.