

LA VITA È BELLA PHOTO COMPETITION 那波利之星照片征集大赛



WIN 2 round trip tickets from Shanghai to Napoli, Italy
INCL. a 7 day stay in a 4 star hotel - Positano Art Hotel
AND many more Italian prizes...
More info on www.bellanapoli-sh.com/photocomp

赢取双人上海-那波利往返机票
赢取七日意大利波西塔诺四星级酒店 Positano Art Hotel 住宿体验
更多意大利奖品...
更多的信息请登录：www.bellanapoli-sh.com/photocomp





Bella Napoli is one of the most famous Italian restaurants in Shanghai.

Owned by Guido Esposito from Napoli, who has 25 years of experience in 5-star hotels all world-wide, Bella Napoli brings the best of Italian food and real Neapolitan pizza to Shanghai. This year Bella Napoli will celebrate its 9th anniversary. With 2 restaurants in the center of Shanghai, Bella Napoli is expanding their market soon to Hong Kong.

We are organizing a Napoli Picture contest to create an Italian awareness contest!





Napoli Picture Contest

A cooperation with the best Italian, European brands to promote Napoli, Italian Lifestyle

- The best European airline company
- The best hotel at the Amalfi coast
- The best Italian young fashion brand
- The best Italian soccer team (Napoli)
- One of the most beautiful vineyards in Napoli
- The best Italian coffee brand
- And many more...

Together with our partners we will be organizing a huge Italian awareness contest and giving away great prizes

Scope - What we want to achieve

A.

To raise the general awareness of Bella Napoli Shanghai using a fun and engaging social media photo submission competition.

B.

The goal is to persuade the Users to send us (Bella Napoli) 10,000 pictures during a 30 day submission campaign.

C.

Users need to submit images (that they own) that are creative and fun - in order to be considered for winning the grand prize.



Engagement & FUN

La vita è bella

Why are Italian women so beautiful? Because they just love their pizza, their fashion, their country, their lifestyle!

- * A: She must be **Italian**.
- * B: She must be eating Italian pizza!

How does the contest work?



Come to Bella Napoli and take the most creative and funny Napoli picture at our sponsor backdrop.

(at Changle lu and Nanhui lu).

Send your picture to www.bellanapoli-sh.com/photocomp and win great prizes!

Italy prize: The most creative Italian picture
- chosen by Bella Napoli

- A roundtrip from Shanghai to Napoli, Italy for 2
- A 7 day stay for 2 in the Positano Art Hotel
- A visit to the most beautiful vineyards of Naples, producing wine in Pompei
- 2 tickets at the soccer game of SSC Napoli

-Shanghai prize: who has best Italian look Picture?
-chosen by Bella Napoli and Fotomofu
A red carpet dress

Popular prize: Who has the highest popular vote?
An Italian espresso machine and 6 bottles of Taurasi wine

Selfie prize : selfie in the restaurant with your favorite dish
Bottles of wine and Italian bracelets

will be....



NAPOLI, ITALY AWARENESS CAMPAIGN

During one month, from 10th-30th of April we will be spreading the word (HUGE promo campaign for our sponsors and Bella Napoli)

From 6th -31st of May you can come and take your picture and post it on our website, we will repost the funniest- most creative ones on our weibo, facebook, wechat, instagram and even your own friends can also like your picture!

On the 8th of June the winners are....

Cooperation with the best Italian and European brands



We will be working together with well known brands:

- Turkish airlines
 - Campino Mastroberardino: the only historic vineyard of Naples
 - An Italian luxury brand: MG
 - A 4 star hotel Positano Art Hotel, Chamber of Commerce of Salerno
 - Lavazza
 - And many more
- Our partners will promote our contest via their own channels!

Our Marketing campaign



- All promotion will be sent to our database ca 15,000 people (2/ month)
- All promotion will be ongoing in our restaurants on 2 locations (10,000 clients per month)
- The contest will be ongoing on our website and via our social media facebook, weibo and wechat. Advertising in Time out, City weekend, That s Shanghai, Japion, Concierge, DZDP, Inluxe, Petit Journal,... during April and May
- We will keep a blog on this competition, to keep the contest alive and running. We ask our sponsors to join in our blog and address even more people

The campaign will last approximately 3,5 months.



Social Media OUTLET



Facebook



Twitter



Weibo



Wechat



<http://www.bellanapoli-sh.com>

Bella Napoli

1. Social Media Formats require different strategies -

- i. Short Messages
- ii. Longer "Stories"
- iii. Images
- iv. Video

2. As part of the planning - we create a publishing schedule

Balanced with - Fun facts / Sponsor Factoids / Sponsor Statements

Competition Timeline



First 20 days

Sponsor Messaging
Competition :

1. Encouraging people to take pictures!
2. What are the Rules
3. Sponsor Messages and Themes Themes

Kick Off Party

Next 25 days

Competition

1. Celebrate Images
2. Share Funny Images
3. Publish Images

Sponsor Images

Closing Party

Announcements

Example of Messaging Strategies



	Facebook	Twitter	Weibo	WeChat	Website
Day 1	Yes		Yes	Yes	Yes
Day 2	Yes			Yes	Yes
Day 3		Yes	Yes		Yes
Day 4	Yes		Yes	Yes	Yes
Day 5	Yes		Yes	Yes	Yes
Day 6		Yes	Yes		Yes
Day 7	Yes			Yes	Yes

Bella Napoli	Turkish Airlines	Lavazza	Etc
Yes			etc
	Yes		etc
		Yes	etc
Yes	Yes		etc
Yes			etc
	Yes		etc
		Yes	etc



Our channels

Magazines, we will have a publicity budget of 20,000 RMB to advertise our campaign in April and May:

- DZDP**: biggest Chinese channel targeting 150,000 people in a 2 day campaign introducing Italian food and Italian European brands

- Cityweekend** (twice a month)

Circulation of 100,000

- Japion** : Japanese media

- Circulation 23,000

- Concierge**: Japanese Media

Circulation 60,000

- That's Shanghai**

Circulation 60,000

- Time out**

Circulation 86,000

GRAZIE

BELLA NAPOLI

Nanhui lu nr 73, near Beijing xi lu,
Tel: 021 - 5289 0806

Changle lu Lane 946, nr 4 (near Wulumuqi lu),
Tel: 021 - 6248 8985

www.bellanapoli-sh.com

Contact: laimei@bellanapoli-sh.com

Cell: 86-13816672051

