



# Press Release

## MC lets the sun in

### **MEDIA CONSULTA (MC) launches PR and advertising campaign for the beautiful holiday destination Bulgaria**

*Berlin, 18 November 2010.* Magnificent mountains, centuries-old monasteries, lively cities: Bulgaria offers much more than sun and beaches at the Black Sea. MEDIA CONSULTA (MC) is promoting the beautiful and multi-faceted holiday destination on behalf of the Bulgarian Ministry of Economy, Energy and Tourism. In cooperation with its Bulgarian network agency KRES, MC is managing the integrated tourism campaign with the slogan “Let the sun in!” (*German: “Lass die Sonne rein!”*) for the German market until July 2011. The communication measures of the Bulgarian Ministry of Economy, Energy and Tourism are financed by the EU programme for regional development.

The international agency network takes care of all communication measures for print, online, outdoor advertising and TV. MC has also created the new campaign design with numerous motifs which will cover the categories of culture & culinary art, sea, sun & beach, wellness & spa, nature & activity holiday and MICE. On top of that, MC has set up a dedicated editorial and coordination office to manage the press work for the ministry.

The goal of the tourism campaign is to raise awareness of Bulgaria’s variety as holiday destination. Germany is the third largest outbound market for Bulgaria. Around 740,000 German tourists visited Bulgaria in 2009. History enthusiasts can admire ancient monuments and centuries-old orthodox mountain monasteries, active holiday-makers can explore the magnificent mountains of Rila, Pirin and Rhodopes and those seeking recreation can relax in wellness oases or explore the miles-long beaches at the Black Sea.



To address young travellers as well as middle aged adults and senior citizens, MC has developed individual communication solutions for each target group. For the Bulgarian Ministry of Economy, Energy and Tourism, MC will create presentations for the B2B sector. Moreover, the agency will organise three press trips to Bulgaria which will cover the following topics of nature & activity holiday, history & cultural activities as well as sea, sun & beach. MC will also be responsible for the organisation and supervision of press conferences at tourism fairs, for example at the ITB International Tourism Fair, the IMEX and the CMT in Germany.

MEDIA CONSULTA has numerous clients in the tourism sector. Several national and regional governments, tourism organisations and companies in the tourism sector put their trust in the international agency network. For many years, MC has worked for the Malta Tourism Authority (MTA) and the airline Air Malta. MC currently implements PR measures on behalf of the Ministry of Culture and Tourism of the Republic of Turkey and is responsible for the marketing and sales measures for the German National Tourist Board (GNTB).

**ABOUT THE CAMPAIGN:**

The campaign is financed by Grant Schemes BG 161PO001/3.3-01/2008 "Support for effective national marketing of the tourist product and improvement of information services" under Contract № BG161PO001/3.3-01/2008/001-2 for project "Integrated advertising campaigns of the Bulgarian tourist product in Germany, United Kingdom and Russia.

**MEDIA CONSULTA:**

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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