

# GOLD

## **SATOCAN TOURISM & CULTURE**

### AGREEMENTS AND VALUES BINDING SATOCAN TOURISM TO SOCIAL, CULTURAL AND INFORMATION ALLIANCES

This proposed procedure primarily aims:

1. during their visit or holiday, to provide the consumer or visitor with a cultural and exclusive offer at SATOCAN TOURISM with a view to securing their loyalty.
2. To support and promote the image of the brands of each of our units, associated with culture, events or long-term projects, in order to firmly establish the positioning of our brands in the minds of the various target audiences.
3. Digital communication to inspire activities related to events and the cultural and artistic sector, and involving our brands in the community in which they are present. To create content which enhances the Brands, for instance on online platform systems, social media, in the press or magazines related to culture, art, environment, tourism or Community information.
4. To develop the “*coolculture*” concept in the tourist and local Community in which our brands are present. To create ties and establish services which convey the COOLCULTURE philosophy, an approach in tune with the philosophy of the activities offered.

## **AGREEMENTS AND PERFORMANCE CRITERIA**

### **1 SUSTAINABILITY**

The term "sustainable" refers to the contribution we make to the economic, social and cultural development of the Region, via the service, support or cooperation of the brand related to artistic, professional or cultural pursuits.

- The projects and values associated with the cultural sector, relating to Visual Arts, will tie the brand to Contemporary Canary Island Art and will ensure that

its spaces promote the moment in which ART is enjoyed.

- The brand will take part in/promote and make a commitment to projects/services/events or programmes which include artistic, cultural or professional activities or are characterised by their general social content, by bringing new offers to citizens and involving the brand in the Community in which it is present.
- Provide the services or carry out the projects, as indicated above, in the spaces of the brand on a long-term basis, in order to firmly establish the positioning of the brand in the minds of the various target audiences and thereby create influential brand specifiers.

## **2 BRANDING-ART**

It is understood strictly on a subjective basis. We are actually referring to the integration of a brand into the contemporary art system, a voluntary integration which eventually defines fundamental aspects of its image and strategy. Art, from different perspectives and based on different proposals, pervades the field of brand communication and vice versa.

Via BRANDING-ART, we apply lateral marketing which is a methodology which prompts the consideration of options related to use, markets, target, objectives and the aforementioned situations, with a view to conceptualising a new solution. By creating new categories, new markets are established.

Applying lateral marketing includes the creation of new concepts, by structuring the market and offering new value-enhancing services, and by contributing to product innovation in order to reach new target audiences.

The brand and company have become more flexible and embrace requirements and trends set in the world of art, events and communication, as a result of consumer demand for new communication experiences associated with different and striking expressive and cultural mechanisms.

Associating the content, management or artistic montages with Contemporary Canary Island Art and, if necessary, monitoring the project selection study by engaging the services of art professionals/experts to work in conjunction with the brand.

### **3 INVOLVEMENT OF THE BRAND**

The company is able to establish long-lasting working relationships which enables it to keep abreast of developments and activities, and to create content which diversifies the event offer and communication of projects and brand values.

From the cultural community in which the brand is present, it will establish relations or take part in events associated with Canary Island Art and culture, by transforming the offer into invitations to tender, events, meetings and calls for tender pertaining to a range of artistic disciplines, by showcasing the brand values in the tourist and local community.

Generating value-enhancing content, based on various media such as websites and the Brand blog, and online platform systems, social media, press or magazines related to culture, art, the environment, tourism or Community information.

Digital communication activities are carried out for the purpose of promoting the values and projects of the brand based on specific characteristics, relating to the ties of the brand with contemporary Canary Island art; information of different categories is furnished and conveyed: culture, Regional environment, calls/invitations to tender of the brand for projects of regional artistic support, patronage, events of interest,...conveying information to citizens

#### 4 COMMUNICATION AND COOLCULTURE PHILOSOPHY

CONCEPTS: COOLCULTURE - coolculture categories for the brand WEB

Develop the “coolculture” concept in the Community in which the brand is present, as a value-enhancing service, by maintaining art content, which add value to the Community.

Development of content in keeping with the philosophy, based on various media such as websites and the Brand blog, and online platform systems, social media, press or magazines related to culture, art, the environment, tourism or information about the Community in which the brand is present.