An aerial photograph of a rural landscape during sunset or sunrise. The foreground features a mix of green fields and dark, plowed agricultural land. A prominent feature is a hill in the center-left covered in dense green vegetation, topped with the ruins of a castle. In the background, a range of mountains is visible under a sky transitioning from orange to blue.

The tourist area Teplicko

My relationship to Teplicko

- very positive relationship because:
- I studied at High school in Teplice - lots of friends
- the majority of my family live here (brother with family, my grandparents)
- really beautiful places - lots of parks, restaurants, cafes
- plenty of events - farmer's markets, music festivals as Little Paris, yearly opening weekend of spa season

Basic information

- in north of Bohemia
- the oldest spa in Europe
- the longest cableway to Komáří výžka in Eastern Europe
- lots of parks - a connected system of parks through the city
- mountains - Doubravka, Komáří výžka, Milešovka (the queen of Czech Central mountains)
- in the past - Teplicko was a favorite place of people and famous personalities from all over the world (Beethoven, Sissi)- called Little Paris

My inspiration



 znojmocity.cz ...

1:02


NOVINKY
ZE ZNOJMA




743 views

znojmocity.cz Novinky ze Znojma · 🎬 12. díl
Novinek ze Znojma je tu! A dnes opět trochu
speciální téma 👉 Nová tvář nejen Novinek ze... more

Design of logo

na
Teplicku

Hudba
na
Teplicku

na
Teplicku

na
Teplicku



The specific form of language

- it can be signature of Teplicko
- based on humorous and absurd questions about the places and attractions
- Do you know what plants play like?
- Do you know what Little Paris sounds like?

Posters

3 levels of posters

image posters

information posters

two posters - question and answer



natepliku

Víš, jak se svítí
u nás ve vaně?

Thermalium
Beethoven

www.natepliku.cz

#natepliku

The mascot - Pig Doubravka

- One of the most important communication channel for attracting new tourists (families with children).
- is a soft toy - gift item
- based on Doubravka Mountain, where it lives, which is associated with the rumor of finding thermal springs.
- has an appearance, changes clothes or accessories according to the situation, character, and specific form of language for communication with children.

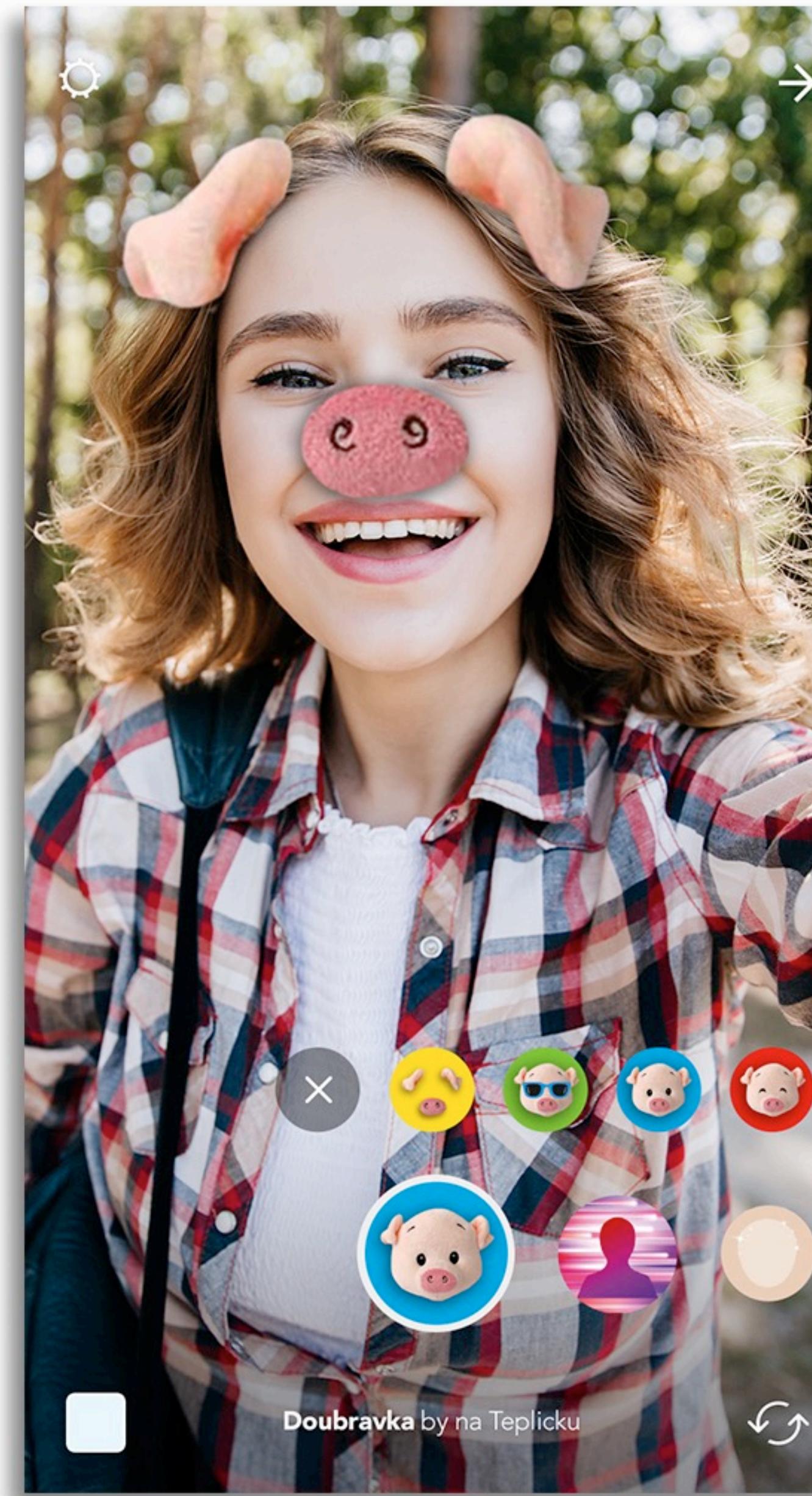


Online communication

- target group - young people and families with children
- Instagram, Facebook
- #nateplicku
- funny posts
- posts of events
- tips for trips
- posts of Pig Doubravka
- Filter on Instagram







Merchandising



Jsem
chroozně cool!

e 9

Doubravka





nci
Tep
lic
ku

se toho
nebojíme!



na
Tep
lic
ku

tam se
teda žije!

na
Tep
lic
ku

se toho
prostě
nebojíme!



**Thank you
for your
attention!**