

Global Public Relations

Assignment: Global perspectives

Cultural Communication Report (10 pts.)

Client: SPICE and City Marketing Office of Erfurt, Germany

This assignment asks you to provide feedback to the City Marketing Dept. and Tourism Office of Erfurt, Germany, based on your experiences as U.S. study abroad students in the SPICE program at U of Erfurt – specifically at the RoseFest we visited. Please use the power of your observations, five senses, observing and listening, cultural symbols, and GO AND SEE principles. Describe your experiences (your PERSONA) and provide basics of a strategic communication plan that targets an active public with you as a typical persona.

Your assignment is to:

1. Create and discuss who you are (your Persona) from the Public's perspective (demographics, psychographics – and, most importantly, issue-centered descriptions);
2. Make sure to incorporate your issue-related identifiers of your active public group;
3. Reflect through GO and SEE on your cultural identity mix and use insights to inform your plan how to communicate about Erfurt as a tourism destination to YOU; make sure to share your senses and cultural symbols – reflect what cultural symbols among those you experienced are special for you and why;
4. Brainstorm ideas and identify insights from your persona exploration and from your Erfurt research (symbols and social uses) to develop a strategy to promote RoseFest in Erfurt among PEOPLE LIKE YOU.

To best prepare your report:

- 1) Review the basic information about RoseFest and Erfurt. Think back to the tour; do your research; read your brochures.
- 2) Ethnography: Visit the RoseFest and the Augustine Monastery; spend at least 90 min. there looking around, reading brochures, observing interactions, etc.
- 3) Walk through a historical downtown and other places that have cultural symbols that are connecting with your persona and the client. Get inspired through senses, cultural signifiers, symbols, and identities.
- 4) Ask questions.

Prepare a report with visuals (ppt, Canva, Prezi) that:

- a. Presents your Persona to us
- b. Shares your exploration of five senses and cultural symbols at RoseFest
- c. Offers one goal and 1-2 objectives for your proposed communication campaign plan;
- d. Includes and explains cultural symbols and signifiers for publics like you -- high-context layering of your messages.

Make sure to answer the following questions:

Q1: What is your public's (remember: you are the public) PERSONA?

Q2: What is your public's (remember: you are the public) culture?

Q3: What are the best ways to incorporate cultural symbols that help RoseFest Erfurt connect with YOU (context and culture)? Why did you choose these symbols and what cultural information they store about YOU (cultural references and signifiers)? How to best communicate these symbols to YOU (culture-connected communication and messages)? How will you make sure you reach YOU (channels)?

Q4: What should the City Marketing Dept. of Erfurt do, in your opinion, to attract young tourists like YOU?

Evaluation: see the discussion rubric.