



# SUDAMJA<sup>2020</sup>

ENJOY THE CELEBRATION FROM YOUR LIVINGROOM



START THE VIDEO

SLOBODNA  
DALMACIJA

HANZA  
MEDIA

# About us

Slobodna Dalmacija is the largest-circulated daily newspaper in Dalmatia, a historical geographical region located in the southern part of Croatia. The first issue was printed on June 17, 1943.

Influence, reputation, and reader loyalty is something that we have been particularly cultivating for the last 77 years. Dalmatia and the city of Split, where the Slobodna Dalmacija Newspaper is located, embody the true spirit of the Mediterranean, where tradition and loyalty hold a special place. Considering this, we keep striving to play an active role in the society, remaining our readers' first choice.

Slobodna Dalmacija's leap into the future came in 1999 with launching of our Internet portal. The SD portal is among the fastest growing mainstream media in Croatia, exceeding million reads a day, with national reach.

The logo for Slobodna Dalmacija, featuring the words "SLOBODNA" and "DALMACIJA" in a bold, white, sans-serif font, stacked vertically. The text is centered within a red rectangular background. This red rectangle is positioned in the upper right section of the page, which is part of a larger graphic design. The design includes a dark blue header and footer, and a light blue and yellow curved shape in the bottom right corner.

**SLOBODNA  
DALMACIJA**

# Overview



Sudamja is the name of a traditional celebration of Saint Domnius Day, which has been around for centuries and includes organised festivities lasting for nine days. The most important day of the celebration is 7 May, also known as the Saint Domnius Day Festival. That is when Split celebrates its patron saint, the bishop of Roman Salona, executed during the reign of Emperor Diocletian. That event also marks the City of Split Day.

The oldest records of the celebration date back to the Split Statute from 1312. Special provisions on celebration and veneration of Saint Domnius date from the same year.

Throughout the centuries, the holiday celebration was uninterrupted, even during war years.



A large crowd of people is gathered on a waterfront promenade, participating in a procession. The promenade is lined with white railings and decorated with numerous small flags. In the foreground, a group of young men in white shirts and dark trousers are walking. The background shows a large crowd of people, some holding flags, and a building with a red roof. The text is overlaid on the image in a large, white, sans-serif font.

The celebration starts with a mass and solemn procession on the Waterfront while numerous other city sites are turned into venues for plays, concerts, film screenings and exhibitions.



There are also various sports tournaments, events for children, performances by culture and art associations, a festival dedicated to gastronomy and drinks, the most anticipated raffle, an evening concert at the Waterfront and big fireworks. These are the days when the city truly comes to life.

In 2020, due to the Covid-19 pandemic, the Saint Domnius Day Celebration was cancelled.







# Objectives

- Promoting responsible behavior during a pandemic and using virtual celebration to evoke positive emotions and good mood
- Providing the sense of safety and alleviating the feeling of isolation caused by the Covid-19 global pandemic
- Sending the citizens a message more important than ever before - that Saint Domnius is with them, while promoting the importance of unity by offering varied content about Saint Domnius, reminding citizens that the city's most important holiday actually lives in our hearts and that the hustle and bustle of the celebration will return once again
- Educating younger generations about customs, traditions and history of their city
- Direct contact with readers, fostering a friendly atmosphere and trust





# Why and how

Enabling participants to experience the celebration from their own homes and encouraging them to stay at home, the project “Enjoy the Celebration from Your Livingroom” was envisaged as a virtual celebration.

Via launching a microsite on the Slobodna Dalmacija website, which was filled with music, dance, quizzes, games, puzzles, children’s art, articles about the city and history of its celebrations and through a printed edition that published children’s works covering the topic of My Saint Domnius and came with the printed Saint Domnius poster, we wanted to bring the colourful content of the celebration into the citizens’ homes.





The project took place between 1 and 10 May.

To achieve everything planned, the project required a lot of engagement by the digital and marketing team, but we came through in the end.

In order to add as much various content as possible, we connected with the oldest and most important institutions in the city: the City of Split, the Split-Makarska Archdiocese, the Croatian National Theatre in Split, culture and art associations, the city department of education and sports, schools and kindergartens, all of which gladly accepted our invitation to participate in the project.

The project was supported by the following partners: the City of Split and the Mayor of Split, and HEP (Croatian national energy company, which has been producing, transmitting and distributing electricity for more than a century).

Thanks to such large and important partners, the project went into full swing.

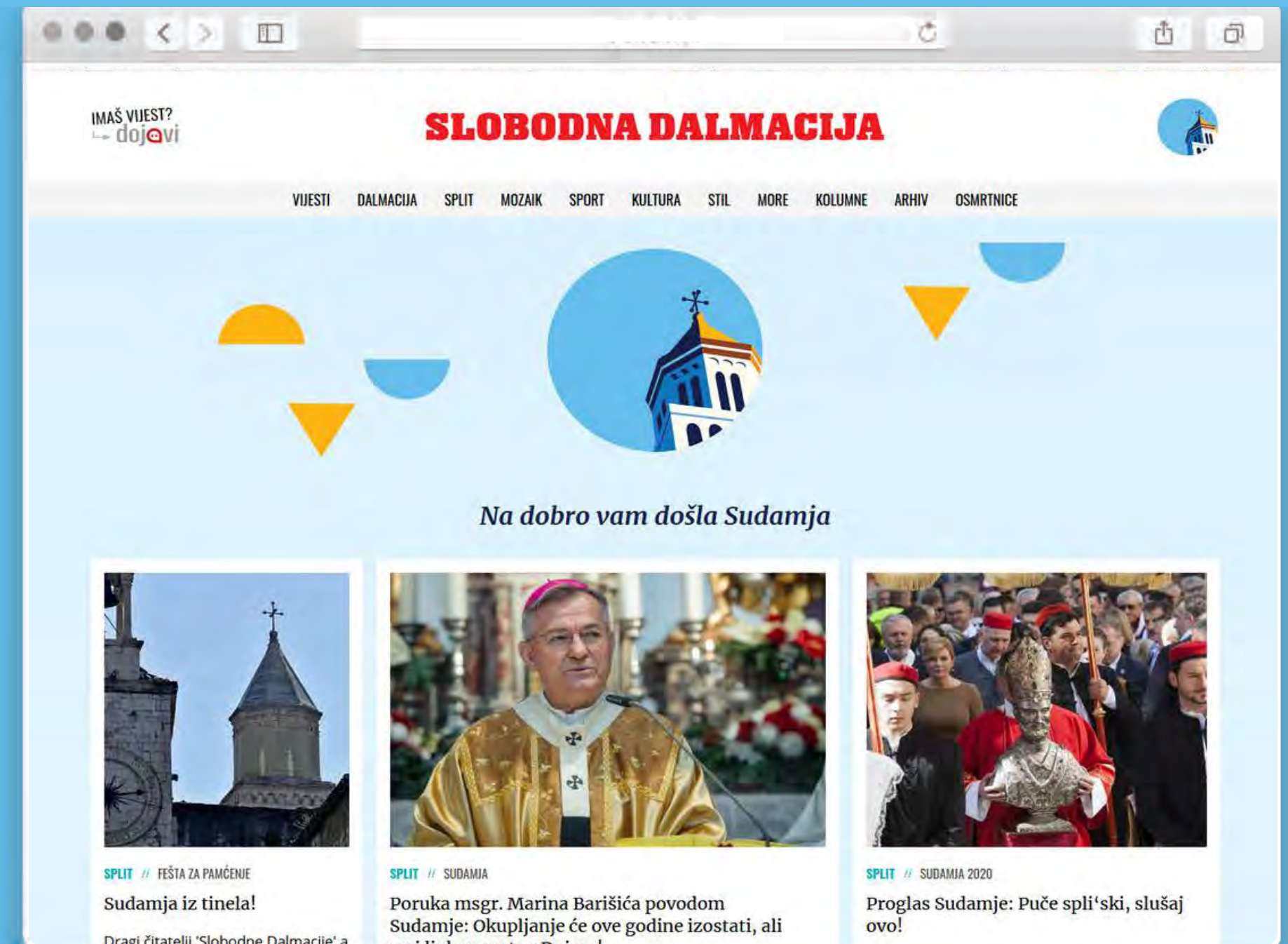




# Project content

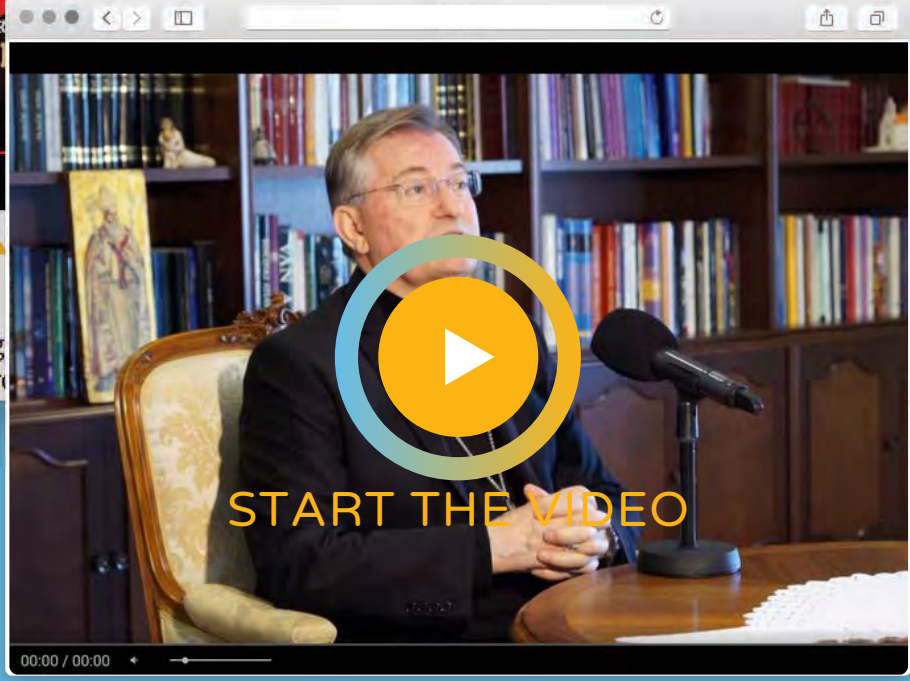
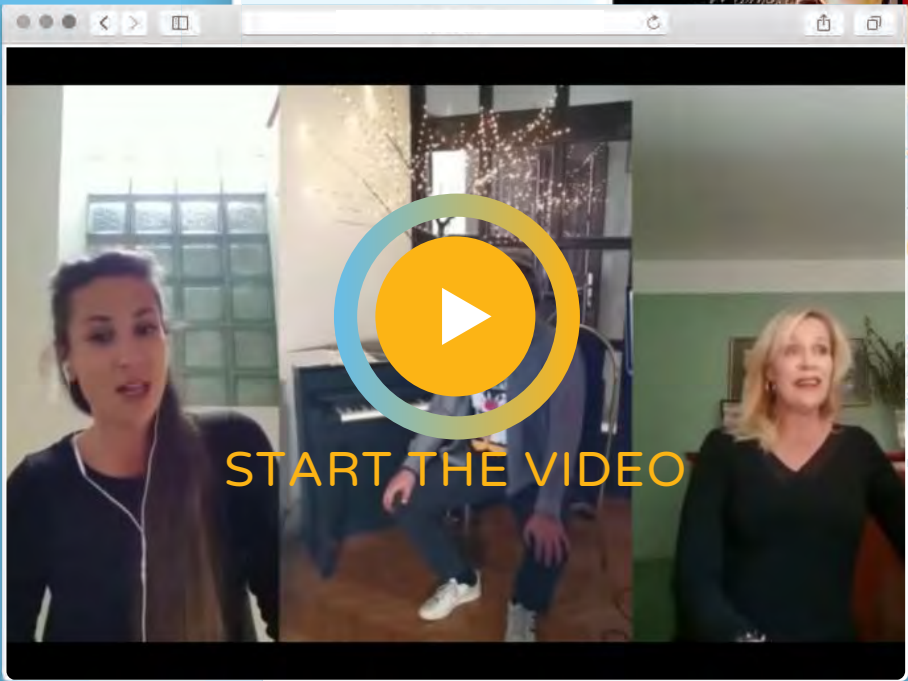
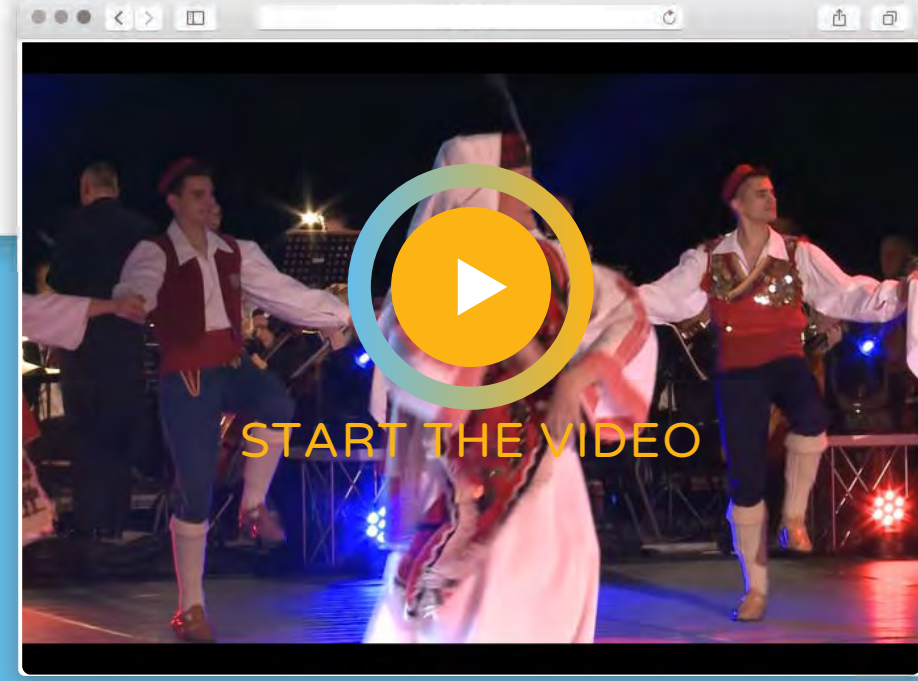
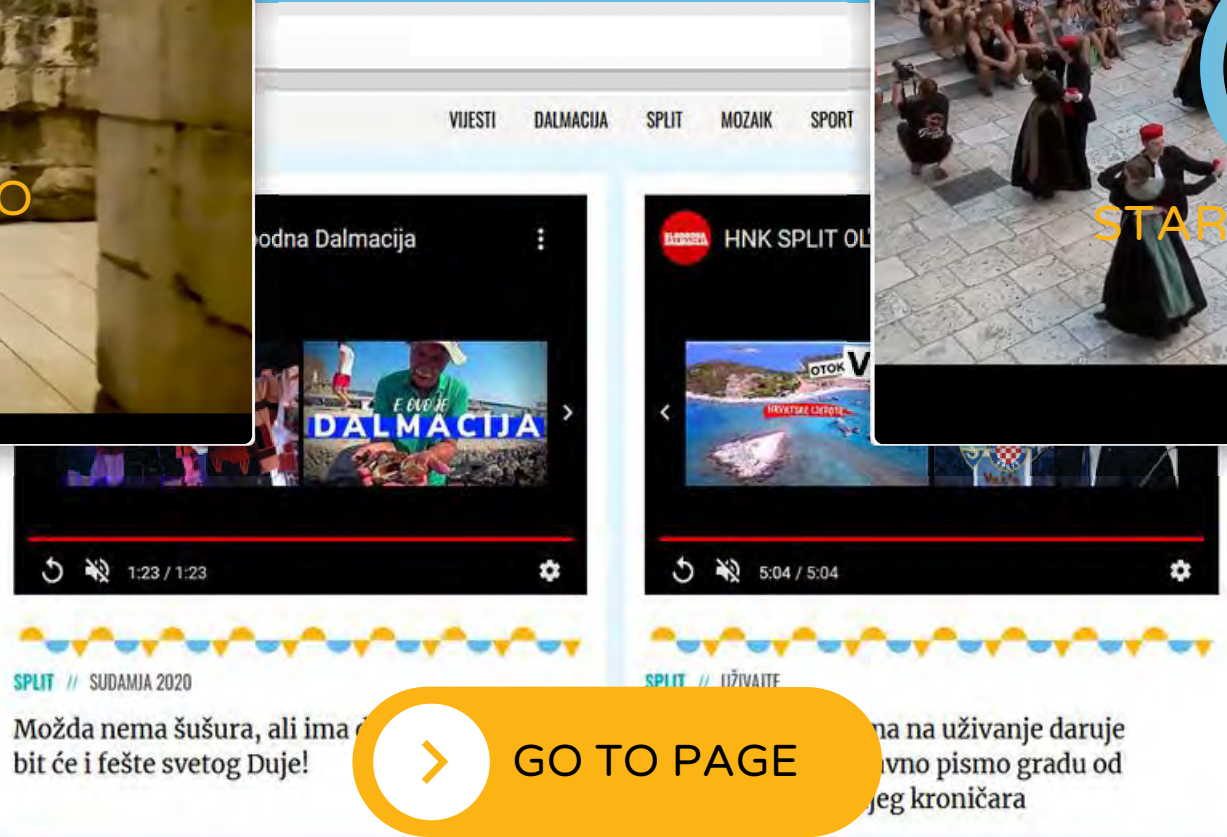
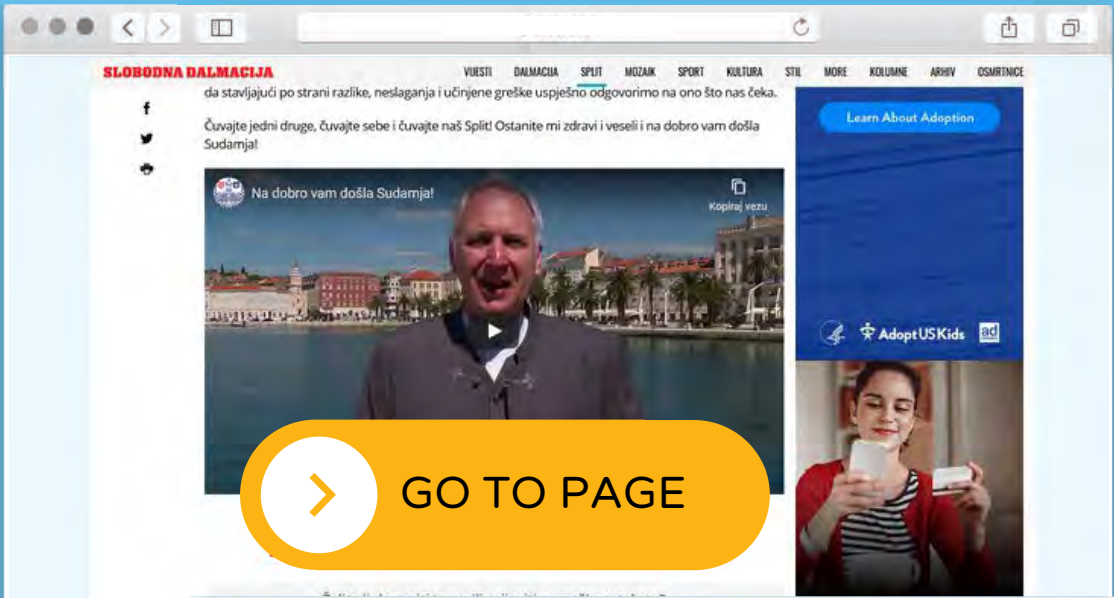
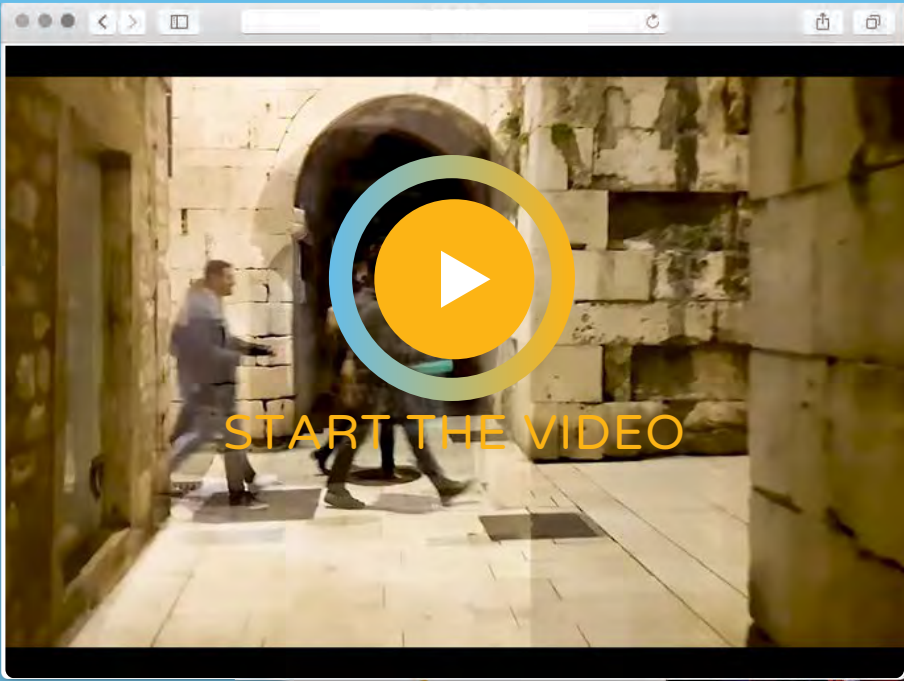
## Microsite:

- Video address to the citizens of Mons Marin Barišić, Archbishop and Metropolitan of the Split-Makarska Archdiocese and Mayor of the City of Split
- Campaign video “Welcome to Sudamja”
- Arias from the operetta Split Watercolor, sung by opera singers from their homes and the video “Split Wakes Up” in collaboration with the Croatian National Theater in Split
- Cooperation with the oldest Culture and Art Association “Jedinstvo” enabled the audience to enjoy Split folk dances and the final dance from the famous opera Ero from the other world
- Concert by the Filip Dević klapa harmony singing band.

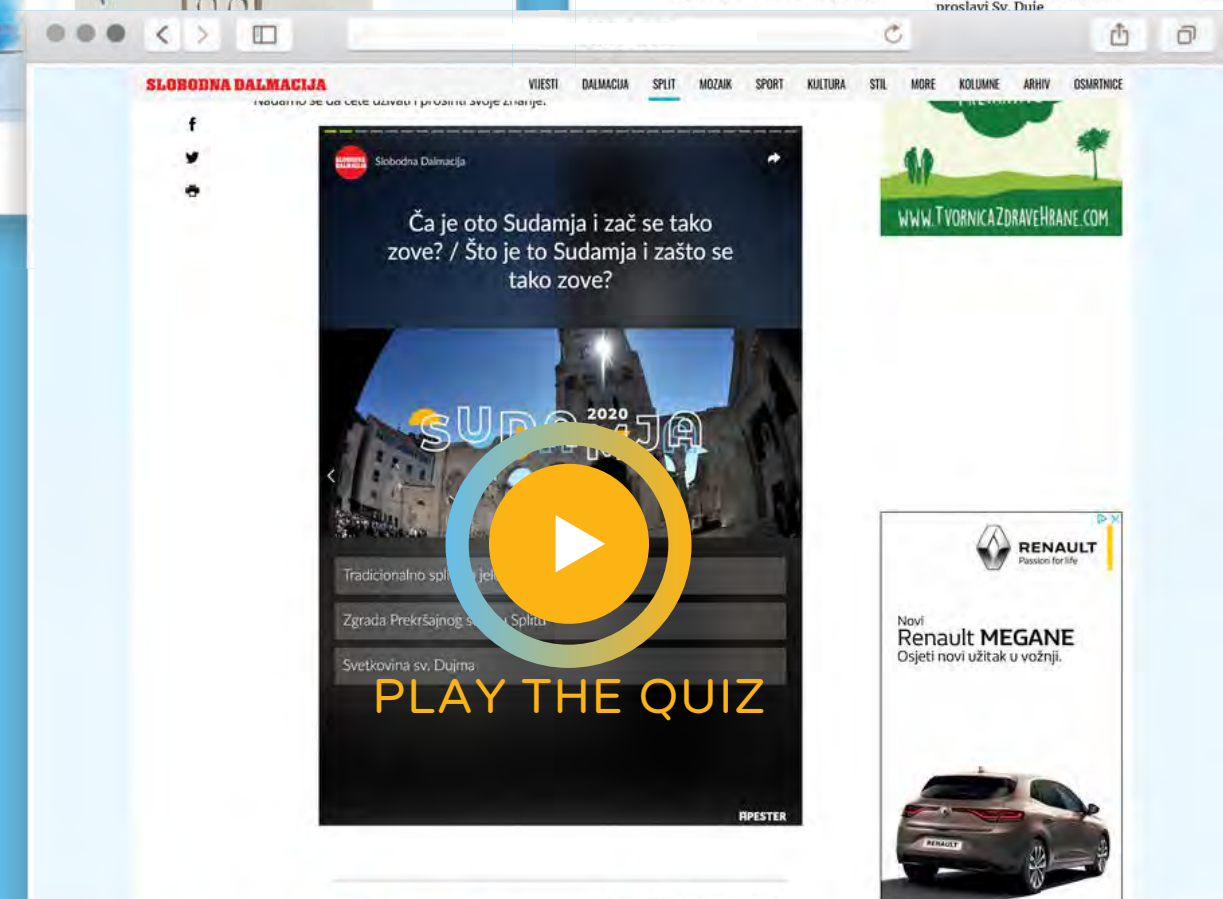
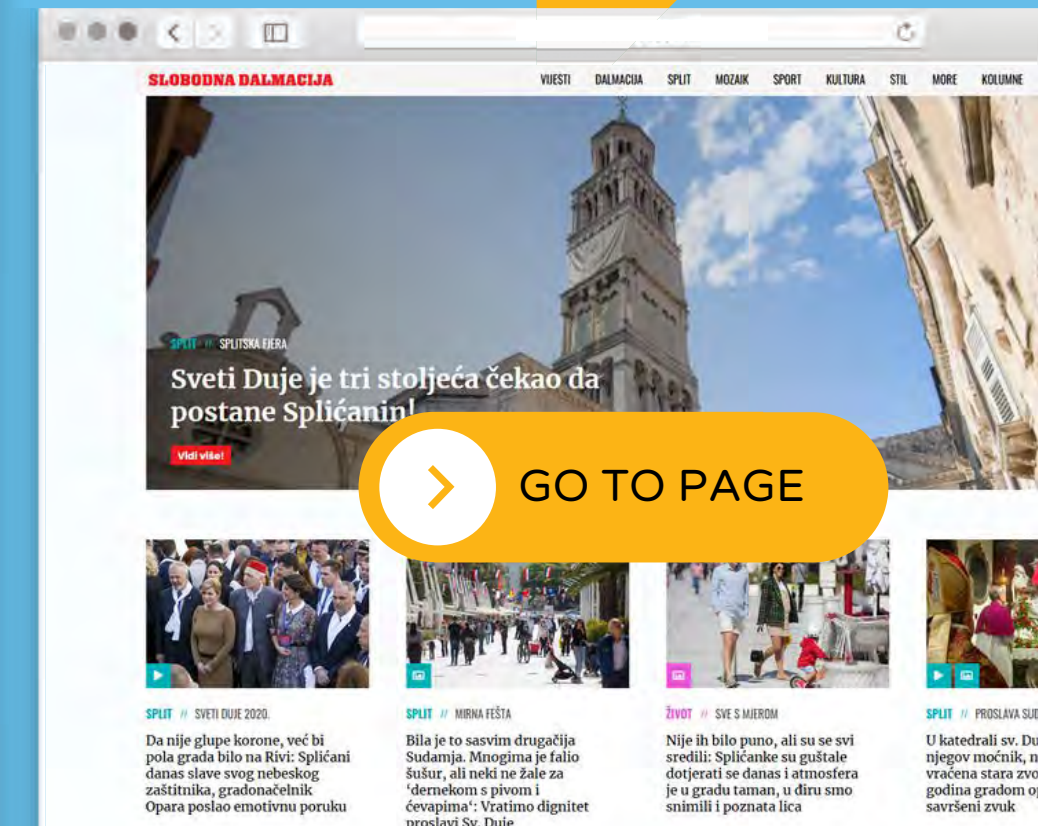
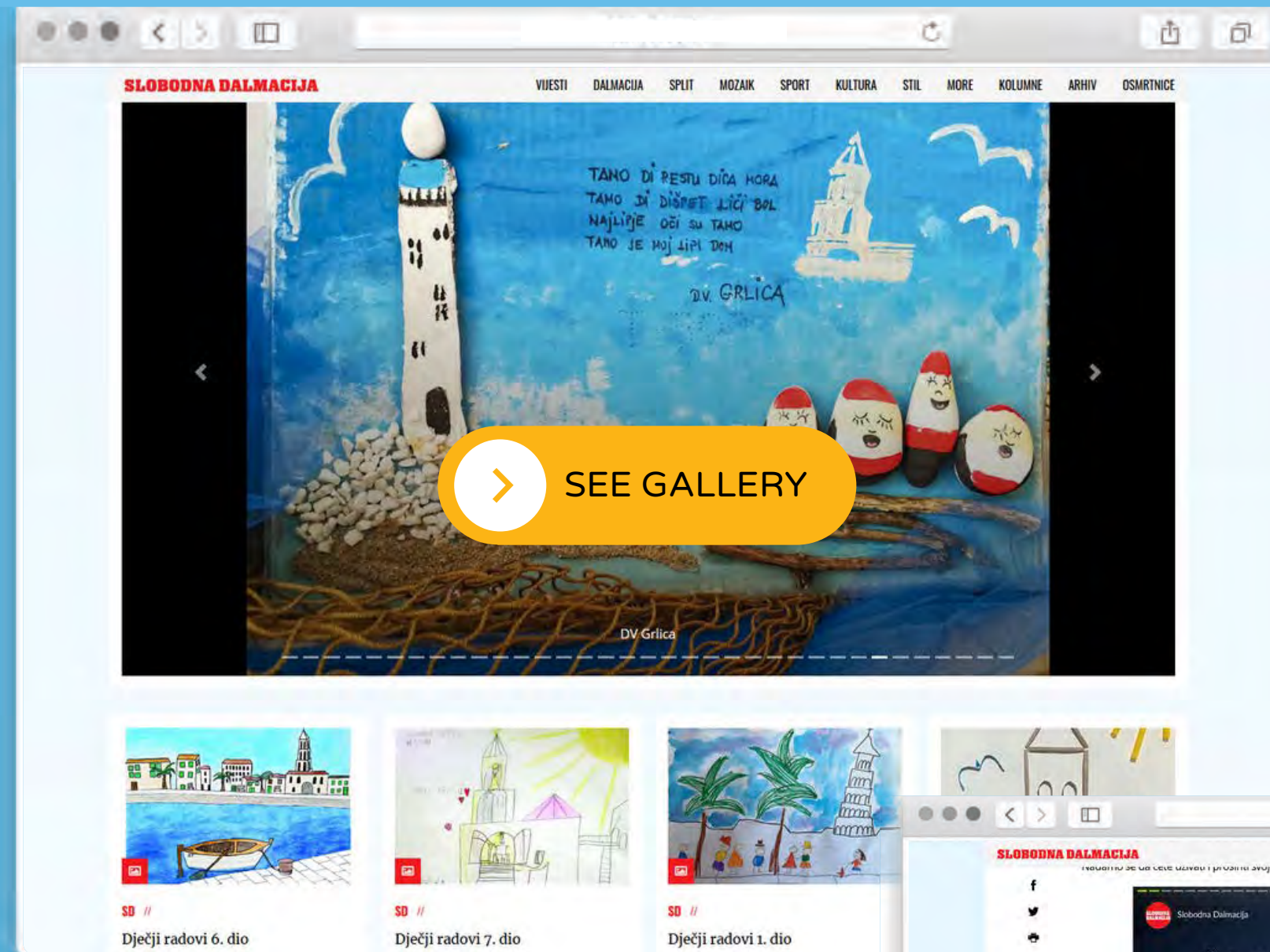
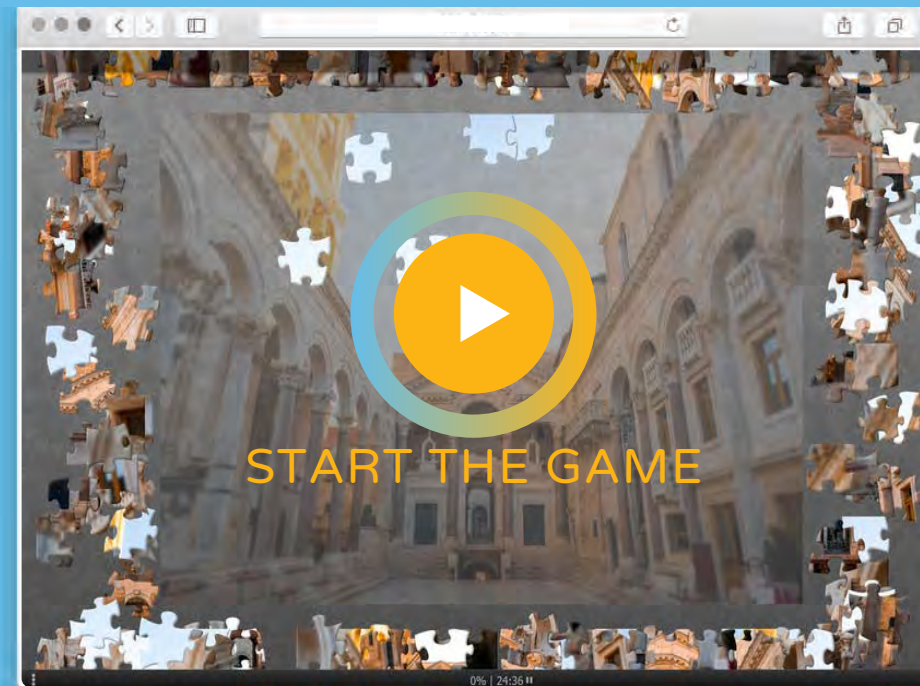


GO TO SITE









- A game of virtual puzzles covering the theme of historical Split locations
- A quiz about the city of Split and customs characteristic for the Saint Domnius Day
- Gallery of children's art works on the topicmy, etc.
- Series of texts by the historians, writers, journalists, cartoonist, collectors of oral folk treasures providing insight into the rich history of the city, and a handful of other articles on customs, gastronomy, etc.



The printed edition included the design of a mega poster of children's works on the topic of "My Saint Domnius".



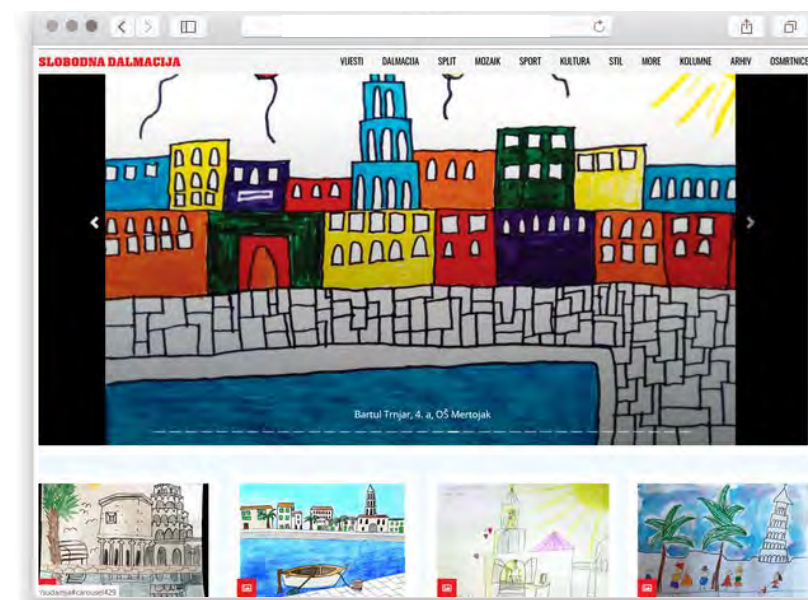
We invited children aged 3 to 14 to draw or write an essay or a poem and send them to our address. We cooperated with kindergartens and schools to provide additional motivation and despite the lockdown and online classes, teachers were happy to participate. Newspaper's Culture section was tasked with the most difficult job - the selection of 37 works to be included into the children's collection.

We used these works to design a mega duplex poster.

SUDAMJA 2020



The whole newspaper edition was "dressed" in children's art.



The collection was also published in digital form.





Saint Domnius  
poster was also  
added as a gift to  
readers



SVETI DUJE MOLİ ZA NAS!



# Communication



PRINT WEB SOCIALS THE RADIO

CAMPAIGN DURATION: 17 APRIL TO 7 MAY 2020

To increase the impact and numbers of visitors to our online portal, the project was accompanied by a large-scale printed, digital and radio campaign via various channels.

In addition to the specified communication methods, we wanted to bring the project closer to our readers using traditional methods as well - by speaking directly to them. This means of communication in the times of digital connectivity may sound unusual, but since our readers value tradition and since conversation among people especially at this time, is an integral part of life where we learn, share and transfer information, establishing further connections, we decided to call our partners, associates and readers, talk to them, listen to their wishes and record their reactions.

That enabled us to connect more with our readers as well as to mix online and offline spheres, resulting in appreciation for the project by our readers and partners.





# Reach & Result PRINT

25+ ads in 2 different newspapers  
REACH: 1 296 000

2020  
#GustaJenaFeštitizTinele

„Dodite“ na [www.slobodnadalmacija.hr/sudamja](http://www.slobodnadalmacija.hr/sudamja)

**SLOBODNA DALMACIJA**

SPRIT  
četvrtak, 15. 10. 2020.  
Danas prilog  
REFLEKTOR

**MARJAN RIJEKA**

**KRISTIJAN STANIČIĆ, DIREKTOR HTZ-a:**  
**Strani turisti na Jadran će kroz posebne koridore**

**U neke škole neće doći ni jedan učenik**

**PROGONE ME ZBOG DEBLJINE**

**NE BUDITE IZOLIRANI OD PRAVIH INFORMACIJA**  
Pretplatite se na Slobodnu Dalmaciju!  
http://pretplosta.horizonmedia.hr • http://lonline.jutarnji.hr 01 2255 374

NA TISKANO IZDANJE  
6,50 KUNA  
PONUDA VRIJEDE 60 DANA OD AKTIVACIJE PRETPLATE

SLJEDEĆA 2 MJESCECA

2020  
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SLOBODNA DALMACIJA

**SUDAMJA 2020**

Dragi čitatelji „Slobodne Dalmacije“, Splićanke i Splićani i svi oni koji štiju svetoga Dujma,

pripremili smo za vas Sudamju koju ćete sigurno pamti.

Počevši s prvim danom svibnja na čitanje ćemo vam ponuditi

**SERIJAL O PODRIJETLU TE PUČKOM I SAKRALNOM KULTU SVETOGA DUJMA** iz pera Inoslava Beškera,

**IZLOŽBU DJEČJIH RADOVA, PUNO DALMATINSKE PJSME i PLESA,**

obratit će nam se Dujmov nasljednik splitsko-makarski nadbiskup Marin Barišić i gradonačelnik Andro Krstulović Opara, a našu **VIRTUALNU FJERU** ispunit ćemo **IGRAMA, GLAZBOM, PLESOM.**

„Dodite“ na [www.slobodnadalmacija.hr/sudamja](http://www.slobodnadalmacija.hr/sudamja)

Pratite „Sudamju iz tinela“ jer bit će to virtualna fjera za pamćenje!

POWERED BY **IHEP**

#OSTAJEMDOMA #GustaJenaFeštitizTinele

SLOBODNA DALMACIJA

**SUTRA U 'SLOBODNOJ'**  
MEGAPOSTER DJEČJIH RADOVA  
+ VIRTUALNA IZLOŽBA DJEČJIH RADOVA  
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**SLOBODNA DALMACIJA**

**Nisu uspjeli izroniti iz auta**  
NA ZADARSKOJ RIVI DVOJICA MLADIĆA POGINULA, TREĆI KRITIČNO

**NE BUDITE IZOLIRANI OD PRAVIH INFORMACIJA**  
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# WEB:

slobodnadalmacija.hr (regional news portal)

Microsite pageviews 108,310

Display campaign in 2 different news portals

IMPRESSIONS: 1 734 028

Clicks: 2589

# SOCIALS:

3 + Slobodna Dalmacija Facebook and Instagram posts

FB REACH: 19819 / ENGAGEMENT: 567

IG REACH: 4106 / IMPRESSIONS: 5123

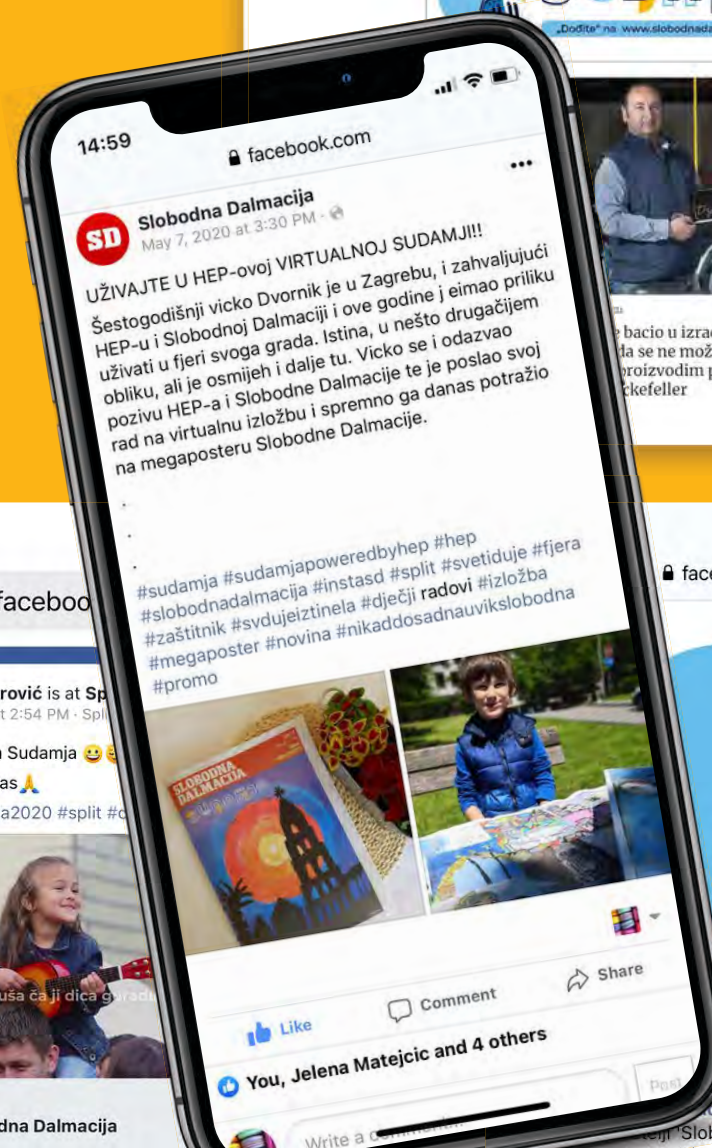
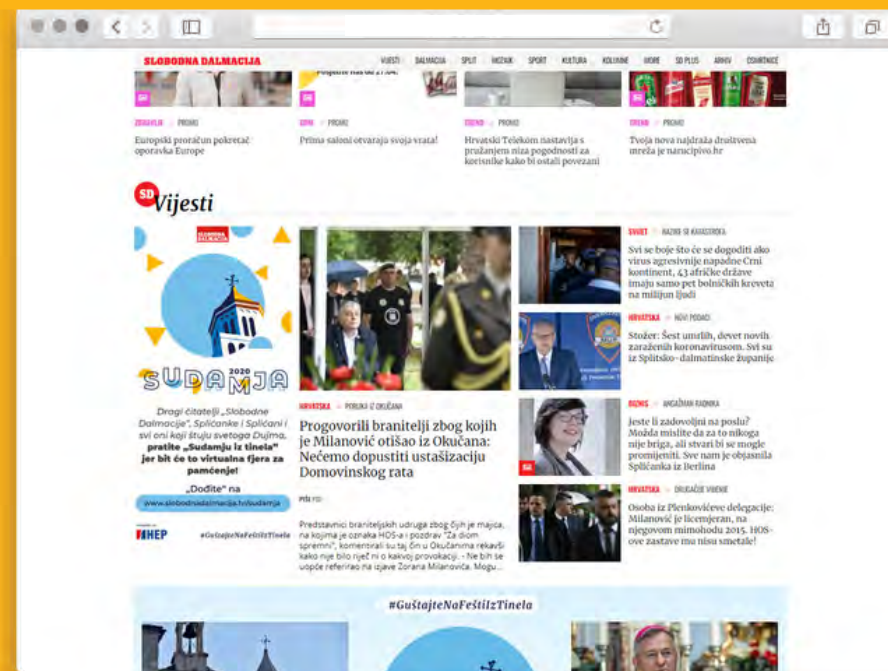
# RADIO

Broadcasting a radio spot on the 5 top rated

radio stations in Dalmatia

75 broadcasts /

REACH: 681 750





# Follow up



ENJOY THE CELEBRATION FROM YOUR LIVINGROOM

## WE SUCCEEDED - WE KEPT THE TRADITION GOING

An extremely high reader feedback was achieved. Numerous calls and positive feedback served as validation of project objectives. Readers, viewers, parents, grandparents, and children, as well as school institutions, loved the fact that children were invited to take part in the project in a creative way. Judging by our readers' comments, the result was the most beautiful cover page.

Readers asked for videos for their private archives, and colleagues on other portals asked for permission to share content.

The project received acknowledgment though confirmation from our partners as well as the involved city institutions and associations that they would like to keep the digital form of the project in the future, regardless of the pandemic.

We believe that we managed to connect with the readers, that we brought music, fun, a sense of celebration and positive emotions into their homes, and that was the most important goal.