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MADE IN PORTUGAL *naturally*

Home and Building Materials

International Campaign

MADE IN PORTUGAL *naturally*

AICEP – Portuguese Trade & Investment Agency launched, in entirely digital format, an international campaign in order to promote the Home and Building Materials clusters, capture the interest of international demand and present the innovation anchored in quality and tradition of Portuguese products, as well as their offer of differentiating value.

The narrative of the digital campaign follows consumer and communication trends, being based on values that differentiate and promote the recognition of the Portuguese offer in the international market: Sustainability, Know-how, Tradition, Authenticity, Quality, Design, Innovation and Customization.

Following a multichannel logic, the campaign is developed in different communication formats, presenting content considered strategic according to the target markets and through various communication media.



VIDEO

The campaign's promotional video will take you on a journey through a country of emotions, where the art of know-how and tradition are harmoniously combined with innovation, design and exclusivity of the MADE IN PORTUGAL offer.

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SHOWROOM

The 360° Virtual Showroom presents the offer of the Home and Building Materials clusters, allowing you to get to know and identify products of excellence within these sectors.

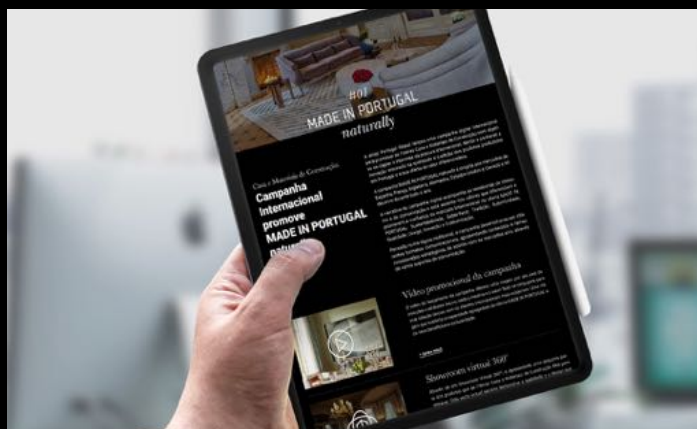
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IMAGE DATABASE

An exclusive image database is available for editorial purposes. It is a diversified collection that demonstrates the quality, design and innovation of the MADE IN PORTUGAL offer.

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NEWSLETTER

The newsletter, which is published on a monthly basis, will promote regular contact with the international market and relevant stakeholders, through the publication of news that, due to its interest and singularity, can attract attention and motivate the demand for Portuguese products.

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WEBSITE

The campaign-related materials and sector-specific information for the Home and Building Materials clusters, including a directory of Portuguese companies, can be found at www.portugalnaturally.pt.



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