



COMUNE DI GENOVA

## DIGITALIZATION AND PUBLIC ADMINISTRATION

# The digitalization of a cultural event: the experience of Genoa with the “Rolli Days”

Comune di Genova  
Direzione Comunicazione ed Eventi  
Ufficio Comunicazione di Marketing, Digital e Social Media strategy,  
Sviluppo Brand Genova

**SPEAKER**

## **Marisa Gardella**

Head of Marketing Communication Office,  
Digital and Social Media Strategy, Brand  
of Genoa Development

Graduated in communication and  
journalism, since 1998 she has been  
working in corporate communication,  
tourism marketing, events and city  
branding. Since 2009 she has been in  
charge of the Communication and Marketing  
office.

## «I PALAZZI DEI ROLLI» - UNESCO WORLD HERITAGE SITE IN GENOA

«The New Roads and the Palazzi dei Rolli system» is the name of the Genoese site enlisted in the UNESCO World Heritage list since 2006.

There are more than 100 Palazzi dei Rolli in Genoa, built between late Renaissance and Baroque times by the Genoese aristocracy families.

42 of these palaces are included in the UNESCO World Heritage, because of their location in the urban context and the high-ranking personalities that were housed



## «I PALAZZI DEI ROLLI» - UNESCO WORLD HERITAGE SITE IN GENOA



In 1622, **Pieter Paul Rubens**, after visiting Genoa, published a book in which he collected all the sketches of the palaces, promoting them as a housing model for all the European aristocracy.

In 1576, the Republic Senate established a **peculiar public accommodation system**: it was defined an official list (*Rollo*) of prestigious palaces, and their owners were obliged to host state visits in rotation. The palaces were chosen depending on the guest's rank.









Musei di Strada Nuova – Palazzo Rosso and Palazzo Tursi



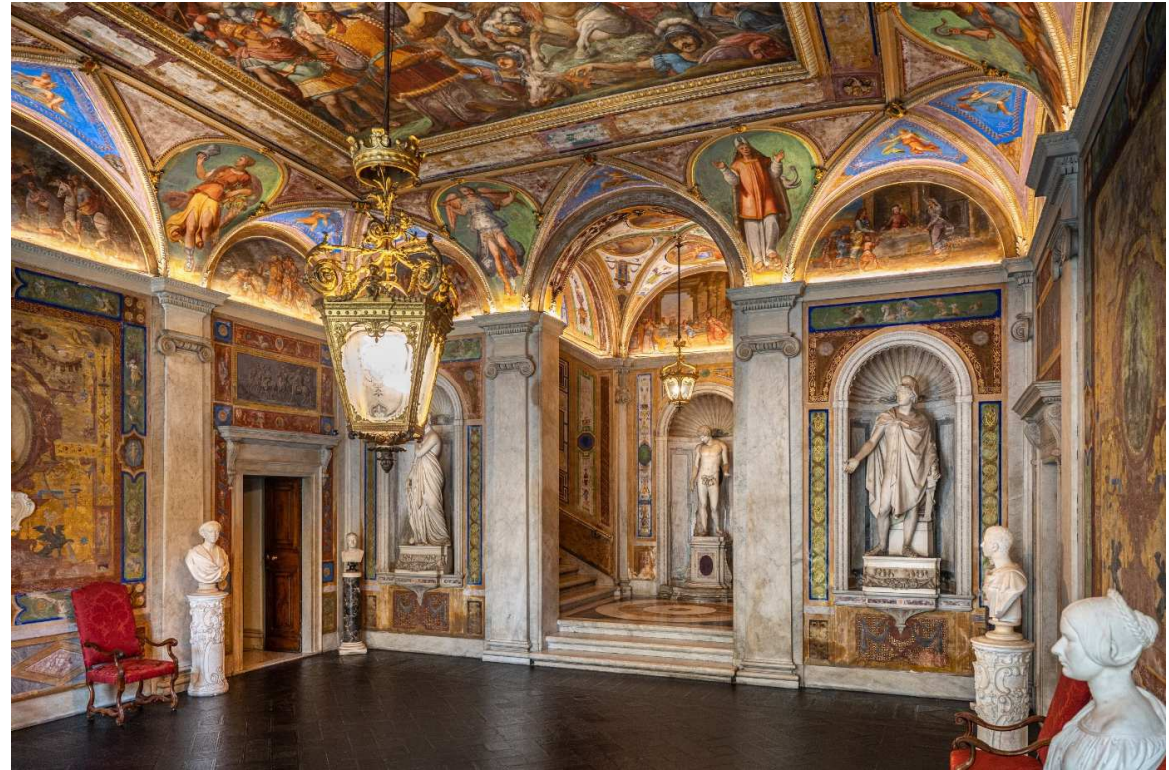
## HOW TO PROMOTE AN UNESCO SITE AND ITS EVENTS

In 2003 the municipality of Genoa decided to organize a first pilot event "**Rolli Days**", to allow the public to get to know the city's UNESCO heritage.

Most of these palaces are now private residences, offices and museums.

In the following years, the Municipality decided to develop **two editions per year of this event**, in spring and autumn, to promote and spread the knowledge of the Unesco heritage in Italy and abroad.

Over the years **the number of visitors has increased** and citizens have also discovered and appreciated the heritage of their city.



## HOW TO PROMOTE UNESCO HERITAGE : THE *ROLLI DAYS* EVENT

The event has become a fixed appointment on the city's cultural scene and a tool for promoting the UNESCO heritage and the Genoa brand as a tourist and cultural destination on Italian and nearby foreign markets.





# HOW TO PROMOTE AN UNESCO SITE AND ITS EVENTS

In the beginning The UNESCO site and the Rolli Days event were promoted with traditional offline tools (press, TV, radio and leaflet ).



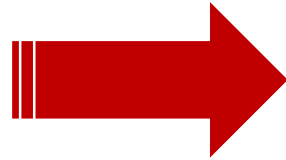

Starting from 2015, more and more digital tools were introduced to support the promotion: social network contents, digital marketing campaigns, dedicated app.





**ROLLI DAYS DIGITAL WEEK - May 2020**

**DIGITAL EVENT ONLY  
ON YOUTUBE AND SOCIAL  
NETWORKS**



Due to the Covid - 19 pandemic, all the events are cancelled and everythings needs to change: the Rolli Days gets **«Rolli Days Digital Week»**

The guided tours of the Palazzi dei Rolli become **wonderful videos**, in wich young «science communicators» tell the public the historic buildings.

The videos became an oline collection to show to all Italian and foreign people this inestimable richness and italian beauty.

## ROLLI DAYS DIGITAL WEEK - May 2020

The event moves to a dedicated landing page which becomes a TV channel, where videos are published for a week, on set days and times

[www.visitgenoa.it/rollidays-online/](http://www.visitgenoa.it/rollidays-online/)

72 videos are produced and published on the landing page and on the Youtube Playlist Genova More Than This

[www.youtube.com/playlist?list=PLisNxdJaZJKvkeMMKDK3EAuaMwkicD-Gw](https://www.youtube.com/playlist?list=PLisNxdJaZJKvkeMMKDK3EAuaMwkicD-Gw)





# Youtube playlist

The screenshot shows a YouTube interface with a search bar containing 'rolli days'. The main video player displays a promotional image for 'Rolli Days Digital Week' with the text: 'I Palazzi dei Rolli come non li avete mai visti. Vivi un'incredibile viaggio digitale. 16-23 Maggio 2020'. The video title is 'Rolli Days Digital Week 16 - 23 maggio 2020 - Cosa sono i Rolli' and it has 114,279 views as of May 4, 2020. A playlist on the right lists six videos, each with a thumbnail and duration. At the bottom right, there is an advertisement for 'DOMESTIKA' featuring a woman's face.

rolli days

## Rolli Days Digital Week

I Palazzi dei Rolli come non li avete mai visti.  
Vivi un'incredibile viaggio digitale.

16-23 Maggio 2020

GENOVA  
MORE THAN THIS

Rolli Days Digital Week 16 - 23 maggio 2020 - Cosa sono i Rolli  
Genova More Than This - 1/72

- 1 Rolli Days Digital Week 16 - 23 maggio 2020 - Cosa sono i Rolli  
Genova More Than This 3:01
- 2 Rolli Days Digital Week 16 - 23 maggio 2020 - Ti aspettiamo!  
Genova More Than This 2:06
- 3 Rolli Days Digital Week - Novità Esclusiva: Palazzo Tomaso Spinol...  
Genova More Than This 0:59
- 4 Rolli Days Digital Week - Novità Esclusiva - Palazzo Sinibaldo...  
Genova More Than This 0:44
- 5 Rolli Days Digital Week - Palazzo Giacomo e Pantaleo Balbi...  
Genova More Than This 0:59
- 6 Rolli Days Digital Week - Novità Esclusiva- Palazzo Interiano...  
Genova More Than This 0:59

© Natália Dias  
DOMESTIKA

## WEB CAMPAIGN AND SOCIAL MEDIA MARKETING - May 2020



The digital event is promoted for one months (from April to May) through a web and social media campaign to communicate the new format and, at the same time, maintain the traditional appointment with Rolli Days.

The goal of the campaign was:

**promote** knowledge of Hunesco Heritage of Genoa through an immersive digital experience

**bring** the audience to the landing page and the video schedule.

### MEDIA CHANNEL USED





## Social FB and IG Advertising



## Social FB and IG Advertising



**Genovamorethanthis**  
Sponsorizzato

Dal 14 al 16 maggio tornano i Rolli Days: un affascinante viaggio alla scoperta dei Palazzi e delle Ville genovesi, che riaprono le loro porte e si raccontano online con tanti video inediti. Tra affascinanti storie di artisti e tour nelle ville aristocratiche più suggestive, il viaggio nella bellezza continua.

**Tornano i Rolli Days!**  
14-16 maggio

Scopri di più

Scopri tutti i video inediti

**Rolli Days**  
Live & Digital

**14-16 Maggio**

**GENOVA**  
MORE THAN THIS

**Genovamorethanthis**  
Sponsorizzato

A maggio immergiti nelle meraviglie di Genova tra palazzi e ville aristocratiche,... Altro...

**14-16 Maggio, Genova**  
Il viaggio nella bellezza continua...

VEN, 14 MAG - 16 MAG  
**Rolli Days Live&Digital 14-16 maggio 2021**

MI INTERESSA



## Main videos on YOUTUBE Genova More Than This





## WEB CAMPAIGN AND SOCIAL MEDIA MARKETING - May 2020

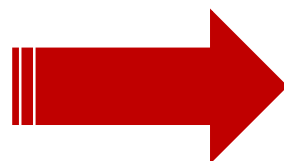
### RESULTS

900.000 video views  
1.400.000 social users reached  
over 70.000 social interactions  
76 national and international press releases, TV and radio



**ROLLI DAYS LIVE & DIGITAL - October 2020 and  
May 2021**

**MIXED MODE EVENT:  
IN PRESENCE, ON  
YOUTUBE  
AND SOCIAL NETWORKS**



With the gradual return to normality and the partial reopening of the events in attendance in Italy, the event comes back to life, also with new digital content being developed to enrich the digital video collection on Youtube.

**ROLLI DAYS LIVE & DIGITAL - October 2021**

**EVENT RETURNS TO PRESENCE**



A week of guided tours in more than 30 palaces

**41.600 visitors**





## Advertising poster



**Rolli Days**  
Live & Digital

**Sette giorni di straordinaria bellezza a Genova**  
[visitgenoa.it/rollidays-online](http://visitgenoa.it/rollidays-online)

04 – 08 Ottobre  
Rolli Shipping Week

09 – 10 Ottobre  
Rolli Days Live & Digital

   
Comune di Genova  
Regione Liguria

**Sponsor di Genova e del Comune di Genova:**  
  

**Web Sponsor:**  

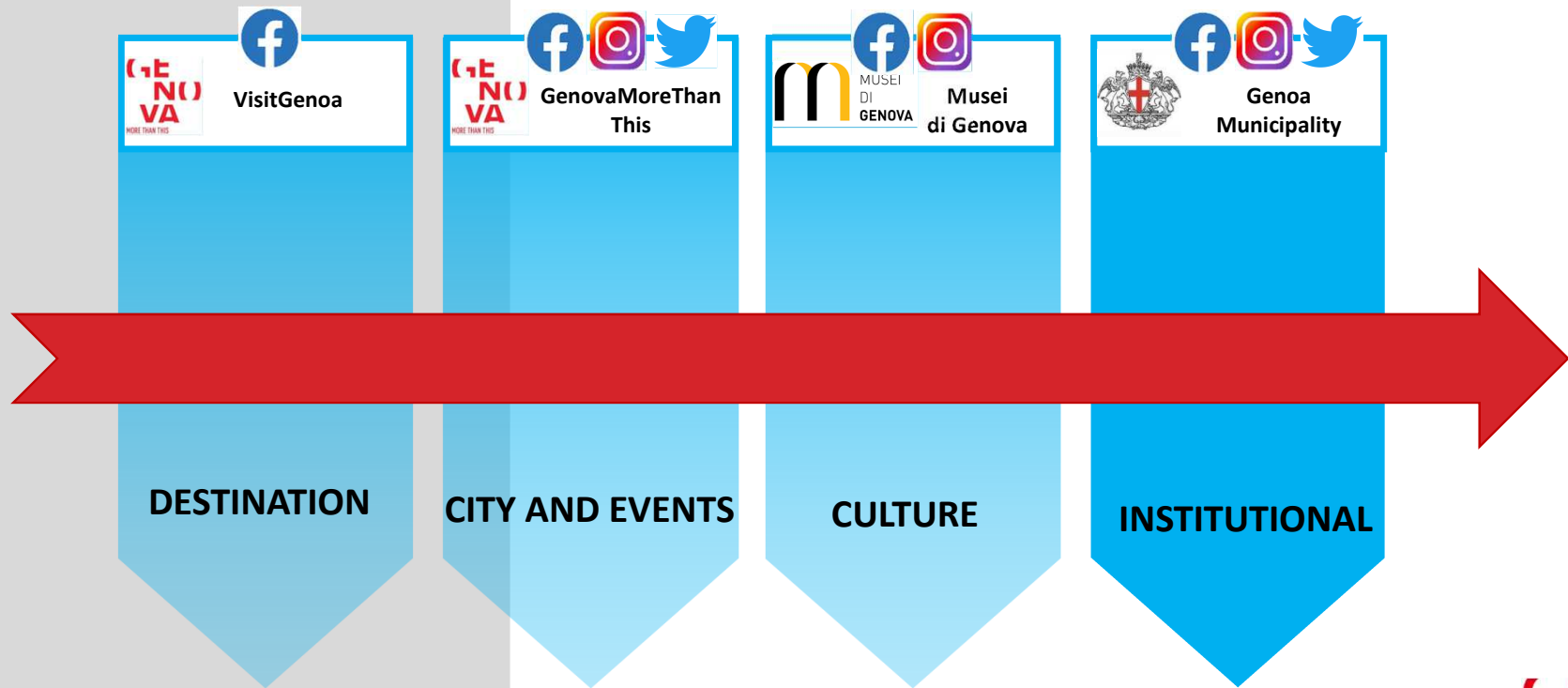

**Sponsor:**  
 

**Media Partner:**  


    
COMUNE DI GENOVA THE OCEAN RACE GENOVA 2022

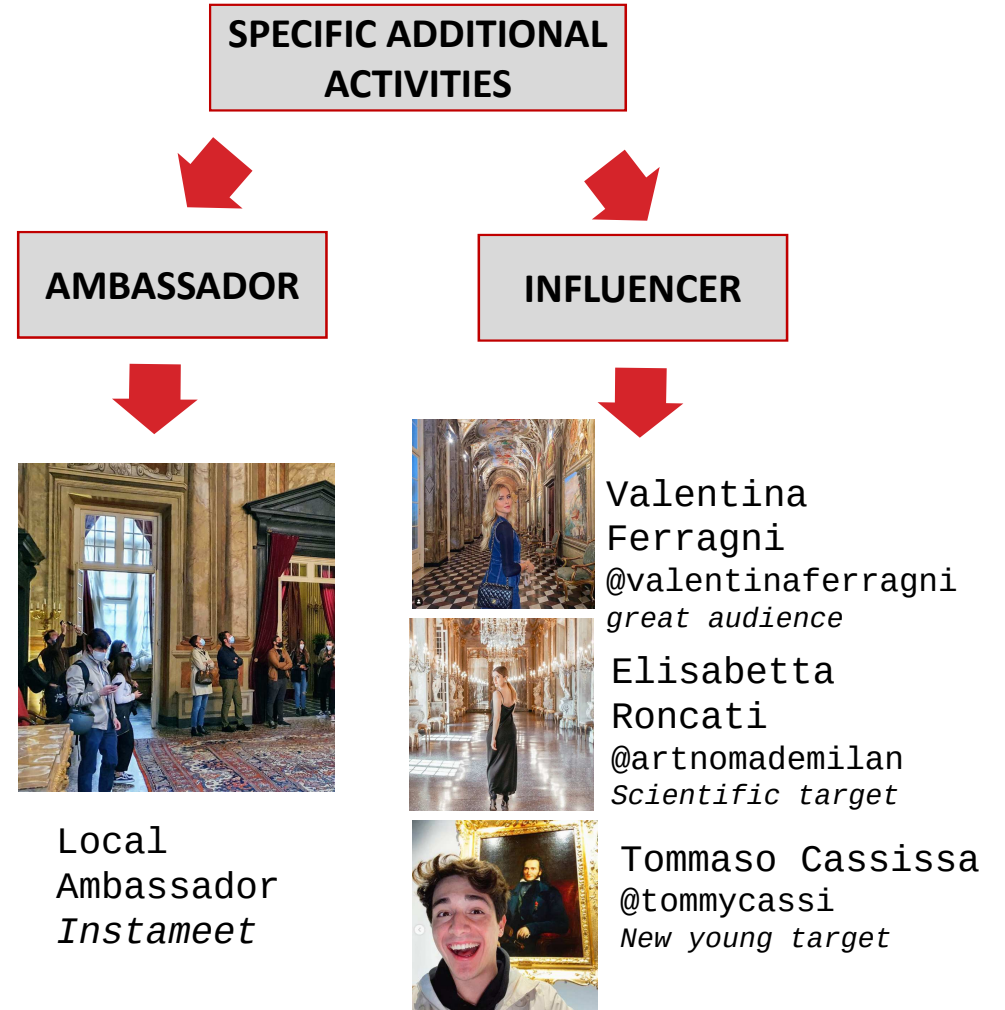
## ORGANIC SOCIAL STRATEGY

Organic social is any social media activity without a paid promotion, that integrates and completes paid communications and takes shape on the various social channels of the Administration, by modulating the tone of voice and the frequency of the message based on the objectives and on the target of the channel.



# ORGANIC SOCIAL STRATEGY & INFLUENCER MARKETING

The communication of an event as Rolli Days is enriched by some special actions, such as, for example, the involvement of Local Influencers (Social Ambassadors) and of Influencers of national importance.





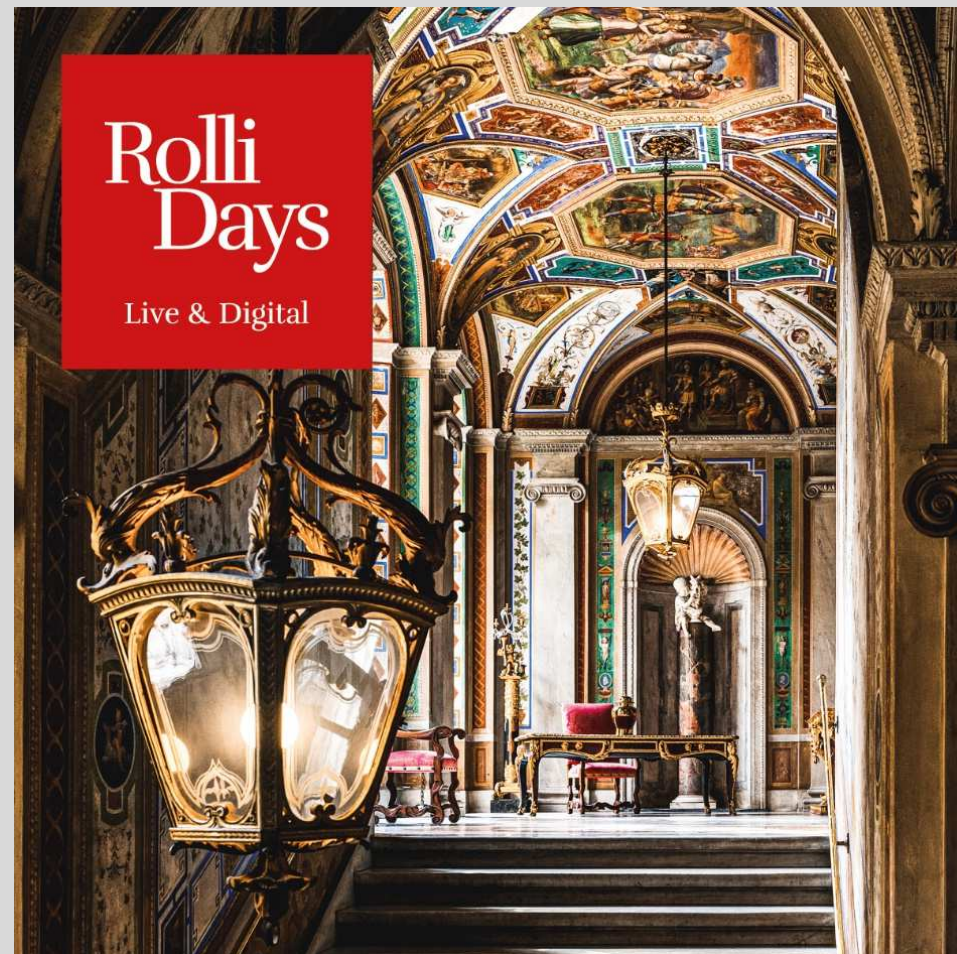
COMUNE DI GENOVA

# ROLLI DAYS LIVE&DIGITAL MAY 2022

WE ARE WAITING FOR YOU IN  
GENOA!  
STAY TUNED!

<https://www.visitgenoa.it/rollidays-online/>

 THE OCEAN RACE  
GENOVA THE GRAND FINALE 2022-23



**GENOVA**  
MORE THAN THIS

***THANK YOU!***



**Rolli Days Live & Digital** is an event promoted and organized by the Municipality of Genoa in collaboration with the Genoa Chamber of Commerce, the Ministry of Culture – Regional Secretariat of Liguria, the Rolli Association of the Genoese Republic; University of Genoa.

Scientific direction: prof. Giacomo Montanari