

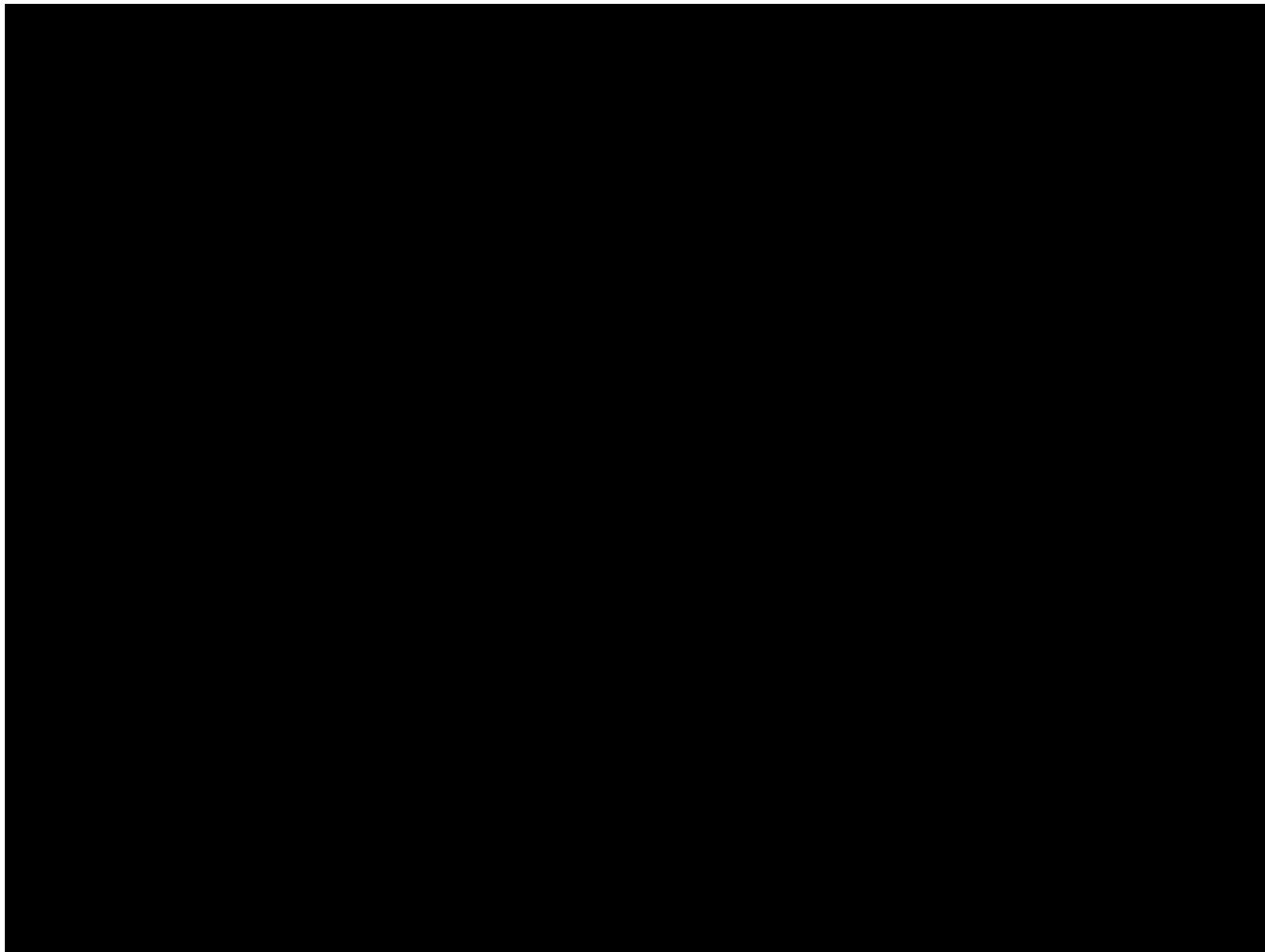


Legends of Catalonia

The VR video game



**What we're about to show you
has never been done before.**





Legends Of Catalonia

It's the first tourism campaign where a virtual reality video game is used to promote a destination.



Legends Of Catalonia

It uses innovative techniques to capture landscapes, places and famous figures in a hyper-real way.



Legends Of Catalonia

It brings Catalonia to the rest of the world in an
immersive experience



Where you can feel the draft
from the wings of St. George's
dragon.



You can play a game of *harpastum* in
ancient Tarraco with Carles Puyol



Be captivated by imposing views of
Montserrat



or even prepare a delicious
dish with the Roca brothers.



Legends Of Catalonia

It has five A-list protagonists.



**Which will guide you through different challenges
until you complete them and discover St. George's
secret diary.**



Legends Of Catalonia...

...lets you discover Catalonia's history and sights in an entertaining yet informative campaign.



Legends Of Catalonia...

... is a campaign that has already triumphed in the US, the country where it was launched for the first time.





+400.000

Videogame
downloads

x22

Growth of the US visitors to
the web

20 Mill

Impressions only in
New York

500.000€

The informative valuation in
non-paid media

300.000

Have visited the murals
every week

220.000

Views of the 360°
video in Youtube



Legends Of Catalonia...

...is being recognized in fairs
and festivals.



JAPAN
TOURISM
AWARDS



INSPIRATIONAL



Legends Of Catalonia...





**And most important of
all...**

...what makes it different?



- 1 Its **INNOVATION**, using a trending format.
- 2 Its **CONTENTS**, which strike a balance between entertainment and information and make Catalonia an essential part of the story.
- 3 We're working with **SONY**, one of the biggest players in the entertainment industry.



4 This campaign is aimed both to
VR users and non-users.

5 We have a **360°** media plan that
maximizes both coverage and affinity.

6 It has a dragon.



Thank you travellers

