

The 4th Transnational Mobility in Fălticeni, Romania

The marketing group (Marta, Ivor & Tin)

Identifying and analyzing the target group

- Young travelers between the ages of 18 and 30.
- People looking for new and cheap travel destinations.
- Travelers interested in, not only big cities, but also the countryside and its beauties.
- People who try to lead a healthy and eco-friendly life.

Creation of a new logo and app name

- Because of smaller legal difficulties, it was imperative that we find a new name and logo.
- The name that was chosen, by majority vote, was “Permetior mApp”. The name translated from Latin means “to travel” and it was chosen because it symbolizes what people can expect from our app, and that is easy, cheap and practical travelling. While the capital A distinguishes the words Mapp and App.

Creation of an eco-route through Romania

- An eco-route was devised in hope of promoting eco-tourism and a healthier lifestyle by travelling by bike or other cheap transport vehicles.
- The route is planned to last 5 days, but it can of course last longer if the young traveler wishes to explore the nature and do some sightseeing.
- The route also tells the traveler where to stay and how much he will have to pay for a sleep in certain hotel/hostel. It also offers some lunch/dinner options that promote local and eco-friendly food.

Developing the strategy for increasing popularity

- The Instagram page was put into business mode, which allows us to connect it with multiple other social media and simultaneously post on all of them.

- We created a new system in which every person will participate in posting the pictures for the Instagram page. The system consists of a few rules which dictate when and how each person will post the picture.

- alongside the Instagram profile and it's changes, our first Facebook page was also created in order to help us promote some traveling habits and our Instagram page which will provide all fundamental pictures for our app