

An aerial photograph of the Teplicko tourist area in the Czech Republic during sunset. The landscape is a patchwork of green fields and yellow rapeseed crops. In the center, a hill features the ruins of a castle with two prominent towers. The background shows rolling hills and mountains under a warm, orange sky. The text "The tourist area Teplicko" is overlaid in white, bold font across the middle of the image.

The tourist area Teplicko

My relationship to Teplicko

- very positive relationship because:
- I studied at High school in Teplice - lots of friends
- the majority of my family live here (brother with family, my grandparents)
- really beautiful places - lots of parks, restaurants, cafes
- plenty of events - farmer's markets, music festivals as Little Paris, yearly opening weekend of spa season

Basic information

- in north of Bohemia
- the oldest spa in Europe
- the longest cableway to Komáří vížka in Eastern Europe
- lots of parks - a connected system of parks through the city
- mountains - Doubravka, Komáří vížka, Milešovka (the queen of Czech Central mountains)
- in the past - Teplicko was a favorite place of people and famous personalities from all over the world (Beethoven, Sissi)- called Little Paris

My inspiration



 znojmocity.cz ⋮

1:02


NOVINKY
ZE ZNOJMA

 Watch IGTV Video 

743 views

znojmocity.cz Novinky ze Znojma ·  12. díl
Novinek ze Znojma je tu! A dnes opět trochu speciální téma 🙌 Nová tvář nejen Novinek ze... more

Design of logo

na
Teplicku

Hudbci na
Teplicku

na
Tep
lic
ku

na
Tep
lic
ku
aktivní
sport



The specific form of language

- it can be signature of Teplicko
- based on humorous and absurd questions about the places and attractions
- Do you know what plants play like?
- Do you know what Little Paris sounds like?

Posters

3 levels of posters

image posters

information posters

two posters - question and answer



na Tep licku

Víš, jak se svítí
u nás ve vaně?

Thermalium
Beethoven

www.nateplicku.cz

#nateplicku

The mascot - Pig Doubravka

- One of the most important communication channel for attracting new tourists (families with children).
- is a soft toy - gift item
- based on Doubravka Mountain, where it lives, which is associated with the rumor of finding thermal springs.
- has an appearance, changes clothes or accessories according to the situation, character, and specific form of language for communication with children.

Dětské léto **nai**
Teplícku

Chrooooozně
se už těším!

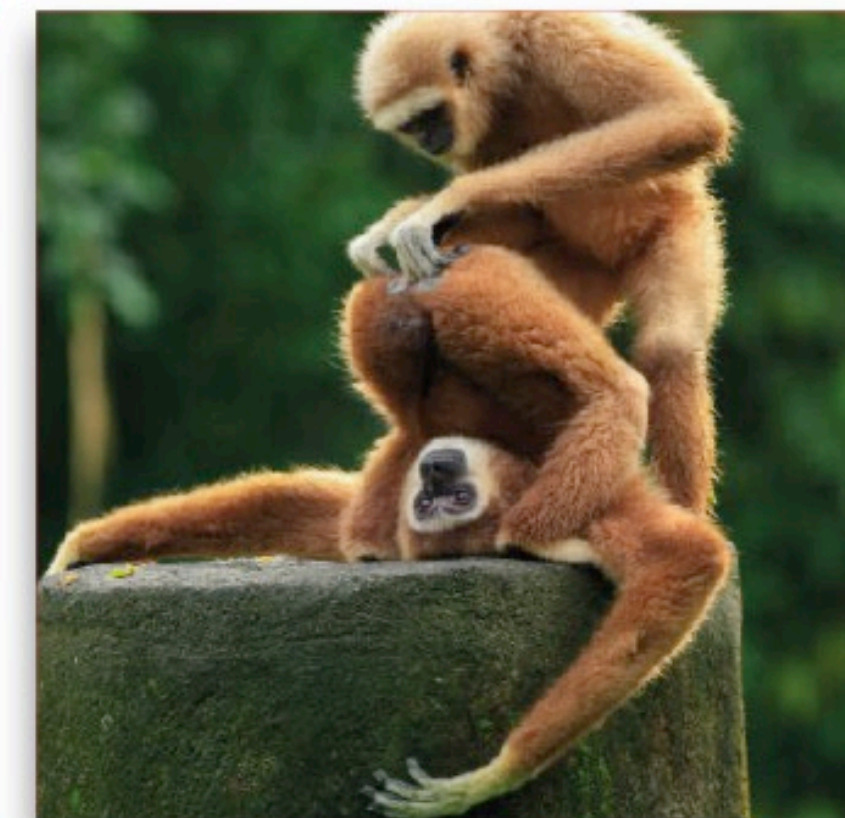
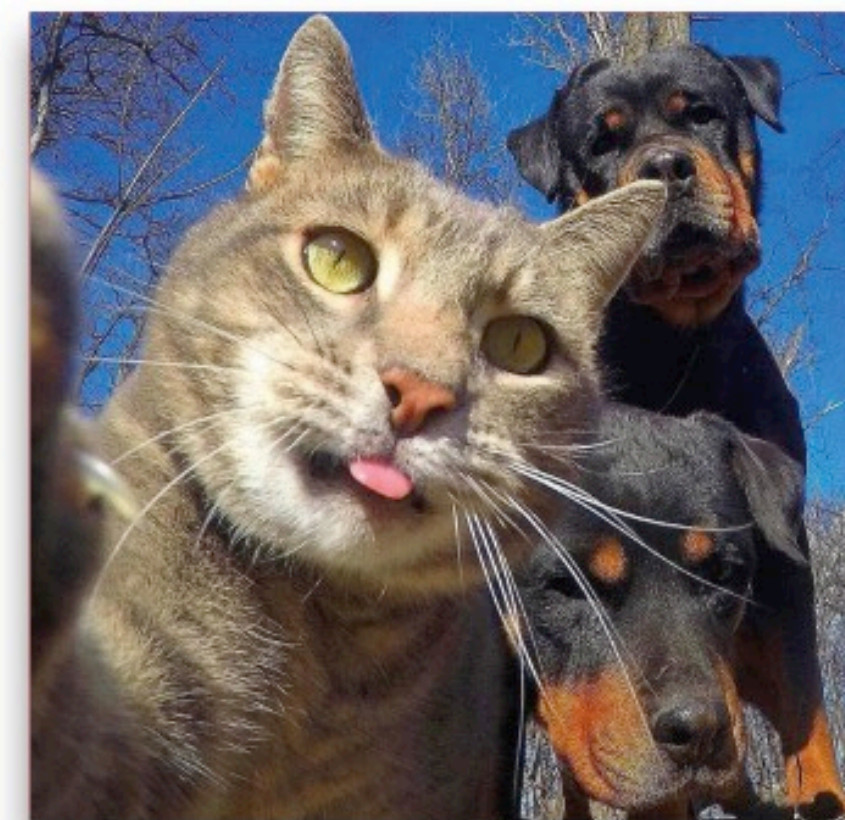
Doubravka

www.nateplicku.cz

#doubravkanateplicku

Online communication

- target group - young people and families with children
- Instagram, Facebook
- #nateplicku
- funny posts
- posts of events
- tips for trips
- posts of Pig Doubravka
- Filter on Instagram





naTeplicku



na
Tep
lic
ku

S prasátkem
Doubravkou



2021 likes

naTeplicku Kvi, kvíííí, už si byl u mě na návštěvě?

[View comments](#)



naTeplicku



na
Tep
lic
ku

12. 7. 14.00
Malá Paříž



1345 likes

naTeplicku Víš jak zní Malá Paříž?

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naTeplicku



na
Tep
lic
ku

tip
na výlet



1980 likes

naTeplicku Už jste se byli projet naším vláček Humboldt?

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Merchandising



Jsem
chroozně cool!

Doubravka

Tvůj zápisník **na**
Teplickou



Deník z cest **na**
Teplickou





na
Tep
lic
ku

se toho
nebojíme!

na
Tep
lic
ku

na výlety
na nákupy

na
Tep
lic
ku

se ráda
nosím

Víš, jak my
na severu?

#nateplicku

Víš, jak se svítí
u nás ve vaně?

#nateplicku





**Thank you
for your
attention!**