

CAMPAIGN 1



Content



BIG IDEA 1

Idea Implementation description

Project map

Communication channels & mechanics by AISAS



Project goals

Make Turkey the

MOST DESIRABLE DESTINATION

in the world

Promote Turkey as a country that offers

UNIQUE NEW EXPERIENCES

Get rid of cliché

“Turkey is summer only, sun, beach and all inclusive”

Meeting point: places



Turkey is an absolutely different worlds crossroad

Mysterious languid **EAST & WEST** rushing into the future.

Ancient cities protected by **UNESCO** and **YOUTH FESTIVALS** gathering international crowd.

Sparkling **SKI RESORTS** and magnificent

WHITE SAND BEACHES

Meeting point: people



Turkey is an amazing country that collects **DIFFERENT PEOPLE** and welcomes them with endless opportunities for **NEW EXPERIENCES**

As much attractive, juicy, bright, exciting and intriguing ... as in a **HOLLYWOOD MOVIE** Imagine yourself in a movie with your **FAVORITE STARS**... you can definitely get such experience in **TURKEY**

Big Idea

CO-CREATE a **MOCUMENTARY**
COMEDY BLOCKBUSTER about Turkey
together with Hollywood team and target audience
Not a commercial reel but a real movie with
Hollywood stars: **GEORGE CLOONEY**
& **ANDY GARCIA** from “Ocean’s 11”



A black and white film strip graphic in the top left corner.

Big Idea

Famous **HOLLYWOOD ACTORS**

guarantee campaign **SUCCESS**,
attract international audience attention and work as the
BEST OPINION LEADERS

Main trick is to involve **TARGET AUDIENCE** into the process of a movie

CO-CREATION which will generate a hectic sharing and bring people

UNIQUE EXPERIENCE about Turkey

All campaign support materials are created in the style of a movie promotion campaign – trailers, posters, premieres



Turkey



COME
TOGETHER!

MEETING POINT:



GEORGE CLOONEY

TURKEY



ANDY GARCIA

FILM DIRECTOR ROBERT WARRICK STARRING GEORGE CLOONEY ANDY GARCIA SUHAILI ANTONIO CASTRO HAN HANG NATALIE BEEREN HANU OSMAN UGUR BESELEENIK FILM DIRECTOR ROBERT WARRICK STARRING GEORGE CLOONEY ANDY GARCIA SUHAILI ANTONIO CASTRO HAN HANG NATALIE BEEREN HANU OSMAN UGUR BESELEENIK ANDY GARCIA ... TERRY AND JIMMY HAD SUPPORT IN PROD GETTING ON THE POLICE OF THE POLICE ... TERRY AND JIMMY HAD SUPPORT IN PROD GETTING ON THE POLICE OF THE POLICE ... TERRY AND JIMMY HAD SUPPORT IN PROD GETTING ON THE POLICE OF THE POLICE ...



Meeting point: Trends



Crossing of trends: **SERIES** that became very popular for the last 3-4 years and
CROWD-SOURCING TECHNOLOGY

MOCUMENTARY – is a type of film or television show usually with elements of comedy in which fictitious events are presented in documentary format

USER GENERATED VIDEO made by amateurs mixed with
PROFESSIONAL HOLLYWOOD CONTENT
to make a unique mocumentary movie





Synopsis



GEORGE CLOONEY & ANDY GARCIA play the roles of themselves
Relaxed and confident old friends that come to Turkey to get a quality multi experiential vacation.

People start noticing and recognizing them trying to guess:

WHAT ARE THEY DOING HERE?

Main heroes just say:

WE WON'T MAKE IT – WE NEED MORE PEOPLE!

They invite everybody to come to Turkey and join them in completing the mission:
take part in the movie creation & get really unique experience

The movie is created according to the model of popular projects:
“Paris, I love you” and “New York, I love you!” and Nespresso commercials
Film directors and script writers from different countries create

**3 EPISODES ABOUT FRIENDSHIP, TRAVELLING, NEW
EXPERIENCE**

User generated content integrated into the Hollywood movie guarantees

BIG SOCIAL RESONANCE



Mechanics



Complete movie consists of a **3 SHORT EPISODES**

which are released **EVERY 3 MONTHS**

All Episodes are pre-filmed but leave the space for user generated content integration

Such approach gives the time to **ENGAGE TARGET AUDIENCE**

to take part in various **ACTIVITIES** and fulfill the **TASKS**

from main heroes & film-director

step by step opening **NEW OPPORTUNITIES**

and getting **NEW EXPERIENCE** on every campaign stage

In the end of the year a complete movie is presented on a big

PREMIERE PR-EVENT IN TURKEY

with actors, film director and other participants

Additional characters



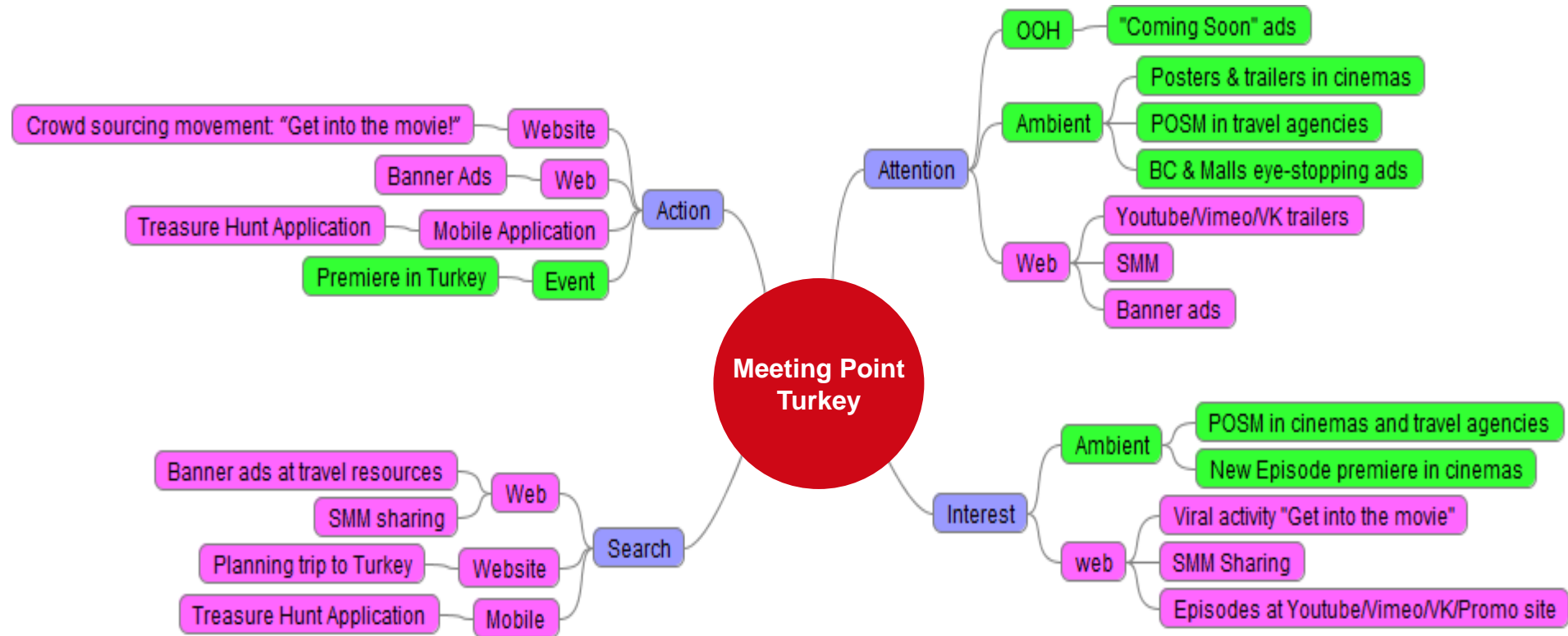
Secondary heroes are **PROFESSIONAL ACTORS** from different countries (to cover all target groups).

BRIGHT RECOGNIZABLE CHARACTERS (stereotypes) of different origins, ages, skills, interests and genders.

They bring fun and active wave into the movie. Their profiles should cover all Target audience segments.



A I S A S
attention interest search action sharing



1 Stage: Attention



A decorative graphic of a film strip in the top-left corner, curving downwards and to the right.

1 Stage: Attention

MOVIE TRAILER AND TEASER POSTERS

offline: billboards, posters in cinema theaters and travel agencies, movie trailer in cinemas, rear projection film in business centers

online: video sharing resources, social media seeding, banner ads: travel and cinema resources, project portal

A photograph of a movie theater with rows of red seats in the foreground. On the screen, a close-up of George Clooney is shown. He has grey hair and is wearing a dark suit jacket over a white shirt and a blue tie. He has a serious expression and is looking slightly to the left of the camera. The background behind him is a blurred interior with warm, golden lighting. Overlaid on the left side of the screen is the text "COME TOGETHER!" in large, white, bold, sans-serif capital letters.

**COME
TOGETHER!**

Rear projection film



Can be laminated onto transparent glass or plastic
Video is projected on any glass surface in business
and trading centers



Project portal

The image shows a screenshot of a web browser window on an Apple Mac. The browser's address bar contains the Google search engine. The website's navigation menu includes links for 'about film', 'starring', 'creators', 'foto', 'trailer', and 'press kit'. The main content area features a large graphic with the text 'COME TOGETHER!' in white, set against a background of colorful, patterned fabric. Below this, the names 'ANDY GARCIA' and 'GEORGE CLOONEY' are listed above the title 'MEETING POINT: TURKEY'. A video player is visible in the bottom right corner, showing a play button over a landscape scene. The browser's window title is 'Apple - Mac'.

Apple - Mac

Google

Apple Yahoo! Smith switchtoamac Apple Money Email News Sports Shopping Travel Photography ixfo Other Sikh

[about film](#) [starring](#) [creators](#) [foto](#) [trailer](#) [press kit](#)

Turkey

COME TOGETHER!

ANDY GARCIA GEORGE CLOONEY

**MEETING POINT:
TURKEY**

[Episode 1](#) [Episode 2](#) [Episode 3](#)

▶

Meeting Point: Turkey

http://www.facebook.com/MeetingPointTurkey

Yves Marcha...hotography Josef Schulz...he Arbeiten Tag with Nuji БИОМЕТРИЧЕ...anpas.com

facebook Search for people, places and things Find Friends Home



MEETING POINT: TURKEY
28,726 likes · 430 talking about this

Country About Photos Likes Notes 5

You can join the co-creative process of a new movie in Turkey

28,726

Highlights

Post Photo / Video Music

Write something...

August 21 shared a link.
www.meetingpointturkey.com

Recent Posts by Others See All

- Facu Acevedo Great news! 6 hours ago
- Joel Franco Pleased to join you! 7 hours ago
- Amir Bah Can't wait to see the movie... 8 hours ago

More Posts

+ Create A Page

Now August 2012 2011 Joined Facebook

Sponsored See All

Майки поло на eBay Мир покупок на eBay с доставкой в Россию

Стильные часы из Китая! Rutaobao.com – официальный партнер Таобао в России! Модные часы с доставкой из Китая!

Land Rover на ММАС Участвуй в конкурсе Land Rover во время ММАС

TJUNKS "Instagram for video" Like & Download Free

Like · 17,013 people like this.

Выставка "Реклама-2012" reklama-expo.ru Мастер-классы от гуру рекламы. Креатив, тренды, технологии. Получи билет!

Chat (10)

FaceBook page

2 Stage: Interest





2 Stage: Interest



VIRAL DIGITAL ACTIVITY “GET INTO THE TRAILER!”

MECHANICS:

Participants take video following the given directions
and upload on the project site

Video is integrated into the trailer (special software)

SHARING:

Participants seed the trailer

Trailer brings new participants to the project site

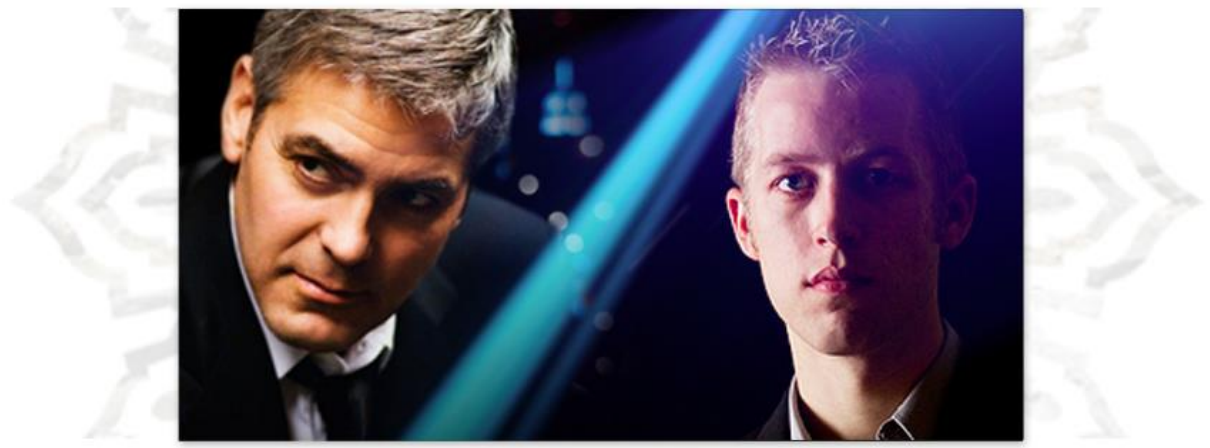


GEORGE CLOONEY

TURKEY

ANDY GARCIA

FILM DIRECTOR ROBERT WARRIANT, SHARRING, SERGIY SERGEYEVICH AND GARYA SQUA MIZI ANTONI CASTRI, ANI MARE, NAYLA YERENAL HAN DARI, KILAB BEPPELENNA, FILM DIRECTOR ROBERT WARRIANT, SHARRING, SERGIY SERGEYEVICH AND GARYA SQUA MIZI ANTONI CASTRI, ANI MARE, NAYLA YERENAL HAN DARI, KILAB BEPPELENNA, ADI PASSE, - TERNI, ANI ANI ODE, ANI TAKI PART IN A PROJECT YOU CAN OWN THE COUSURE PROCESS OF ANI MARE IN TURKEY, DONI MIS PASI UNDE SPERENAL ADI PASSE, - TERNI, ANI ANI ODE, ANI TAKI PART IN A PROJECT YOU CAN OWN THE COUSURE PROCESS OF ANI MARE IN TURKEY, DONI MIS PASI UNDE SPERENAL, FILM DIRECTOR ROBERT WARRIANT, SHARRING, SERGIY SERGEYEVICH AND GARYA SQUA MIZI ANTONI CASTRI, ANI MARE, NAYLA YERENAL HAN DARI, KILAB BEPPELENNA, FILM DIRECTOR ROBERT WARRIANT, SHARRING, SERGIY SERGEYEVICH. WATCH FOR THE NEWS AT WWW.MEETINGPOINTTURKEY.COM



MAKE SHORT VIDEO FOLLOWING THE GUIDE-LINES,
DOWNLOAD HERE AND GET A HOLLYWOOD MOVIE TRAILER
WITH GEORGE CLOONEY, ANDY GARCIA AND YOU!

2 Stage: Interest



TEASER REVEAL:



PREMIERE of a new Episode every 2 months:

3 stories that make up the whole film

with user generated content

Premieres in: cinema theaters and online (vimeo, youtube, project site)

Premieres are integrated to important international sports, arts and cultural events

POSTERS in: cinemas, travel agencies, business and trading centers

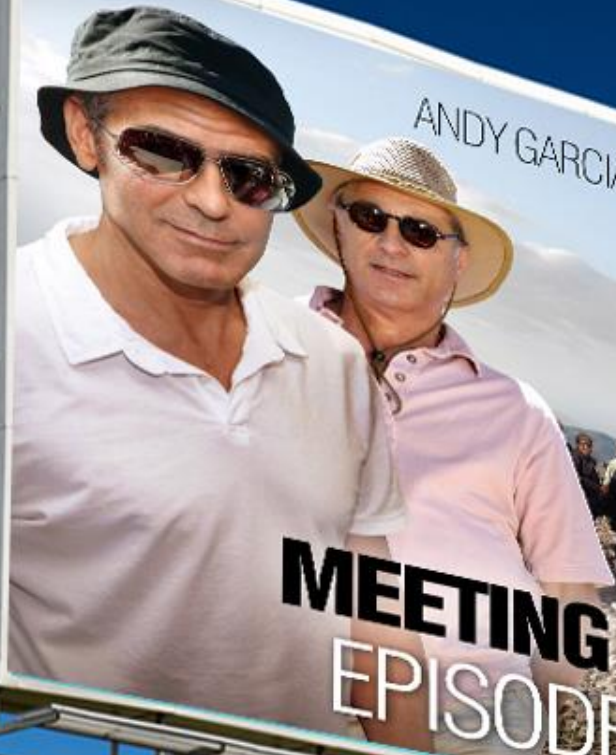


ANDY GARCIA

GEORGE CLOONEY

Turkey

MEETING POINT: TURKEY
EPISODE 1: MARCH 2013



ANDY GARCIA GEORGE CLOONEY

Turkey

MEETING POINT: TURKEY
EPISODE 2: JULY 2013



ANDY GARCIA GEORGE CLOONEY

Turkey

MEETING POINT: **TURKEY**
EPISODE 3: OCTOBER 2013



ANDY GARCIA GEORGE CLOONEY

Turkey

MEETING POINT: TURKEY

EPISODE 1: MARCH 2013


The poster features a large portrait of George Clooney on the left. To his right, a group of people is shown relaxing in a natural hot spring. The background shows a rocky, terraced landscape under a clear sky. The text 'ANDY GARCIA GEORGE CLOONEY' is written in a white, sans-serif font at the top. The word 'Turkey' is written in a stylized, handwritten font with a red flame-like graphic above the 'y'. The main title 'MEETING POINT: TURKEY' is in large, bold, black and red letters, and 'EPISODE 1: MARCH 2013' is in white below it.

360 TOLUVA
BOPHA

The poster has a black and white striped background. It features a small image of a person's face in the upper right corner. Below the image, there is text in a Cyrillic script, including '360 TOLUVA' and 'BOPHA'. The overall design is abstract and graphic.

3 Stage: Search





3 Stage: Search



PLANNING TRIP TO TURKEY to become movie co-creators via partners' resources generated on the project-site

SEARCH for Treasure Hunt riddles and quests decisions



Say goodbye to the daily grind

Check out our tips & articles on big trips.

Explore >

ADVERTISEMENT

Cart: 0

Register

Sign In

WHERE DO YOU WANT TO TRAVEL?



Find a destination

Go



GEORGE CLOONEY

TURKEY

ANDY GARCIA

FLUORESCENT RUMOUR SHARING GEORGE CLOONEY AND GARY SQUALLACE ANTON CASIRO IN HANG NATAI REEFINA VINDAR ILLO DEPLENNA FLUORESCENT RUMOUR SHARING GEORGE CLOONEY AND GARY SQUALLACE ANTON CASIRO IN HANG NATAI REEFINA VINDAR ILLO DEPLENNA... WATCH FOR THE NEWS AT WWW.MEETINGPOINTTURKEY.COM

on New



Savour the secret restaurants and bakeries that Paris locals love

Orleans, Louisiana (BBC)

- Rumours of hijack cause disruption at Amsterdam's Schiphol airport (BBC)
- Tourists saved after Thai boat sinks (SMH)
- Grizzly bear kills hiker in Alaska park (Washington Post)

VIDEO OF THE WEEK

How to play Basque pelota

LONELY PLANET TRAVELLER MAGAZINE

Madrid's nightlife: free PDF guide



GEORGE CLOONEY

TURKEY

ANDY GARCIA

IN OUR SHOP



4 Stage: Action





4 Stage: Action



PARTICIPATION IN CO-CREATIVE PROCESS AND TRIP TO TURKEY USER GENERATED CONTENT

CROWD SOURCING CONTEST: “Get into the movie!”

Communication:

TAKE VIDEO IN TURKEY and become one of the movie co-creators!

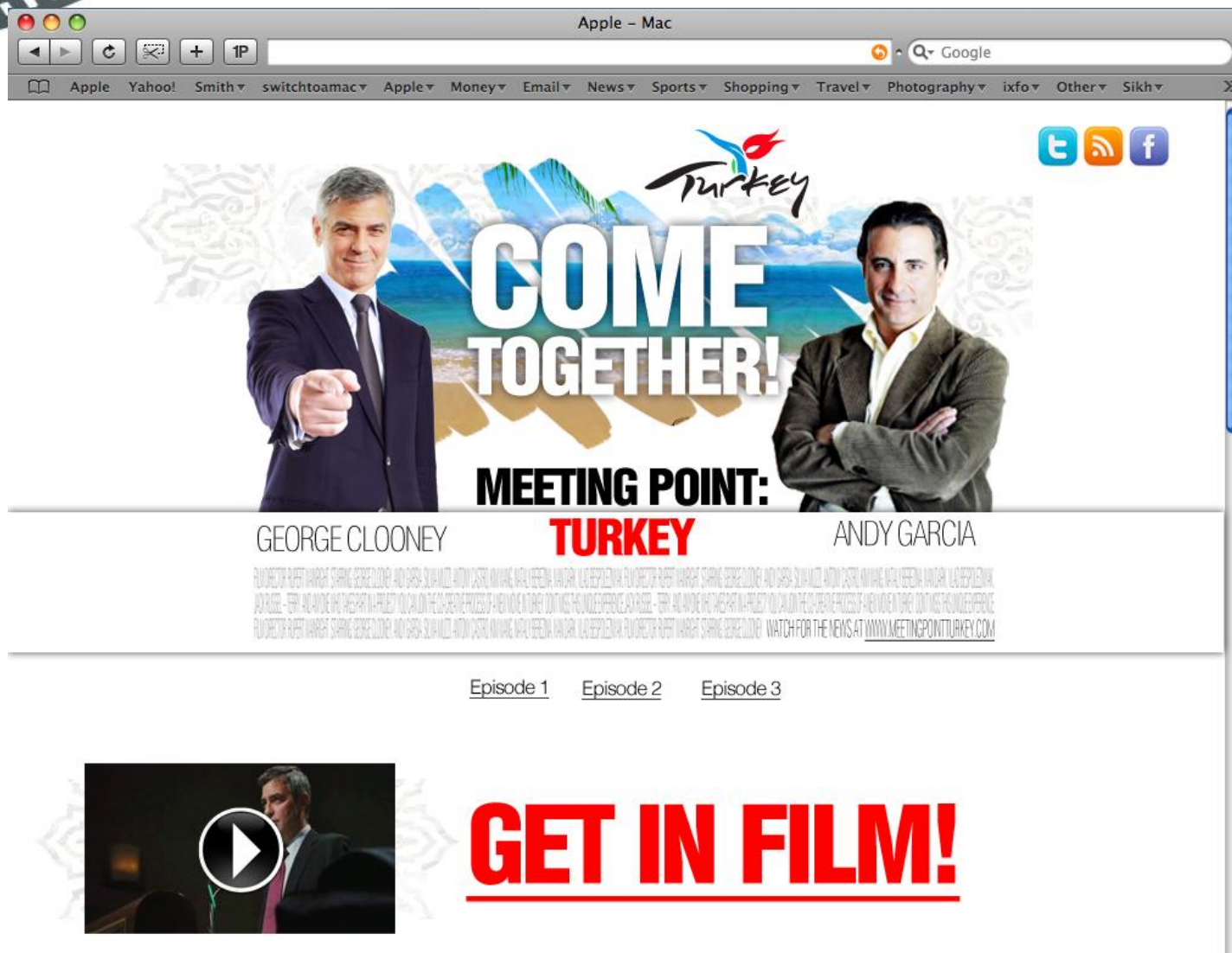
Mechanics:

Participants should make video in different locations in Turkey upon the film director’s tasks – creative loops that can be **INTEGRATED INTO THE MOVIE**

Download on the project portal

SHARING:




Win online voting by attracting as much **“LIKES” FROM FRIENDS** as possible






Apple - Mac

Google

Apple Yahoo! Smith switchtoamac Apple Money Email News Sports Shopping Travel Photography ixfo Other Sikh


COME TOGETHER!

MEETING POINT: **TURKEY**

GEORGE CLOONEY ANDY GARCIA

FLUORESCOR RUFET HANRAH SHARING GEORGE CLOONEY AND GARYA SUHAIMI ANTON CASTRO AN HANG NAWI VEZINA HANCIK KUBESPELINA FLUORESCOR RUFET HANRAH SHARING GEORGE CLOONEY AND GARYA SUHAIMI ANTON CASTRO AN HANG NAWI VEZINA HANCIK KUBESPELINA
JAKRISSE - FERY AND ANOIE WHO WHE PART IN PROJEKT YOU CALON THE CO-OPERATIVE PROCESS OF AHEI WIDE IN GREY CONTING THE UNDERPERFORMANCE AS RASER - FERY AND ANOIE WHO WHE PART IN PROJEKT YOU CALON THE CO-OPERATIVE PROCESS OF AHEI WIDE IN GREY CONTING THE UNDERPERFORMANCE
FLUORESCOR RUFET HANRAH SHARING GEORGE CLOONEY AND GARYA SUHAIMI ANTON CASTRO AN HANG NAWI VEZINA HANCIK KUBESPELINA FLUORESCOR RUFET HANRAH SHARING GEORGE CLOONEY WATCH FOR THE NEWS AT WWW.MEETINGPOINTTURKEY.COM

[Episode 1](#) [Episode 2](#) [Episode 3](#)



GET IN FILM!

4 Stage: Action



MOBILE APP TREASURE HUNT:

Every Episode contains a task participants can fulfill via Mobile Application going to Turkey and collecting photos, videos and information

Tourists should make photos of some checkpoints like "beach sunrise", "ancient ruins" and apply them through the Treasure Hunt App (social sharing included).





4 Stage: Action



CREATE & SHARE YOUR OWN POSTER: INTERACTIVE GAME

Users are offered to use posters elements: backgrounds, pictures of the characters and own photos

MECHANICS:

Create and share your own poster: upload photos, write wording, use the elements you like



4 stage: Action



USER GENERATED MOVIE PREMIERE IN TURKEY

Format: PR event for stars, press and participants

Style: Cinema festival with the Red Carpet

Guests:

- George Clooney and Andy Garcia: communication, photo and autograph sessions
 - Film Directors: movie presentation
 - Secondary actors: photosessions
- Awarding Ceremony for the Authors of the best user generated video integrated into the movie

Premiere in Turkey



THE END
THAT OPENS
NEW POSSIBILITIES!





Resume



Famous **HOLLYWOOD ACTORS**

guaranteed campaign **SUCCESS**,

attracted international audience attention and worked as the

BEST OPINION LEADERS

Taking part in a movie **CO-CREATION**

TARGET AUDIENCE has got

UNIQUE EXPERIENCE about Turkey

Campaign has generated a **HECTIC SHARING!**

CAMPAIGN 2





Goals

To promote Turkey as a unique

MULTI-EXPERIENCIAL

destination

BREAK OLD STEREOTYPES

ENGAGE CUSTOMERS,

make them believe our message



Our milestones

Travelling become multi-experience process:

“COME, SEE, SHARE”

Shared **EXPERIENCE** is what makes the destination image - not conventional advertising

The Tourist become more empirical experienced and sophisticated, they want **CULTURAL EXCHANGE** instead of just money saving

Experience is about **ENGAGING**, not about sights exposure



World best practices in engaging communication

PERSONIFICATION and **“ME TO YOU”** language make tourist feel unique:
personal copy tells the story

Raised New topics

ENGAGE INTO CONVERSATION

Make it personal: find trusted and attractive **BRAND-SPEAKERS** from different countries and ask them to share unique personal experience

Use people's **LIVE EXPERIENCE** – new tourists don't trust ads or travel agencies
they **TRUST PEOPLE**

LOCALS ENGAGE TOURISTS: give locals opportunity to present their country
and they will make tourists come!



Live Experience

Who can tell you the most private, unique, touching and **SINCERE STORIES** about a country or a city?



A person who has spent all of his life there, knows and **LOVES EVERY DETAIL**, every place which is not included in a guide-book



Live Experience

Who can share experience about a country that has once deeply **TOUCHED HIS HEART?**



Real person who would like to **FEEL IT AGAIN** while sharing with others



Live Experience

Who can give a good advice you can **TRUST**?



A person whose **OPINION** is **IMPORTANT** to you





Feel. Love. Share.

Only **REAL PEOPLE** can move you
when they **SHARE** their own
LIVE EXPERIENCE & it comes
from **HEART TO HEART**





Our idea based on
P2P COMMUNICATION
(person to person)

Our goal is to develop
LIVE EXPERIENCE SHARING SOCIAL NET





Communication

Become part of the project: **LISTEN, WATCH AND SHARE**
your own story at www.turkeylive.com

ASK LOCAL if you've got any question about Turkey,
plan your trip basing on **TRUE ADVISES** from real people,
use "**LIVE GUIDE**" to find unique places and experiences
in Turkey



Participants: experts

Trusted people from different countries, **SUCCESSFUL EXPERTS**
in their fields share **LIVE EXPERIENCE** about Turkey
ATL channels (wide coverage via OOH, press, POSM – brings participants)



Jeremy Jones
Pro-rider



Olga Slutsker
World Class Fitness



Deepak Chopra
Physician, Spiritual Guru



Participants: tourists

TOURISTS from different countries share **LIVE EXPERIENCE**
on a social experience sharing net

Best stories go to press and online ads: bring new participants, grow trust



Jessica Todo



Mustaf Kemal



Chon Kann



Participants: locals

LOCALS - people living in Turkey share **LIVE EXPERIENCE** online via social experience net.

Best stories go to press and online ads. People take part in a “Turkey Live Guide” program: online and App



Saadet Isil Aksoy



Suat Atalik



Hikmet Barutcugil



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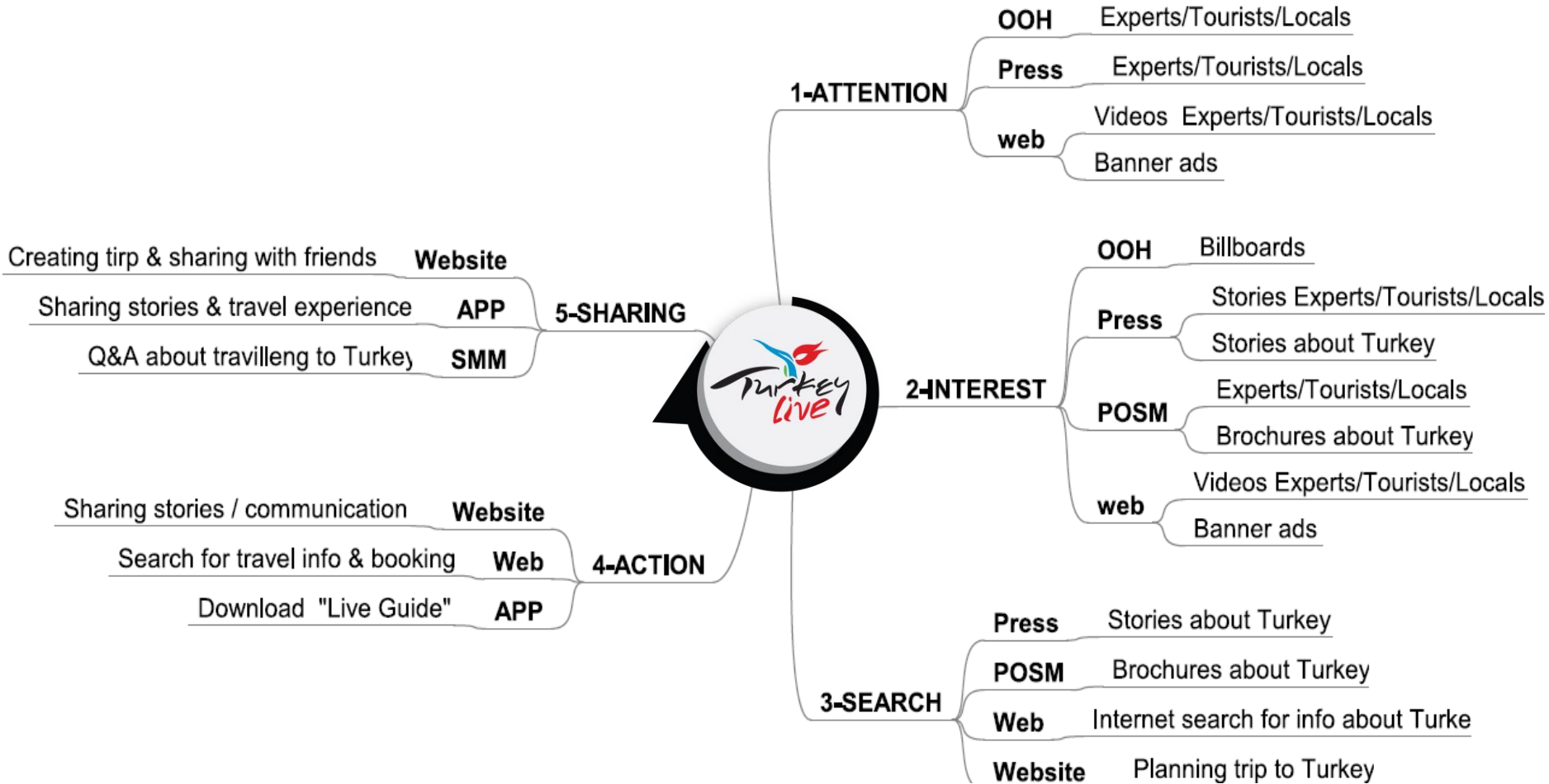
attention

interest

search

action

sharing





**Experts:
LIVE STORIES
(Watch video 2)**





Turkey
LIVE Share.
Feel. Love.

facebook
Jeremy Jones

pro snowboarder, owner of Jones Snowboards,
surfer, climber, founder of Protect Our Winters

Hundreds of years ago, in the northeast of Turkey (Kaçkar) some villagers were enjoying on the snow with a piece of wood. The first snowboarders in the world, Masters of Laz-Board... I was amazed by the story told to me by 80 y.o. man who is still riding a hand-made board with a stick. We rode together and laughed in the snow & sun and that was a really extraordinary experience for me.

WWW.TURKEYLIVE.COM



According to ancient legend, the white cliffs of Pamukkale is a cotton harvest collected by mythical Titans.

Cleopatra, the famous queen of Egypt, came here in order to maintain its legendary beauty.

When I am here I feel a part of history created by great men in ancient times.

facebook / Olga Slutsker

Master of Sports in fencing
The President of the fitness clubs "World Class" and "Fizkult"

The "Turkey LIVE" logo, with "Turkey" in white and "LIVE" in red, accompanied by a stylized bird icon. Below it, the slogan "Feel. Love. Share." is written in a white, handwritten font.

Feel. Love. Share.

WWW.TURKEYLIVE.COM



I've looked at these Turkish ornaments and went deeper. And I realized - there are no extra pieces in the universe. Everyone is here because he or she has a place to fill, and every piece must fit itself into the big jigsaw puzzle.

facebook
Deepak Chopra

- an Indian-born physician, philosopher, writer, public speaker and spiritual guru.



Turkey
LIVE
Feel Live Share

WWW.TURKEYLIVE.COM



Istanbul has always amazed and inspired me. It's an eclectic place where different worlds cross. History, architecture, people... Looking at that you realize how modern technologies should work in one ecologic collaborative system.

Turkey
LOVE
Feel Live Share

facebook
Rachel Armstrong

Architect, scientist, artist.
Innovates and designs sustainable solutions for the built and natural environment.

WWW.TURKEYLIVE.COM





**Experts:
COMMUNICATION
CHANNELS**





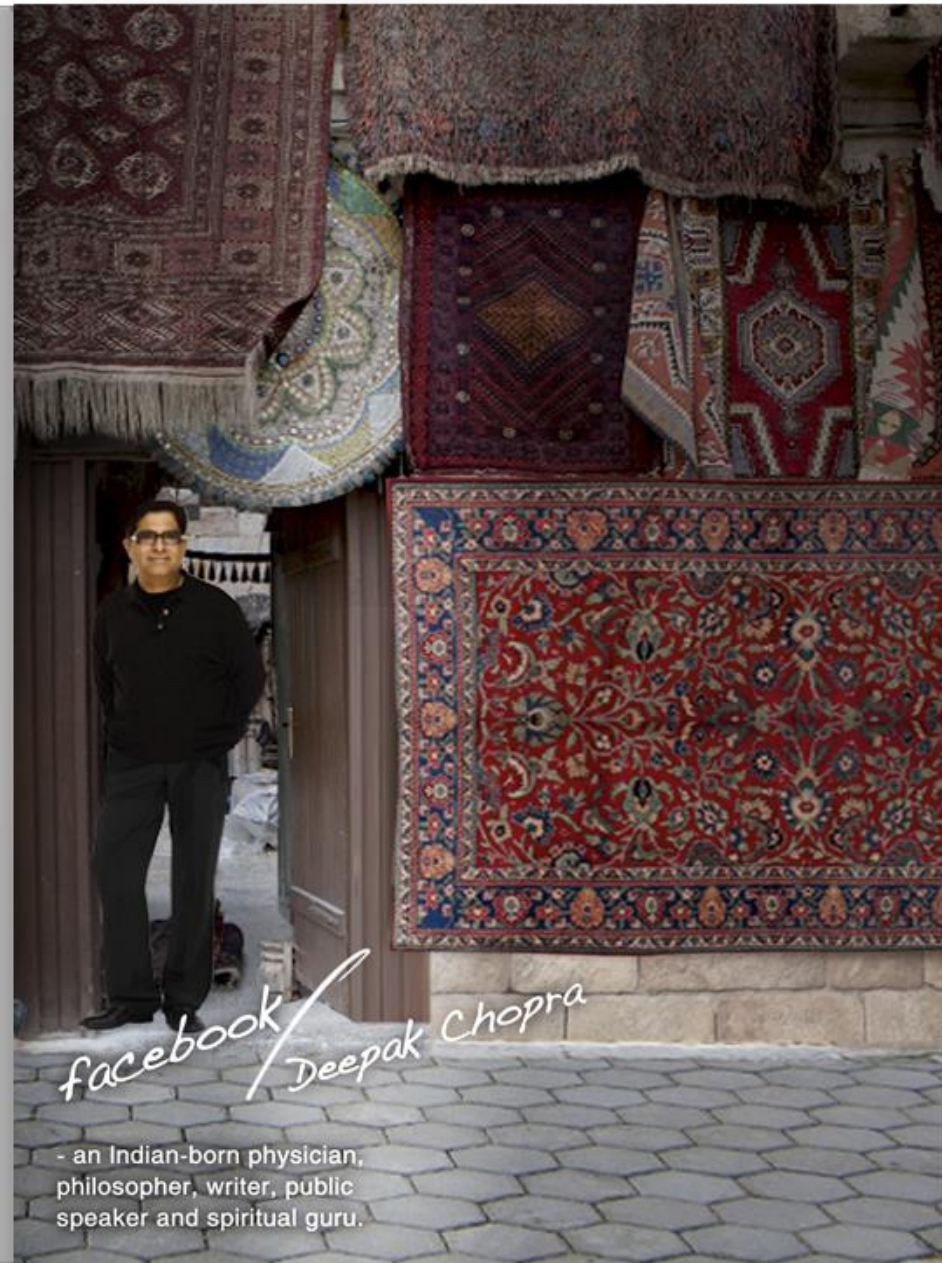
OOH – teaser leading to the project portal




Turkey
LIVE
Feel Live Share

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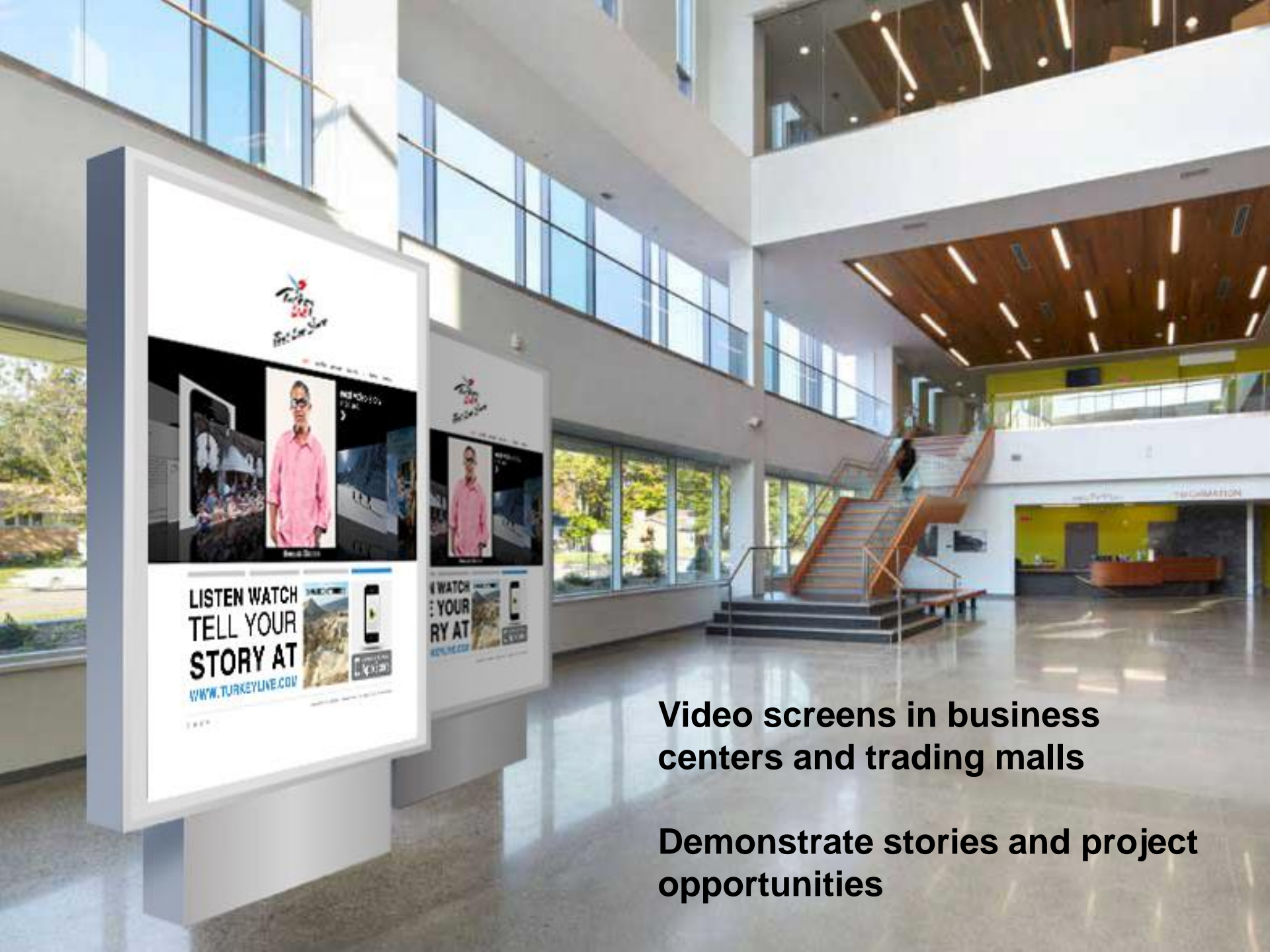
WWW.TURKEYLIVE.COM



facebook / Deepak Chopra

- an Indian-born physician, philosopher, writer, public speaker and spiritual guru.

Press: Live stories from experts that touch



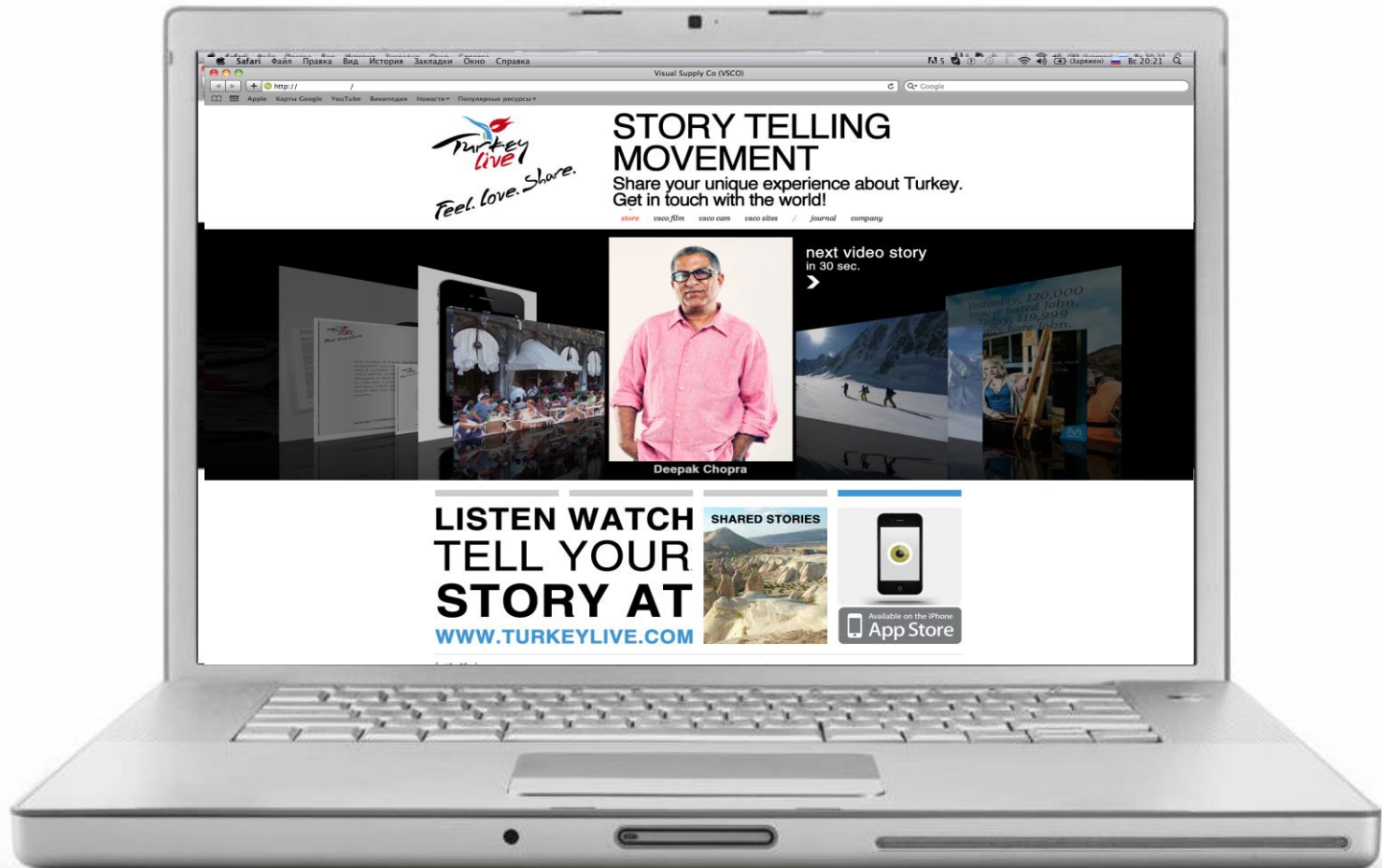
Video screens in business centers and trading malls

Demonstrate stories and project opportunities

Project portal

LIVE EXPERIENCE SHARING NET

LIVE STORIES FROM EXPERTS





PROJECT PORTAL

STORIES FROM EXPERTS

STORY TELLING CONTEST FOR TOURISTS & LOCALS

Create live stories about Turkey. Best stories will be used in printed and audio-visual ads

EXPERIENCE EXCHANGE

LIVE COMMUNICATION

Q&A ABOUT TURKEY

Planning and booking new trips via partners sites

LIVE GUIDE APP

App download – unique excursions and live Q&A from locals





STORY TELLING MOVEMENT ✓ Liked ▶ Listen ⚙

28,726 likes · 430 talking about this

**GOT A QUESTION ABOUT TURKEY?
ASK THE LOCAL**

About

Photos

Likes

Notes 5

 **28,726**

You can join the co-creative process of a new movie in Turkey

Highlights

Post Photo / Video Music

Write something...



August 21

shared a link.

Sharing stories, inviting friends to Turkey.

Recent Posts by Others

See All



Facu Acevedo

Great news!
6 hours ago



Joel Franco

Pleased to join you!
7 hours ago



Amir Bah

Can't wait to see the movie...
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More Posts

+ Create A Page

Now

August

2012

2011

Joined Facebook

Sponsored

See All

Майки поло на eBay



Мир покупок на eBay с доставкой в Россию

Стильные часы из Китая!



Rutaobao.com – официальный партнер Таобао в России! Модные часы с доставкой из Китая!

Land Rover на ММАС



Участвуй в конкурсе Land Rover во время ММАС

TJUNKS



"Instagram for video" Like & Download Free

Like · 17,013 people like this.

Выставка "Реклама-2012" reklama-expo.ru



Мастер-классы от гуру рекламы. Креатив, тренды, технологии. Получи билет!

Chat (10)



**Tourists:
LIVE STORIES**



Best bread I've ever tried was in
Turkey,
Istanbul café.
The owner has offered me bread his
mother makes with a little secret
every morning for 50 years...
Mmmmm... What's the secret, I asked.
The secret is love, he answered.

The Turkey Live logo, with "Turkey" in white and "Live" in red, both in a stylized font, with a turkey head icon above.

Feel Live Share

facebook / chon kan

WWW.TURKEYLIVE.COM



I was inspired by a deaf Jewish archeologist
Theresa Goell called a queen of Nemrud
mountain when I first came here. Theresa
built hopes of discovering buried treasures
and ancient secrets.
My inspiration has taken me to another point.
Now I am working on my own book collecting
various stories and fairy tails about ancient
Gods from different cultures and religions
that meet on Nemrut.



Turkey
LIVE
Feel. love. Share.

facebook
Jessica Todo

WWW.TURKEYLIVE.COM



My favorite place and time in Turkey is the early morning beach. I sit on a chair in front of the sea as a spectator by the stage and watch how the beach wakes: seagulls having their breakfast and playing with the waves, locals opening their small cafes and clearing the beach, lonely tourist jogging by... Everything is quiet and brand new, the sun rises. Good morning, Turkey! Hello, world!



Turkey
LIVE

Feel. Love. Share.

facebook
Bryan Galaher

WWW.TURKEYLIVE.COM



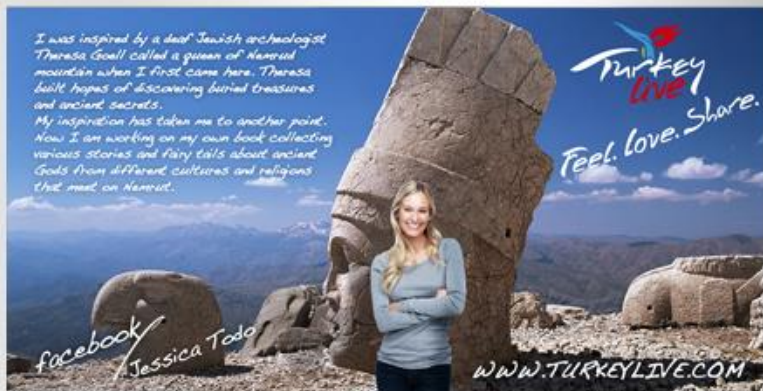


**Tourists:
COMMUNICATION
CHANNELS**





OOH - Best stories from tourists



Нановекторы против ямочек и бугорков

Самой большой косметологической проблемой сегодня является проникновение активных ингредиентов вглубь кожи с сохранением всех био свойств этих компонентов. Целлюлит, как известно, формируется в самом глубоком слое кожи, в подкожно-жировой клетчатке, и часто неинвазивные, наружные методы оказываются бессильными перед таким труднодоступным адресом. Для того чтобы антицеллюлитные задачи были выполнены и активные ингредиенты попадали точно в цель, ученые La Prairie разработали клеточную нанотехнологическую систему биовекторов. Эта сложная система—снайпер—одномоментно активна сразу в нескольких направлениях, что позволяет разрывать формирование целлюлитной цепочки. Один из биовекторов, форсколин (экстракт *Coleus forskohlii*) стимулирует метаболизм и сжигание жира, другой, эскулин, усиливает микроциркуляцию, а следующий, с экстрактом *Centella Asiatica*, стимулирует выработку коллагена для более гладкой и упругой кожи и сокращает ее неровности.

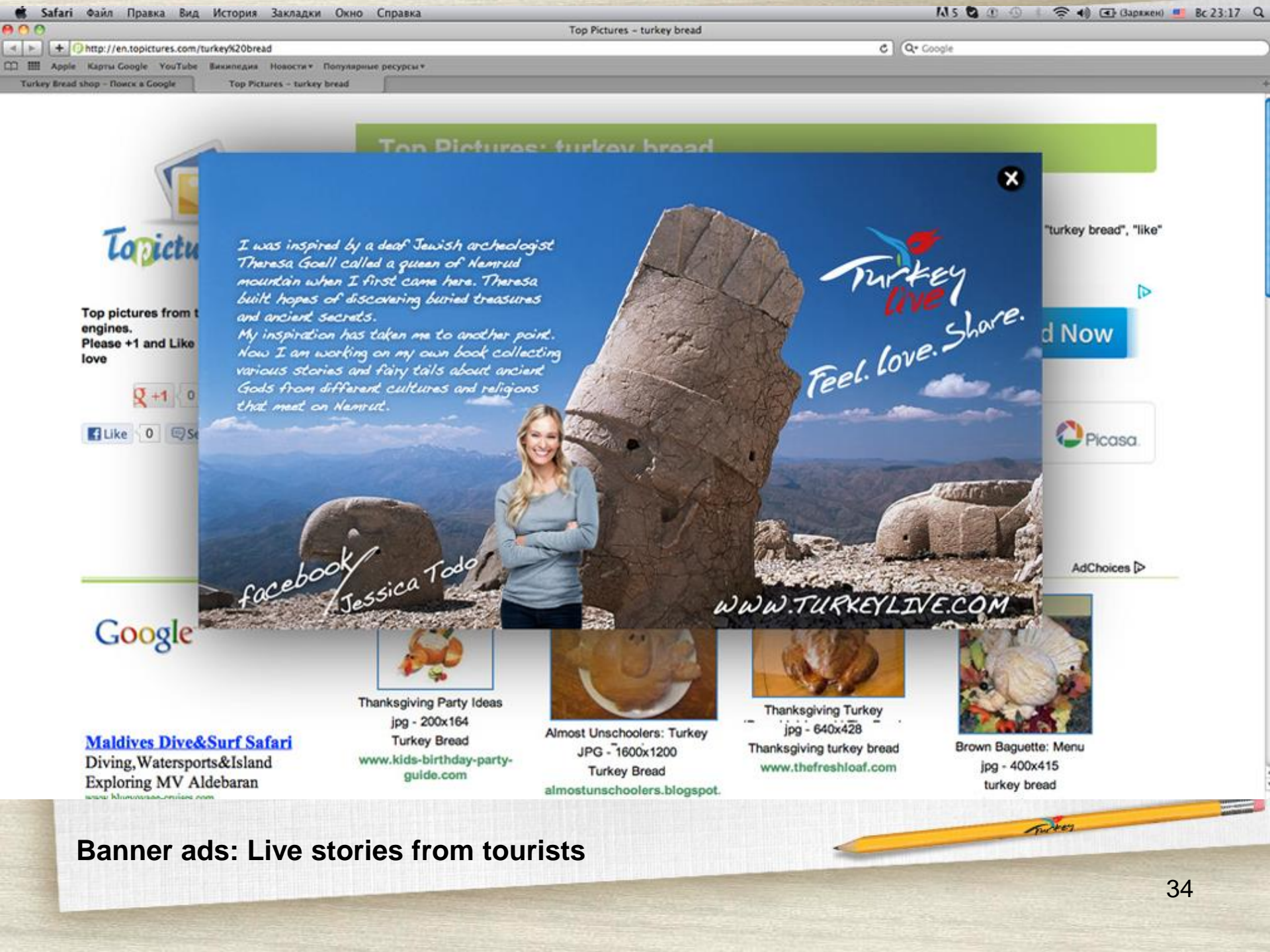
Закрепить достигнутый результат можно при помощи улучшения липидного обмена. Кофеин, знаменитый борец с застоями излишней жидкости и жировыми отложениями, а также

экстракт корня володушки, активизирующий кровоснабжение, и ко-энзим А предотвращают образование целлюлита, усиливая жировой обмен. Значительно минимизирует возможность повторного появления ямочек и бугорков применение экстракта корня кошачьего когтя.

Блестящий липолитик

Кошачий коготь (*Uncaria Tomentosa* или *Uña de Gato*), дикорастущая гигантская лиана, — это уникальное растение, открытое совсем недавно. Ученые, воодушевленные его высокой биоспособностью, продолжают исследовать его таланты, превосходящие женьшень, эхинацею и гриб шиитаке. Кошачий коготь нормализует работу цитокинов, межклеточных медиаторов, что благоприятно влияет на иммунитет. Индейцы, первыми открывшие возможности «уны де гато», получали из этого растения водную настойку и с большим успехом лечили те заболевания, которые сегодня мы называем гастритом, простудой, импотенцией, ревматизмом, депрессией и диабетом. На вооружение ученых корень кошачьего когтя был взят в 90-х годах прошлого века, и уже через несколько лет чай и капсулированные средства с кошачьим когтем рекомендуют для лечения опухолей





I was inspired by a deaf Jewish archeologist Theresa Goell called a queen of Nemrud mountain when I first came here. Theresa built hopes of discovering buried treasures and ancient secrets. My inspiration has taken me to another point. Now I am working on my own book collecting various stories and fairy tails about ancient Gods from different cultures and religions that meet on Nemrut.

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Jessica Todo

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Everybody thinks that tulips come from Holland. Tulips are native to Central Asia and Turkey. In the 16th Century they were brought to Holland from Turkey, and quickly became widely popular. The botanical name for tulips, Tulipa, is derived from the Turkish word "tulband" or "turban", which the flower resembles.

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Sometimes you look at the sky and see the magnificent Ebru* clouds with the sparkles of red, blue, yellow and indigo. The artist is given to the divine will and spreads Ebru on paper. At this point, Ebru grows to cover the entire world, and the ocean poured into the universe together with the heart and soul of an artist.

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EBRU Master
Mr Hikmet Barutcuoglu

Ebru - the art of the paper, called "Turkish marbling." First the image is made on the water, and then transferred to the paper or cloth.



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When I was 8, I loved to escape
to the "Country of fairies"
in Cappadokian Moon Valley.
& I imagined myself on the planet
Tatooine from "Star Wars" among
these strange landscapes with
ancient empty homes, churches
and entire cities in soft rocks...

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OOH - One of the best stories from locals





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