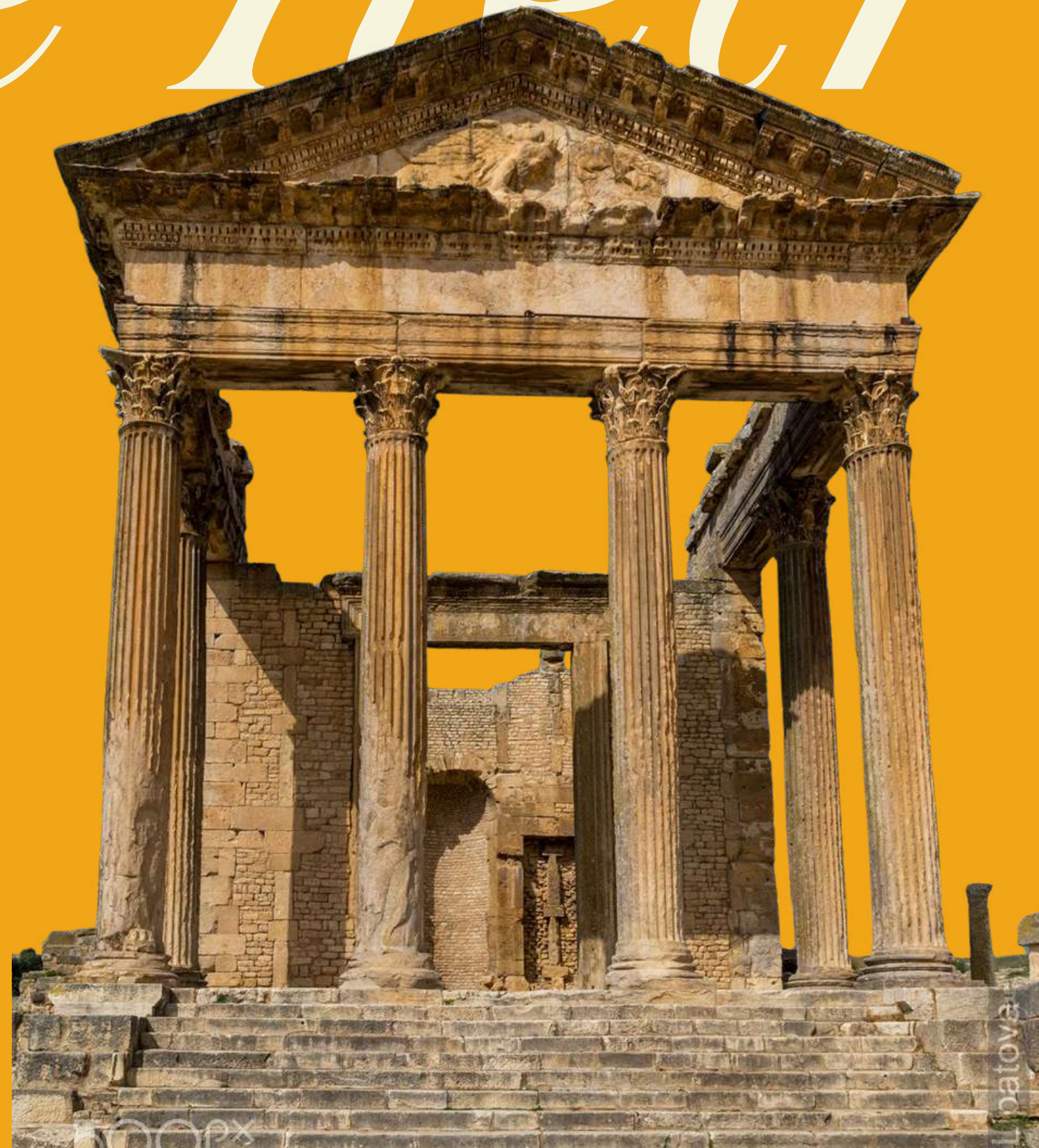


The Retreat

The forgotten map.



OFF THE *Map*

Most travel campaigns sell a destination. This one sells a feeling of *disappearance*

The idea is called "Off the Map", not literally, but emotionally. The North-West of Tunisia is a place where the modern world hasn't caught up yet. Just ancient land, living history, and the rare silence that money can't buy in Paris or Dubai.

The core message: **You don't discover Tunisia here. Tunisia discovers you.**

This isn't tourism. It's time travel with good food.



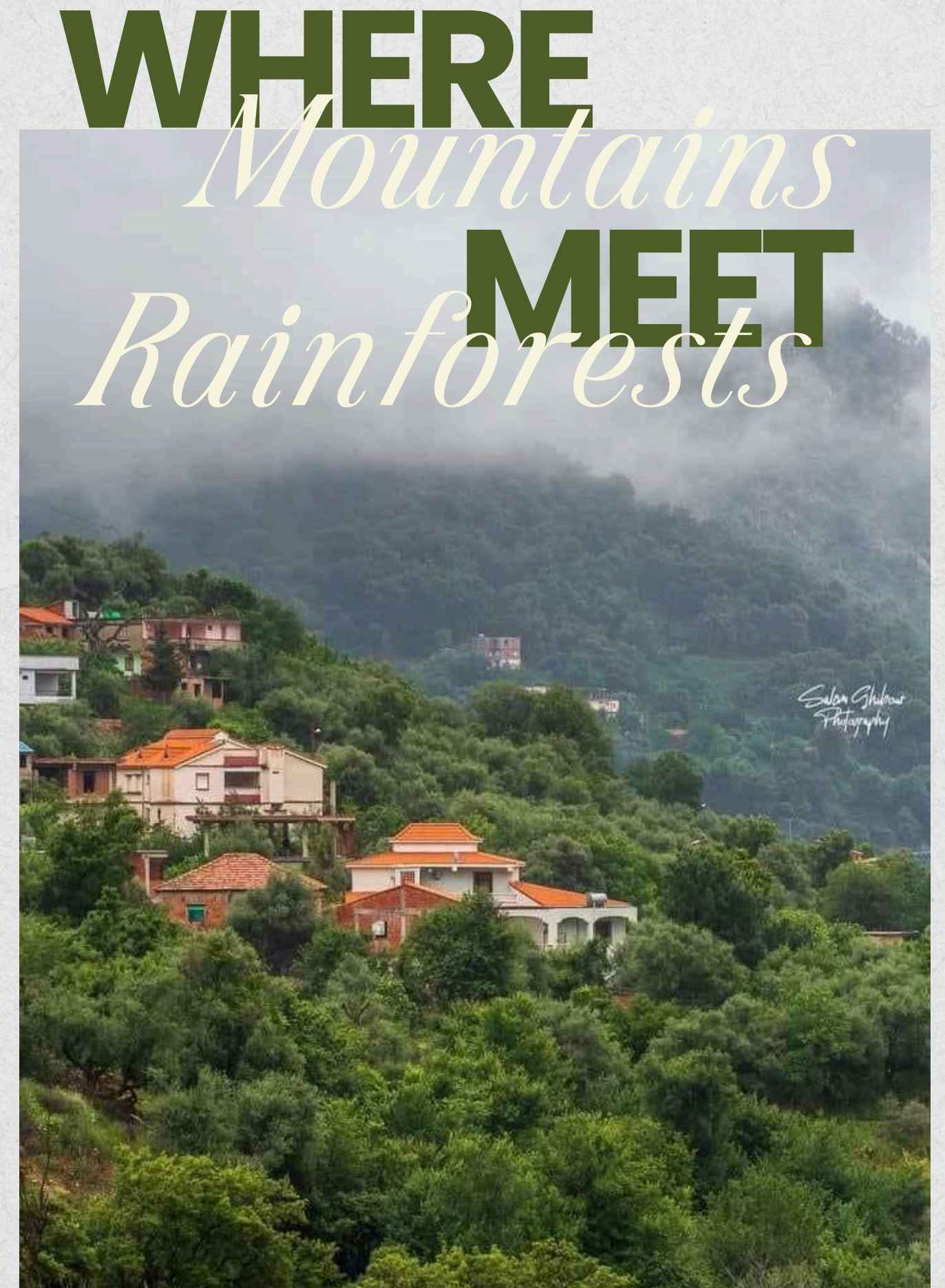
The traveler we're targeting is **bored**.

Done Santorini. Done Marrakech. They scroll past beautiful and stop at **strange, deep, real**.

The North-West isn't polished, and that's the point. A Roman theatre where goats still graze. A forest so quiet you can hear your own thoughts.

This experience doesn't need a filter. It needs a **witness**.

**WHY I THINK THIS APPROACH
WOULD ATTRACT TOURISTS?**



PLATFORMS AND WHY

Instagram

Instagram is the anchor of the entire campaign. A mix of cinematic Reels and carefully crafted static content.

For the Reels we can do micro-documentaries. Locals showing their lifestyle or telling an ancient story with subtitles on screen.

The posters and carousels live in the same world but speak differently. The carousels work like chapters of a story, each slide revealing a little more, ending on something that makes you save it. The feed itself becomes the experience.

The same documentary content lives on **TikTok** too, and that's not optional anymore. TikTok has quietly become the most powerful discovery engine for travel, surpassing Instagram in reach. Several Tunisian destinations have already gone viral there without even trying. With the right content, the North-West will get seen.

Tiktok

MY IDEA OF THE *Content* FOR *Instagram*

"Ask a Local" Short interview Reels. One question, one person, subtitled. The question is always unexpected — "What's the most beautiful place in this region that no foreigner has ever seen?" The answers will surprise even Tunisians. Raw, unscripted, real.

"The Ingredient Series" A close-up Reel of one hyperlocal ingredient, a wild herb from a local place or a hidden place, with a short clip of where it comes from. No recipe. No explanation. Just beauty and mystery. Makes food feel like archaeology.

"What the guidebook missed" a carousel where each slide is a place. Minimal text. The last slide always says "You won't find this in any travel guide. Yet." High save rate, high share rate.

MY IDEA OF THE *Content* FOR *Tiktok*

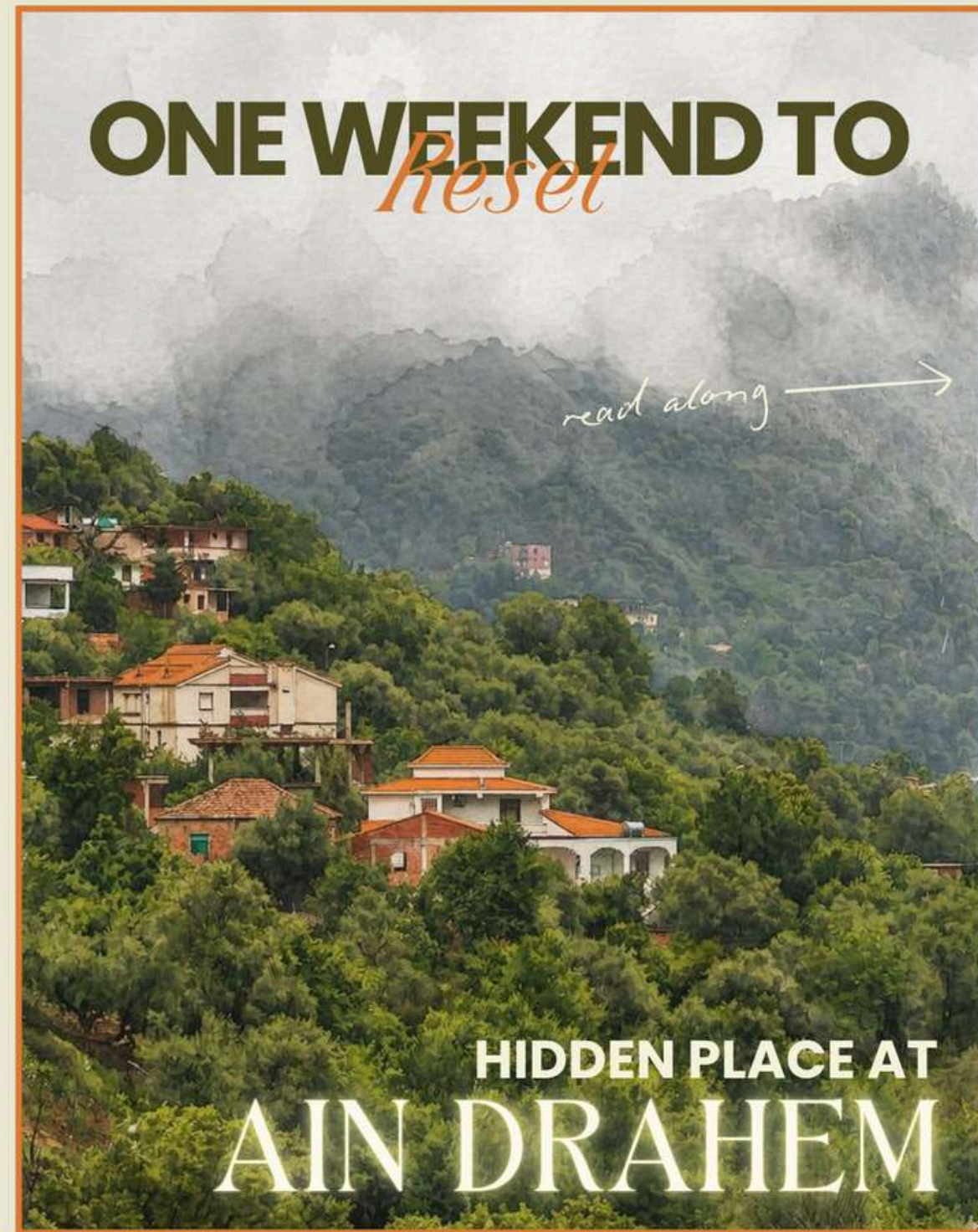
"POV: You found Tunisia before everyone else" POV format walking through a site Chemtou, Dougga ... with text overlays that feel warm. Emotional, cinematic, shareable.

"Honest Tunisia" A series that dismantles the cliché. Opens with a stock-video version of Tunisia (camels, Sahara, blue doors of Sidi Bou Said) Then **hard cut to the North-West.** "This is also Tunisia. Nobody talks about it. We don't know why." The contrast does everything.

"One place, one story, 60 seconds" Each video is a micro-documentary. One location, one historical fact that reframes how you see it, one stunning shot to close. Consistent format, posted weekly. The kind of content people binge at 2am.

BRIEF OF MY VISION , AUTHENTIC & LOCAL *Experiences*

– Carousel–



Cover

(LOGO HERE)

TRAVEL AGENCY

(01) Sidi Khmis

The north-west of Tunisia doesn't ask to be discovered. It just waits — in the mist of Ain Drahem's forests, in the silence of Sidi Khmis, in the kind of cold mountain air that makes you forget you have a phone.

Some places don't need a filter. This is one of them.

*sidi khmis
ain drahem*



Slide 1

February 2026 i went for a hike in Sidi Khmis and ended up somewhere that didn't feel real the feeling that no tourist had ever stood exactly where I was standing..

I made this example post from a place I actually hiked, not research, just a real experience.

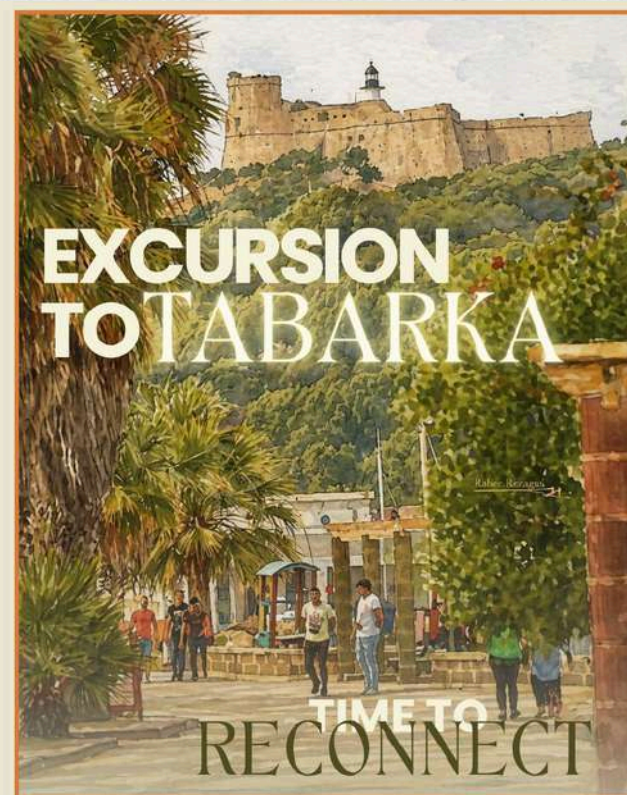


INSTA FEED VISION

SOON



SOON



SOON

SOON

THE SLOGAN

Tunisia BEFORE
THE WORLD *finds out*

