European Lamb campaign

22/10/2015
A generic campaign for European Lamb

3 organisations

A multi-market program: 6 markets

- 3 traditional markets (FR, IRL, UK)
- 3 new markets (BE, ALL, DK)

2 main messages:

- EU lamb is modern and practical
- EU lamb is a high quality, sustainably produced meat

Target group: young consumers (25 - 45 years old)

Budget: 2 200 000 € less VAT/year (including 50% cofunding)

Strategy based on media
Experiences encountered with the program

At the application stage:

• Beware of the level of ambition
• Selection of the implementing Agency is crucial
• Define the planned actions as precisely as possible
• Beware of translation/language issues

At the implementation stage:

• Be aware that the 1st 6 months will be very demanding
• Make sure that everyone involved in the project is fully briefed
• Nothing like face-to-face communication
• Language issues (validation at national level, operational meetings...)
• Availability of the management team
• Manage expectations at Public Authorities level
Achievements

Common actions
A common strapline, common graphic elements ...

1 - A website
2 - web based films
3 - recipes

+ Specific actions in each market

Digital Media
Print publications
Social Media
Trade marketing
Public Relations
Recommendations for future program

Before the application stage:
• Be sure to have the adequate resources for program management
• Knowing your partners well is crucial

At the application stage:
• Entrust the most experienced applicant with the overall coordination of the project
• Good communication with the Public Authorities is vital: ensure the effective functioning and coordination with the authorities (at both the application AND the implementation stage)

Once the program is approved:
• Make sure your financial and administrative service is ready for what’s next
• Anticipate the first 6 months of the program

At the implementation stage:
• Clearly define the communication channels and the decision process
• Embrace the « European dimension »
• Closely monitor local events and outcomes
Thank you for your attention!