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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 ...

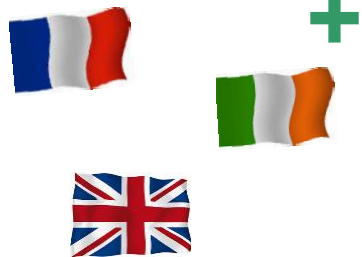
1 - A website



2 - web based films



3 - recipes



Specific actions in each market

Digital Media

Print publications

Social Media

Public Relations

Trade marketing



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 !

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Il ne manque pas d'herbe !

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