

ENJOY
IT'S FROM
EUROPE



PROgramma Pecorino-Asiago-Speck EU

PROPASEU

contratto n. 734487 – PROPASEU – PT



CAMPAIGN FINANCED
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QUALITY AGRICULTURAL PRODUCTS



ACTIVITIES SUMMARY

1. Project Coordination
2. Strategy
3. Public Relations
4. Website – Social Media
5. Advertising
6. Communication Tools
7. Events
8. Point of Sales (POS) Promotion
9. Other activities (logistic)
10. Result Evaluation

POs

Consortium for the Protection of Asiago Cheese (Leading Entity)
 Speck Alto Adige Consortium
 Consortium for the Protection Pecorino Romano Cheese

COUNTRIES

Third countries USA & Canada

THEMATIC

Thematic priority 2 - Topic 10: Information and promotion programmes on milk/dairy products, pig meat products or a combination of those two targeting any third country

NORM

Reg. (EU) 1144/2014

DURATION

36 months – starting date 01/04/2017

FINANCIAL CONTRIBUTION

2.500.000 €

IMPLEMENTING BODY

Ponte PR – California USA



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GENERAL OBJECTIVES

Increasing the competitiveness of the agricultural sector of the European Union



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SPECIFIC OBJECTIVES

Increasing and improving knowledge and awareness of the EU Quality Schemes

SPECIFIC OBJECTIVES

Increasing competitiveness and consumption of the testimonial products as they represent excellence and examples of the EU Quality Schemes, and, as a consequence, contributing to increasing competitiveness and consumption of other EU agricultural products



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SPECIFIC OBJECTIVES

Consolidating the presence of the testimonial products in the targeted markets, defining trustworthy cooperation that producers may benefit from in the future

SPECIFIC OBJECTIVES

Contributing to the creation of new market opportunities for the EU agricultural production

MAIN

MESSAGE

UNCOMMON FLAVORS OF EUROPE

TARGET GROUPS

CONSUMERS

SECTOR-SPECIFIC JOURNALISTS/OPINION LEADERS

FOOD AND AGRICULTURE SECTOR OPERATORS



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ACTIVITIES

TITLE	STATUS	OUTPUT
1. PROJECT COORDINATION a. Cost of personnel in POs b. Other coordination costs	In progress	Coordination Activities Supervision & Evaluation Reports

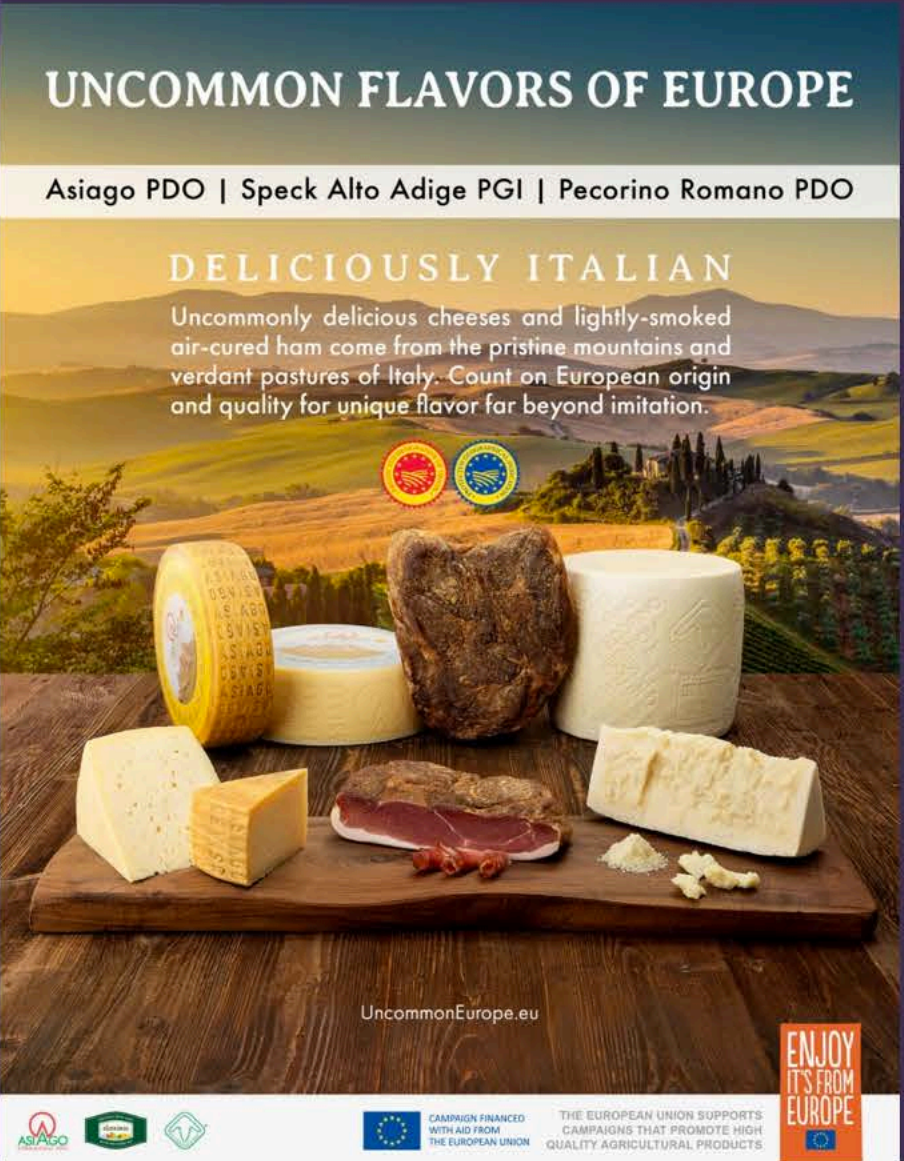
ACTIVITIES

TITLE	STATUS	OUTPUT
1. PROJECT COORDINATION a. Cost of personnel in POs b. Other coordination costs	In progress	

ACTIVITIES

TITLE	STATUS	OUTPUT
2. STRATEGY a. Definition of the Key Visual of the Programme b. Market Research	In progress with 1 Market Research (Trade)	Key visual - completed 1 Market Research (Consumers) – completed Sample of 10.493 units

ACTIVITIES

TITLE	STATUS	OUTPUT
2. STRATEGY a. Definition of the Key Visual of the Programme b. Market Research	In progress with 1 Market Research (Trade)	



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ACTIVITIES

TITLE	STATUS	OUTPUT
3. PUBLIC RELATIONS a. PR Office (organization of 2 Press Conference and contact with target groups)	PR office currently in progress. 2 Press Conferences done	PR Office Contacts: on going collaboration with 18 blogger/influencer and 80 journalists

ACTIVITIES

TITLE	STATUS	OUTPUT
3. PUBLIC RELATIONS a. PR Office (organization of 2 Press Conference and contact with target groups)	PR office currently in progress. 2 Press Conferences done	1 Press Conference realised in USA - Brooklyn - NYC 52 participants / 350 people presents to the post-Conference cocktail 2000 copies of Star Chef magazine distributed

ACTIVITIES

TITLE	STATUS	OUTPUT
3. PUBLIC RELATIONS a. PR Office (organization of 2 Press Conference and contact with target groups)	PR office currently in progress. 2 Press Conferences done	

ACTIVITIES

TITLE	STATUS	OUTPUT
3. PUBLIC RELATIONS a. PR Office (organization of 2 Press Conference and contact with target groups)	PR office currently in progress. 2 Press Conferences done	

ACTIVITIES

TITLE	STATUS	OUTPUT
3. PUBLIC RELATIONS a. PR Office (organization of 2 Press Conference and contact with target groups)	PR office currently in progress. 2 Press Conferences done	1 Press Conference realised in CANADA, Montreal 40 participants

ACTIVITIES

TITLE	STATUS	OUTPUT
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ACTIVITIES

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ACTIVITIES

TITLE	STATUS	OUTPUT
3. PUBLIC RELATIONS a. PR Office (organization of 2 Press Conference and contact with target groups)	PR office currently in progress. 2 Press Conferences done	~ 135 articles published on magazines, website, blogs print & online 154,6 Million Media Impressions Reach

ACTIVITIES

TITLE	STATUS	OUTPUT
4. WEBSITE & SOCIAL MEDIA a. Web site dedicated to the Program – uncommoneurope.eu b. 4 Social Media dedicated to the Program: FB, Instagram, Twitter, Pinterest c. Other: E-Learning Platform	In progress	Facebook, Instagram, Twitter, Pinterest, partner's blogs: 70.000 impressions to date 10 mill reach recipes on Pinterest 1 E-Learning platform created and online

ACTIVITIES

TITLE

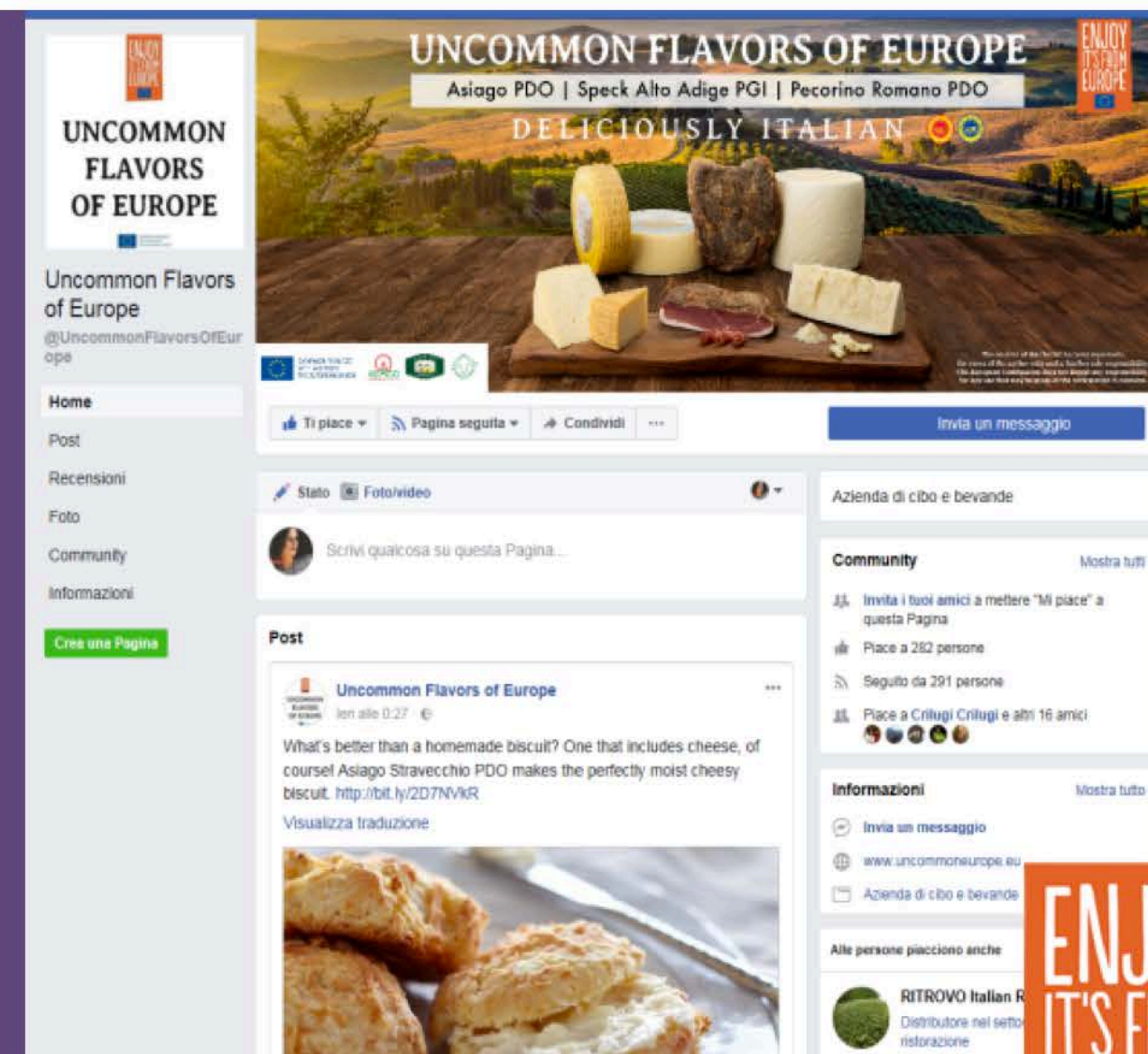
STATUS

OUTPUT

4. WEBSITE & SOCIAL MEDIA

- Web site dedicated to the Program – uncommoneurope.eu
- 4 Social Media dedicated to the Program: FB, Instagram, Twitter, Pinterest
- Other: E-Learning Platform

In progress



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ACTIVITIES

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- Web site dedicated to the Program – uncommoneurope.eu
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ACTIVITIES

TITLE

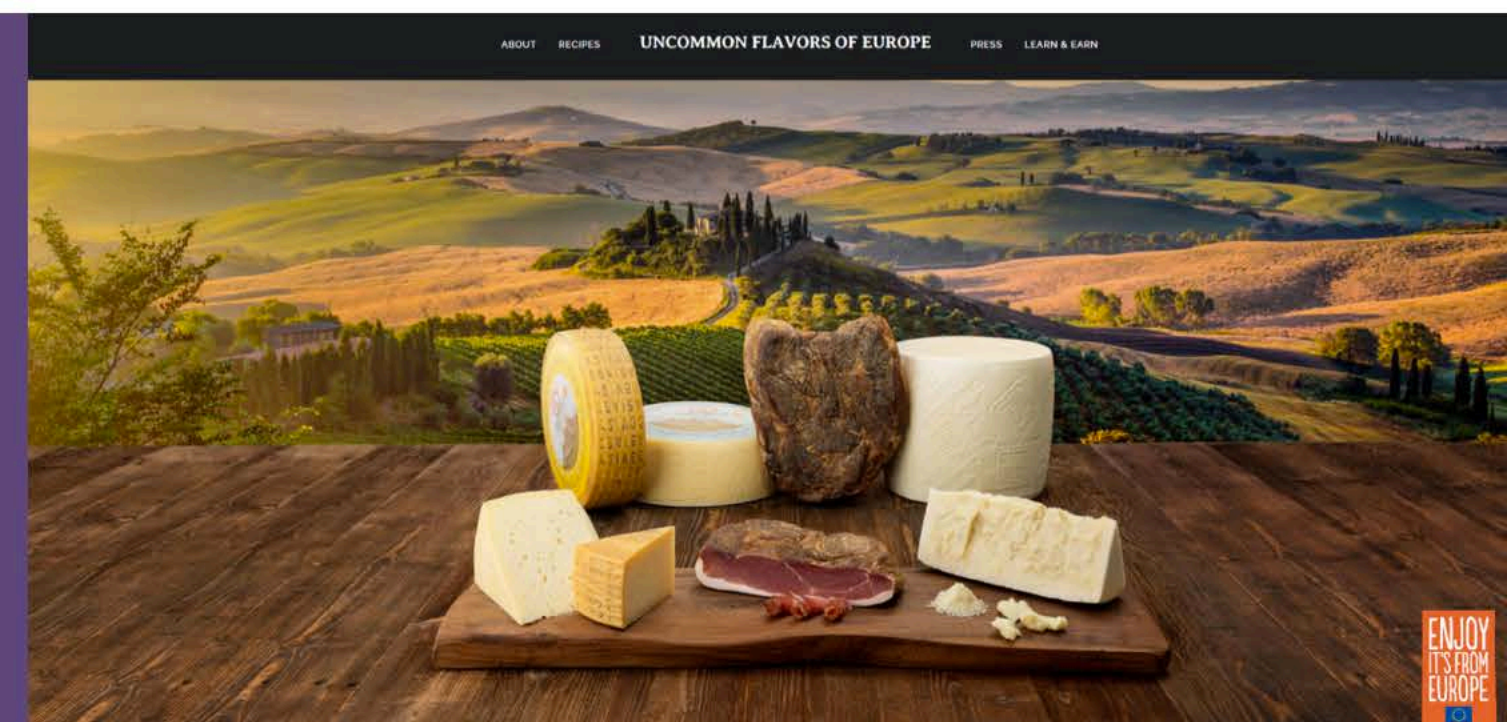
STATUS

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4. WEBSITE & SOCIAL MEDIA

- a. Web site dedicated to the Program – uncommoneurope.eu
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- c. Other: E-Learning Platform

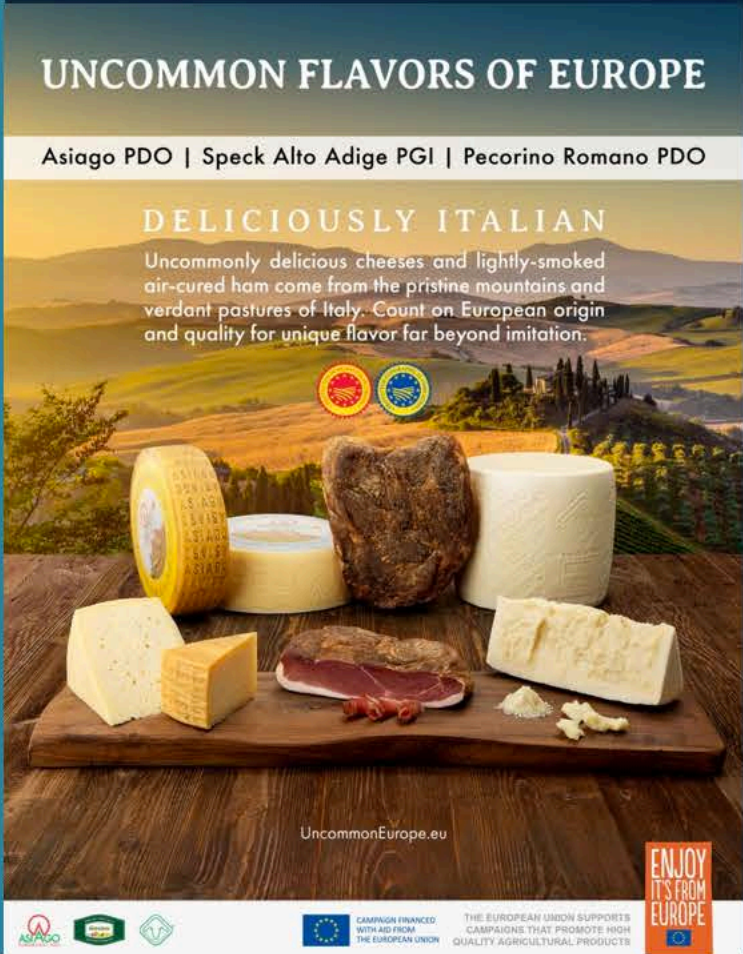
In progress



ACTIVITIES

TITLE	STATUS	OUTPUT
5. ADVERTISING a. Print b. TV (spot) c. Radio d. Online	Print: in progress TV: Done (produced spot) Radio: Done (broadcasted) Online: in progress	Print: 2 Ads in Culture Magazine and 2 Ads in Cheese Connoisseur magazines 1 Ads in The Gourmet Retailer magazine

ACTIVITIES

TITLE	STATUS	OUTPUT
5. ADVERTISING a. Print b. TV (spot) c. Radio d. Online	Print: in progress TV: Done (produced spot) Radio: Done (broadcasted) Online: in progress	ADV for all magazines 



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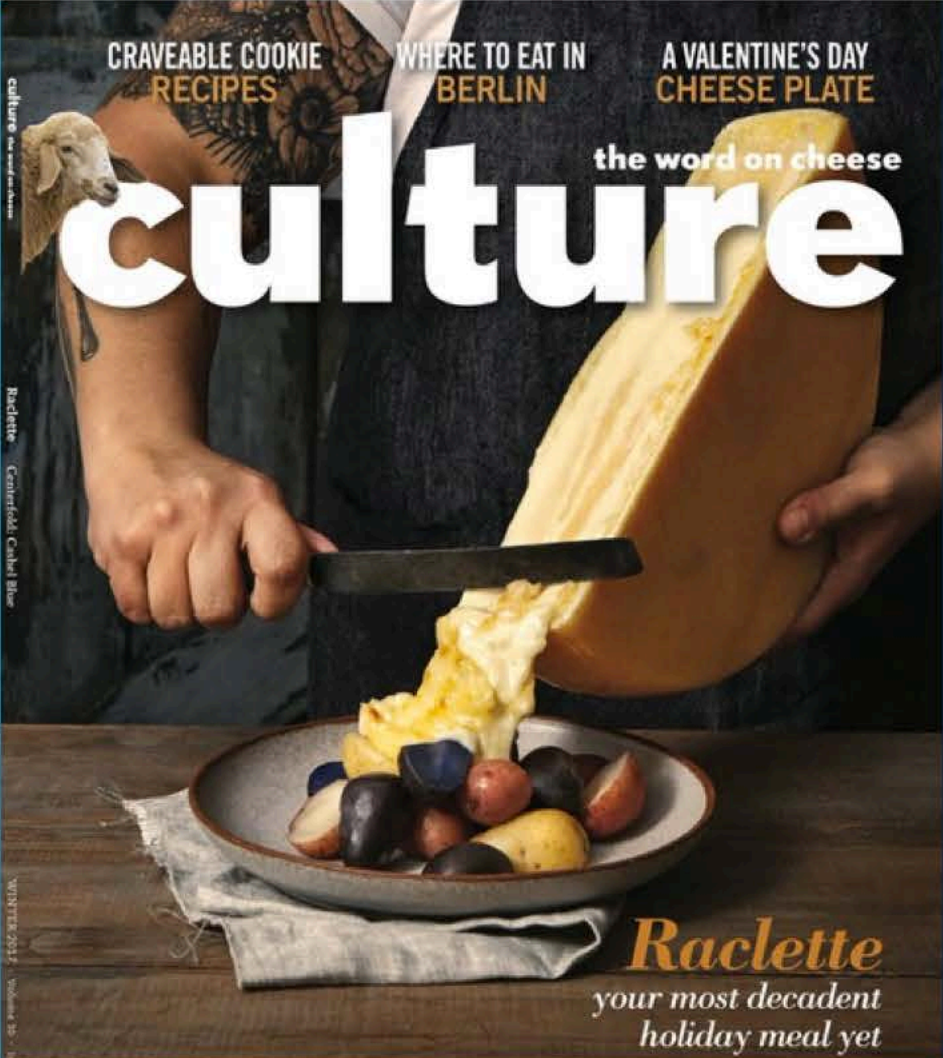
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ACTIVITIES

TITLE	STATUS	OUTPUT
5. ADVERTISING a. Print b. TV (spot) c. Radio d. Online	Print: in progress TV: Done (produced spot) Radio: Done (broadcasted) Online: in progress	 Readership: 100k

ACTIVITIES

TITLE	STATUS	OUTPUT
5. ADVERTISING a. Print b. TV (spot) c. Radio d. Online	Print: in progress TV: Done (produced spot) Radio: Done (broadcasted) Online: in progress	 Readership: 275k

ACTIVITIES

TITLE	STATUS	OUTPUT
5. ADVERTISING a. Print b. TV (spot) c. Radio d. Online	Print: in progress TV: Done (produced spot) Radio: Done (broadcasted) Online: in progress	 Readership: 160k

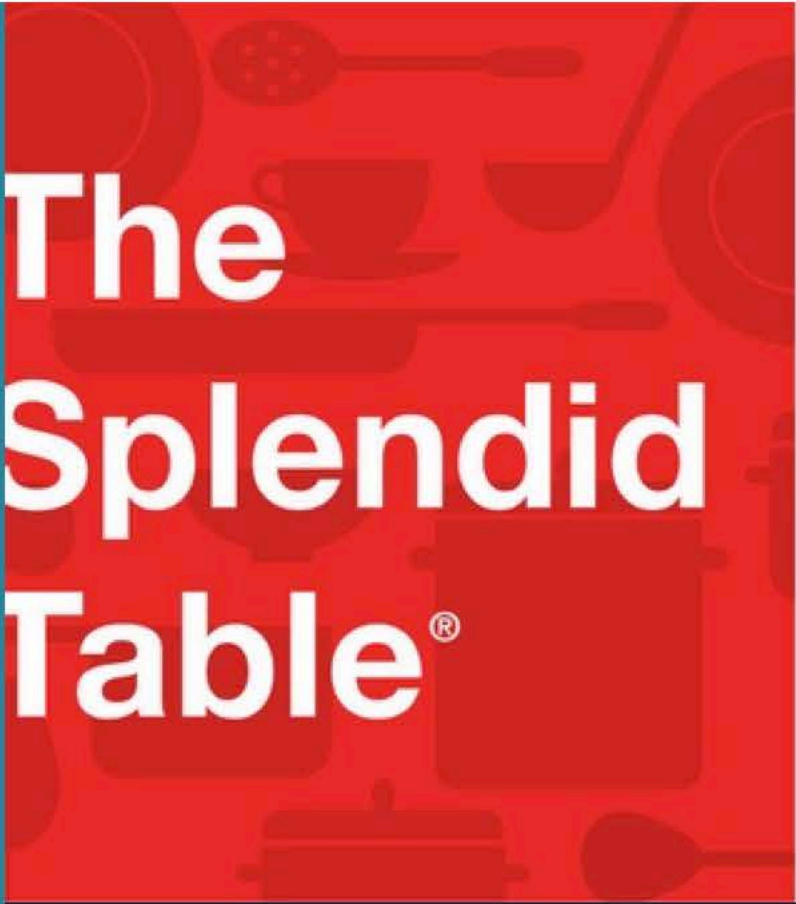
ACTIVITIES

TITLE	STATUS	OUTPUT
5. ADVERTISING a. Print b. TV (spot) c. Radio d. Online	Print: in progress TV: Done (produced spot) Radio: Done (broadcasted) Online: in progress	TV: 2 spots (start & end) linked to 26 episodes of Ciao Italia Cooking TV Show Contacts: 31.2 MM viewers Radio: 276 broadcasted national spots Contacts: 2.2 MM listeners

ACTIVITIES

TITLE	STATUS	OUTPUT
5. ADVERTISING a. Print b. TV (spot) c. Radio d. Online	Print: in progress TV: Done (produced spot) Radio: Done (broadcasted) Online: in progress	

ACTIVITIES

TITLE	STATUS	OUTPUT
5. ADVERTISING a. Print b. TV (spot) c. Radio d. Online	Print: in progress TV: Done (produced spot) Radio: Done (broadcasted) Online: in progress	  

ACTIVITIES

TITLE	STATUS	OUTPUT
5. ADVERTISING a. Print b. TV (spot) c. Radio d. Online	Print: in progress TV: Done (produced spot) Radio: Done (broadcasted) Online: in progress	Online: 5 banner ads to promote E-Learning platform in the Culture Magazine Online Newsletters dedicated to trade and consumers and dedicated landing page on their website. Newsletter: 60.000 contacts Web: 1.5 MM impressions

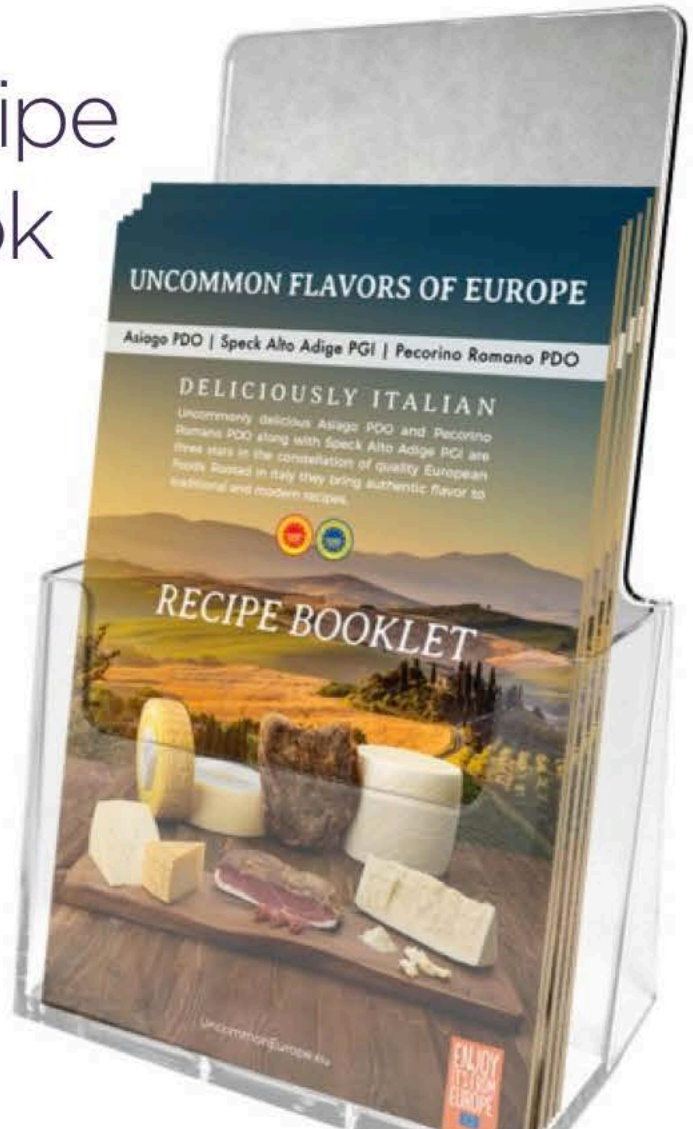
ACTIVITIES

TITLE	STATUS	OUTPUT
6. COMMUNICATION TOOLS a. Info material b. Video	Completed	Info material produced: 351.900 items 5 videos created for E-Learning platform

ACTIVITIES

TITLE	STATUS	OUTPUT
6. COMMUNICATION TOOLS a. Info material b. Video	Completed	POS Kit 

ACTIVITIES

TITLE	STATUS	OUTPUT
6. COMMUNICATION TOOLS a. Info material b. Video	Completed	Recipe Book 

ACTIVITIES

TITLE

STATUS

OUTPUT

6. COMMUNICATION TOOLS

- a. Info material
- b. Video

Completed



Folder



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ACTIVITIES

TITLE	STATUS	OUTPUT
6. COMMUNICATION TOOLS a. Info material b. Video	Completed	Tote Bag 

ACTIVITIES

TITLE	STATUS	OUTPUT
6. COMMUNICATION TOOLS a. Info material b. Video	Completed	 Roll Up Banner



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ACTIVITIES

TITLE	STATUS	OUTPUT
6. COMMUNICATION TOOLS a. Info material b. Video	Completed	 Easel Back Counter Card

ACTIVITIES

TITLE	STATUS	OUTPUT
6. COMMUNICATION TOOLS a. Info material b. Video	Completed	Demo TableCloth 

ACTIVITIES

TITLE	STATUS	OUTPUT
6. COMMUNICATION TOOLS a. Info material b. Video	Completed	Aprons & caps 

ACTIVITIES

TITLE	STATUS	OUTPUT
7. EVENTS a. Participation to the “Food & Wine” Fair in Aspen (year 2) b. Seminars c. Restaurant Weeks (only Canada) d. Study Trip in Europe (year 2/3)	In progress (Seminars & Restaurant Weeks)	1 Seminar in USA: 120 participants 1 Seminar in Canada: 40 participants 6 Restaurants involved in the Restaurant Weeks – Montreal Canada Contact: 8.400 consumers

ACTIVITIES

TITLE

STATUS

OUTPUT

7. EVENTS

- a. Participation to the “Food & Wine” Fair in Aspen (year 2)
- b. Seminars
- c. Restaurant Weeks (only Canada)
- d. Study Trip in Europe (year 2/3)

In progress
(Seminars &
Restaurant
Weeks)



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ACTIVITIES

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ACTIVITIES

TITLE

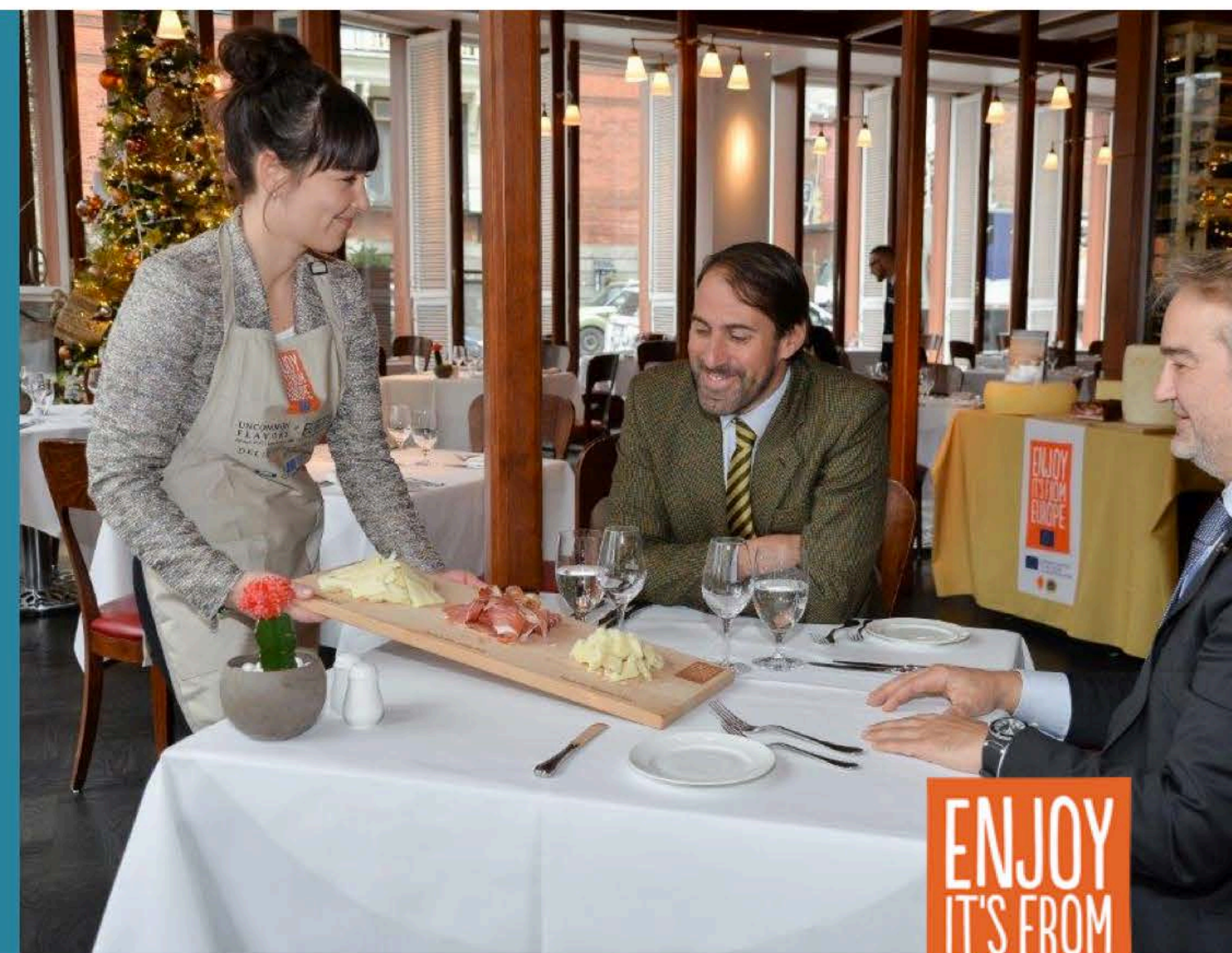
STATUS

OUTPUT

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In progress
(Seminars &
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ACTIVITIES

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- b. Seminars
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- d. Study Trip in Europe (year 2/3)

In progress
(Seminars &
Restaurant
Weeks)



ACTIVITIES

TITLE	STATUS	OUTPUT
8. POINT OF SALE PROMOTION a. Tasting Days (active and passive days) b. Promotion of the Tasting Days by the Media of the partners	POS: Part 1 – done Part 2 – in progress Media promo: in progress	In general: USA: 7 Chains, 87 POS involved 348 (220) active days 870 (330) passive days 2.349.000 consumers reached CANADA: 25 Chains, 38 PoS involved 152 (96) active days 380 (144) passive days 1.026.000 consumers reached

ACTIVITIES

TITLE	STATUS	OUTPUT
8. POINT OF SALE PROMOTION a. Tasting Days (active and passive days) b. Promotion of the Tasting Days by the Media of the partners	POS: Part 1 – done Part 2 – in progress Media promo: in progress	

ACTIVITIES

TITLE	STATUS	OUTPUT
8. POINT OF SALE PROMOTION a. Tasting Days (active and passive days) b. Promotion of the Tasting Days by the Media of the partners	POS: Part 1 – done Part 2 – in progress Media promo: in progress	

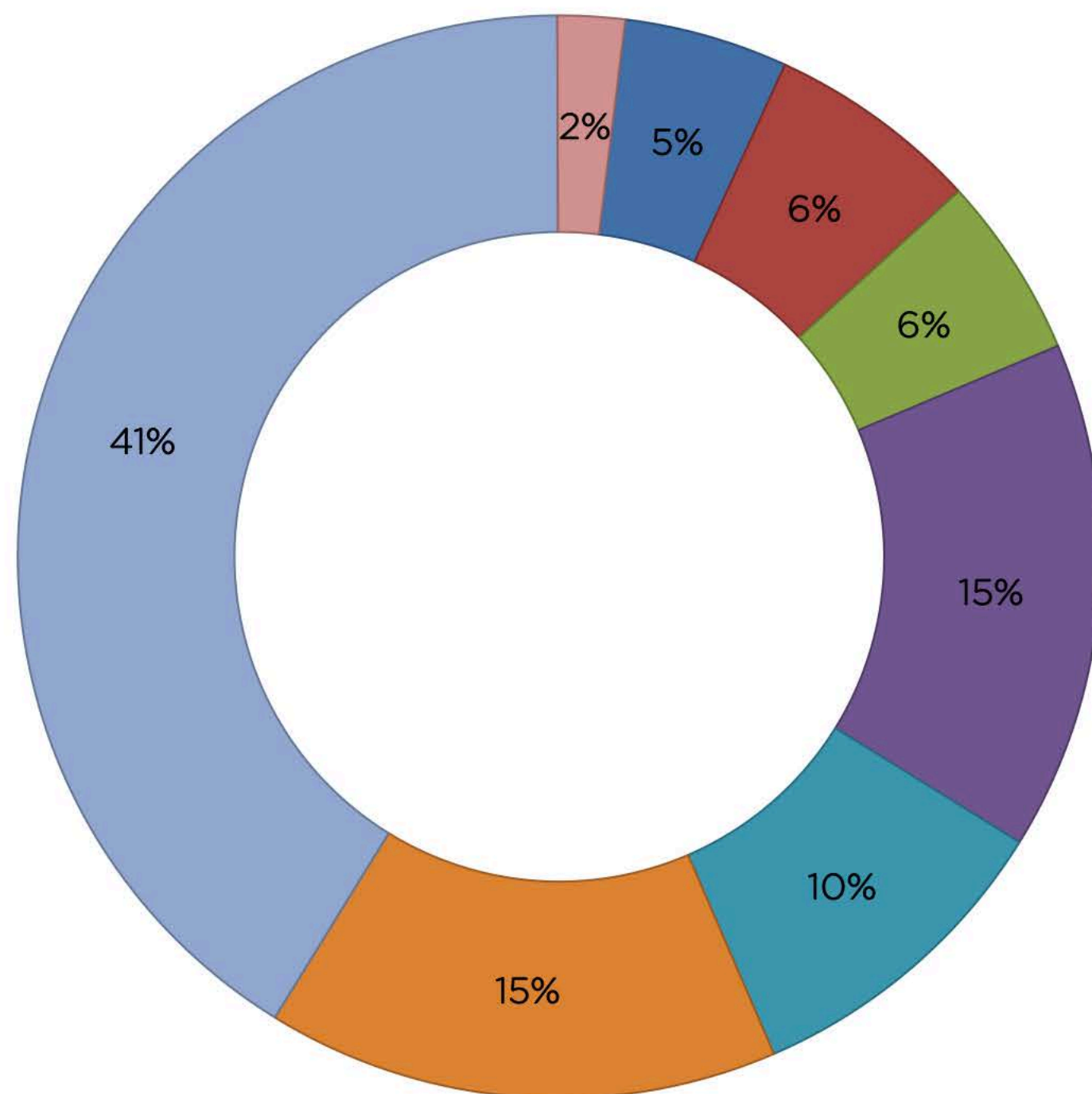
ACTIVITIES

TITLE	STATUS	OUTPUT
8. POINT OF SALE PROMOTION a. Tasting Days (active and passive days) b. Promotion of the Tasting Days by the Media of the partners	POS: Part 1 – done Part 2 – in progress Media promo: in progress	

ACTIVITIES

TITLE	STATUS	OUTPUT
9. OTHER ACTIVITIES LOGISTICS	In progress	1 Storage Facility - Active
10. RESULTS EVALUATION	In progress	3 Three – monthly activity's Report 4 Coordination meeting held 2 Financial report prepared

Budget Activities 3 years € 2.330.919,99



- Strategy € 114.200,00
- Public Relations € 148.200,00
- Website, social media € 126.500,00
- Advertising € 354.500,00
- Communication tools € 225.596,99
- Events € 356.400,00
- POS promotion € 958.800,00
- Other activities € 46.750,00

OPPORTUNITY

Use the European Union logos, the Enjoy it's from Europe logo and the same kind of key messages in all the Programs implemented under the EU Regulation 1144/2014 reinforces and makes the final message on the value of European agricultural production more recognizable, with a view to integrated communication and Union action.

The opportunity given by the European co-financing allows the realization of critical mass actions and therefore of greater impact in the intervention markets.

KEY ISSUES

It is necessary to provide flexibility in the management of budget items in order to be reactive with respect to the continuous change in market conditions and to take advantage of the opportunities that may arise during the implementation of the Programs, in order to achieve the expected results to the maximum extent

RECOMMENDATIONS

To POs and Implementing Bodies

Explicit quantitative and qualitative objectives with KPI (Key Performance Indicators)

Prepare a valid system of verification and monitoring of the alignment between actions and their effectiveness in terms of KPI and results achieved, in order to react promptly with any corrective measures.

THANK YOU ALL

Speaker: Mr. Flavio Innocenzi

Director of the Consortium for the Protection of Asiago Cheese (Leading Entity)

Presentation by PontePR & Marketing



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