

Promotion programmes through the eyes of expert evaluators: what it takes to make the cut

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PROPOSAL EVALUATION

Evaluators cannot score intentions nor a strong idea not expressed.

We score what is **written**, where it is written,

and how consistently it is **evidenced in the proposal...**

PROMOTION OF AGRICULTURAL PRODUCTS

≠ a collection of B2B, B2G and/or B2C activities around the products

⇒ activities designed to **change market**

Market insights → Strategic objectives → Activities → Measurable changes

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MARKET INSIGHTS

Which and how many market(s)?

Market-specific evidence: What are the **recent** and **valid data** per target market that explain **why** the activities are needed?

Competitive positioning: Who are competing against in that market and on **what basis** (price, standards, availability, perception)? Compete vs. complement?

Target group: Can each target group be described and **distinguished**?

Route-to-market: Is it clear how products **reach the end users** in that market?

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STRATEGIC OBJECTIVES

S.M.A.R.T... + Well-connected to the **call text** while linked to your target market?

e.g. if the market is already very familiar with the product, then the objectives... .. ?

Internal consistency: Does each objective clearly **drive the specific activities**?

PROMOTION OF AGRICULTURAL PRODUCTS



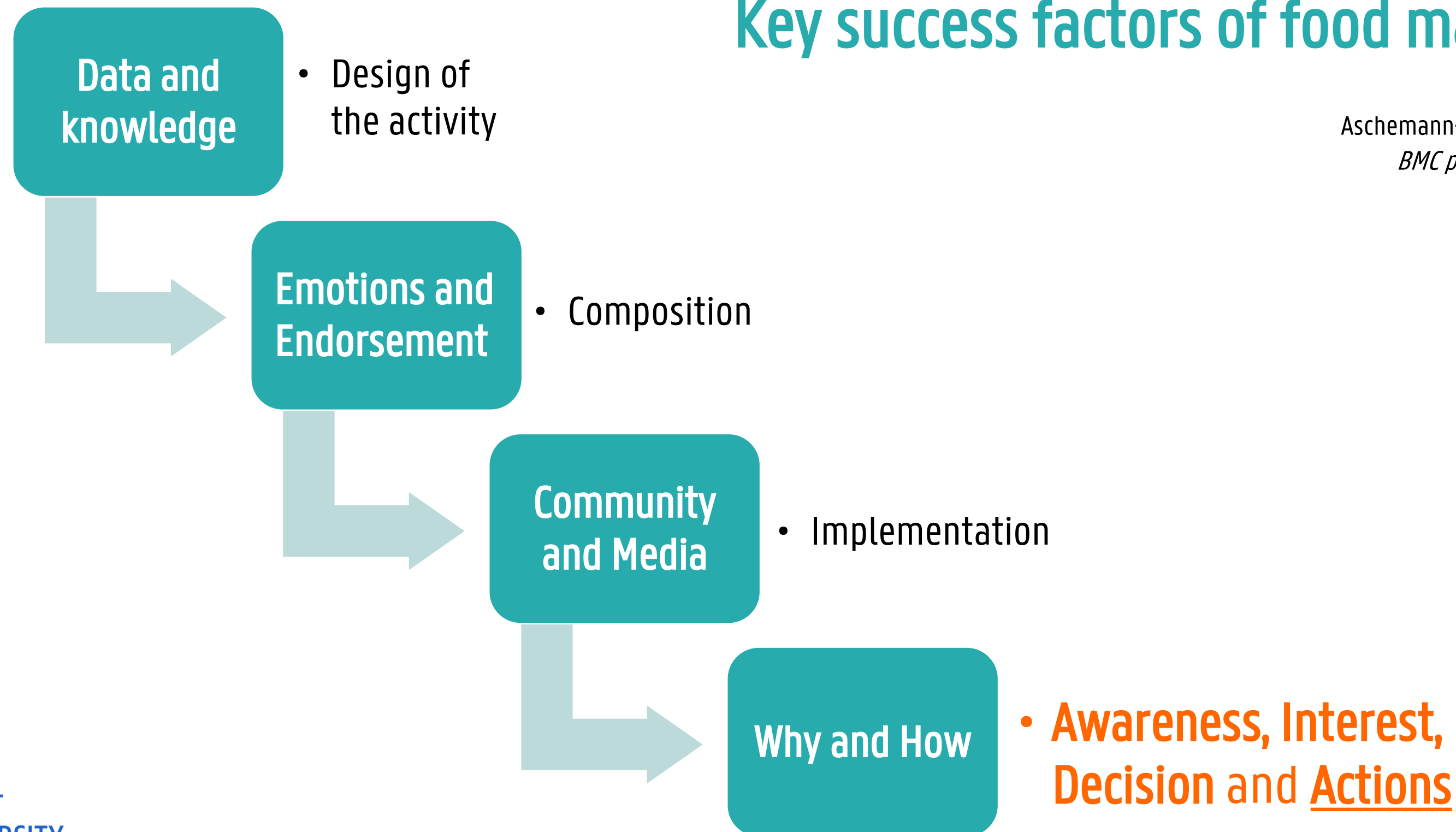
Market insights → Strategic objectives → Activities → Measurable changes

→ Opportunity to **diversify** and **target** your markets within the programme

PROMOTION ACTIVITIES

Key success factors of food marketing

Adapted from
Aschemann-Witzel *et al.* (2012).
BMC public health, 12, 139.
And AIDA model



PROMOTION ACTIVITIES – MEDIA AND EVENTS - SYNERGY

Owned media (full control)

Strong and clear programme and EU messages

Paid media

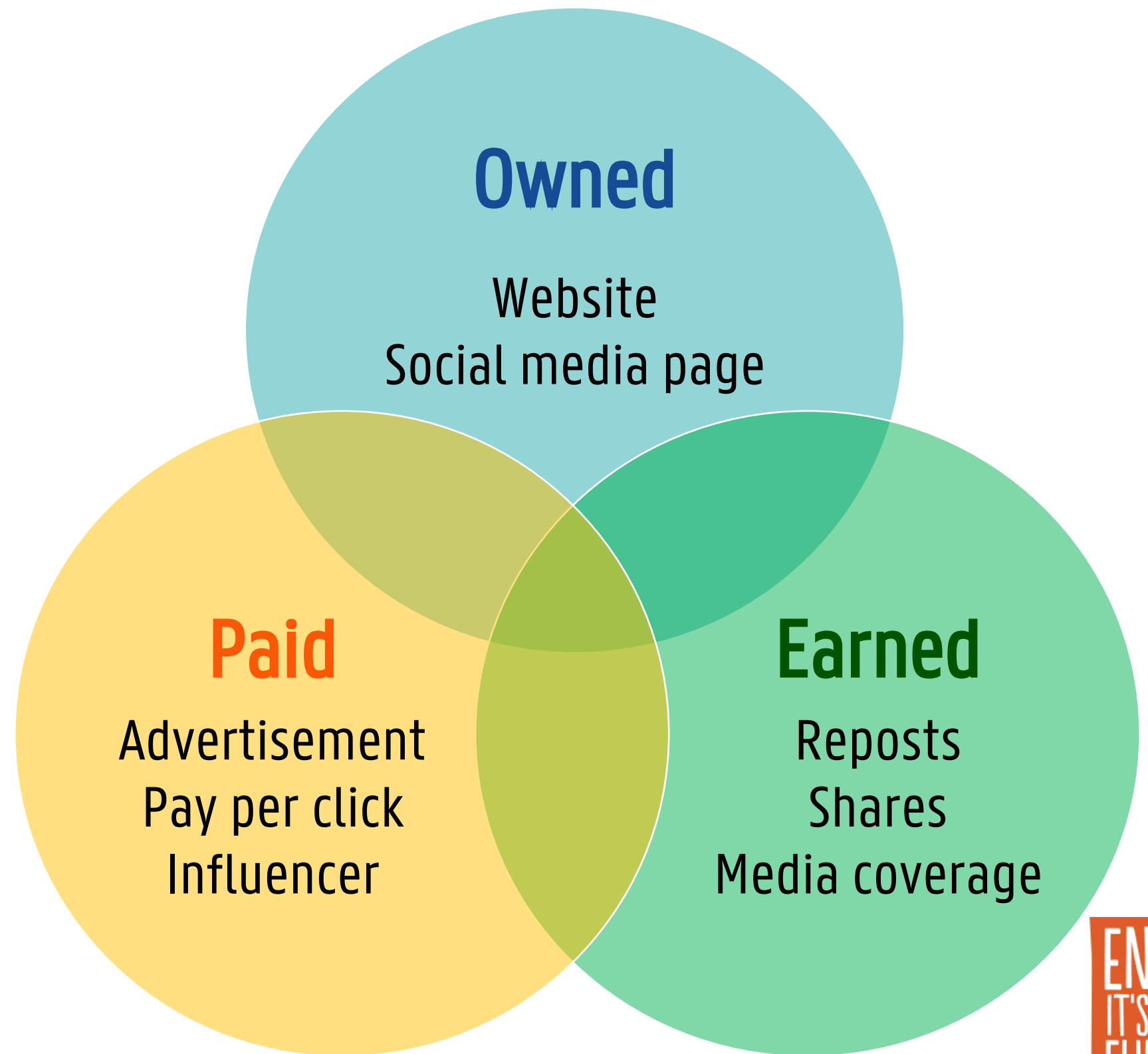
Effective only in **amplifying elements** already credible in owned content

Earned media

Enabled only by **relevance** and **interests**, not assumed nor guaranteed

Focus more than on **reach**

Media choices → clear **intervention logic** and **consistency**



PROMOTION ACTIVITIES – MEDIA AND EVENTS - SYNERGY

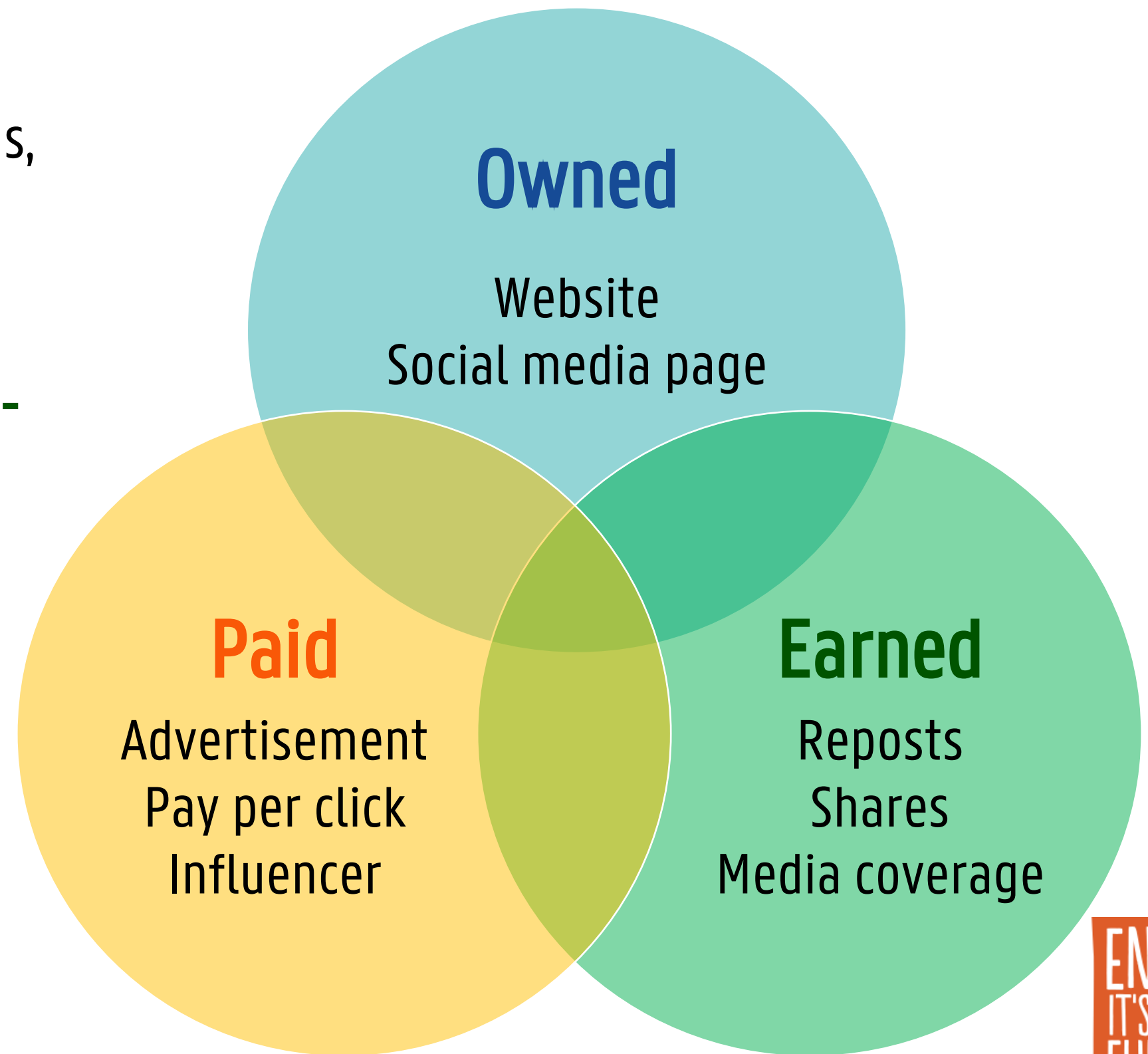
Trade Fairs, seminars, workshops, B2B meetings, trainings, study Trips, tasting events ...

are **owned** and **paid**, can be powerful in **earned-enabling** if planned and implemented right

Who are reached during and after the event?

What effects follow the event?

What would happen if this activity was removed?



PROMOTION OF AGRICULTURAL PRODUCTS



Market insights → Strategic objectives → Activities → Measurable changes

MEASURABLE CHANGES

Estimation of awareness impact, economic impact and ROI

- **Defined** not implied
- Changes measured against a **baseline**
- Indicators **realistic** and **meaningful** for the target group(s) and market(s)
 - > exposure metrics e.g. views or impressions
 - Relevant changes e.g. knowledge, perception, intention, **behaviour**...
- Credible within the **programme duration**

MEASURABLE CHANGES

Independent and continuous evaluation

- Examine the **outcomes**, not only to confirm the activities
- **Beyond KPIs** and satisfaction about specific event(s)
- E.g. Triangulation of market data, surveys and behavioural indicators

A PROPOSAL THAT STANDS OUT?

Fundamental:

Logical, credible, consistent, evidence-driven, cost-efficient, impactful, ...

Additional value (when fundamentals are already strong):

Innovation with **behavioural insights** and choice architecture

- **Nudges** that lower barriers to action
- Purposeful **engagement** e.g. gamification
- **Adaptive** and **learning-oriented** design in events
- AI – creative media?

PLANNING FOR SUCCESS

Experience and stories shared by **beneficiaries**

Important to check **before** and **after** writing

- Today – Session 3: Agri-food promotion calls for proposals 2026: everything you need to know to apply
- Presentations by *Dyanne Bennink*, *Alessio Bacchielli*, and *Alina Pyda*

TAKEAWAYS

— A

— G

— R

— I

— P

TAKEAWAYS

- **A**rticulate the pathway from **market insights** to **changes**
- **G**round choices in **logic** and **evidence**
- **R**einforce activities that enable **earned-media**
- **I**mpacts demonstrated through meaningful **indicators**
- **P**roportional design pays off!

Thank you!

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