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PROGRAM EUPERTE

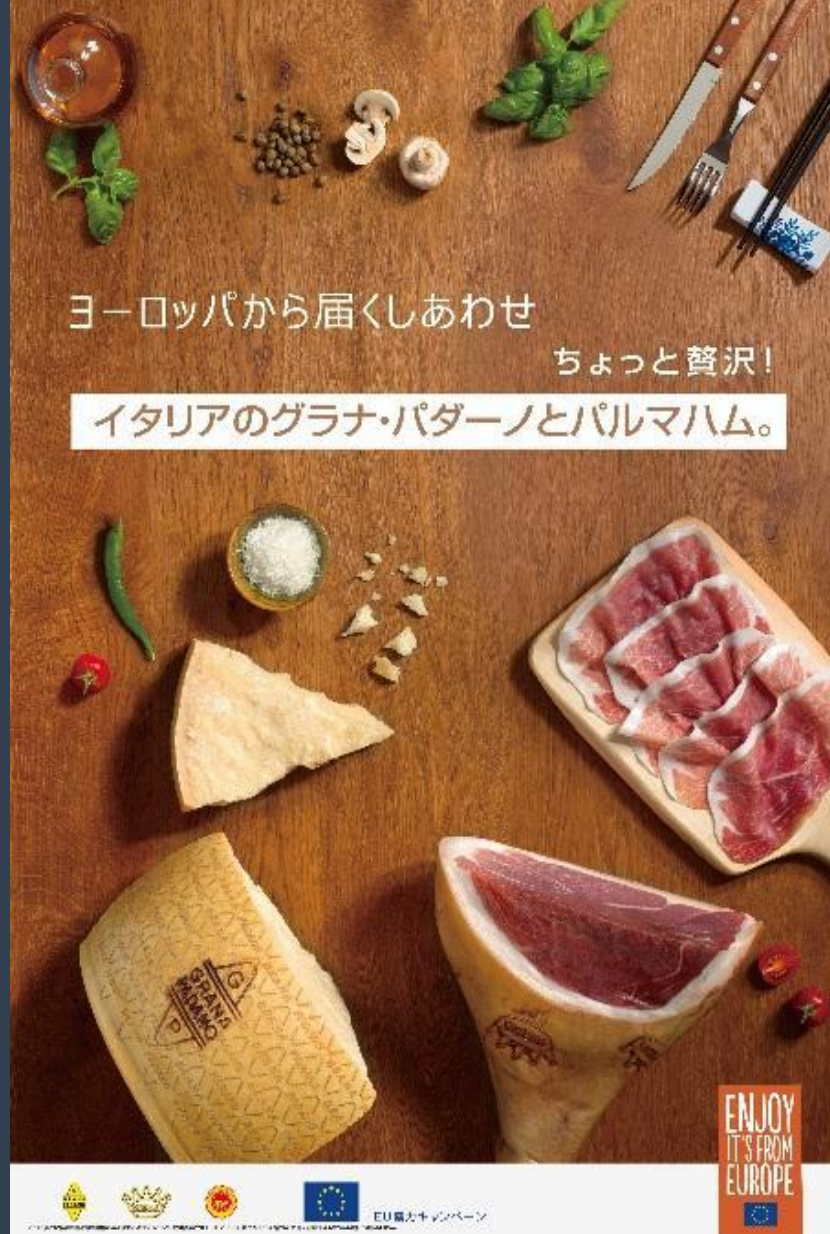
EU Prodotti Europei
Rintracciabili Testimonial
Eccellenti

DURATION

2017/2020 - 36 months

TARGET MARKETS

Japan, China, Hong Kong



TESTIMONIAL PRODUCTS

- Grana Padano DOP,
- Prosciutto di Parma DOP

PROPOSING ORGANISATIONS

- Grana Padano Protection Consortium (leading entity)
- Consorzio del Prosciutto di Parma - ITALY

OVERALL BUDGET

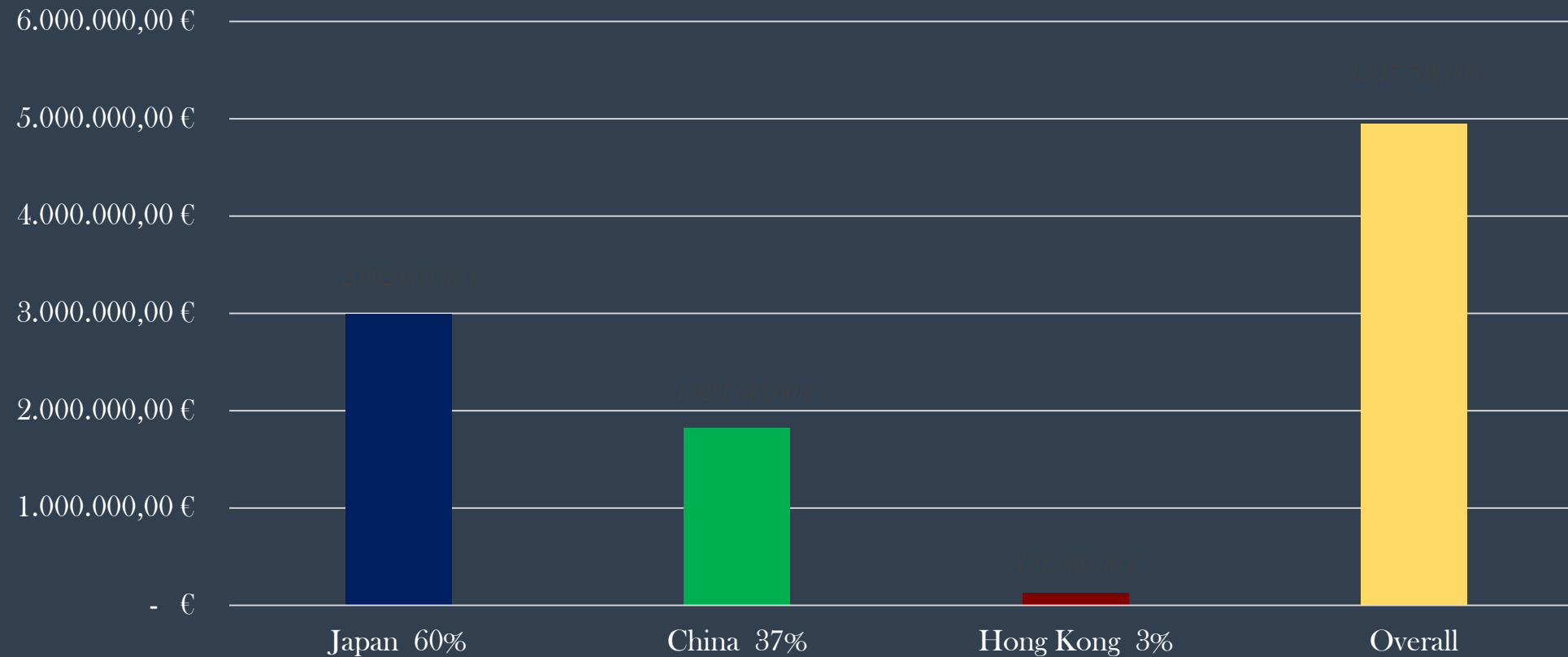
5.904.500,00 €



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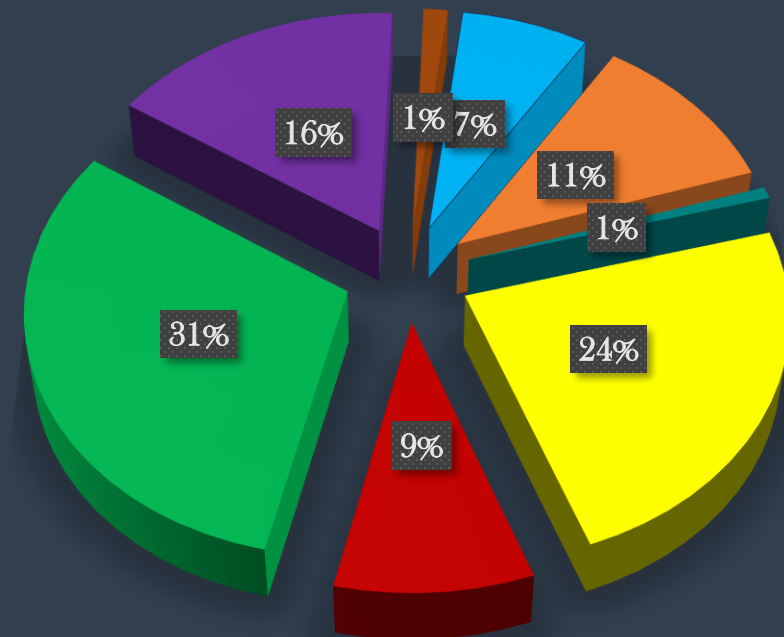
Overall budget per country - 3 years



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Overall budget per activities - 3 years



- 1) Strategy
- 2) Public Relations
- 3) Website
- 4) Advertising
- 5) Communication tools
- 6) Events
- 7) POS tasting days
- 8) Logistics



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RESULTS



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OBJECTIVES

Increasing and improving the knowledge of the European Union Quality Schemes

Increasing competitiveness and consumption of the testimonial products of the Program, contributing to increasing competitiveness and consumption of EU agricultural products

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

INDICATORS

knowledge

+ 10% among Professionals and Media representatives
+ 5% by Consumers

Export

+ 9% Grana Padano PDO
+ 28% Prosciutto di Parma PDO

+ 9% consumption of European quality products (according to Eurostat data of growth forecast for 2020)

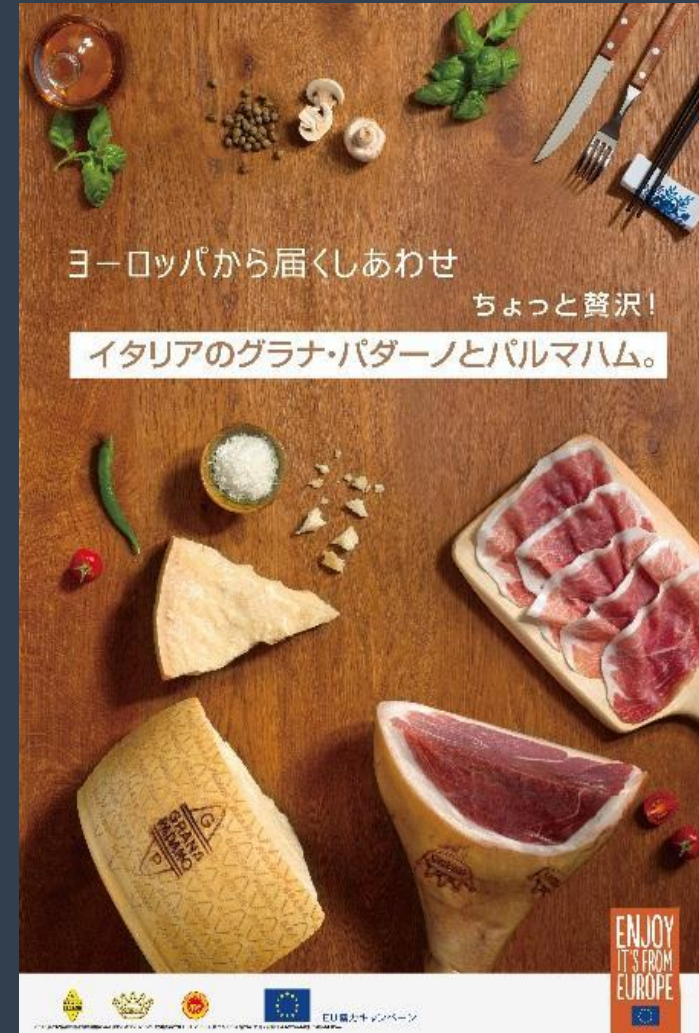
RESULTS

101,256 Professionals & Media
1,076,657,274 views



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ACTIVITIES KEY VISUAL OF THE PROGRAMME



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ACTIVITIES PR - Press Events



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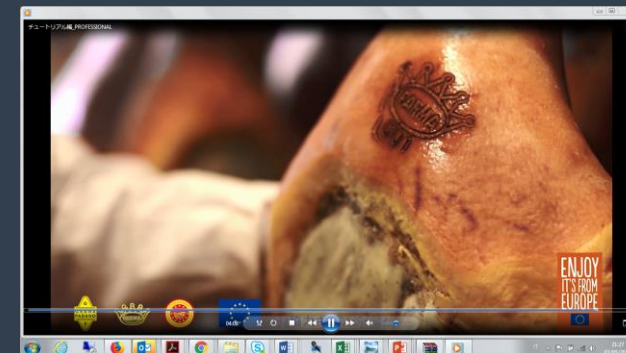
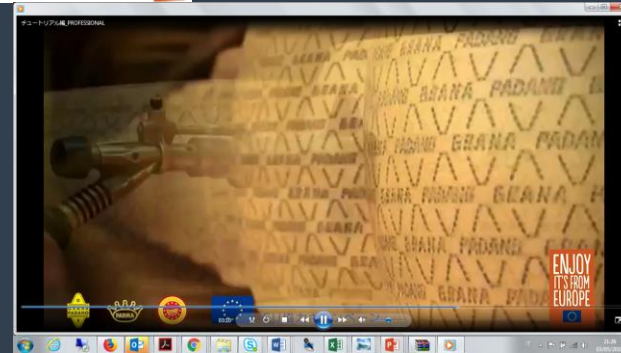
Newsletter, Press Release, Web Site



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ACTIVITIES ADVERTISING PRINT & ONLINE and OTHER TOOLS



Advertising, Infomercial TV, Adv online



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ACTIVITIES EVENTS – Exhibitions, Seminars, Restaurant weeks



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ACTIVITIES EVENTS – Events & Sponsorship



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ACTIVITIES TASTING DAYS - PoS



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ACTIVITIES

Visibility – Info Materials - Gadgets



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KEY SUCCESS FACTORS

EU co-financing



Critical mass actions

Common key messages



Integrated communication

Testimonial products



Concrete meaning of EU quality schemes

Reliable partners



Effectiveness



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MARKET ANALYSIS «consumers» MAIN RESULTS

LOGO

AWARENESS



17,4%

for 59,6% it “denotes a production origin”



20%



27,7%

50% recognized that the products come from Italy



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FUTURE SUSTAINABILITY

The support of European co-funding provides a solid basis for the planning and implementation of long-term interventions in new markets.



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