



sæson

**Fresh fruit and vegetables from
Europe. Every day.**



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

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IT'S FROM
EUROPE



General overview

Overall objective	To increase spending on and consumption of European fruit and vegetables among families with children and in the foodservice industry on the Danish market
Duration	The campaign was initiated in March 2017 and will be completed by February 2020
Primary target group	Families with children
Secondary target group	The foodservice industry
Communication strategy	To show how easy it is to get just one more piece of fruit and vegetables per day
Total budget (3 years)	2.474.954 €



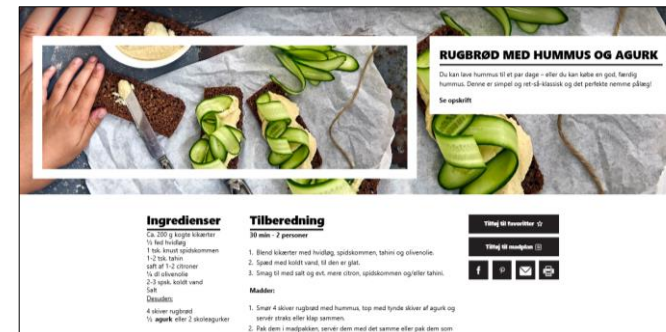
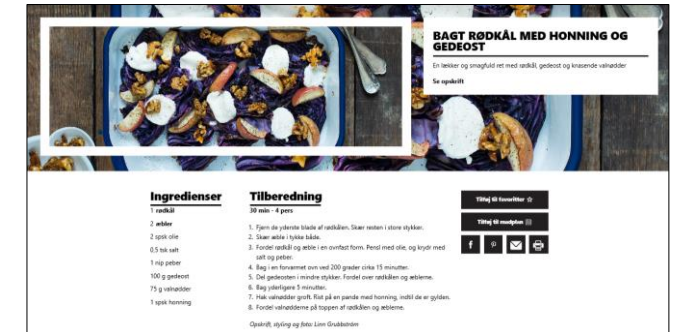
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Activities

- Season website (www.sæson.dk)
- Facebook ads and posts
- Banner ads, SEO and SEM
- Promotional videos
- Public relations



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Visual material

- Promotional videos

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Visual material

- Recipes

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Visual material

- Recipes

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Visual material

- Tips & tricks

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ONE MORE PER DAY, ALL DAY, ALL WEEK, ALL SEASON



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Visual material

- Masterclasses

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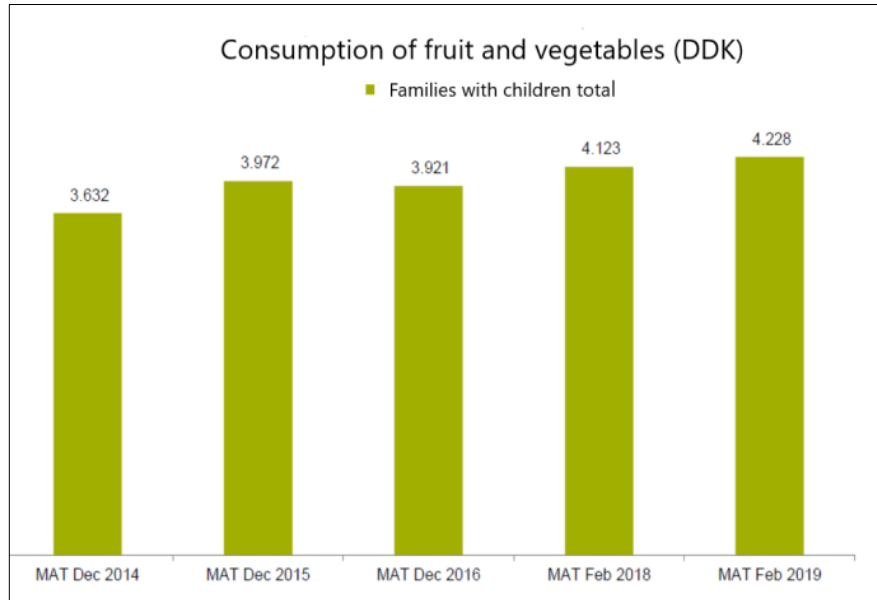


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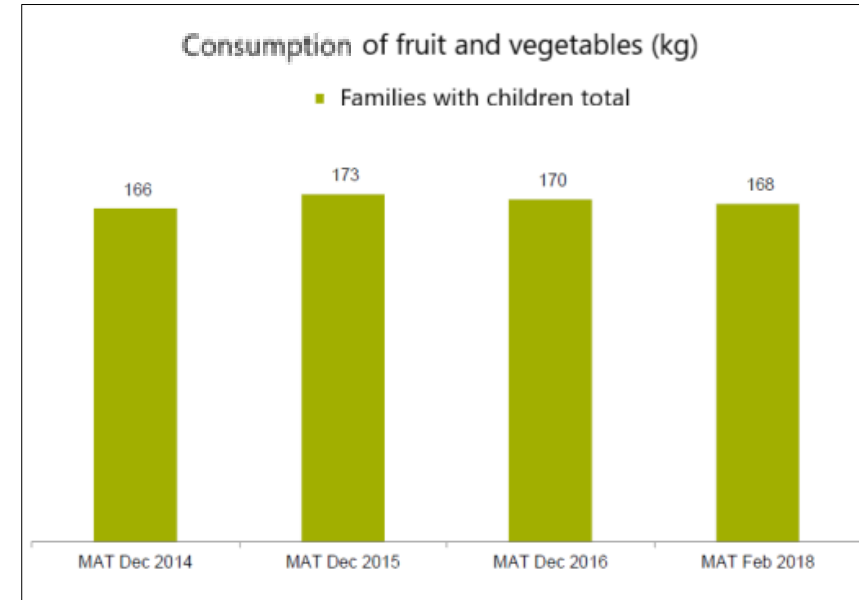


Preliminary results

Overall objective: To increase the consumption of fruit and vegetables among the target groups.



Objective 1: Increase the annual household spending (DDK) on fruit and vegetables by 7,5% among families with children.



Objective 2: To increase the annual consumption with 10 kg per household per year among families with children.



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Preliminary results (November 2019)

- The campaign's key message reaches a large proportion of the primary target group:

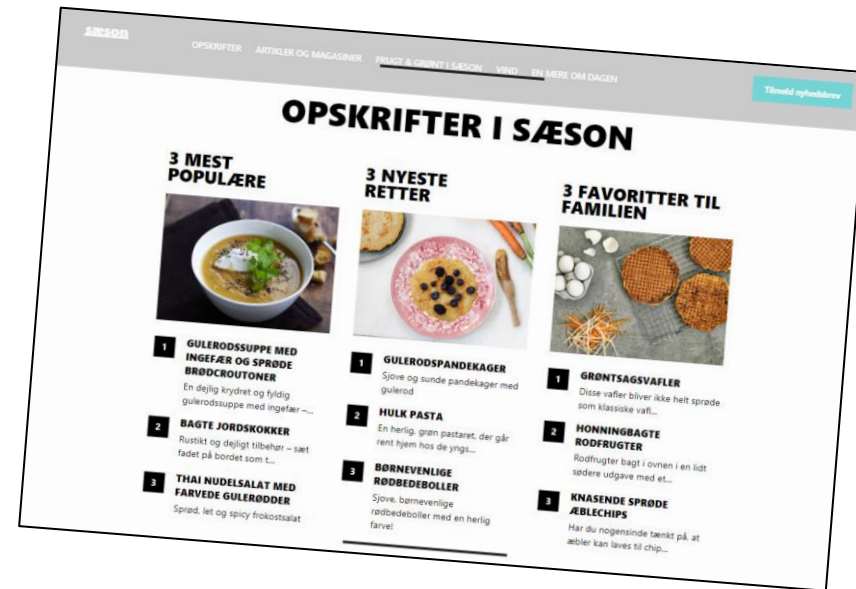
Website

Result indicators:

- 75,000 unique visitors per month (Year 1)
- 85,000 unique visitors per month (Year 2-3)

Deliverables:

- 113,393 unique visitors per month (average for year 1-3)



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Preliminary results (November 2019)

Promotional videos

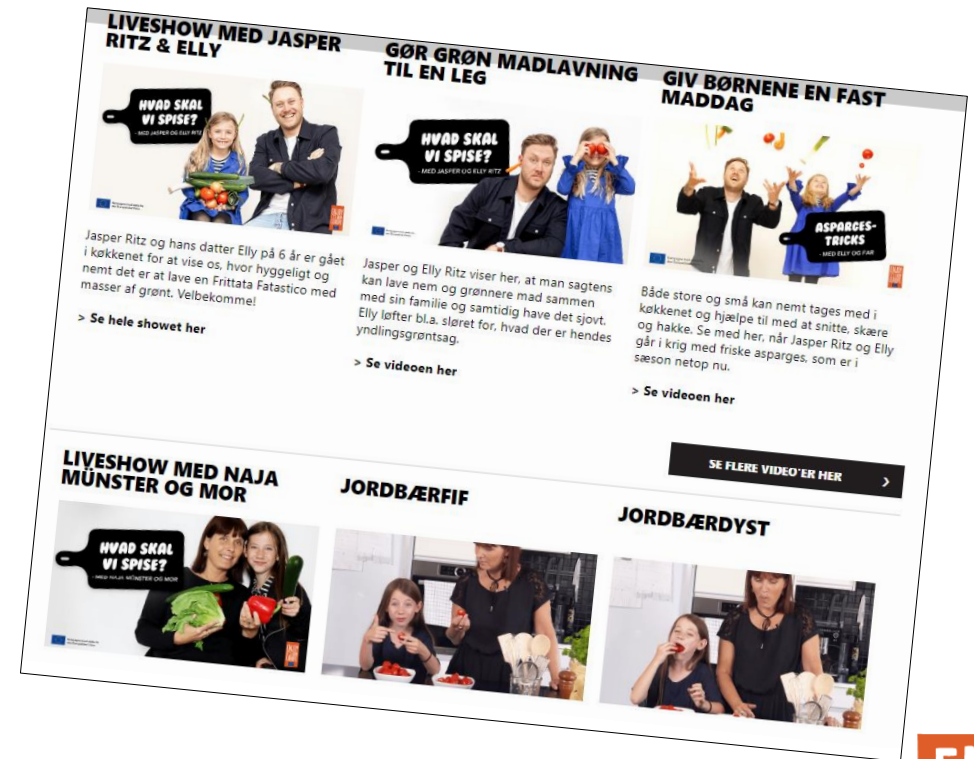
- 12 promotional videos (year 1-3)

Result indicators:

- 12,000,000 impressions (year 1-3)
- 6,600 clicks (year 1-3)
- Click rate: 0,06 % (year 1-3)

Deliverables:

- 26,946,111 impressions (year 1-3, Facebook and Youtube)
- 163,164 clicks (year 1-3)
- Click rate: 1,58% (year 1-3)



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Preliminary results (November 2019)

Facebook adds

Result indicator:

- 107,526 clicks (year 1-3)

Deliverable:

- 223,831 clicks (year 1-3)

Search campaign

Result indicator:

- 666,666 clicks

Deliverable:

- 702,724 clicks



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The future

2020:

- The Season campaign has been granted funding to continue throughout 2020

2021:

- EU promotion multi programme?
- Continuation of the Season campaign?

