

COMMUNICATION CAMPAIGNS IN THE CONTEXT OF THE COVID19 PANDEMIC — HOW TO FACTOR IN PUBLIC HEALTH RESTRICTIONS



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EUROPE



Call: AGRI-SIMPLE-2020-CRISIS

Topic: SIMPLE-CRISIS-2020

Type of action: AGRI-SIMPLE-IM

Proposal acronym: EU PICOTA CHERRIES

Proposal Number	Proposal Acronym	Coordinator/Proposing organisation	Products
101021208	EU PICOTAS CHERREIES	AGRUP. COOP. VALLE DEL JERTE	FRUIT
Target Countries	Duration (months)	Estimated total costs in €	Maximum grant amount in €
SPAIN	12	276 440	234 974



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[Company](#)

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BENEFICIARY

Agrupación de Cooperativas

VALLE DEL JERTE

FORMED BY 15 COOPERATIVES

3400 SMALL-SCALE FARMERS

ON AVERAGE, OUR FARMERS "DO NOT MEASURE
THEIR ORCHARDS IN HECTARES BUT IN NUMBER
OF TREES "



COMMUNICATION CAMPAIGNS IN THE CONTEXT OF THE COVID19 PANDEMIC — HOW TO FACTOR IN PUBLIC HEALTH RESTRICTIONS

HOW HAS THE COVID19 PANDEMIC IMPACTED AGRO-
BUSINESSES?

WHERE ARE OUR CUSTOMERS IN THE CURRENT COVID19
CONTEXT?

HOW TO PROMOTE IN ORDER TO IMPACT OUR CUSTOMERS?

EUROPEAN ECONOMIC FORECAST

SUMMER 2020



GROWTH

	2019	2020	2021
EURO AREA	1.3%	-8.7%	6.1%
COMPARISON WITH SPRING 2020 FORECAST	—	-1.0 pps	-0.2 pps
EU 27	1.5%	-8.3%	5.8%
COMPARISON WITH SPRING 2020 FORECAST	—	-0.9 pps	-0.3 pps

GROSS
DOMESTIC
PRODUCT

#ECForecast

Source:
European Economic
Forecast, Summer
2020

Economic and Financial Affairs



European
Commission

Growth map

2020



% of GDP



2021



Source:
European Economic
Forecast, Summer
2020

Economic and Financial Affairs



European
Commission

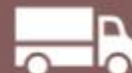
HOW HAS THE COVID19 PANDEMIC IMPACTED AGRO-BUSINESSES?



ECONOMIC CRISIS

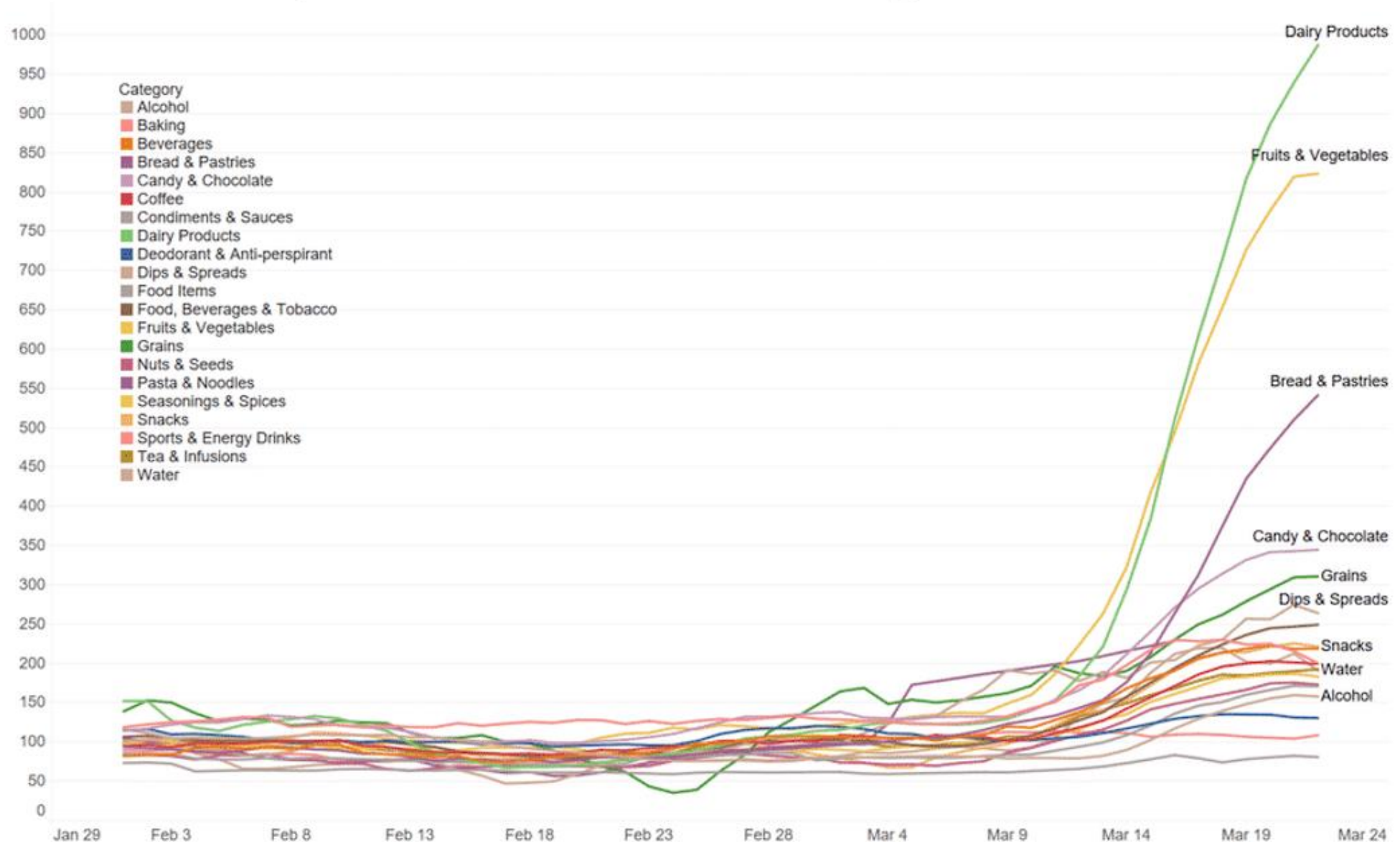


COST INCREASE



CHANGES IN DISTRIBUTION
AND CONSUME PATTERNS

Sales of Dairy Products and Fruits & Vegetables Rise in March





WHERE ARE OUR CUSTOMERS? HOW HAVE THEY CHANGED DURING THE PANDEMIC ?

The COVID19 Pandemic has implied a sharp increase in ecommerce. Online shopping has increased up to 75% during lockdown, according to a Nielsen Consulting research.

BEFORE THE PANDEMIC:



OUR CONSUMERS HAVE CHANGED
THEIR SHOPPING PATTERNS, OUR
PROMOTION EFFORTS SHOULD
THEREFORE ADAPT TO THEM



ONLINE CHANNELS



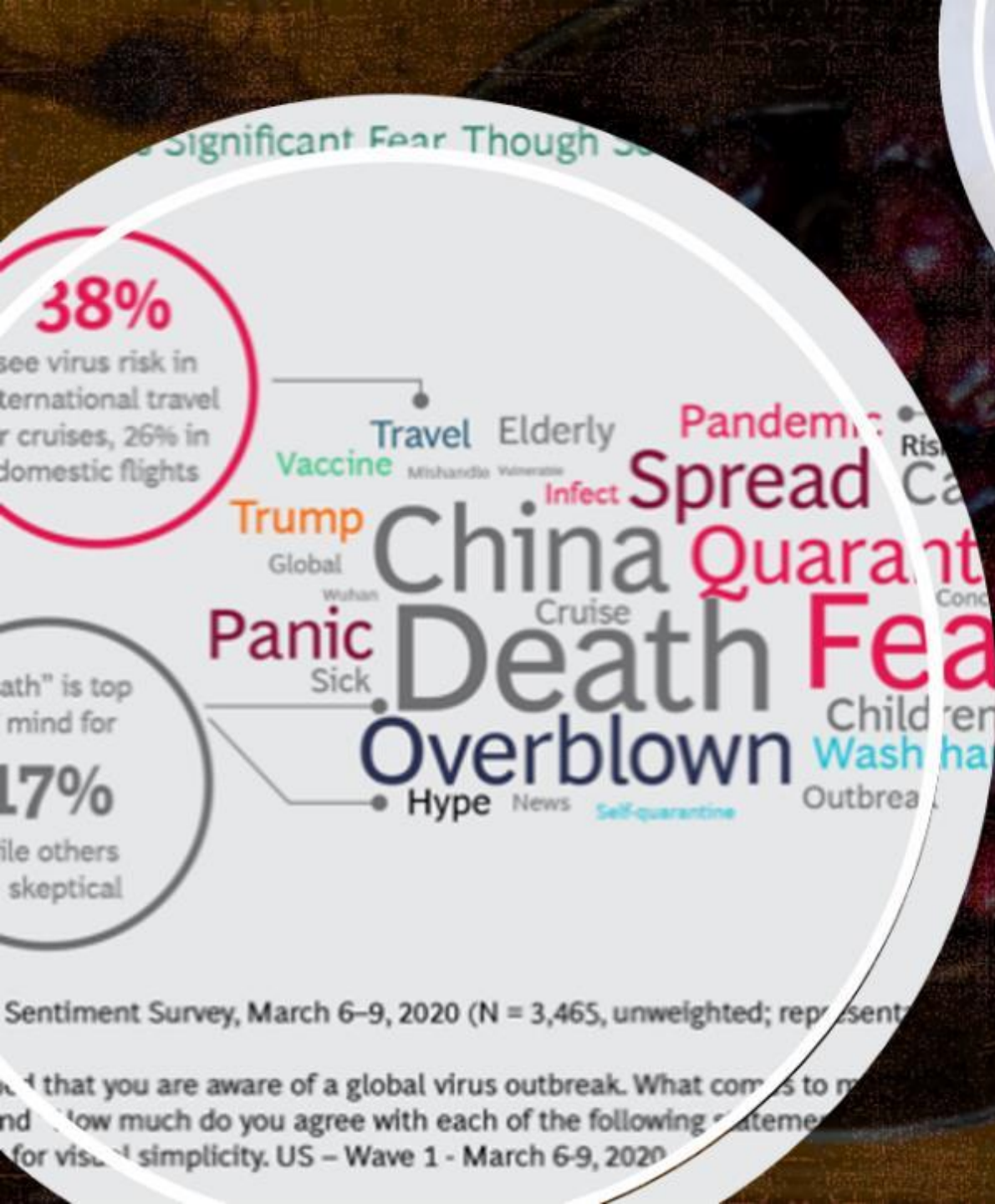
INTERACTION IS KEY



FAST AND DIRECT
MESSAGE

AFTER THE PANDEMIC:





HOW TO PROMOTE IN ORDER TO
IMPACT OUR COSTUMERS
SUCCESSFULLY?

THE WORLD HAS CHANGED, SO HAVE OUR
CUSTOMERS



**COLLABORATE WITH PROMOTERS
THAT HAVE THEIR TRUST**

INFLUENCERS: they will create an
experience and build an
emotional connection



QUALITY CONTENT CREATION



OUR PROMO CAMPAIGNS SHOULD ENABLE DIRECT COMMUNICATION THROUGH ALL THESE SOCIAL PLATFORMS



**THAT DOES NOT MEAN TO FORGET
THE TRADITIONAL AND SPECIFIC
MEANS OF THE AGRO-SECTOR**



FRUIT LOGIS TICA

2021
3|4|5 FEBRERO BERLÍN

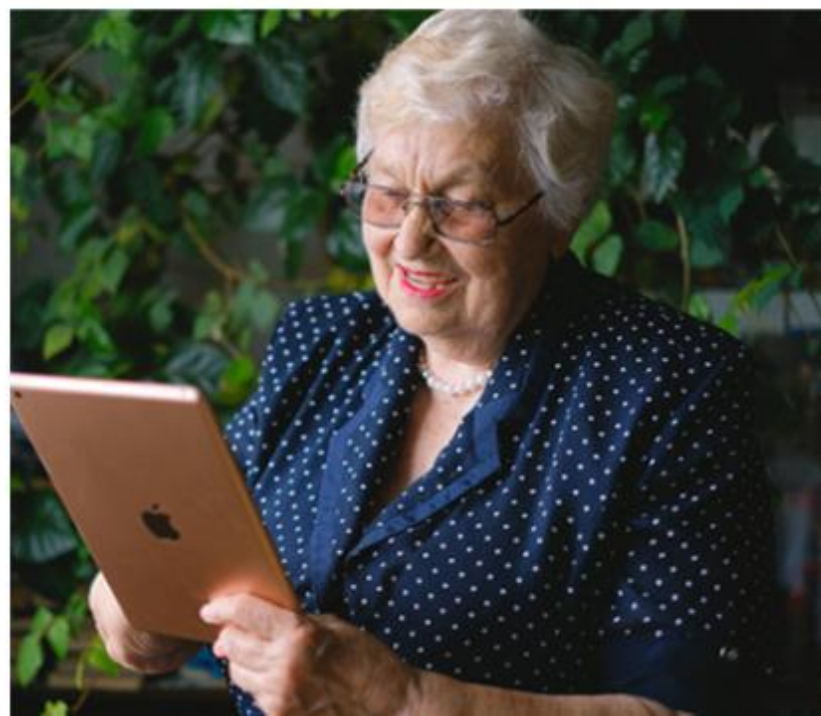


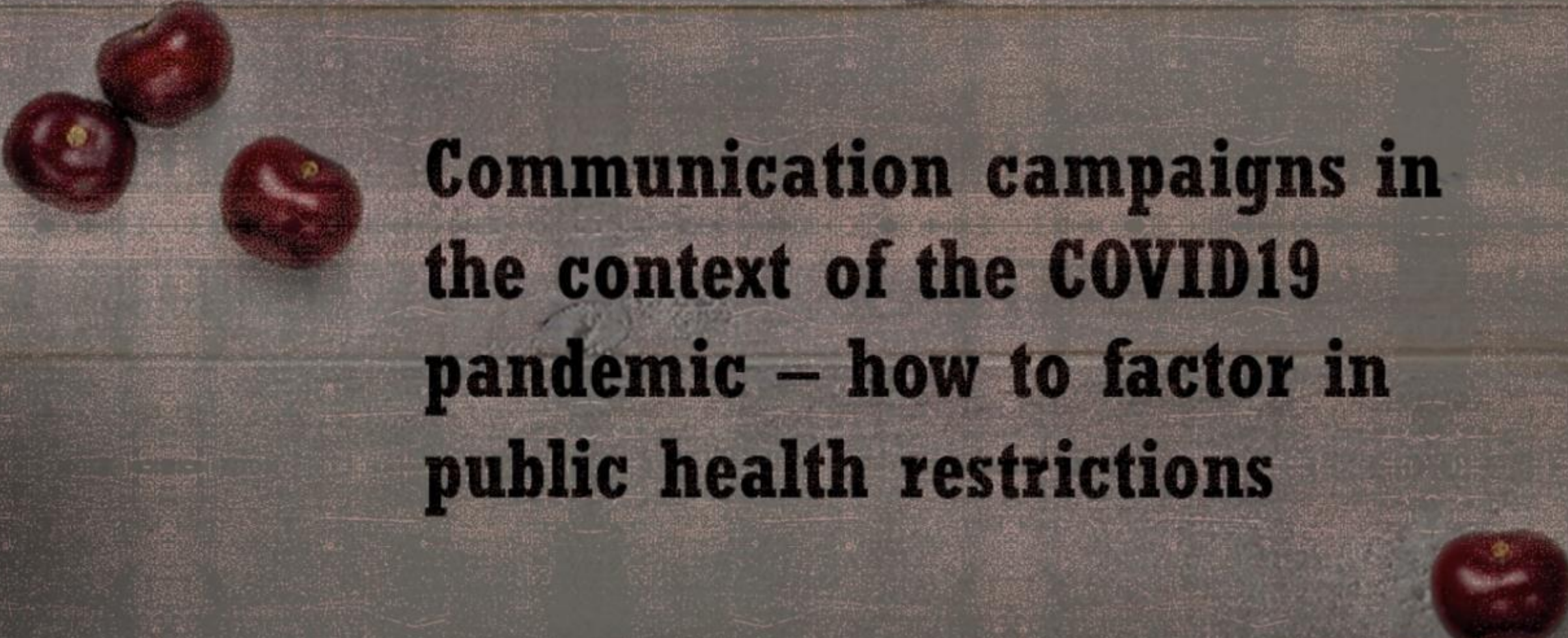
**INTERNATIONAL MEETING POINTS SUCH AS
FAIRS STILL LOOK A BIT FAR, SO WE DO
NEED TO HAVE A PLAN B**

CREATE QUALITY WITH B2B MEETINGS



MIX ON&OFF-LINE POINT-OF-SALE ACTIVATIONS





**Communication campaigns in
the context of the COVID19
pandemic – how to factor in
public health restrictions**

GRACIAS!



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