

1144 multi programmes: Finding the right partner for your European project

Success stories and advice

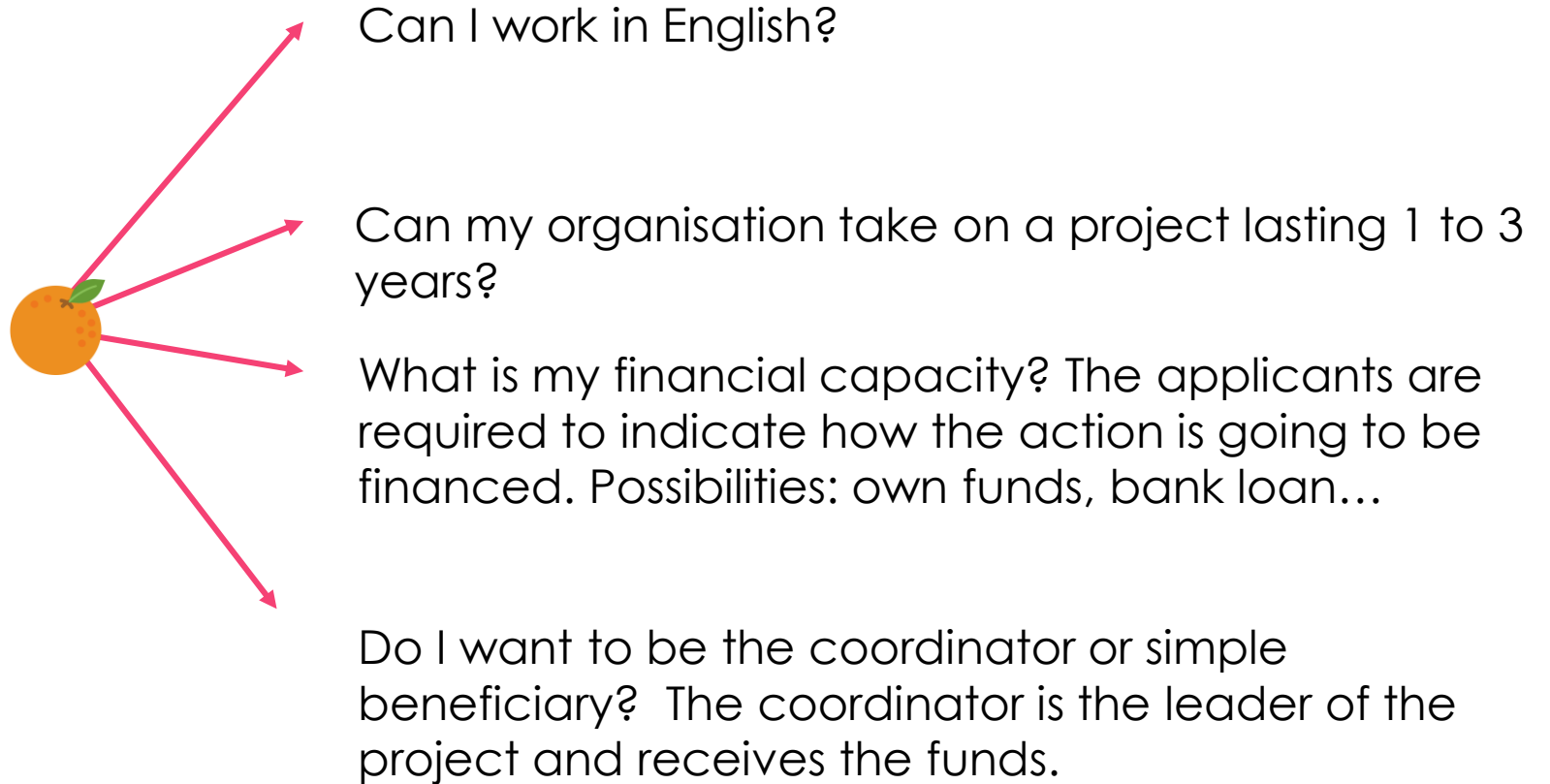


Hélène Bourgade - Praha 2019

Prerequisites for the Matchmaking



Some questions to ask yourselves beforehand...



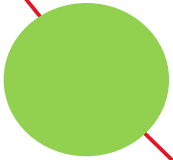
How to find – and keep – the right partner



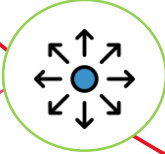
The perfect partner for you:



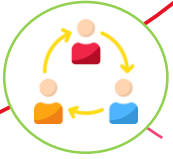
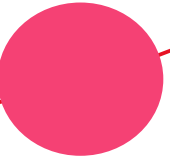
Shares your vision, your objectives and strategic approach



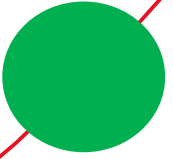
Has to contribute to the project and have experience in project implementation



Is active and motivated: do not choose « alibi » partner.



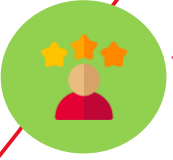
Has a strong desire to work with you. You should get along with the other partner(s), meet them, have the feeling that your collaboration will be smooth and fruitful



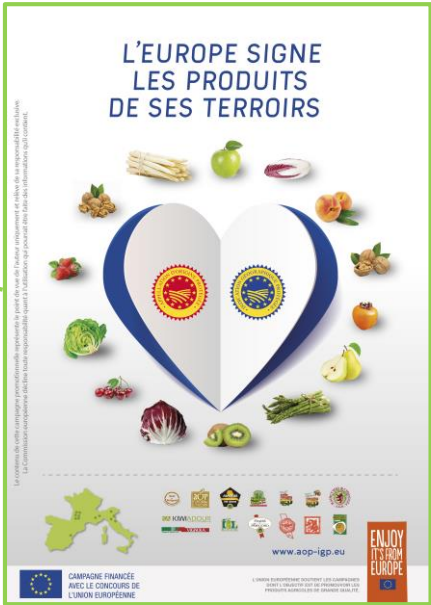
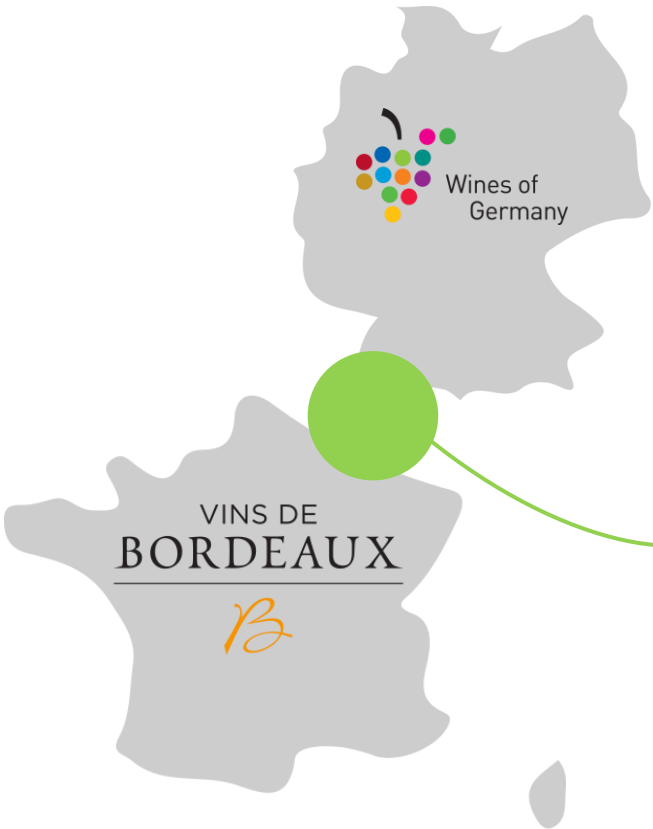
Has time



Has a good reputation and sufficient resources



Some successful relationships...



Project presentation: BORDEUS



The project

Project title: Bordeus: promotion of German and Bordeaux Wines

Duration: 3 years / 2019 - 2021

Budget: 9 851 400€ (EU contribution : 7 881 360€)

Target market : the United States

Products: Red & White wines

Beneficiaries: CIVB/DWI

At the beginning: common needs...and common interests

The evolution of trends pushed the Bordeaux & German wines to rethink their relationships with their consumers.

The European wines suffered from heavy competition in the US

Their market shares in the US were stagnating

Partner's identification: BORDEUS



The strategy chosen and implemented



How to increase the individual awareness and consumption of two different wine regions, with a collective campaign?

- Implementation of seminars, study trips, tasting events, on-trade tastings and POS promotion
- Implementation of PR activities
- Use the **“Cool wines from Europe”** card by emphasizing the origin of the wines: the goal here is to focus on the young, trendy and connected consumers



Project presentation: L'EUROPE SIGNE LES PRODUITS DE SES TERROIRS



The project...

Project title: Information and promotion programme of European labels of PDO-PGI quality and origin, by showcasing 14 fruits and vegetables

Duration: 3 years / 2018-2020

Budget: 5 535 000€ (EU contribution : 4 428 000€)

Target market : France, Germany, Italy

Products: 14 PDO-PGI fruits and vegetables

At the beginning: common needs...and common interests

PDO-PGI producers could not go it alone due to a lack of funds and resources but they wanted to implement a promotional campaign.

They had a common objective : to increase the awareness of fruits and vegetables with PDO-PGI logos in the internal market.

Partner's identification: L'EUROPE SIGNE LES PRODUITS DE SES TERROIRS



L'EUROPE SIGNE
LES PRODUITS
DE SES TERROIRS

APFELSO and other PDO-PGI organizations met at conferences and EU workshops

*The key to their success ?
A long term relationship with good communication, collaboration and coordination*

Beginning of the campaign implementation



The strategy chosen and implemented



L'EUROPE SIGNE
LES PRODUITS
DE SES TERROIRS

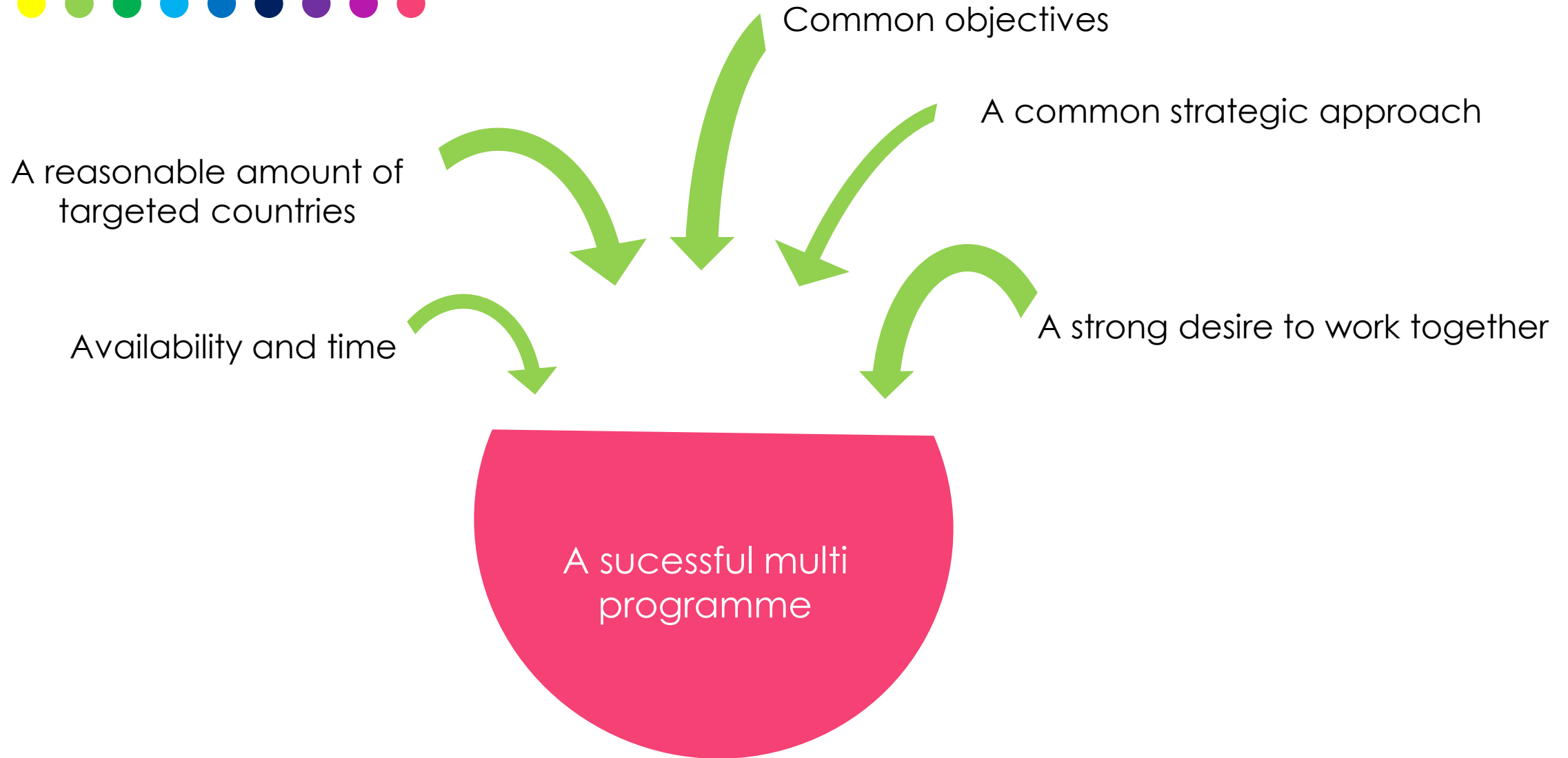


How to increase awareness and sales of fruits and vegetables carrying the PDO-PGI labels?

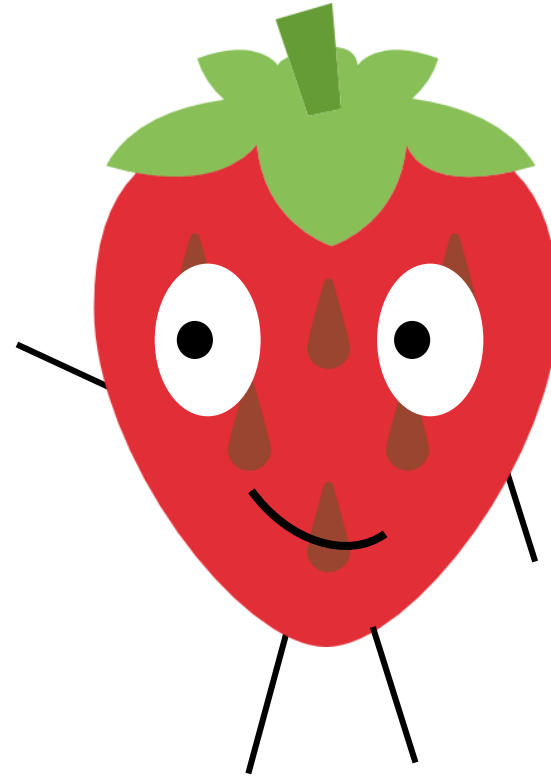
- A common creative concept : “Europe certifies the products of its terroir”
- A unified campaign with a true synergy of messages considering the seasonality of the fruits and vegetables
- A consistent marketing mix which gives credibility and visibility to each product



The perfect recipe for a Multi Programme



Děkuji !
Thank You !



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