



ORGANIC FARMING CAMPAIGN: Promotion in Practice



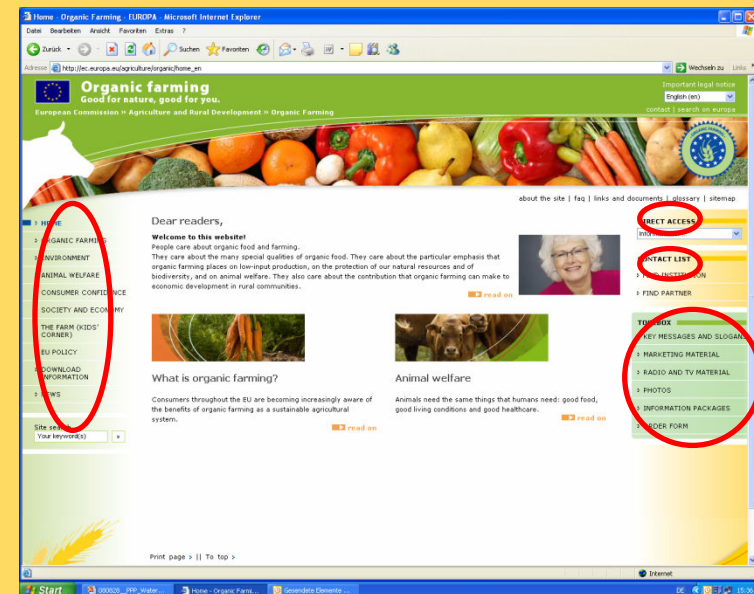
European Commission
Agriculture and Rural Development



The website

www.organic-farming.europa.eu

- Offers **plenty of information** on organic farming in Europe, EU policies and the new regulation – in 22 languages
- Features **downloadable marketing materials** – free of charge
- Inspiration and materials for creating your own marketing material, eg **messages and photos**
- Tailor-made **info packages** facilitate access to the website
- **Search** function (institutions, partners)



European Commission
Agriculture and Rural Development



How to use the marketing materials?

- Integrate marketing materials in national, regional or local campaigns
- Use them for infotainment activities
- Examples:
 - Open day at your farm/shop
 - Tour de Bio (bicycle tour from farm to farm)
 - “Taste Organic”-Day at company canteen
 - Cooking course at organic supermarket
 - School activity on organic farming



How to use the marketing materials?

Scenario for promotion: Open day at farm/shop

➤ Which marketing material to download?

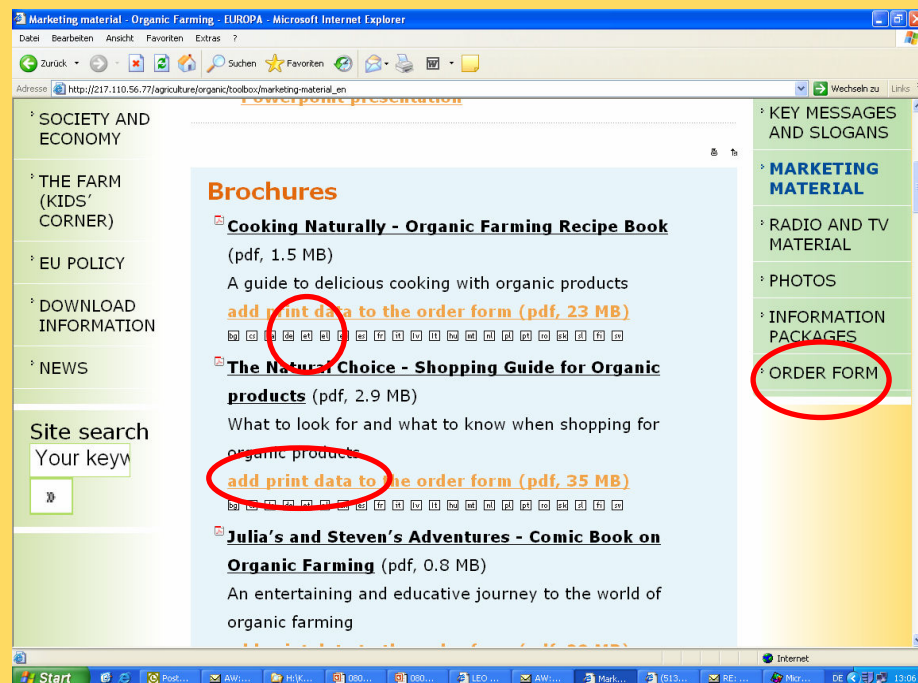


- Decorate (farm) shop / shop window with **posters/ banners** for general public
- **Recipe book** as give-away (what to cook with the organic ingredients available at the farm/shop); if the shop / farm has a cooking facility: show-cooking of one of the dishes
- **Post cards** as give-aways (to let friends know about organic farming)
- **Shopping guide** to raise awareness for organic products



How to download the print marketing material

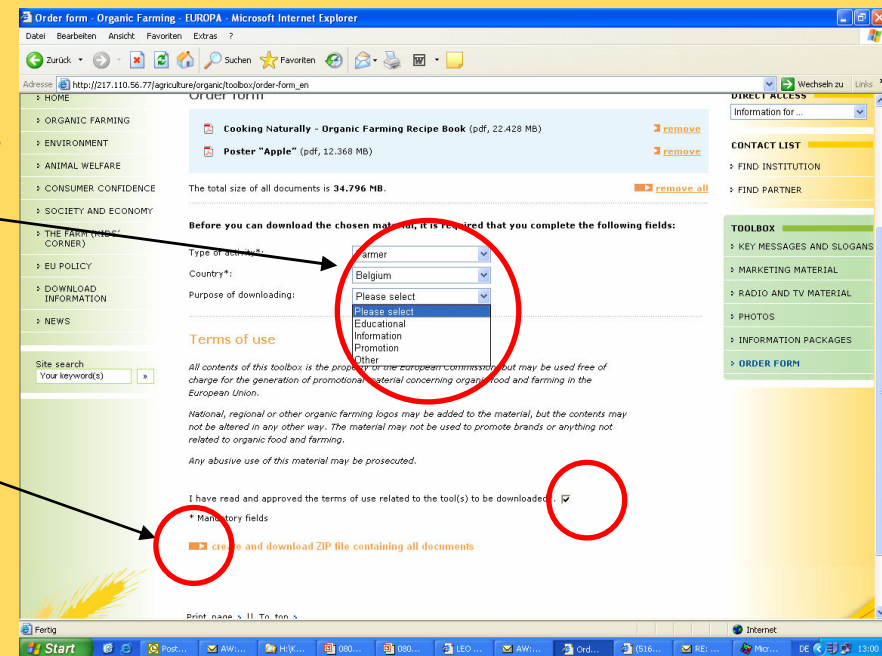
- Two versions of the print marketing material available, **high** and **low** resolution
- **Low resolution** directly downloadable (through any language version of the website)
- **High resolution** downloadable via order form in your language
 - Add print data, then click on “Order Form”
 - several choices possible (shop system)



How to download the marketing material

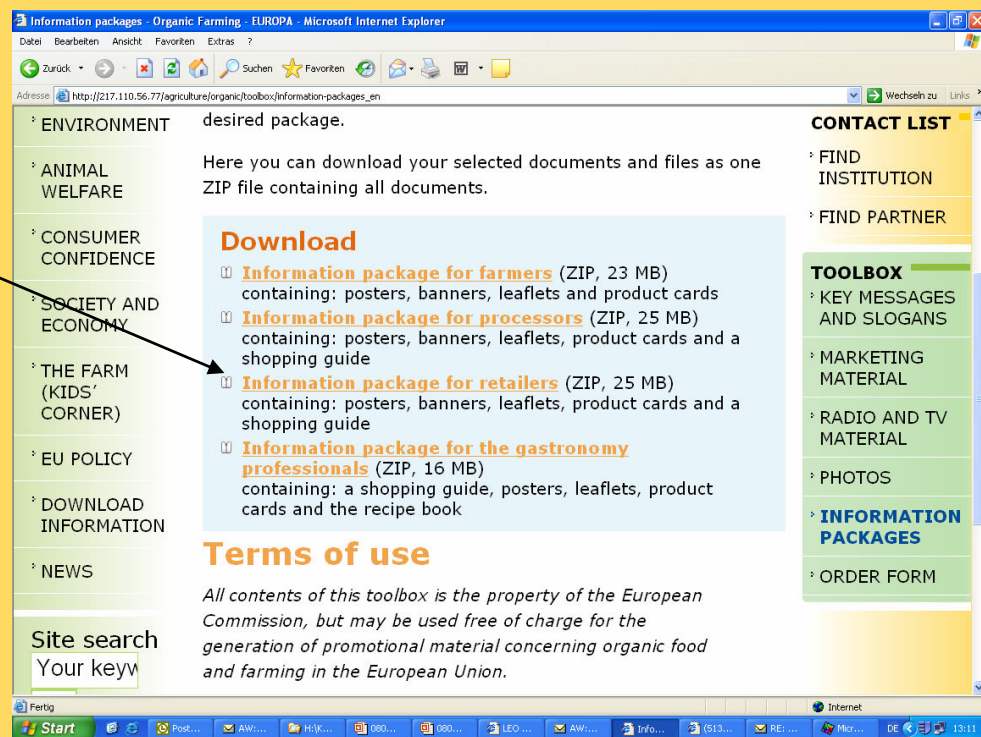
High resolution material

- Select marketing material
- Add to order form
- Fill in information required (type of activity, country, purpose of downloading)
- Accept terms of use
- Download zip file



Information packages – Quick and easy

- For a quick and direct access, the website features information packages tailored to selected target groups



Audiovisual material

- The toolbox features two TV spots, two radio spots and 40 min of TV footage
- New materials are currently being produced: an animated TV spot on “emancipated chicken”, a radio spot and further TV footage
- All material is available in all languages including transcripts

Radio and TV material - Organic Farming - EUROPA - Microsoft Internet Explorer

about the site | faq | links and documents | glossary | sitemap

HOME

ORGANIC FARMING

ENVIRONMENT

ANIMAL WELFARE

CONSUMER CONFIDENCE

SOCIETY AND ECONOMY

THE FARM (KIDS' CORNER)

EU POLICY

DOWNLOAD

Radio and TV material

Click on the links below to access entertaining and informative audio and visual material to spread the word on organic farming throughout the EU.

Radio spot "Candlelight dinner"

Download

medium quality (00:30, mp3, 0.5 MB)

lead transcript (pdf, 0.1 MB)

Radio spot "In the supermarket"

Download

medium quality (00:30, mp3, 0.8 MB)

DIRECT ACCESS

Information

CONTACT LIST

FIND INSTITUTION

FIND PARTNER

TOOLBOX

KEY MESSAGES AND SLOGANS

MARKETING MATERIAL

RADIO AND TV MATERIAL

PHOTOS

INFORMATION



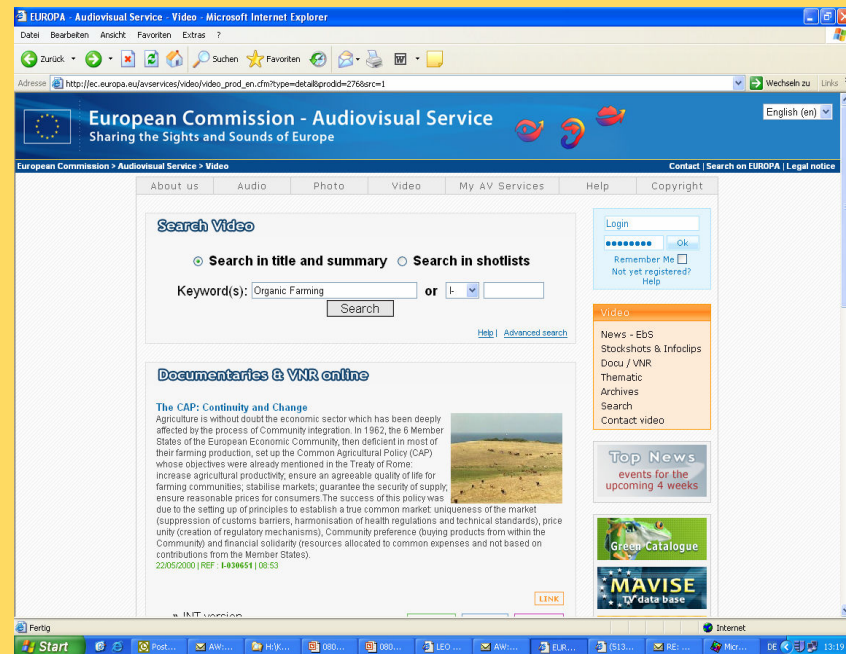
Audiovisual material

- Audio-visual materials are available in various qualities



Audiovisual material

- TV spots in **broadcast version** available at General Directorate Communication Services' Audiovisual Service

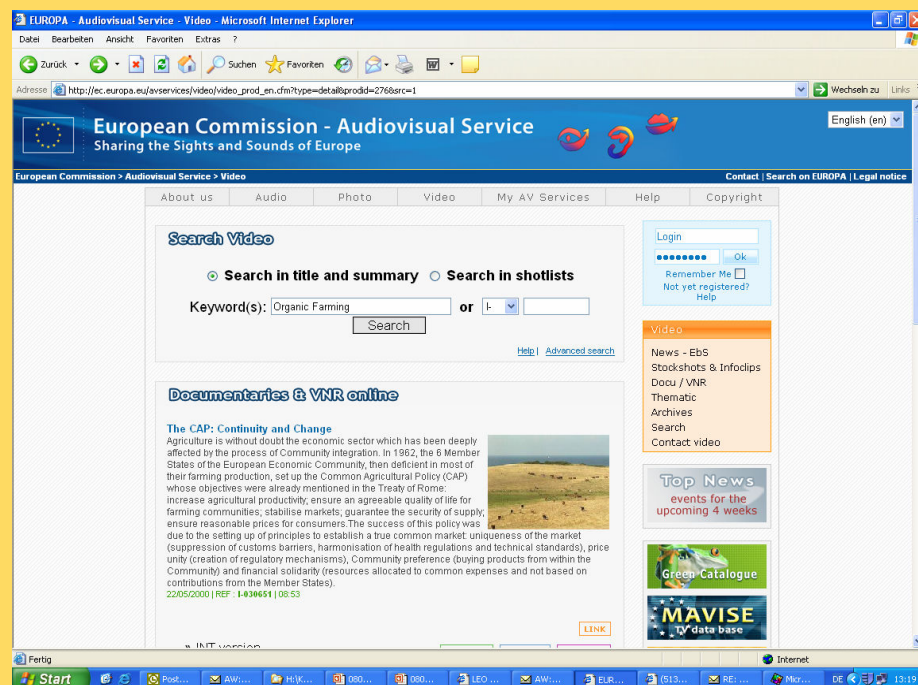


European Commission
Agriculture and Rural Development



Audiovisual material – How to download the broadcast version

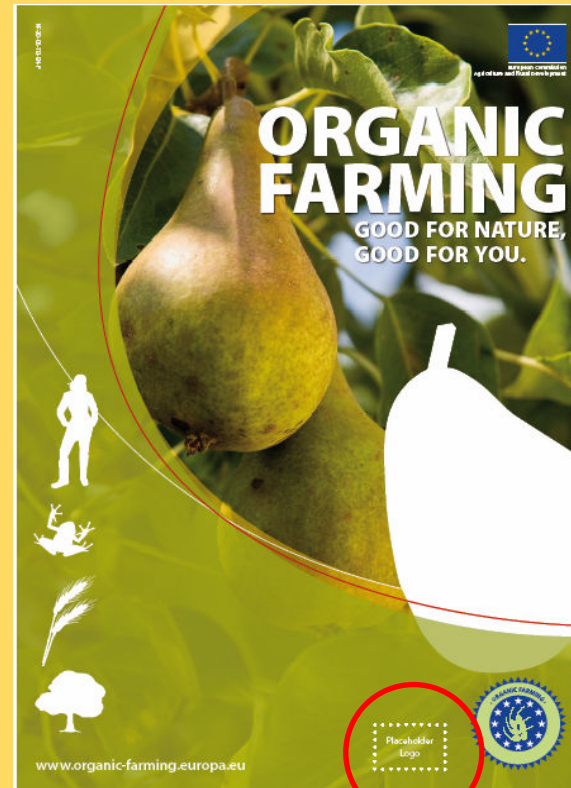
1. Register with General Directorate Communication Services' Audiovisual Service
2. Select material
3. Download



How to insert the logo

- All marketing material has a placeholder for national logos
- How many logos can be inserted?

As many as you like. Of course, too many might disturb the look of the layout

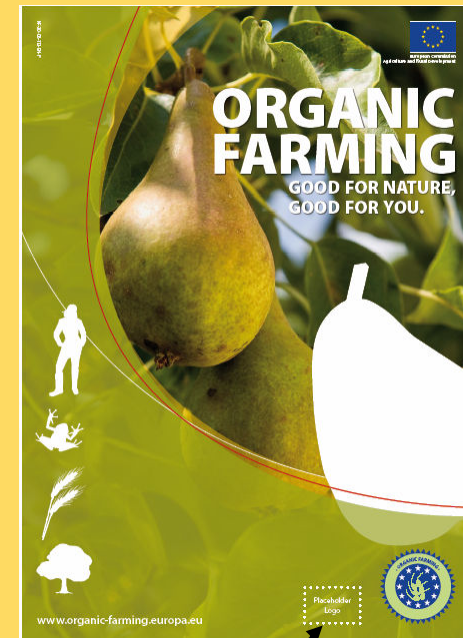


European Commission
Agriculture and Rural Development



How to insert the logo

- Steps on how to insert the logo
 1. Download the respective marketing material, save it on your computer
 2. Use a compatible graphics program, eg „Adobe Illustrator“ or “InDesign“; Photoshop works as well (pdfs are transformed into pixel-based images)
 3. Open the toolbox document in the graphics program, use the tool “import” or “place” and insert your logo; size can easily be adjusted by dragging



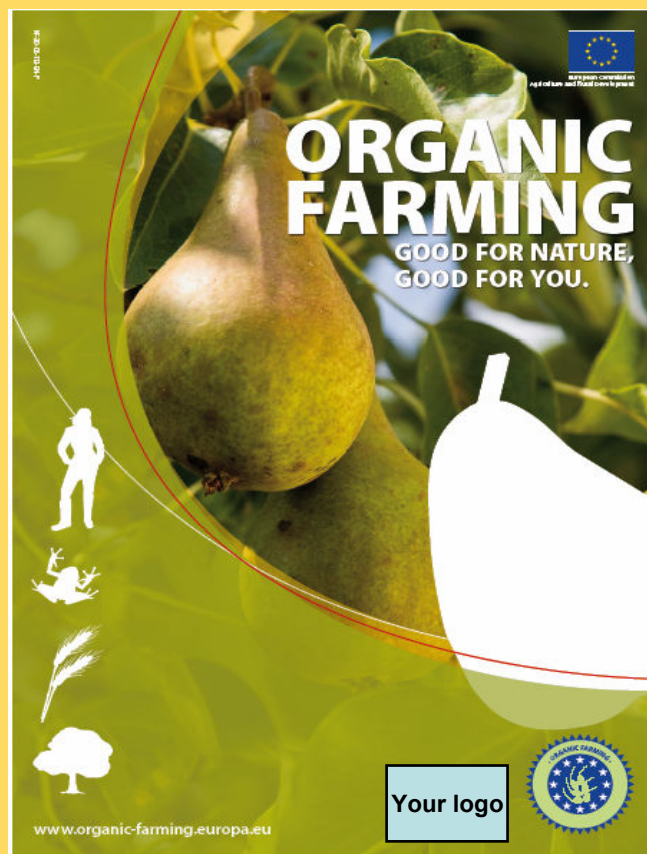
Your logo



European Commission
Agriculture and Rural Development



How to insert the logo



European Commission
Agriculture and Rural Development



Terms of Use

- „All contents of this toolbox is the property of the European Commission, but may be used free of charge for the generation of promotional material concerning organic food and farming in the European Union.“
- „National, regional or other organic farming logos may be added to the material, but the contents may not be altered in any other way.
- The material may not be used to promote brands or anything not related to organic food and farming.“
- „Any abusive use of this material may be prosecuted.“



Photo list

- **Photo list:** Database of photos of organic production, processing and retailing for use in promotional campaigns
- Can be used **free of charge**



European Commission
Agriculture and Rural Development



Event cooperation

- The European Commission **invites all stakeholders in Europe to participate in the promotion of Organic Farming**
- To promote Organic Farming and the European campaign, co-financed **workshops for national stakeholders at fairs, conferences or other events** can be organized as platforms for information and education
- Interested in a cooperation with the European Commission (workshop, conference, press conference)? Feel free to contact me at MEDIA CONSULTA (a.klink@media-consulta.com)



European Commission
Agriculture and Rural Development



Many thanks for your attention.



European Commission
Agriculture and Rural Development

