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OLIVE OIL WORLD TOUR

Economic impact or/and awareness impact?
How to demonstrate the results of a promotion campaign

Info day on the 2020 Calls for Proposals

30 January 2020, Brussels

Albert Borschette Congress Center

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(Spanish Olive Oil Interprofessional Organization)

Olive Oils from Spain

OLIVE OILS FROM SPAIN

CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

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OLIVE OIL World tour

PROGRAMME TO PROMOTE OLIVE OIL IN THE DOMESTIC MARKET

GERMANY, UNITED KINGDOM, BELGIUM, NETHERLANDS AND SPAIN

Call for tender: AGRI – SIMPLE – 2017
Topic: 2
Proposed ID:
Proposing Organisation: SPANISH OLIVE OIL INTERPROFESSIONAL
Date: 20 April 2017

PROGRAMME TO PROMOTE OLIVE OIL IN THIRD COUNTRIES - US

Call for tender: AGRI – SIMPLE – 2017
Topic: 4
Proposed ID: SEP-210433565
Proposing Organisation: SPANISH OLIVE OIL INTERPROFESSIONAL
Date: 20 April 2017

OLIVE OIL PROMOTIONAL PROGRAM IN THIRD COUNTRIES

CHINA – TAIWAN – JAPAN

Call for Proposals: AGRI – SIMPLE – 2017
Topic: 3
Proposal ID: SEP-21043356
Proposing organization: SPANISH OLIVE OIL INTERPROFESSIONAL
Date: April 20, 2017


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スペイン産オリーブオイルで
ヨーロッパのヘルシーなライフスタイルを実践しよう
オリーブオイルで世界をもっと美味しく
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Expected results of our campaigns

S	Specific	The objectives set have been quantified in each of the cases: • +7% volume markets 2020. • Reverse market trend. • Exceed the historical record for imports in non-producer target countries in 2020. • 10% new consumers • Increase of consumer loyalty 540,281,677 impacts. +10% awareness. +10% intention to buy	The objectives set have been quantified in each of the cases: • +20% volumen in markets 2020. • To increase european olive oil Imports up to 56K t by the end of 2020 • +10% consumers 2020. • Increase loyalty in 2020 • 1.170.529.456 impacts • Sensitization: 117.052.946. • +10% intent to buy.
M	Measurable	We shall conduct a comparative analysis of the pre and post campaign situation for each one of the targets in order to detect possible deviations, on the basis of the following variables: • Litres • Euros • Consumption per capita	We shall conduct a comparative analys of the pre and post campaign situation for each one of the targets in order to detect posible deviations, on the basis of the variable: • Tons • Euros • Consumption per cápita (kg person/year)
A	Achievable	The objectives are achievable depending on: • Current market situation. • Likely trends. • Project budget. • Set development time.	The targets set are achievable depending on: • Current market situation. • Anticipaded trends. • Budget of the project. • Development time marked.
R	Result	All of them are focused on obtaining the detailed results and with a positive ROI of the programme. **ROI = 26,59:1**	All of them are focused on obtaining the detailed results and with a positive ROI of the programme **ROI = 22,8:1**
T	Time	They are temporally bound to be achieved in the total period of three years of the programme's duration and annually according to the schedules of actions. .	They are temporarily limmeted to their achievment in the total period of 3 years that the programme lasts and on and yearly basis in accordance with the performance timetable

Expected results of our campaigns

S	Specifics	The objectives identified have been quantified in each case: • +20% market volume 2020. • Increase imports over 15,000 tons at the end of 2020 • + 10% consumers 2020. • Increase loyalty. • 2,123,434,000 impacts. • Awareness: 198,515,400 • +10% purchase intent.
M	Measurables	We will engage in comparative analysis of the pre- and post- campaign situation for each of the objectives in order to identify possible deviations, based on the following variables: • Tones • Euros • Consumption per capita (kg pax/year)
A	Achievables	The identified objectives are achievable according to: • Current market situation • Forecast trends • Identified time for development
R	Results	All results are focused on achieving the results outlined with a positive ROI for the program. **ROI = 4,87:1**
T	Time focused	Time limitations are set for execution within the overall period of the 3-year duration of the program and by year according to action timelines.

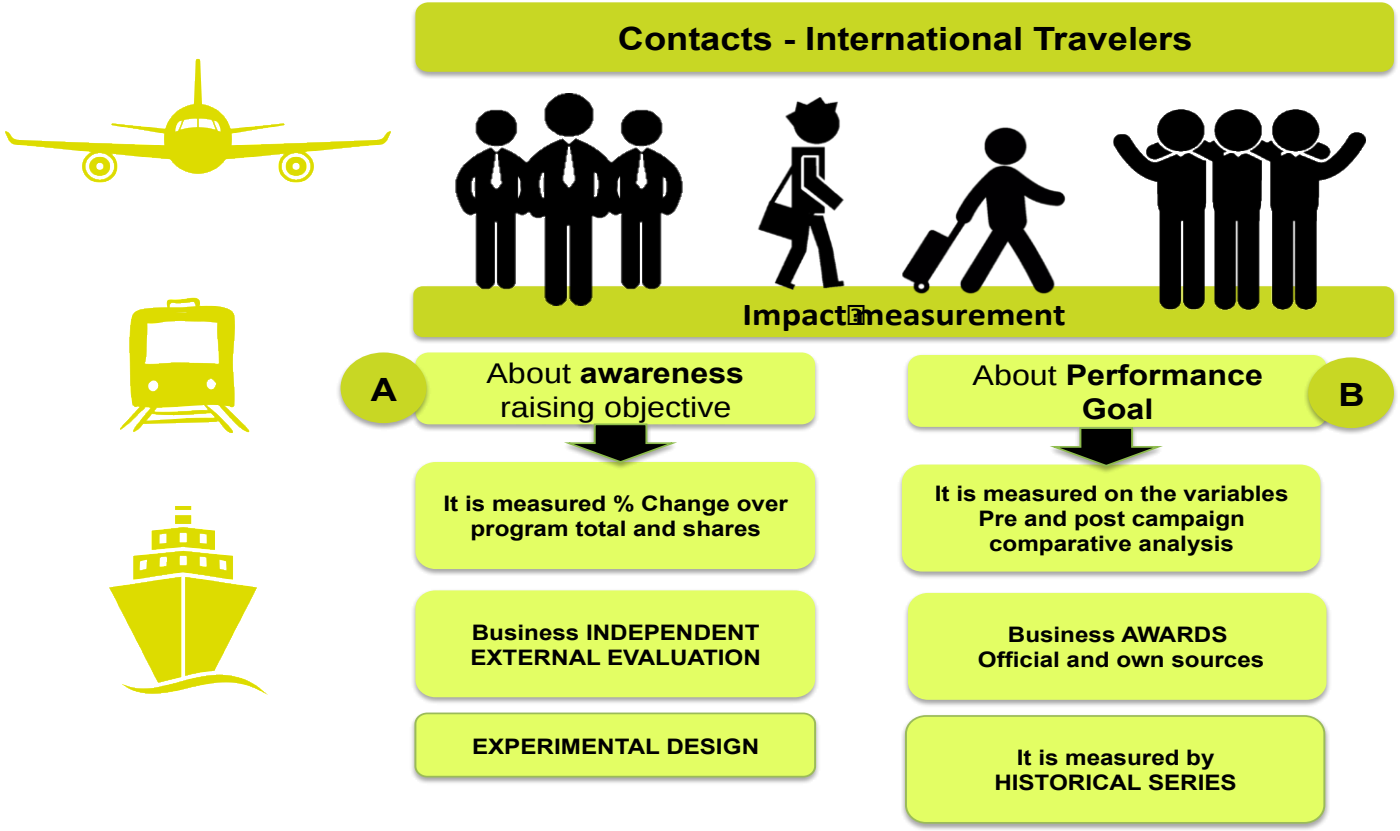
To set market objetives you need to know, and analyze in detail, historical series of market figures: Volume & Value (consumption, imports, total market, market share, trends….)

In order to stablish how much a promotional program could increase any specific variable (Total Imports, Total Consumption, Market Share, ….) you need to understand the reality of the market:

- Situation in the target market (stability or not)
- Conversion € vs local currency (stability or volatility)
- Presence of the product in the market.
- Consumer perception of the product.
- Consumer consideration about the origin of the product.
- Other especific aspects.

Expected results of our campaigns

- Measurement of the impact of each promotion program



Expected results of our campaigns

- How we calculate the expected results in our campaigns' proposals.

  For example, for our third countries program in U.S.: 

RESULTS PERFORMANCE AND INDICATORS

ACTIVITY 2- PUBLIC RELATIONS

2.1 Public Relations - Permanent public relations activities		
Indicator Type	**Indicator**	**Quantity**
Realization	Number of pieces/ actions to execute during the campaign	• Creation and distribution of 6 press releases per year • Event and acts announcements • Permanent follow up • Monthly reports • Clipping
Results	Number of impacts generated by the activity	18.000.000
Impacts	Increase in awareness - 10%	1.800.000

ACTIVITY 3 - WEBSITE SOCIAL MEDIA

3.1 Web Page		
Indicator Type	**Indicator**	**Quantity**
Realization	Number of pieces/ actions to execute during the campaign	• Creation and development 1 landing page •Update and maintenance of the landing page
Results	Number of impacts generated by the activity	75.000
Impacts	Increase in awareness - 10%	7.500

Expected results of our campaigns

- How we calculate the expected results in our campaigns' proposals.

For example, for our third countries program in U.S.: 

ACTIVITY 4 - ADVERTISING		
4.5 Exterior		
Indicator Type	**Indicator**	**Quantity**
Realization	Number of pieces/ actions to execute during the campaign	433 media/sides exterior
Results	Number of impacts generated by the activity	1.060.494.034
Impacts	Increase in awareness - 10%	106.049.403

ACTIVITY 6 - ACTS		
6.6 Other events - OLIVE OIL LOUNGE		
Indicator Type	**Indicator**	**Quantity**
Realization	Number of pieces/ actions to execute during the campaign	5 OLIVE OIL LOUNGE
Results	Number of impacts generated by the activity	23.881.622
Impacts	Increase in awareness - 10%	2.388.162

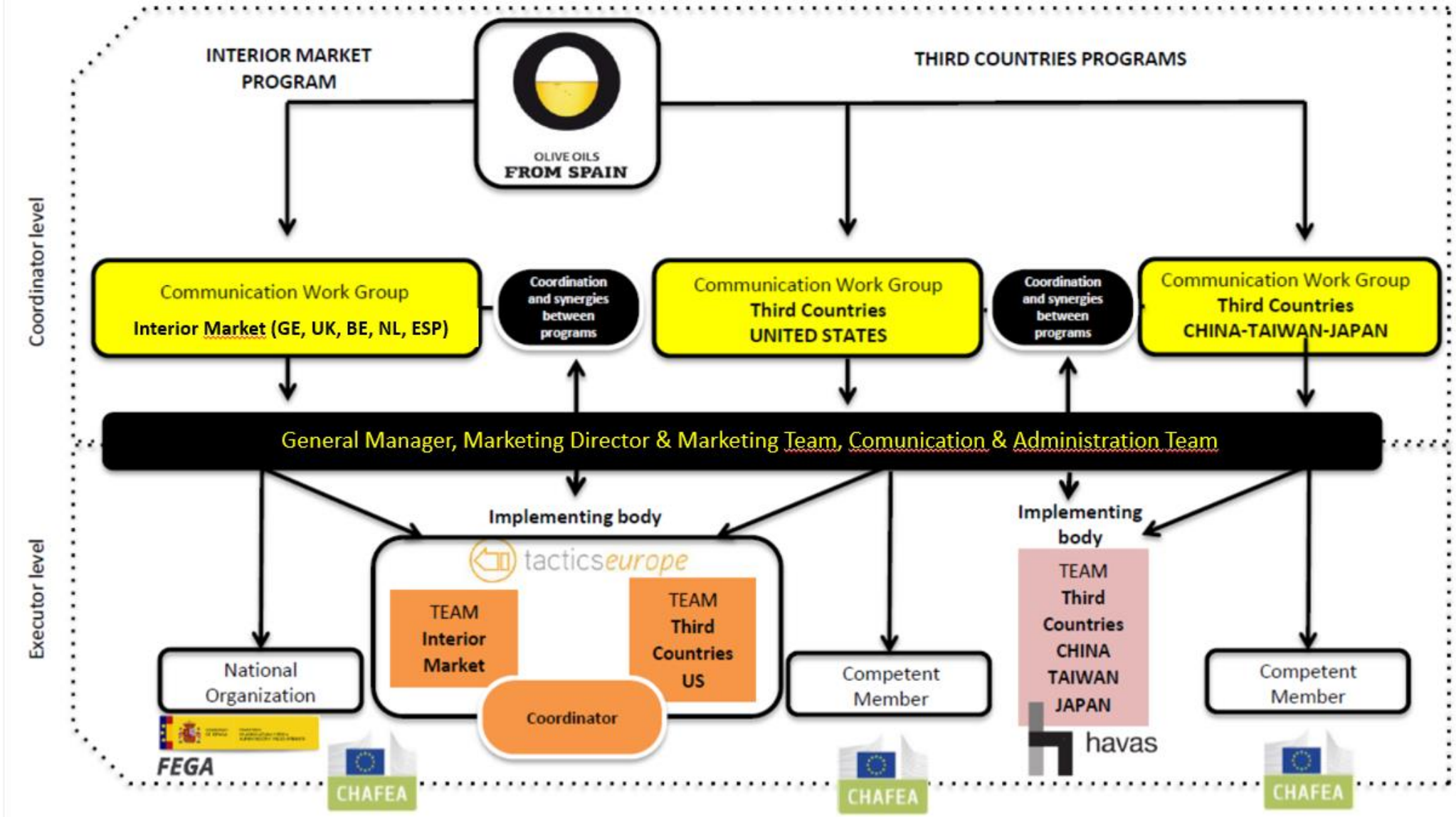
How the impact in the internal market or third countries is calculated

- As the strategy was constructed as global, the way to calculate the impact of the program in the internal market is the same than for third countries programs:
  - ➢ We use the same resources to estimate the impact of both types of programs: IHS, customs, IOC data of their HISTORICAL SERIES for quantity evaluation
  - ➢ Ad hoc questionnaires for quality evaluation, by an external third party (Pre-test and post-test)

    Obviously the follow up of the quality evaluation requires a bigger effort in third countries programs, in particular, not only because of different legislation from that of the European Union in terms of advertising, but also because a different language, unknown internally by the proponent team (you depend directly and absolutely on the translations and the local partners).

Three running campaigns and expected results

OLIVE OIL WORLD TOUR



Three running campaigns and expected results

OLIVE OIL WORLD TOUR

Announced program results will be reach by the end of 2020

OLIVE OIL INTERNAL MARKET PROGRAM - RESULTS YEAR 1 & Year 2 (until 15th January 2020)

ACTIVITIES	YEAR 1			YEAR 2			YEAR 3	TOTAL PROGRAM		
	PREVISION	REACHED RESULT	Increment	PREVISION	REACHED RESULTS	Increment	PREVISION	PREVISION	REACHED RESULTS	Increment
TOTAL OOWT IM	**46.486.920**	**84.649.927**	**+82%**	**196.118.333**	**351.119.828**	**+79%**	**299.699.924**	**542.305.177**	**435.769.755**	-20%

On going

Announced program results was **already reached** before the end of the second year of activities

OLIVE OIL THIRD COUNTRIES PROMOTION PROGRAM IN US - RESULTS YEAR 1&2 (until 15 January 2020)

ACTIVITIES	YEAR 1			YEAR 2			YEAR 3	TOTAL PROGRAM		
	PREVISION	REACHED RESULTS	Increment	PREVISION	REACHED RESULTS	Increment	PREVISION	PREVISION	REACHED RESU	Increment
TOTAL OOWT USA	**208.903.585**	**403.915.772**	**+93%**	**684.658.064**	**1.580.578.550**	**+131%**	**278.409.251**	**1.171.970.900**	**1.984.494.322**	**+69%**

Announced program results was **already reached** before the end of the second year of activities

OLIVE OIL THIRD COUNTRIES PROGRAM ASIA - RESULTS YEAR 1 & Year 2 (November)

ACTIVITIES	YEAR 1			YEAR 2			YEAR 3	TOTAL PROGRAM		
	PREVISION	REACHED RESULTS	Increment	PREVISION	REACHED RESULTS	Increment	PREVISION	PREVISION	REACHED RESULTS	Increment
TOTAL 3 MERCADOS	**696.183.300**	**4.380.607.919**	**529,23%**	**711.170.300**	**2.885.350.047**	**305,72%**	**716.194.300**	**2.123.546.600**	**7.265.957.966**	**242,16%**

Thanks for your attention!

Teresa Pérez Millán

General Manager and General Coordinator of promotion programs. Spokesperson.

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Proponent Organization: Organización Interprofesional del Aceite de Oliva Español
(Spanish Olive Oil Interprofessional Organization)
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