

Part B – template

Titolo dell'azione: QualiPat - La qualità che viene dalla terra

1. Presentation of the proposing organisation

Denomination	Consorzio di Tutela Patata di Bologna D.O.P.
Product	Potato
Headquarters	VIA TOSARELLI, 155, 40055 CASTENASO
Tax code	02283901201
Register code	BO 426988
Legal form	Consortium
ATECO	712022

2. Action objectives

The **objective** of the Program is to increase the market share of Patata di Bologna PDO in the target country (Italy). The impact of the program will be measured through the Consortium's sales in the Italian market.

3. Action strategy

In the table below the Consortium's strategy is related to the main keys in relation to the main results of the analysis of the Italian market.

Key analysis results	Implications for the project strategy
The market share of quality potatoes, including the naturally enriched Selenella, appears to be declining or without a significant growth. The risk is that quality potatoes might face a declining interest to the advantage of other sources of carbohydrates (such as pseudo-cereals like quinoa, whole cereals, various «superfoods» etc.). Nevertheless, also the growth of foods perceived as «healthy» seems to be slowing down, signalling the opportunity for a revitalisation of the potato in its high quality version which guarantees a more constant healthiness level.	It's time to communicate in depth the quality and properties of the IGs products and the Patata di Bologna PDO in particular
Consumers are increasingly interested in information on the link between health and food	The properties of PDO products and the Patata di Bologna PDO in particular should increasingly appear among informative contents, on a mix of media
Consumers are increasingly interested in sustainable food	The sustainability elements of the PDO Patata di Bologna should be valorised
Italian consumers are still watching news on TV, slightly less relevant, but still worthy of attention	It might be better to use a communication mix that relies also on videos and on communication passages on the Italian TV (which has given good results in the recent past). The short videos used to communicate on TV still confer authoritativeness to the messages, that can then also be used on social media.

Our Program consists in a multi-media advertising campaign that will lead to increase the penetration, market share and sales of the Patata di Bologna PDO in Italy.

This objective will be pursued by acting in the consumer's perception:

- presenting the Patata di Bologna PDO as a food that can compete - non only on price, but also on the sustainability, healthy and quality of the diet – with « trendy » foods;
- illustrating the pluses offered by the PDO guarantee, thus expanding its penetration among Italian families, in substitution both of conventional potatoes and of other food providing complex carbohydrates, Vitamin C and Potassium;
- underlining the versatility of the Primura variety, the only variety allowed for the use of the Patata di Bologna PDO brand;
- improving the awareness of italian consumers about the difference, in quality and origin guarantee offered by a PDO vegetable product, and particularly by the PDO Patata di Bologna.

The **target** group of the Program as a whole is represented by italian consumers. The program will address to:

- young consumers;
- consumers in central age brackets, who want to stay young, healthy, and environmentally positive;
- mostly women, as key responsible of the family food procurement;
- singles: the potato appears as an easy to use, healthy product / ingredient, that can be easily stored and therefore be of interest also for singles.

The Consortium's strategy will focus on a mix of instruments: advertising, TV, radio and social media.

The **advertising campaign** will have the following functions :

- a) Providing information, clearly illustrating the characteristics of the product;
- b) Arouse emotions, which is the best way to have concepts remembered and kept in mind at the moment of the choice, in store, between different options: nutritional and organoleptic quality, as well as origin and sustainability, will be associated to the feeling of dealing with tradition and local food in a pleasant, convivial way. Concepts will be clear but the mood will be full of humour and energy (healthy living), and linked to short sentences to be remembered.
- c) Reinforcing the product identity, by linking it to solid European guarantees, progressively built over time, and involving growers EU-wide in a different way of doing their job, with a keener attention, often higher costs, openness to guidelines and controls, for the scope of better results.

The use of three channels (TV, radio and social media, also with the involvement, which has up to now proved useful, of food blogger) is aimed at reaching different targets, with contents that recall reinforce each other. If TV confers an « institutional » image and, together with radio, is mostly aimed at women, social media extend the messages to the whole population and mostly to younger women, young men (either married or single).

The **television** is capable of reaching a vast audience and has considerable evocative and emotional power, although it is not possible to differentiate/customise the advertisement for the various segments of the population. Television advertising is one-directional, going out from one means to many recipients. It is a vertical communication tool, with no possibility of inverting roles.

The **internet** is immediate, offers the chance to speak to a targeted audience, and has a strong power of involvement. It is a horizontal tool that allows bidirectional communication: the issuer and the recipient can swap roles. On the internet, all users can be both issuers and recipients of communications at the same time ; moreover, it is possible to publish parts of the videos used for the TV campaign, playing with different situations and opportunities to communicate.

Radio can be more targeted with the choice of the radio station and of the time slot. The combination of these three channels also makes it possible to overcome the limits associated with fixed space and time quotas for both TV and internet advertising, as well as the limits associated with advertising access times. On the internet, time becomes subjective and depends entirely on the user.

The **message** will focus on certain specific themes (authenticity, nutrition, sustainability, versatility), which will be discussed with regard to both European vegetable PDO products as a whole and Patata di Bologna PDO in particular.

The whole campaign will be characterized by the joint use of the three logos: the Patata di Bologna PDO logo, the European PDO logo and the logo of the campaign.

The Program is directed to the Italian market and is as follows:

Work Package	Activity
<i>1- COMMUNICATION TOOLS</i>	<i>Promotional video</i>
<i>2 - COMMUNICATIONS TOOLS</i>	<i>Radio spot</i>
<i>3 – PUBLIC RELATIONS</i>	<i>Press Event</i>
<i>4 - ADVERTISING</i>	<i>TV</i>
<i>5 - ADVERTISING</i>	<i>Radio</i>
<i>6 - ADVERTISING</i>	<i>Online</i>
<i>7 – PROJECT COORDINATION</i>	<i>Coordination activity</i>
<i>8 –EVALUATION OF RESULTS</i>	<i>Calculation of results</i>

4. Description of activities and analysis of budget positions

Work package	<i>1. COMMUNICATION TOOLS</i>
Target group or groups	<i>Consumers</i>
Activity	<i>Promotional video</i>
Description of the activity	<p><i>The following will be carried out in the first year of the Program:</i></p> <ul style="list-style-type: none"> - <i>N. 1 15'' TV spot</i> <p><i>The realization of the spot will take place through the following phases:</i></p> <ol style="list-style-type: none"> <i>1. Pre-production: the writing phase</i> <ul style="list-style-type: none"> - <i>the drafting of the subject or script, which consists of a short story that summarizes the story and explains what will happen in the spot.</i> - <i>the writing of the actual script, is the detailed description of all the scenes in which the spot will be divided, dialogue by dialogue including the description of all the places and objects in the frame.</i> - <i>the creation of the storyboard, is the design of each frame of the spot</i> <i>2. Processing: shooting</i> <i>3. Post-production: editing</i> <p><i>For the spot here is a recourse to a film director. The director will first support the pre-production phase, then direct both the production and the cast; He'll offer its technical and creative skills to transform initial ideas and concept into professional work. The director will deal with auditions for the cast of actors. He will hire the crew members.</i></p> <p><i>The director will choose the musical theme to the spot. The musical theme plays an important role in advertising and a catchy melody or jingle will give a unique imprint to the product, making it recognizable</i></p> <p><i>In order to emphasise all the qualities and strengths of the product, as well as the PDO aspect, an online campaign will also be launched, therefore the video will be designed to be used on social media too. Multimedia content is essential to an effective promotion. In fact, it can make more difference than anything else to the performance of a campaign of this kind and, therefore, to the results it can achieve.</i></p> <p><i>The i-video version of the video will end with an invitation to action, such as "find out more on the website" (with the web address clearly displayed).</i></p>
Timescale	<i>YEAR 1</i>
Products/services to be provided	<i>n. 1 15 second TV spot</i>
Subtotal	<i>€39.391,00</i>

Work package	<i>2 - COMMUNICATION TOOLS</i>
Target group or groups	<i>Consumers</i>
Activity	<i>Radio spot</i>
Description of the activity	<p><i>The following will be carried out in the 2st year period:</i></p> <ul style="list-style-type: none"> - <i>design and recording of a 30'' radio spot</i> <p><i>The radio spot will shortly inform consumers about</i></p>

	<ul style="list-style-type: none"> • <i>the Consortium campaign financed by the EU</i> • <i>the specific product covered by the campaign</i> • <i>the significance of PDO status</i> • <i>why consumers should prefer this product</i>
Timescale	<i>YEAR 2</i>
Products/services to be provided	<i>n. 1 30'' radio spot</i>
Subtotal	<i>€3.740</i>

Work package	<i>3 – PUBLIC RELATIONS</i>
Target group or groups	<i>Consumers</i>
Activity	<i>Press Event</i>
Description of the activity	<p><i>In the first year, an information presentation and promotional event will be held. The aim is to present the activities which will be realized through the Program. For this reason, the event will be held before the beginning of the communication activities at an institutional location or a representative structure with a strong appeal that will see the involvement of the recipient.</i></p> <p><i>The general objectives of the activity are:</i></p> <ul style="list-style-type: none"> <i>• Contribute to building consensus around planned initiatives.</i> <i>• Generate visibility support for initiatives and events.</i> <i>• Contact, raise awareness and involve the most representative consumer press, opinionist, journalist, food blogger.</i> <p><i>To maximize results, the activity, realised by the executing body, will be carried out in close synergy with the press office activity ordinarily carried out by the Consortium.</i></p> <p><i>The participants to the event will be: representatives of magazines and TV channels aimed at consumers, journalists, opinionist, food bloggers ecc. The final purpose of this action is to reinforce communication with consumers that have been identified as the target of the program.</i></p> <p><i>The event's program therefore will include:</i></p> <ul style="list-style-type: none"> <i>• the presentation of the Consortium and the Patata di Bologna PDO product</i> <i>• the presentation of the three-year program</i> <p><i>During the press event ample space will be dedicated to the meanings and advantages of PDOs and IGs certification.</i></p> <p><i>The organization and operational management of the event will include: location identification, the selection of participants, sending invitations, mailings, recalls, the creation of press kits, containing informational support material, the organization of the program; the venue set up; the organization of a catering (coffee break).</i></p> <p><i>Press kit, bearing the image of the Patata di Bologna PDO on the cover, the PDO Logo and the campaign logo « Enjoy it's from europe » will be produced, delivered to participants and sent to other recipients within the same target group. A list of potential recipients will be completed (about 150):50 of them will be invited to the conference. The press kit will be sent to the remaining ones. To all the press kit will be returned in the next two years of the project as a recall.</i></p> <p><i>These will have the aim of:</i></p> <ul style="list-style-type: none"> <i>• Informing about the Consortium campaign financed by the EU</i> <i>• Presenting the specific product covered by the campaign, Explaining the significance of PDO status</i> <i>• Explaining why consumers should prefer this product</i> <p><i>The most relevant messages will regard the pluses of the Patata di Bologna PDO.</i></p> <p><i>Roll up will summarise the key messages of the campaign, using suitable graphics will be realised and will be placed in press event location.</i></p>
Timescale	YEAR 1

Products/services to be provided	<i>1 press event, 450 press kit, 3 roll up</i>
Subtotal	<i>€9.768,00</i>

Work package	<i>4 - ADVERTISING</i>		
Target group or groups	<i>Consumers</i>		
Activity	<i>TV</i>		
Description of the activity	<p><i>A TV advertising campaign will be launched.</i> <i>In brief, the main objectives of the TV advertising campaign are:</i></p> <ul style="list-style-type: none"> - <i>To generate awareness (notoriety) and memory</i> - <i>To build and modify the way in which the product and the PDO mark are perceived</i> - <i>To increase knowledge of the qualitative characteristics of the product and the PDO mark</i> - <i>To expand approval within the target market, i.e. the extent to which consumers like the product once they have become aware of it</i> - <i>To generate preference, so that consumers not only like the product, but deem it better than others</i> - <i>To increase conviction so as to stimulate intent to buy</i> - <i>To reinforce consumption, so that the target audience, already being convinced of the superiority of and benefit of purchasing the product, actually makes the purchase.</i> <p><i>The spot is scheduled to be broadcast on Italian television (RAI).</i> <i>The spot will be shown during the broadcasting of series, highly viewed reality shows and Programs about health.</i></p>		
Timescale	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided	<i>2/3-week TV campaign</i>	<i>3/4-week TV campaign</i>	<i>3/4-week TV campaign</i>
Subtotal	<i>€130.900,00</i>	<i>€ 253.000,00</i>	<i>€ 253.000,00</i>

Work package	<i>5 - ADVERTISING</i>		
Target group or groups	<i>Consumers</i>		
Activity	<i>Radio</i>		
Description of the activity	<p><i>A radio advertising campaign will be launched.</i> <i>In brief, the main objectives of the radio advertising campaign are:</i></p> <ul style="list-style-type: none"> - <i>To generate awareness (notoriety) and memory</i> - <i>To build and modify the way in which the product and the PDO mark are perceived</i> - <i>To increase knowledge of the qualitative characteristics of the product and the PDO mark</i> - <i>To expand approval within the target market, i.e. the extent to which consumers like the product once they have become aware of it</i> - <i>To generate preference, so that consumers not only like the</i> 		

	<p><i>product, but deem it better than others</i></p> <ul style="list-style-type: none"> - <i>To increase conviction so as to stimulate intent to buy</i> - <i>To reinforce consumption, so that the target audience, already being convinced of the superiority of and benefit of purchasing the product, actually makes the purchase.</i> <p><i>The spots are scheduled to be broadcast on italian national level radio (ie Radio 1), in the morning during working days.</i></p>		
Timescale	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided		<i>4 weeks radio campaign</i>	<i>4 weeks radio campaign</i>
Subtotal		<i>€ 88.000,00</i>	<i>€88.000,00</i>

Work package	<i>6 - ADVERTISING</i>
Target group or groups	<i>Consumers</i>
Activity	<i>Social communication</i>
Description of the activity	<p><i>The activity will be to stimulate and generate conversations with users / consumers on specific themes related to the product to which the Program refers, on the main social platforms.</i></p> <p><u>FACEBOOK and INSTAGRAM</u></p> <p><i>The communication on Facebook and Instagram aims to involve consumers to stimulate their interactivity. Facebook will be used as an instrument to amplify the campaign messages related to PDO products and, particularly, Patata di Bologna PDO. Instagram will be used to reinforce the circulation of campaign image. We will proceed to improve the Facebook and Instagram page of the Consortium. The page will be enriched with links (cross tagging) with the existing pages of interest, in order to promote it and increase followers. Applications and call to action will be included on the cover image (eg "contact us").</i></p> <p><i>The Facebook ads are a form of targeted advertising that allows to select some recipients taking into account the demographics, as well as the interests and behavior of users. To optimize the campaign's audience, the target will be selected starting from: location, age and gender; specific interests, maximum categories ; brand connections ; users not connected. The objectives are:</i></p> <ol style="list-style-type: none"> <i>1. To reach a more relevant audience, that is potentially very interested in our product and, generally, in the PDO products.</i> <i>2. Construct a constant and qualified traffic to the Consortium website to increase sales (even if they do not necessarily convert at the first visit, a custom audience can be built for subsequent conversion).</i> <p><i>This activity includes:</i></p> <ul style="list-style-type: none"> <i>• The periodic publication of the posts: a calendar will be drawn up with specification of the contents to be published. In addition to information, recommendations for use, suggestions and recipes, images, information on program activities will be published</i> <i>• The involvement of blogger</i> <i>• Monitoring and response to comments to keep a direct relationship with followers and increase customer loyalty</i> <i>• The involvement of users, with an invitation to publish their experiences, questions, tips for use, recipes, etc.</i>

Timescale	YEAR 1	YEAR 2	YEAR 3
Products/services to be provided		<i>12 months animation page advertising on Facebook and Instagram</i>	<i>12 months animation page advertising on Facebook and Instagram</i>
Subtotal		29.403,00 €	29.403,00 €

5. Measurement of results and action indicators

The SMART indicators, for measuring the project results, are reported below.

Output and result indicators

Work Package	Indicators	YEAR 1	YEAR 2	YEAR 3
1. Communications tools – Promotional video	<i>Out put</i>	<i>n. 1 spot 15''</i>	-	-
	<i>Result</i>	-	-	-
2. Communications tools - Radio spot	<i>Out put</i>	<i>1 30'' radio spot</i>	-	
	<i>Result</i>	-	-	-
3. Public relations – Press event	<i>Out put</i>	<i>1 press event, 450 press kit, 3 self-standing shapes</i>	-	-
	<i>Result</i>	<i>50 participants to the event 400 press kit recipients</i>	-	-
4. Advertising - TV	<i>Out put</i>	<i>2/3-week TV campaign</i>	<i>3/4-week TV campaign</i>	<i>3/4-week TV campaign</i>
	<i>Result</i>	<i>48.000 gross contacts</i>	<i>80.000 gross contacts</i>	<i>80.000 gross contacts</i>
5. Advertising - Radio	<i>Out put</i>		<i>4 weeks radio campaign</i>	<i>4 weeks radio campaign</i>
6. Advertising - Online services	<i>Out put</i>		<i>12 months animation page advertising on Facebook and Instagram</i>	<i>12 months animation page advertising on Facebook and Instagram</i>
	<i>Result</i>		<i>8.000 internet users (followers)</i>	<i>12.000 internet users (followers)</i>

The **economic impact** of the Program will be measured with reference to the Patata di Bologna PDO sale variations in Italy.