



# *"PDO, the best proof of authenticity"* **CNAOL's campaign.**

Description of CNAOL's 2014-2016 promotional campaign carried out by CNIEL in association with 15 producer groups and opportunity to launch a 3 year promotional campaign on PDO dairy products from 2017 to 2019.

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# CNAOL : a large experience of EU programs



- From 2004 to today, three 3-year campaigns carried out by CNIEL in direct association with CNAOL

- CNIEL



CNIEL is the French Dairy Interbranch Organization (the umbrella organization for the dairy industry). It was created in 1973 by milk producers and processors. CNIEL meets two key objectives: to facilitate relations between dairy producers and processors and to promote a positive image of milk and dairy products.

- CNAOL



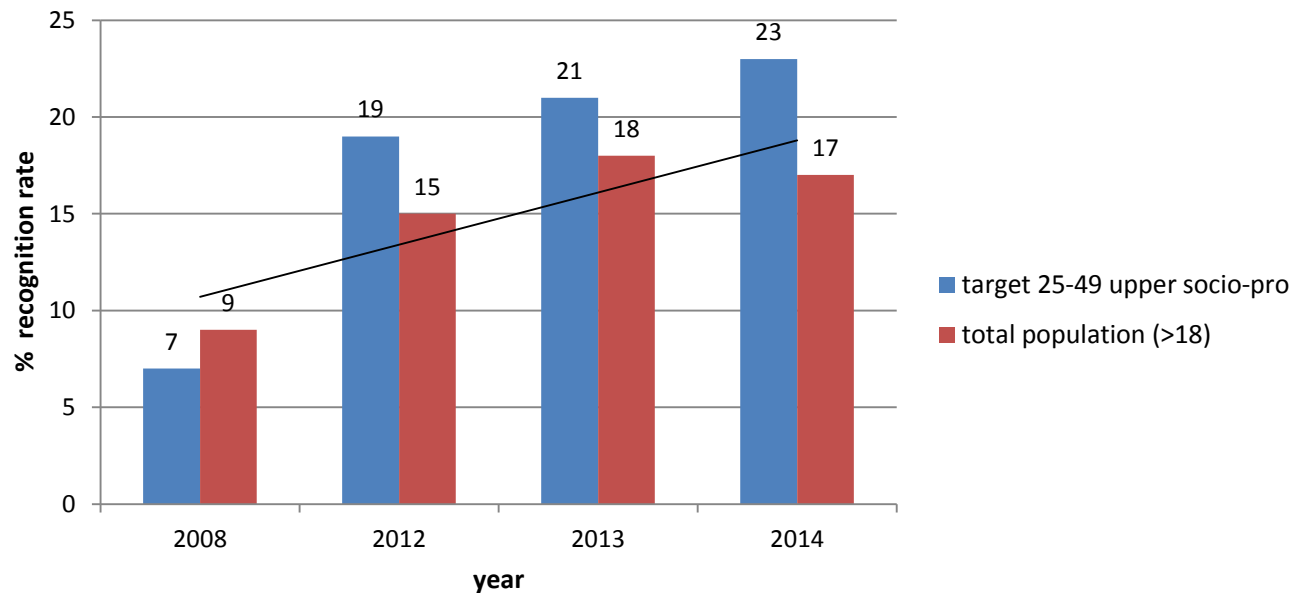
CNAOL is the official organization that regroups all the 50 French Dairy Designation of Origin bodies. CNAOL's missions are to defend and to promote dairy PDOs.



# Long-term on-going goals

- Promotion of :
  - the PDO logo,
  - PDO dairy products
  - PDO values.
- The evolution of CNAOL's programs:

**PDO logo recognition rate in France since 2008**

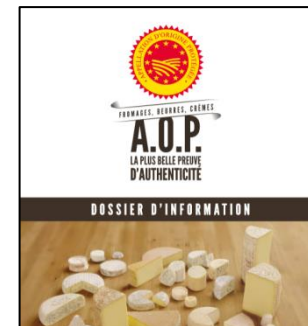
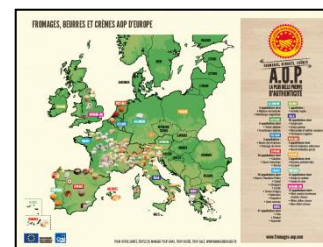




# Current program key points



- Goals :
  - 1. Reaching an assisted recognition rate of the PDO logo of **40% minimum** on the target audience at the end of the campaign.
  - 2. Stimulating demand for PDO cheeses with the aim of a **2% increase** in sales between 2014 and 2016.
- Target audience
  - Active consumers from the upper socio-professional category aged 25-49 years living in cities of over 100 000 inhabitants.
- Communication actions
  - TV and internet commercials, promotional supports (leaflets/maps/information package...), website, Press relations.





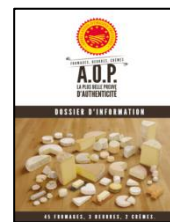
# Budget

ACTIONS	2014	2015	2016	TOTAL
ACTION 1 - TV CAMPAIGN	1 282 611 €	1 410 536 €	1 377 513 €	4 070 661 €
ACTION 2 - INTERNET CAMPAIGN	443 086 €	404 086 €	403 086 €	1 250 257 €
ACTION 3 - PROMOTIONAL MATERIAL	77 958 €	11 810 €	55 868 €	145 635 €
ACTION 4 - PRESS RELATIONS	28 936 €	29 431 €	25 164 €	83 531 €
ACTION 5 - IN STORE COMMUNICATION	5 881 €	- €	- €	5 881 €
<b>Total</b>	1 838 471 €	1 855 863 €	1 861 630 €	5 555 964 €
Agency fees	103 832 €	110 839 €	101 872 €	316 543 €
Evaluation of the campaign	57 000 €	53 800 €	57 000 €	167 800 €
<b>Direct costs total</b>	1 999 303 €	2 020 502 €	2 020 502 €	6 040 307 €
Overhead costs	20 000 €	20 000 €	20 000 €	60 000 €
<b>PROGAM TOTAL COSTS</b>	2 019 303 €	2 040 502 €	2 040 502 €	6 100 307 €



# Actions

## Promotional tools



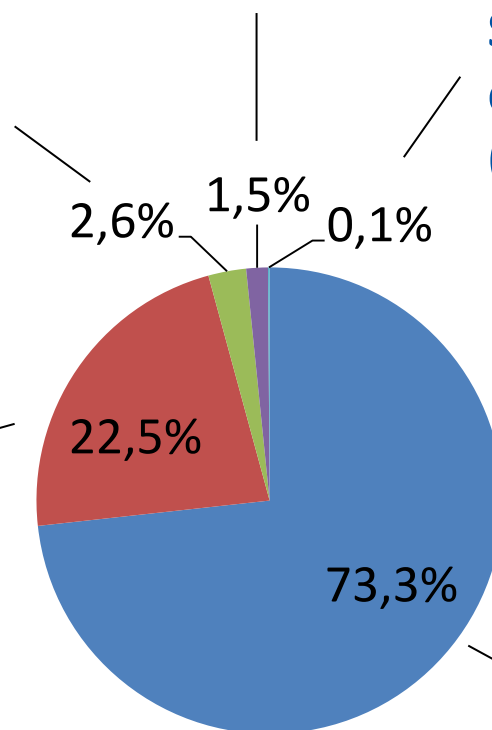
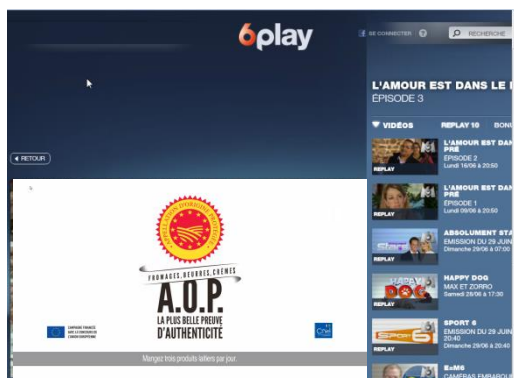
## Press relations



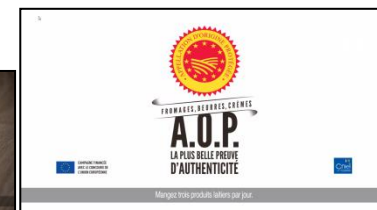
## Specialized distribution points (cheese shops)



## Web commercials



## TV commercials





FROMAGES, BEURRES, CRÈMES

**A.O.P.**

LA PLUS BELLE PREUVE  
D'AUTHENTICITÉ



Garantie d'origine  
et de qualité  
protections

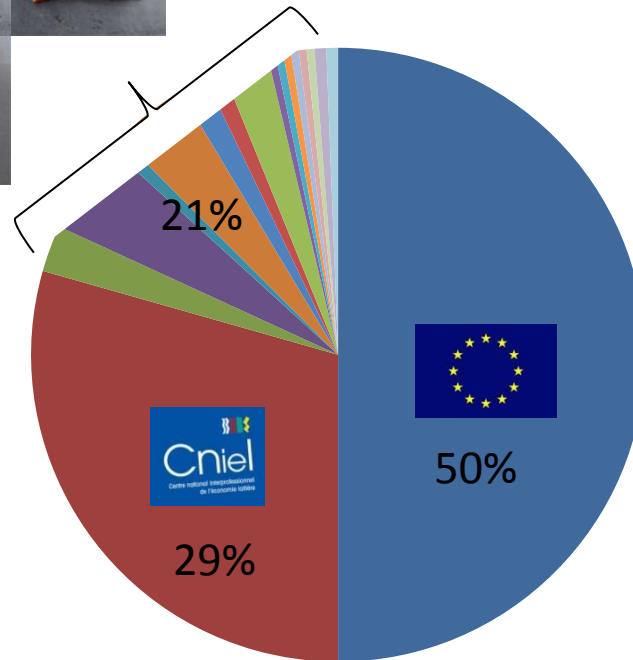
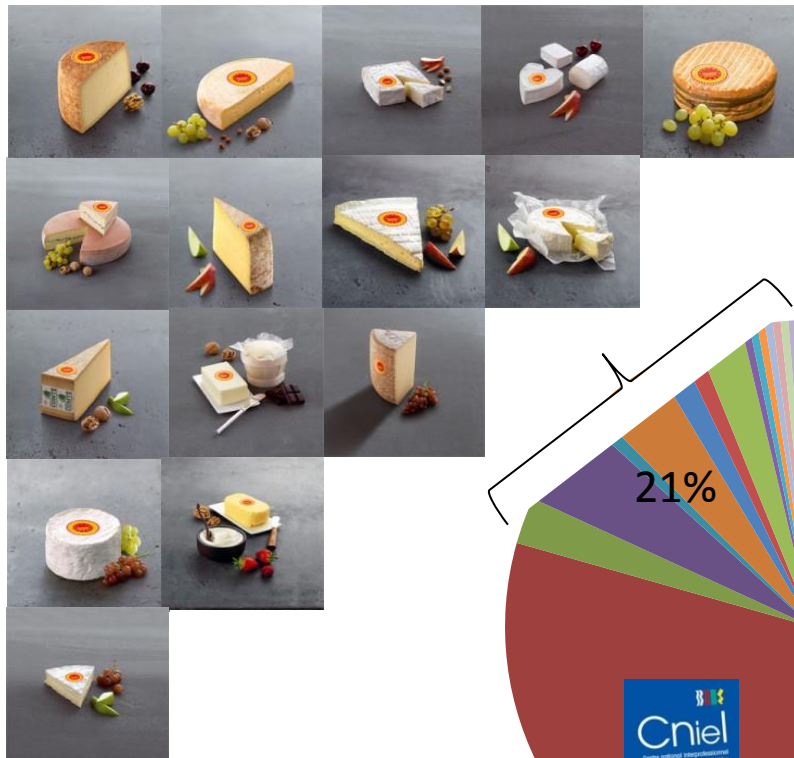


Mangez vos produits laitiers par jour.



# Financing

- Funders : a shared program between CNIEL and 15 producer groups with UE co-financing



Global budget :  
6.1 M€ / 3 years





# Opportunity for a 2017-2019 program

- Timetable :
  - January 2016 : publication of the EU call for tender under regulation 1144/2014 (1<sup>st</sup> call for proposal under this new regulation).
  - Mid-march 2016, dead-line for a proposal submission.
- Opportunities for French dairy PDOs:
  - Continuing the current program without any interruptions (= avoiding losses in logo promotional efforts),
  - Taking advantage of the new financing rate,
  - achieving an unprecedented program in terms of budget resulting in strong producer group mobilization.

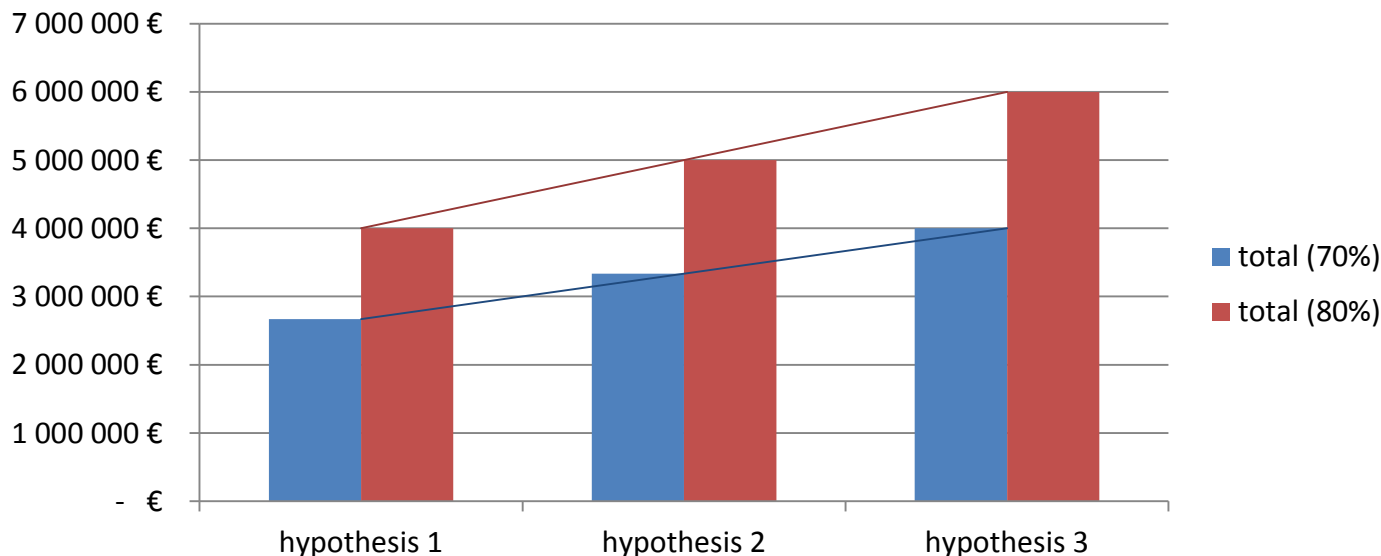


# Opportunity for a 2017-2019 program

- A multi-country program : a way to increase the financial leverage
  - 70% = 3.3 x the initial investment
  - 80% = 5 x the initial investment

	hypothesis 1	hypothesis 2	hypothesis 3
Cniel	600 000 €	600 000 €	600 000 €
producer groups	200 000 €	400 000 €	600 000 €
<i>subtotal</i>	<i>800 000 €</i>	<i>1 000 000 €</i>	<i>1 200 000 €</i>
EU (70%)	1 866 667 €	2 333 333 €	2 800 000 €
EU (80%)	3 200 000 €	4 000 000 €	4 800 000 €
<b>total (70%)</b>	<b>2 666 667 €</b>	<b>3 333 333 €</b>	<b>4 000 000 €</b>
<b>total (80%)</b>	<b>4 000 000 €</b>	<b>5 000 000 €</b>	<b>6 000 000 €</b>

**Program budget simulation depending on the initial investment and the co-financing rate**





# Opportunity for a 2017-2019 program



- Multi-country programs :
  - Imply a common framework (same goals, same kind of actions) but significant customization (independent budget for each country, adaptation of supports used...)



Customization in a dairy multi-country program : french and danish TV commercials



VLAH



**We are launching a call for partners!**  
**See you soon!**