

Campaign Dossier

Olive Oil Global World Tour strategy, Olive Oil from Spain and the European Union

Passport to flavor for all the travelers of the world: Olive Oil World Tour

Actions are implemented in the main concentration centers of international travelers from Germany, Belgium, Spain, the Netherlands and the United Kingdom

A three-year program that will exceed 500 million impacts in five countries of the European Union, selected for their strategic potential in the flow of travelers

With actions designed specifically to attract the attention of travelers of the 21st century and invite them to join the culture of Olive Oils

(2019). Olive Oils are much more than just another product in our shopping cart. They are the fruit of know-how forged for millennia around the Mediterranean. Thanks to this, they gather everything necessary to satisfy the demands of current consumers, who seek to incorporate into their daily diet healthy elements that, in addition, stand out for their quality, their organoleptic experience and the maximum guarantees of food safety and sustainability. Points that olive oils fulfill with great thanks to its own personality, its incomparable quality and its European origin.

A millennial product for the consumer of the 21st century. With the exceptionality of this product as endorsement, the Interprofessional of the Spanish Olive Oil, through its Brand olive oils from Spain, with the support of the European Union, launches the Olive Oil World Tour. This program, which extends over three years, develops a complete battery of coordinated performances with the main objective of converting travelers from around the world into fans of olive oils.

To do this, it orchestrates a presence of the messages of the campaign in the main channels with which the target audience of the campaign interacts, people 25 years of age and older, medium-high income and, eminently, urban. In the main media published by the leading European airlines, which are available to users during the flight, a communication is established with the passengers thanks to the insertions programmed by the program (Ronda Iberia, Inspired, Holland Herald, High life, Europe, among others).

This presence in physical media has the best complement in a multi-channel online campaign that puts Olive Oils at the reach of today's travelers in its interface reference: the mobile phone. Accessible from any point of the planet and in any time zone, the web page and the profiles in the main social media networks (Facebook and Instagram) of the Olive Oil World Tour make the olive culture accessible from any terminal. On the other hand, the work of the Press Office promotes the generation of contents related to the campaign thanks to the elaboration of specific informative materials and the organization of specific missions with the main media and Influencers of Germany, Belgium, Spain, Holland and UK.

Boarding destination to Olive Oils

Europe has first-class tourist infrastructures, as a result of the general increase in the volume of journeys. Airports, train stations and seaports are the new business cards for citizens who arrive to discover new places and new cultures. That is the framework where the Olive Oil World Tour creates an innovative culture space for Olive Oils, where the information about this product coexists with a complete sensory experience: The Olive Oil Lounge. It takes place in the major tourist traffic hubs (Amsterdam, Antwerp, Barcelona, Brussels, Berlin, Frankfurt, Hamburg, Ibiza, London, Madrid, Malaga, Palma de Mallorca). The implementation of these spaces allows a complete interaction with travelers from all over the world, with added value of predisposition to discovery and knowledge that represents the realization of a trip. The Olive Oil Lounge consists of:

- Oleo-library: exhibition of the best extra virgin olive oils in the world.
- Express tastings of the product, adapted to the time available in the areas where it is located.
- Informative infographics.
- Campaign videos on ipad and music with playlists on spotify.
- Specific area for children.
- Access point connected to wifi.

La espectacularidad y la innovación en el diseño son también los patrones que marcan las decoraciones exteriores de hubs turísticos que incluye el programa europeo. Una forma de sumergir al pasajero en la cultura de los aceites de oliva basada en piezas visuales específicamente desarrolladas para maximizar el potencial de cada espacio.

A trip of contents

The start of the Olive Oil World Tour makes it possible to reach consumers to share with them the culture of Olive Oils. A product that reaches the whole world with the guarantee that represents the European production model and the high standards of Olive Oils that are produced in Europe. Quality, food safety, traceability, authenticity, labeling, nutritional and health aspects, respect for the environment and sustainability, are the basis of the message for the target audience.

In addition to the presentation of the product, the Olive Oil World Tour promotes global use, thanks to its versatility and variety. The culinary



excellence that is achieved by introducing European Olive Oils in any kitchen in the world is essential for travelers impacted in any of the activities of the program to become active ambassadors in their countries of origin.

Throughout its three years, the Olive Oil World Tour, a program launched by the Spanish Olive Oil Interprofessional, through its brand Olive Oil from Spain, and the European Union, develops a comprehensive agenda of activities to add the world's travelers to the culture of Olive Oils. An initiative that seeks to consolidate a thousand-year-old tradition as a trend for today's and tomorrow's consumers.

www.oliveoilworldtour.eu

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OLIVE OIL MAKES A TASTIER WORLD