



How to integrate the Work Packages and activities

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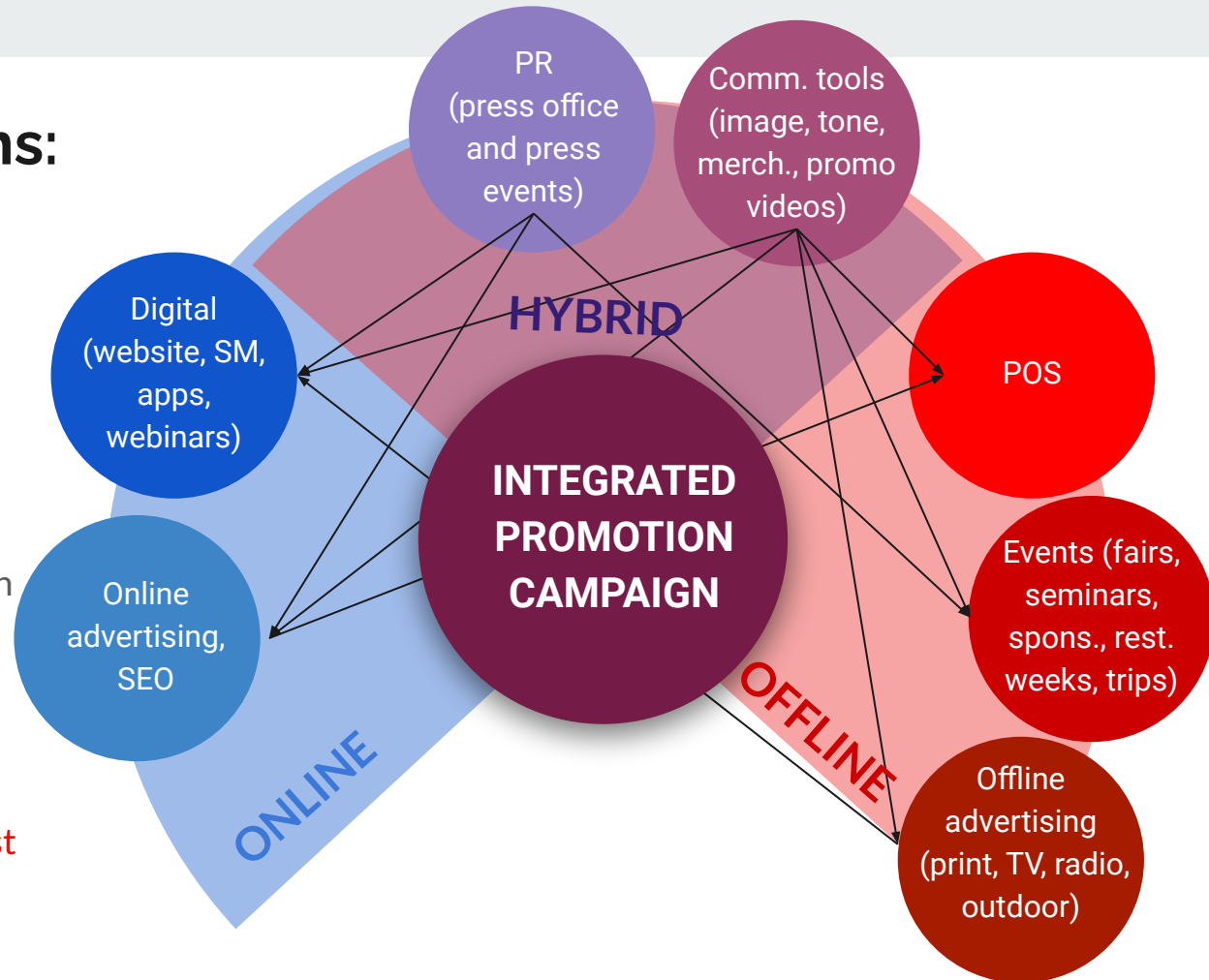
Integrated campaigns:

More than one medium of communication with visual, message, and design consistency

Enhanced engagement: personal connection (offline) and broader audiences (online)

Multi-channel customer journey: each touch point has its own communications tool - adjusted but consistent messaging

→ Create **synergies**, enhance overall effectiveness, save costs, improve trust



Steps of an integrated campaign

01

Set clear and focused campaign **objective(s)**.

Be SMART (Specific, Measurable, Attainable, Relevant, and Timely).

Get your priorities right!

02

Identify (understand and define) your **audience(s)**.

Always plan for the target audience's (purchase) journey and preferred channels.

03

Explore different **activities** and channels that resonate with your target audience(s).

Create channel mix strategy. Set clear channel (activity) objectives.

Adjust message to each channel.

04

Allocate **budget** to each channel.

05

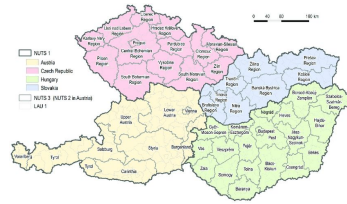
Continually test, **measure** and analyze your results.

Case study: Concept

Summary: This proposal will inform consumers about the advantages of organic fruits (apple, pear) in the internal markets of EU (Hungary, Slovakia, Austria, Czech Republic).

Main target group (Target group 1): B2C (Women 30-50); **Secondary target group (Target group 2):** B2B (retailers, producers, distributors)

Main message: European organic products are considered to be more safe, sustainable and healthy



Case study: Objectives, target group, mix strategy etc.

01

Objective 1:
Increase useful knowledge on organic fruits (apple, pear) by 3% within the next 6 months in internal markets by targeting a spec. group of consumers.

02

Target group 1:
Women ages 30–50 who are employed full time with a yearly income of at least €60,000, live in urban areas, have a high level of influence in food decision making processes, browses social media platforms, mostly looking for news.

03

Activities for TG1:
-Press releases (journalists as intermediaries)
-Website (serves as a junction point)
-Social media (recipes, product fun facts, events)
-Online and offline ads (providing reliable information)
-Retail tastings (real life experience)

04

60% for TG 1

PR: 5%;
Web: 5%;
SM: 10%;
Online ads: 20;
Offline ads: 30%;
Tastings: 25%;
Comm tools: 5%

05

Impact indicators (baseline),
Result indicators,
Expected return (ROI)

Case study: Integrating activities between target groups

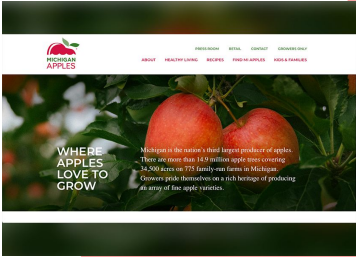
ACTIVITY	B2C Target group	B2B target group
PR	Regular press releases (adjusted for topic and for target group)	
WEBSITE, SM	Website (targeted infos)	
	Social media (Facebook)	Regular email updates
ADVERTISING	Online ad campaign TV ad campaign	Magazine ad campaign
COMM. TOOLS	Image, video production	
EVENTS (POS)	Tastings	Fairs

Case study: Hierarchy of activities & integration options (B2C)



Comm. tools
(image, tone)

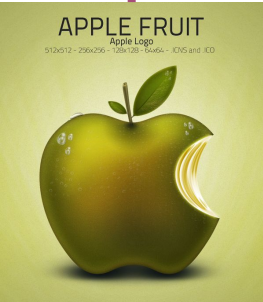
The messages must have prominent 'European' message!
Obligatory elements: Enjoy & EU logo, Co-funded by the EU, disclaimer and FBDG;
The message needs to be fully aligned with the topic under which the proposal has been selected



Website
SM



Press releases



Online
advertising



Tastings



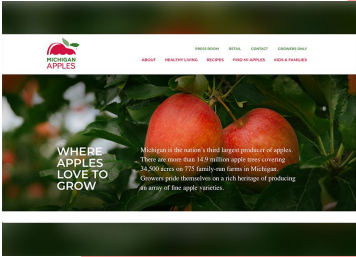
Tv advertising

Case study: Hierarchy of activities & integration options (B2C)

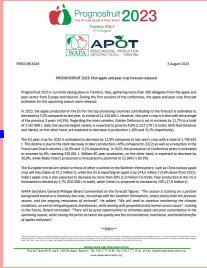


Comm. tools
(image, tone)

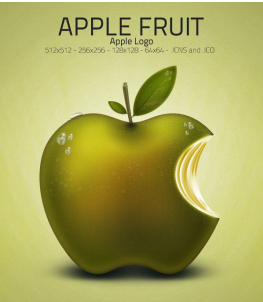
The website is the best place to gather all the information per target groups!



Website
SM



Press releases



Online advertising



Tastings



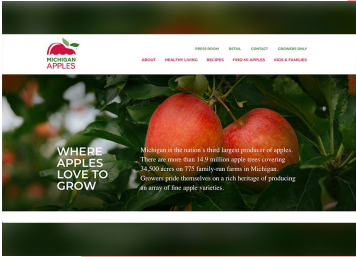
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Case study: Hierarchy of activities & integration options (B2C)



Comm. tools
(image, tone)

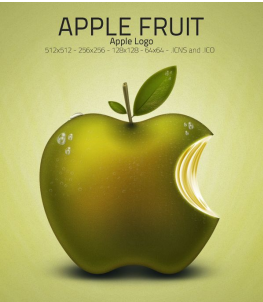
Activities can easily
revolve around the PR
activities!



Website
SM



Press releases



Online
advertising



Tastings

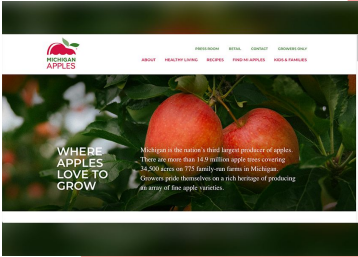


Tv advertising

Case study: Hierarchy of activities & integration options (B2C)



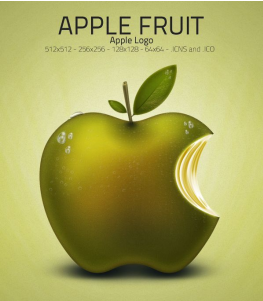
Comm. tools
(image, tone)



Website
SM



Press releases



Online
advertising



Tastings



Tv advertising

General tips to combine online and offline activities

Always use **consistent branding in all activities** - keep your marketing message, graphics, and tone consistent across all platforms

Put **all the important information on your website** (blog or social media sites) - have all information in one place for all targeted groups

Revolve around one activity (e.g.: PR)



**Co-funded by
the European Union**



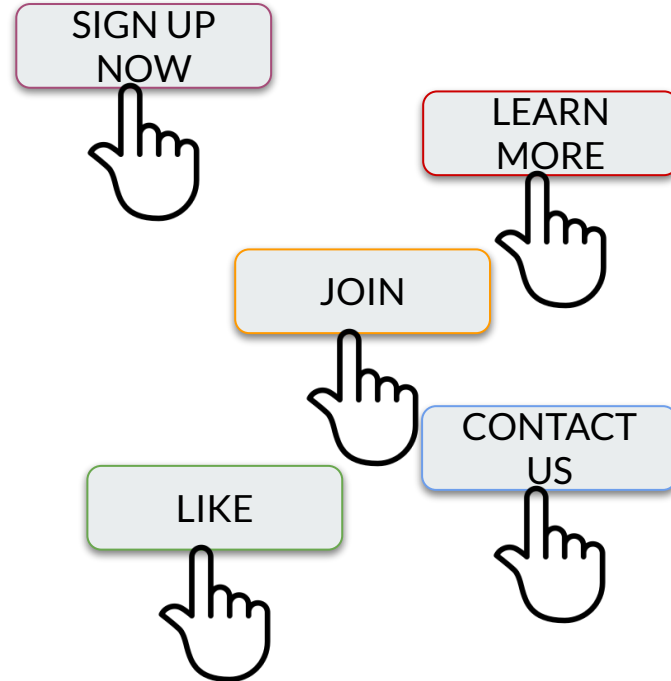
Tips to combine offline advertising (print, TV, outdoor) and online activities

Always include **URLs or QR codes** for driving users from traditional ads to online channels

- Place digital contact info on **business cards**

Use online calls-to-action (CTA) on your offline promotion pieces: **create reasons** for your audience to visit a dedicated landing page (SM site)

- subsequent follow-up,
- entering a contest,
- offering free value added content,
- include a discount code etc.



Tips to integrate online activities into offline activities (events, tastings, fairs, seminars, info days, etc.)

Before the event:

- Create a **landing page** (microsite) or event registration site
- Send **emails** (taylor your messages to your target groups)
- Have a **waiting list** or **newsletter** approach before an (offline) event
- Create a **#hashtag** (catchy name), encourage your audience to use it, monitor the hashtag feed and reply



Tips to integrate online activities into offline activities (events, tastings, fairs, seminars, info days, etc.)

During/ after the event:

- Invite your offline contacts to **visit**, **follow** and **like**, encourage online **referrals**
- Support **user generated content**
- Use **online activities**:
 - Use social media contest,
 - Use live streaming,
 - Create behind-the-scenes stream,
 - Q&A, polls,
 - Host a Twitter chat to accompany your meeting in real time



LIVE 
STREAMING

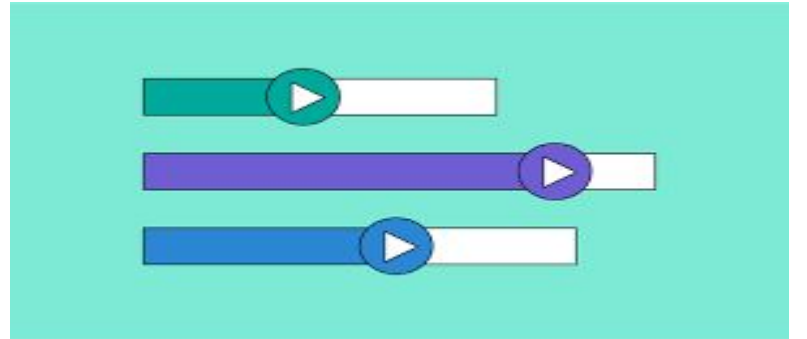


Tips to combine offline advertising (print, TV, outdoor) and online activities

Start an only online available “to be continued” campaign

Make video ads of different lengths to repurpose for social media, digital streaming and your website

- 6 seconds / 15 seconds / 30 seconds



ENJOY
IT'S FROM
EUROPE



**Thank you for your
attention!**

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