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saborea la vida



¡ESA ES LA ACTITUD DE EUROPA!
Aceites de Oliva de España

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ACEITES DE OLIVA
DE ESPAÑA



Cofinanciado por
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LA UNIÓN EUROPEA
RESPALDA LAS CAMPAÑAS
QUE PROMUEVEN LA VIDA SANA.

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IT'S FROM
EUROPE



Olive Oil World Tour Experience Mexico 2022-2024

2 years





Olive Oil World Tour campaign in 3 CONTINENTS 3 years (2018-2021)



IMPOSITION OF TARIFF BARRIERS USA (OCTOBER 2019)
 - Diversification and search for new markets



COVID-19 (2020-2021)
 - Search for greater food security
 - Increased health concerns
 - Increased interest in cooking at home

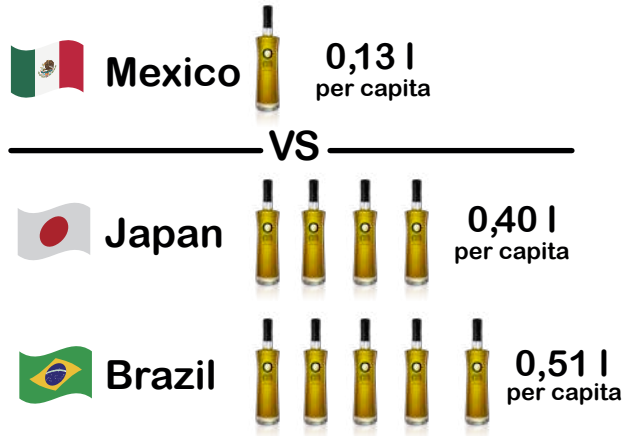


POTENTIAL MARKET  **Mexico**
 • Tariff barriers - free market
 • Positive image of olive oils = healthy food

Starting point

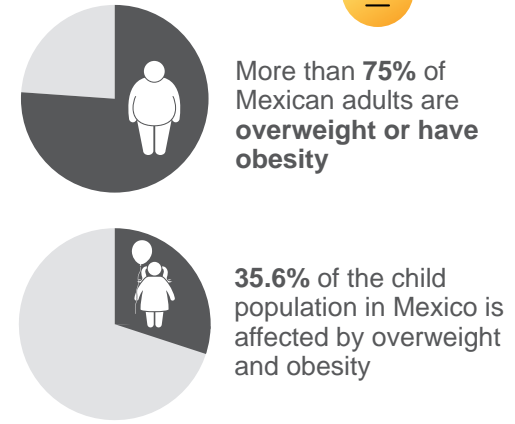
Mexican market

1 Mexican PER CAPITA CONSUMPTION



Source: International Olive Council

2 UNHEALTHY EATING HABITS



Source: OECD

3 LACK OF KNOWLEDGE AND IGNORANCE ABOUT THE USES OF OLIVE OILS



Source: Focus Group Kantar 2022

OPPORTUNITY

GROWING DEMAND FOR HEALTHY FOOD: MEXICAN CONSUMERS ARE INTERESTED IN HEALTHY LIFESTYLES

The challenge

To position European olive oils among Mexican consumers as a **reference** for **quality** and **healthy food**



Goals

The initial goals were ambitious ...
... but what has been sown has paid off

Increasing imports of European Olive Oils into Mexico in 3,000 tons

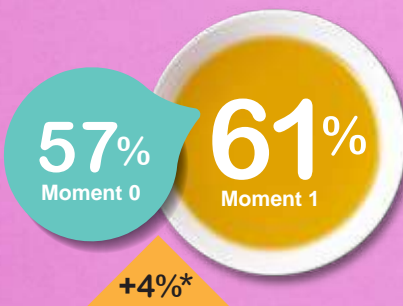


Until 31/12/2022

Source: IHS

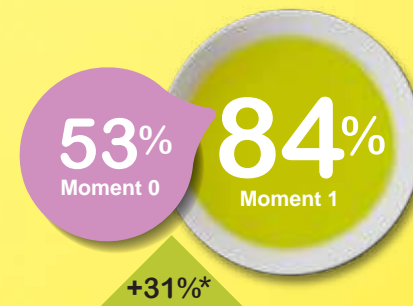
To raise the purchase intention of European olive oils among Mexicans by 6.1%

6 out of 10 Mexicans believe that the contents of the campaign would increase the purchase of European olive oils



Increase awareness of European Olive Oils in the country by 5.9%

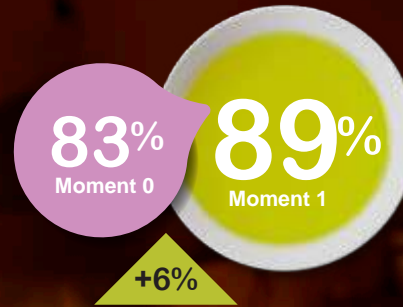
More than 8 out of 10 Mexicans say they have discovered or learned something about European Olive Oils with the campaign



* Source: Research on Olive Oil World Tour Experience Mexico. Moment 0 vs Moment 1. Ikerfel

European Message

What do Mexicans think about the production method of European olive oils?



89% of consumers think that European Olive Oils meet European Union standards, which are the most demanding in the world in terms of sanitary, labelling and nutritional facts



Source: Research on Olive Oil World Tour Experience Mexico. Moment 0 vs Moment 1. Ikerfel

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EUROPE



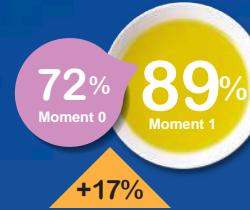
Key Messages

The excellence of the "Three S's" in Spanish seduce both the palate and the heart of Mexican consumers

S Salud / Health
Sabor / Flavour
Sostenibilidad / Sustainability



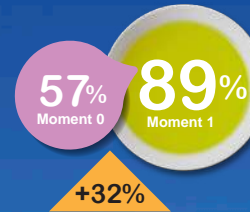
Health



consider it to have many health properties and perceive its consumption as healthy



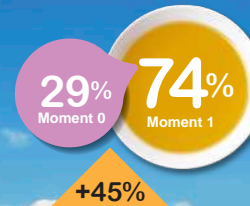
Flavour



believe it is a premium product, recognise its great taste and highlight its versatility



Sustainability



appreciate that this crop has been adapted to the responsible management of natural resources



The concept



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Aceites de Oliva de España



taste life
That's Europe's Attitude to European Olive Oils

An invitation for Mexican consumers to join Europe's healthy lifestyle with European Olive Oils



Aspiring Chefs / Foodies

 **9,2**
millions of people



36%
of the population
of Mexico City,
Guadalajara
and Monterrey



Our
target



Aimed at young
people

+25 with ABC +
purchasing power



Healthy Lifestyle

 **9,7**
millions of people



38%
of the population
of Mexico City,
Guadalajara
and Monterrey





Campaign activities and progress of results*

*Until December 31, 2023



A conventional media campaign

921 million impacts reached **+25%**

740 million expected impacts



Television

- MasterChef
- Venga la Alegría (TV Azteca)
- Ventaneando (TV Azteca)
- Viva la Vida (Heraldo TV)

More than 300 emissions

205 million contacts

Source: Mediacom México



Digital

- Kiwilimón
- Cocina Delirante
- Salud180
- Programmatic

131 million impressions

Source: Mediacom México



Outside

- OOH Inmall en Shopping Centres
- OOH Fixed
- OOH Programmatic
- Parabus

585 million impacts

Source: Mediacom México





Mexican Tennis Open



Master Class at Universities



Olive Oil Gym Experiences

Experiential actions to bring European Olive Oils closer to Mexican consumers

16.955.290 contacts **+246%**

4.900.000 expected contacts

Source: Kantar + AREA MX



Mexico Golf Open at Vidanta



Fitness Day





Millesime



Points of Sale



Food & Wine Festival

Experiential actions to bring European Olive Oils closer to Mexican consumers

16.955.290 contacts +246%
4.900.000 expected contacts

Source: Kantar + AREA MX



Tapas Route



Olive Oil Week



Actions in Restaurants



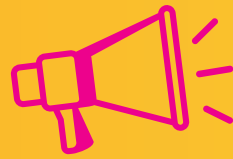
Launch Event
with **50 journalists**



Preview with Financial and General Media
(**16 one-to-one interviews**)



Preview with Culinary and Lifestyle Media
(**36 one-to-one interviews**)



An ambitious Public Relations Plan that has put European Olive Oils on everyone's mind...



Cooking Master Class
with **17 media outlets**



Mixology Workshop
with **18 influencers**



Signature Cuisine
of **65 journalists**



... and which has made headlines in the country's main top media outlets



184,154,624 impacts **+313%**
44,588,000 impacts committed
More than 200 journalists contacted

Source: MS Comunicación



EXCELSIOR
El decálogo del aceite de oliva
Hay tres tipos de aceite: Virgen extra, que es la categoría superior, virgen y de oliva.
Este producto tiene valores nutricionales y múltiples.



GASTRONOMÍAS MX
Vida con el mejor aceite de oliva
El aceite premium de oliva de oliva es el mejor aceite.
Este producto tiene valores nutricionales y múltiples.

EXCELSIOR
El decálogo del aceite de oliva
Hay tres tipos de aceite: Virgen extra, que es la categoría superior, virgen y de oliva.
Este producto tiene valores nutricionales y múltiples.



marie claire
Razones para incluir Aceite de Oliva en tu alimentación diaria

ACEITE de OLIVA; SIEMPRE PRESENTE en la BUENA

ABC
La excelencia y versatilidad del Aceite de Oliva sorprende en Millesime México 2023
Millesime es una gran pasarela gastronómica, que acoge a los mejores chefs del mundo y los productos gourmet más preciados.

EL NUESTRO
POR UNA VIDA SALUDABLE
El aceite de oliva es un producto que ha sido utilizado desde tiempos antiguos por sus beneficios para la salud.

ACTUALIDAD
Aprende a elegir un buen aceite de oliva
Por: Staff Puebla de Oro | Publicación el 24-01-2023



¿Busca ir más allá del bacalao?
"Llevamos soportando una gravísima sequía que ha provocado una drástica reducción de las producciones. El precio en origen se multiplicó por 2."



EL NUESTRO
ACEITE DE OLIVA. EL ORO DE LA FUSIÓN CON LA GASTRONOMÍA EMERGENTE

astronomía
aceite
interpretó los
ceites de oliva

An always-on informative website to integrate European Olive Oils into Mexican diet

Total web traffic:
325,850 visits +262%
90,000 visits committed
Source: Google Analytics



More than 260,000 Uniques users



More than 25 video recipes



Active
social media networks,
didactic, with
original and
differential
content

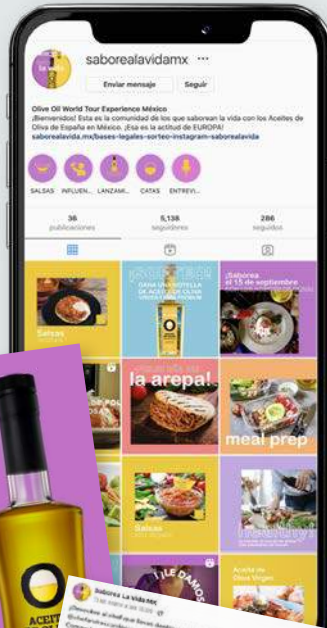
More than
30 raffles

28 de enero
**Olive Oil
Fitness Day**

¡SORTEO!
GANA UNA BOTELLA
DE ACEITE DE OLIVA
VIRGEN-EXTRA

saborea la vida
con los Aceites de Oliva Europeos
en los gimnasios más
top de Ciudad de México!
15 - 24 de enero

saborea
esta receta
de Anares Cardenas
Prepara esta deliciosa
ensalada con Aceite
de Oliva Virgen Extra



Reach:
+100
million

Engagement:
+9 million

Views:
+47 million

Followers:
154,000



Source: Meta Business Suite



More than
15 content creators

Amplified by more than
50 influencers



Reach:
32
million



+200
contents

Source: Meta Business Suite



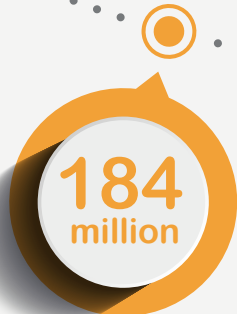
For almost two years we have entered the homes of millions of Mexicans and accompanied them in their daily lives

Goals 668 million expected impacts

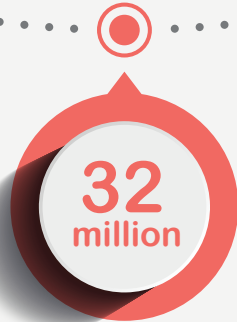
Total **1,254** **+88%**
millions impacts reached*



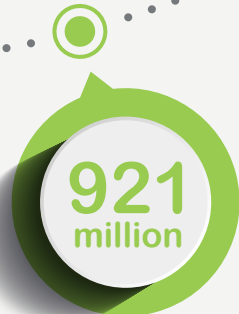
Reach on social media networks



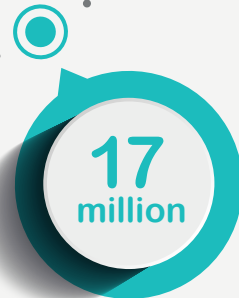
PR impacts



Influencers

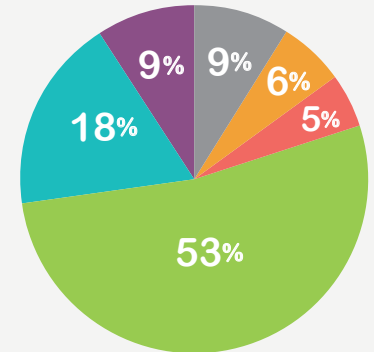


Conventional media campaign



Experiential actions

Investment



- Social media networks
- PR activities
- Influencers
- Conventional media campaign
- Experiential actions
- Others

*Until December 31, 2023

Final phase of our exciting journey

February 17th

THE YOGA FITNESS DAY

Next February 17th, **our healthiest target** will live a unique experience.



February 21st

THE WORLD OLIVE OIL AWARDS



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2024



And on February 21st, we will culminate with a great **recognition Gala**, where we will **reward the protagonists of our campaign**: stakeholders, chefs, restaurants, media, influencers and celebrities who have supported us during these two years of the campaign.

thank you



Don't forget to taste life
with Olive Oils.
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