



## Industry sector of Italian Olive oil producers Customer 2013-2015

### Objectives

Development and implementation of an EU co-financed three-year campaign to promote High Quality Extra Virgin Olive Oil in Belgium

### Response

Green Seed Belgium identified the diverse targets and developed a broad campaign, addressing each target sector through specific channels. The campaign was kicked off with a press conference. A press office was set up to generate press releases, coordinate press adverts and produce presentation & information materials. Buyer meetings and workshops were organised to promote High Quality Extra Virgin Olive Oil among the Belgian trade, and in store promotional activities followed to attract new consumers.

### Results

Awareness for High Quality Extra Virgin Olive Oil was raised and amplified, with excellent coverage in the media (both consumer and trade) and a successful cooperation with the Belgian trade (retail, foodservice and industry), resulting in outstanding in store activities and new opportunities for High Quality Extra Virgin Olive Oil in Belgium.