

## Campaign background and summary (300)

Dealing with the task of improving the EU's communication with its citizens and bridging the gap between them, the first step has to be evaluating the current situation. Currently the EU's communication is focussed on children, teenagers and young students (e.g. Erasmus-programmes). Apart from that, communication is mostly focussed on financial and economic issues.

EU-activities concerning safe living conditions, stability and a healthy environment are being missed out.

Therefore people miss social warmth and security, especially when they have young children whose future they worry about.

### **That is the reason for taking START-UP FAMILIES as key audience for our campaign**

They are a key target group of the EU.

Only these families can prevent a decline of the EU-population.

Only if they feel safe and secure, the EU will prosper.

### **Summary of the campaign's main idea:**

If somebody is envied for what he has or does, it is convincing. (Remember Tom Sawyer and the garden fence.)

EU families are envied for many reasons. They are envied for what the EU provides for them: peace, secure neighbourhood, healthy food, health care, sound environment.

We show EU-families in their safe way of living together with their children. Somebody from outside the EU admires these living circumstances. *"It's great to live like this!"* – a message that can easily be communicated by TV and RADIO COMMERCIALS.

For the support of emotional solidarity between families in all EU countries we propose an EU FAMILY NETWORK, offering the chance to exchange family profiles across 27 countries and to share feelings with people having similar ideas and problems. This is also the place for straight forward relevant information from the EU. Additional activities link all three channels.

**Our claim: The EU CARES FOR YOU.**

## Prioritised objectives (100)

Our campaign's main objective is the creation of an emotional bond between the target audience and the EU. As a result the perception and importance of the EU's activities as an integral part of the target audience's life has to be increased. Furthermore the addressed target audience shall understand the European Vision as the key to their future and thus show increased awareness and acknowledgement of the EU's work, specific policies, current processes and goals.

Working with opinions and attitudes, the current status requires evaluation by opinion polls and an increase by at least 10% within the next two years.

## Proposed strategy and tactics (300)

**After research the following target audience was chosen:**

- START-UP FAMILIES aged 20 to 40 years
- Planning their life, future-oriented
- Seeking stability, security, prosperity
- Willing to achieve greater goals (e.g. building a house)
- Rather optimistic, concerned about kids' future and living conditions

**Why START-UP FAMILIES?**

- Solid basis of EU-population
- Families and birth-rates as key to future
- Pass values on to offspring
- Multipliers through various roles (parents, employees, club-members)
- "Ideal bridge" between students, work-life and 40+
- Open-minded, can be convinced, attitudes can be changed
- "Grew up" with EU
- Intense media consumption, easily accessible by classic media (TV, radio, internet)
- Similar core needs irrespective of social class, education, lifestyle (Sinus Milieus)

**Which core needs of families did we find out?**

- **Quality of life** – Guaranteeing personal values and ideals, food-security, protection of environment, education
- **Economic stability** – stable economic framework, provision for retirement, business start-ups
- **Health/health-care** – affordable, reliable and high-quality system
- **Work-life balance** – emancipatory family policy (paternity leave, fair working conditions for mothers, affordable child-care facilities)
- **Solidarity** – mutual support, internal (socially weak; young families) and external (member countries)

### **Strategic approach:**

- Emotionalize EU, make target audience feel as active part of EU
- Demonstrate/explain EU's response to core needs
- Create awareness without discrimination that life conditions within EU are better than in other countries
- Show that EU cares (support, accessible information, follow-up measures)
- Provide possibilities for feedback – let people be heard

### **Tactical approach:**

- Convince target group by a competitive creative message of the EU's many advantages for their life
- Provide clear arguments what exactly the EU does for START-UP FAMILIES
- Link mass media to EUROFAMILY NETWORK to enable sharing of feelings, knowledge and information
- Provide straight-forward EU-information for families

## **Creative Brief (200)**

Key creative idea: "The EU cares."

- Responding to target audience's needs
- Make EU-policies tangible
- Audience should understand that the EU constantly works for them, trying to improve their situation
- Make people understand that they are important for the EU
- Audience should feel as a part of Europe

Relevance to audience:

- Audience needs emotional bond to EU, abolishing emotional void
- Provide a strong partner for the future
- Target group feels under-informed

How to convince:

- Show that other nations envy the EU for its benefits
- Clearly show relevance of EU-activities for the target group's life
- Create a positive emotion, making people trust in the EU
- No talking about specific results or policies but general goals and perspectives (not: "we have achieved", but "we are constantly working for")

The campaign shall make the recipient live the experience and the feeling of being proud of being European. Recipients should feel that they take part in the realisation of the European vision and feel being cared for by the EU. By its tonality the campaign aims at placing the EU right in the middle of peoples' life, in their heart!

## Creative Execution (100)

To transmit a positive feeling towards the EU, TV-commercials will address various situations of every-day life. They'll show the EU's care for its citizens and how its perception from an external perspective. Clear, positive statements and changing topics create comfort and trust, showing the variety of fields the EU deals with. Radio-commercials conveying the same message, support this feeling. Through following online-measures, the EU shows its support and care, by providing information or enabling Pan-European networking. In addition special products/services could be offered such as family discount cards (culture, museums, travelling,...) or special insurance packages for families.

## Media Recommendations, Choice of Channels (100)

**Internet:** creation of two websites (eu.info and eurofamily.eu), the first providing information and service, other for networking/pleasure; 25% of budget

**Television:** 45"-commercial broadcasted before prime-time/news in several flights with changing topics (core need); 40% of communication budget

**Radio:** 30"-commercial broadcasted during peak-hours (7-10am, 4-7pm), first part conveying main message, second carrying additional information; 20% of budget

**Infomaterial/Giveaways/Follow-Ups:** providing relevant information and service at all possible contact points (info-points, local authorities); 10% of budget

**Freecards/E-Cards:** additional measure to attract attention and create awareness, very modern, urban tool, several key visuals according to different topics; 5% of budget

## Suitable measures for assessing the proposed campaign's success (100)

- Opinion polls (recognition, awareness, (change in) attitude, reaction to campaign, understanding of contents, support for EU-projects, acceptance)
- Click rates on eu.info and eurofamily.eu as a result of the campaign
- Information requests at local authorities, web-pages, info-points,...
- Number of registered users of the eurofamily.eu network
- Online-questionnaire about satisfaction with eurofamily.eu and eu.info
- Number of E-Cards sent via eu.info (outlines popularity of proposed motives and willingness of usage)
- Number of Freecards taken in public spaces like restaurants, bars, cinemas, shopping-centres (for assessing the effectiveness and popularity of the visuals)