

Application to the 2027 EU call for a 2nd Mushroom promotion programme 2028-2030

GEPC Promo

Recommendations from the 1st Mushroom promotion programme for the next one

Potential evolutions

2nd mushroom promotion programme focused on amplifying local messaging and activities at national level

- Realise a significant **impacts on sales** all countries
- **Target a younger group**
- **Reduction** of the public relations budget
- **Increase budget for the ambassador partnerships** and **content creators**
- **Increase budget for media partnerships**
- **Integration of events in every country**
- **Integration of retail activities**
- **Important online advertising budget**
- **Reinforce local channels**

Strong alignment across 10 responding countries

RESPONDING COUNTRIES

- Netherlands
- Germany
- Poland
- Czech Republic
- Ireland
- Belgium
- Hungary
- France
- Italy
- Spain



Main objective:
Raise consumption



Tactical direction:
Increase frequency of purchase



Success measurement:
Increase positive attitude, buying intention, consumption



Target countries:
All participating countries: BE,CZ,DE,ES,FR,HU,IE,IT,NL,PL



Target channel:
B2C



Target consumers:
25-45 years old



Campaign themes:
Taste in priority
Supporting pillars: Health, Sustainability, Versatility



Activities:
Public Relations, Digital Marketing, Advertising, Retail level activations, Consumer shows

GREEN = unanimous agreement • CORAL DOT = local variation

Keep one European platform, flex the execution when possible, regarding EU rules

Specific remarks from the responding countries

1 NETHERLANDS

Add specific actions towards retailers on top of B2C activities.

2 BELGIUM

If possible, broaden the audience to frequent cookers older than 45 and strong decrease of the budget for social media.

3 GERMANY

Emphasise sustainability, regionality, coordination with the German campaign.

4 ITALY

25-34 years old for target consumers.

5 SPAIN

At least 30% of the budget should be allocated to points of sales/purchase strategies.

RAISE CONSUMPTION

INCREASE FREQUENCY OF PURCHASE

B2C ACTIONS TO 25-45 YEARS OLD

MAINLY BASED ON TASTE



LOCAL FLEXIBILITY WHEN

POSSIBLE, REGARDING EU RULES



Any questions?