Campaign to launch new RDP

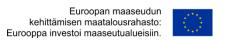
Network Expert Joel Karlsson

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**NSU Finland** 

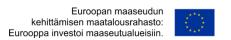
## Communications plan

- Main focus on the RDP launch campaign
- Main events 2015:
  - Leader week and Open villages (June)
  - Farmari Finland's agriculture exhibition, RDP tent (July)
  - Kuntamarkkinat Finnish municipalities forum (August)
  - Volunteer Work World Record (September)
  - Countryside- and Forest expo (December)
- One of the main objectives: to gather and strengthen the network of communicators working amongst rural development stakeholders



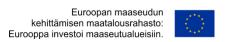
#### Multichannel communication

- Focus on electronic communication: social media and renewed webpage Maaseutu.fi Landsbygd.fi Rural.fi
  - Bottom up voice and perspective
  - Increasing involvement: more content and better updating
  - More interaction, more project stories
  - New website tailored more clearly to (potential) beneficiaries. >
    Administrative information to extranet.
- Printed communication: brochures, inserts, newspaper articles.
- Events: exhibitions, study trips, local and regional events.



# RDP Launch campaign 2015

- Starting in June 2015, until the end of the year.
- Planned and operated with an advertising agency
- Two main target groups: general public and beneficiaries
- The campaign is meant "to sell, not to tell". Campaign should draw attention, then it is up to us to inform more



# Stategic message

Modern countryside is more than just forests, fields and cows. It is a basis for successful and environmentally sustainable business and good living in vital communities.

## UPDATE YOUR COUNTRYSIDE







#### Chosen medias

- TV
- Radio
- Campaign webpage (päivitämaaseutusi.fi)
- Social media
- Events: exhibits, Leader week, "Volunteer Work World Record" (<- Kick off event for the new Leader brand)</li>
- PR material: flyer, stickers, posters, advertisements



## **New Leader brand: from this**

## To this:

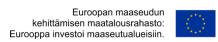


# For ideas on a human scale











## Varsinais-Suomen Jokivarsikumppanit







Maaseudun kehittämisyhdistys

Keski-Karjalan Jetina

www.leadersuomi.fi

#### National and local

- TV and radio campaigns are national
- Campaign will also be carried locally by provincial MAs and the LAGs







Aktivoiva, sosisalisessa mediassa jaettava kuvaelementti







Esimerkki ulkomainonnasta



Omale väelle ja tärkeille viiteryhmille jaeltavat t-paidat ja rintanapit

## **Timeline**

#### **Ongoing local/regional events**

