



# Campaign to launch new RDP

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# 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](http://Maaseutu.fi) [Landsbygd.fi](http://Landsbygd.fi) [Rural.fi](http://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



# Strategic 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



**PÄIVITÄ MAASEUTUSI**



# PÄIVITÄ MAASEUTUSI.



Millainen on maaseutu? Entä millainen sen pitäisi olla?  
Katso maaseutuohjelman ideat, hae rahoitusta ja tartu toimeen!

**päivitämaaseutusi.fi**



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# 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)
- PR material: flyer, stickers, posters, advertisements







## New Leader brand: from this



To this:



**For ideas on a human scale**

In cooperation with:



Euroopan maaseudun  
kehittämisen maatalousrahasto:  
Eurooppa investoi maaseutualueisiin.



LEADER

**Varsinais-Suomen  
Jokivarsikumppanit**

LEADER

**ETPÄHÄ**  
Eteläisen Päijät-Hämeen  
maaseudun kehittämissyhdystys

LEADER

**Karhuseutu**

LEADER

Maaseudun kehittämissyhdystys  
**Keski-Karjalan Jetina**

[www.leadersuomi.fi](http://www.leadersuomi.fi)

# National and local

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





Muki



Aktiivoina, sosiaalisessa mediassa jaettava kuvaelämänti



Esimerkki ulkomainonnasta



Roll-up



Verkkosivusto



Omalta välillä ja tärkeille viestiyhmittile joitavai t-paidat ja rintanaipit.



# Timeline



Ongoing local/regional events →

