



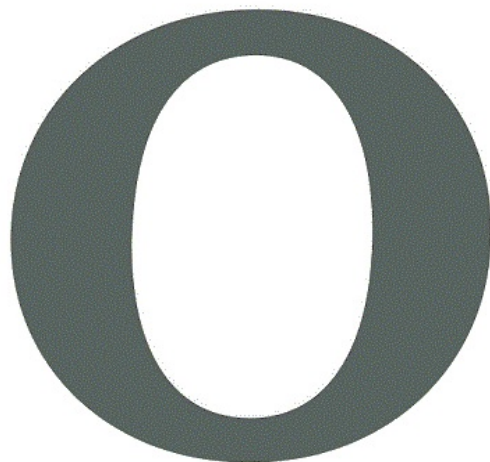
European Regional Development Fund



## ***EUROPEAN EVENT ON QUALITY AND ORIGIN PRODUCTS***

### ***A NEW CAP FOR HIGH QUALITY PRODUCTS***

***MARCH 21st, 2018***



O R I G E N  
E S P A Ñ A

***Asociación Española de Denominaciones de Origen - ORIGEN ESPAÑA***







Promotion of PDO and PGI foodstuff and agricultural products.

Contribution to the development of the agri-food sector and the promotion of the consumption of quality products.



Origen España as technical advisor.

Enhancement of relations and experience between the partners..



AEC - Spanish Association for Quality: Origin Spain is member of the Agri-food Committee



EUIPO / OEPM - Brands defence reinforcement

Opposition actions against trademark applications that violate the rights of the PDOs and PGIs.



ORIGIN

## Sectoral representation

## Agreements:





Sudoe



European Regional Development Fund



## ***The key factors of the intelligent marketing strategy of geographical indications***

## THE KEY FACTORS OF THE INTELLIGENT MARKETING STRATEGY OF GEOGRAPHICAL INDICATIONS

**Define what we want to communicate / promote:**

**Logo**

**Product**

**Product characteristics**

**Define objectives for the promotional campaign:**

**Growing in production and processing**

**Opening of new markets**

**Entering new countries or regions**

**Getting more notoriety**

**Consolidate results**

**Selling more and better**



**Generate added value for the stakeholders**



## THE KEY FACTORS OF THE INTELLIGENT MARKETING STRATEGY OF GEOGRAPHICAL INDICATIONS

### **Key factors in smart marketing:**

**Origin / territory**

**History / tradition**

**Cultural values**

**Product quality**

**Product reputation**

**Exclusiveness**

**Guarantee / traceability**

**Environmental sustainability production**

**Animal welfare promotion**

**Responsibility / social commitment**

**How do we get an intelligent marketing?**





## THE KEY FACTORS OF THE INTELLIGENT MARKETING STRATEGY OF GEOGRAPHICAL INDICATIONS

**We have to be able to translate concepts such as:**

**Tradition / traditional production ↔ current consumption**

**Message: The old / traditional is also new / modern**

**Origin / territory ↔ different / unique**

**Message: Exclusive products with a reasonable and justified price**

**Culture / society ↔ keeping population in rural areas**

**Message: Traditional products generate wealth and future**



## THE KEY FACTORS OF THE INTELLIGENT MARKETING STRATEGY OF GEOGRAPHICAL INDICATIONS

**We have to be able to transmit to consumers concepts as:**

**Product quality ↔ flavour, nutrition, healthy ...**

**Message: Quality associated with flavour, healthy diet ...**

**Guarantee / traceability ↔ food safety, commercial transparency**

**Message: Controlled and certified products**

**Respect for the environment / animal welfare ↔ sustainable**

**Message: Products linked to biodiversity, landscape, proximity ...**



## THE KEY FACTORS OF THE INTELLIGENT MARKETING STRATEGY OF GEOGRAPHICAL INDICATIONS

**Therefore, marketing should:**

**Transmit to consumers all the values associated with PDO or PGI products (tradition, origin, exclusivity, quality, guarantee, traceability, reputation, respect for the environment and animal welfare, etc)**

**Have a twofold orientation: informative (to make known the product) and promotional (to support its purchase and consumption).**

**Generate "proximity" between producers / processors and consumers, using the product as a connecting element.**

**Generate emotions / feelings / commitment to sustainability ... on consumers.**

**Reach our target audience, in terms of good ratio estimated efficiency / economic cost.**





## Historias en tu mesa

La carne de **Ternera Gallega** procede únicamente de animales nacidos y criados en Galicia con una alimentación tradicional. Una carne con garantía de control integral. Por eso cuando llega a tu mesa, trae una historia de calidad, esfuerzo y origen, y es merecedora del **sello europeo IGP**. Búscalos y conoce más historias en [www.historiasentumesa.es](http://www.historiasentumesa.es)



COMARCA REGULADA CON EFECTOS DE LA UNIÓN EUROPEA

El uso de la presente publicidad supone necesariamente la gestión de su sector y su responsabilidad ante los consumidores. La Comisión Europea no puede ser responsable por el uso que pueden hacerse de la información que contiene.



- Type of program:
- SIMPLE Program
- Competent member state: Spain.
- Member state of destination: Internal market: Spain
- Duration: 36 months
- 20 PDOs and PGIs

# CARNES ÚNICAS DE TIERRAS ÚNICAS



Reconócelas buscando este sello



DESPUÉS DE CUALQUIER ACTIVIDAD

# ESTA PERA RECUPERA



**POTASIO**  
PARA FORTALECER LOS MÚSCULOS



**VITAMINA B1**  
PARA FAVORECER EL METABOLISMO,  
EL SISTEMA NERVIOSO Y LA ACTIVIDAD MENTAL



**CALCIO Y FÓSFORO**  
PARA FORTALECER LOS HUESOS



**AGUA**  
PARA REHIDRATAR EL CUERPO



**FRUCTOSA Y LEVULÍNSICA**  
PARA RECUPERAR DEL EJERCICIO FÍSICO,  
TOLERADA POR DIABÉTICOS



**PECTINA**  
PARA COMBATIR EL ESTREÑIMIENTO



**VITAMINA B2**  
PARA AYUDAR A CRECER  
SANOS Y FUERTES



**VITAMINA C,  
ÁCIDO FÓLICO  
Y BETA-CAROTENO**  
PARA AYUDAR A LA VISTA,  
LA PIEL Y LAS DEFENSAS







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***Thank you very much for your attention***