EU specialty food ingredients

3. Communications Strategy 2020

Communications Committee & RFI WG meeting

11th September 2020

Message House

Innovation

- Our intense focus on nutrition and food science, together with our knowledge of consumers current and future preferences, enable us to create innovative products that meet consumer need.

Safety & Quality

- We develop and provide safe ingredients that meet consumer demands for transparency, traceability and trust, not just in our products, but throughout our supply chains.

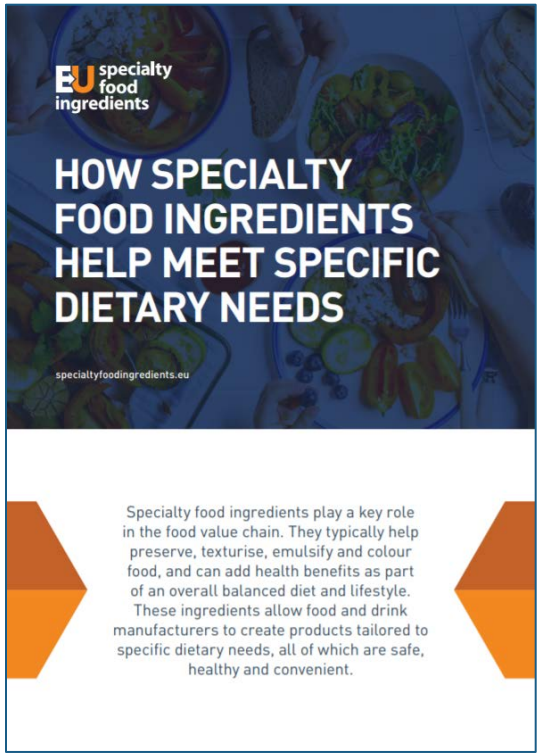
Health & Nutrition

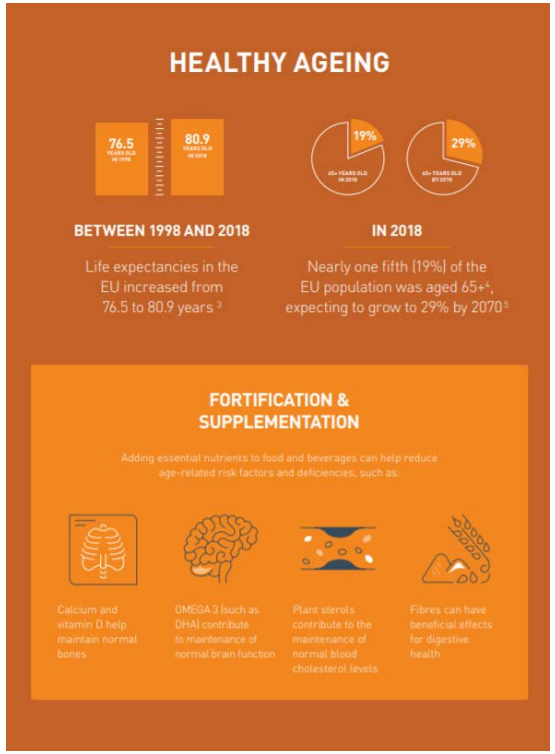
- Eating more healthily is our common goal. We are committed to invest in research and innovation to respond to existing public health needs and to provide food solutions to population with specific needs.

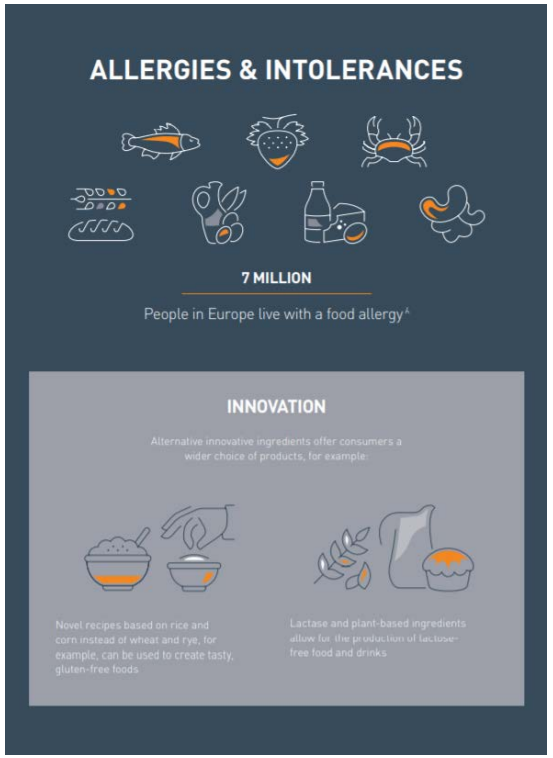
Sustainability

- We provide tools and solutions for tomorrow's challenges, contributing to a sustainable future for people, planet and business, improving resource efficiency along the whole food value chain thanks to specialty food ingredients' effective impact during food processing and storage.

Infographic Health & Nutrition



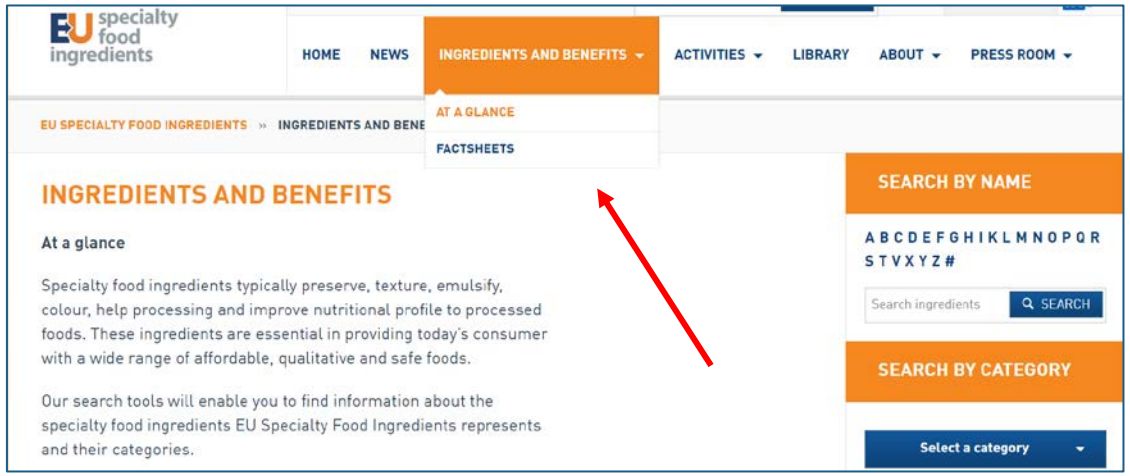


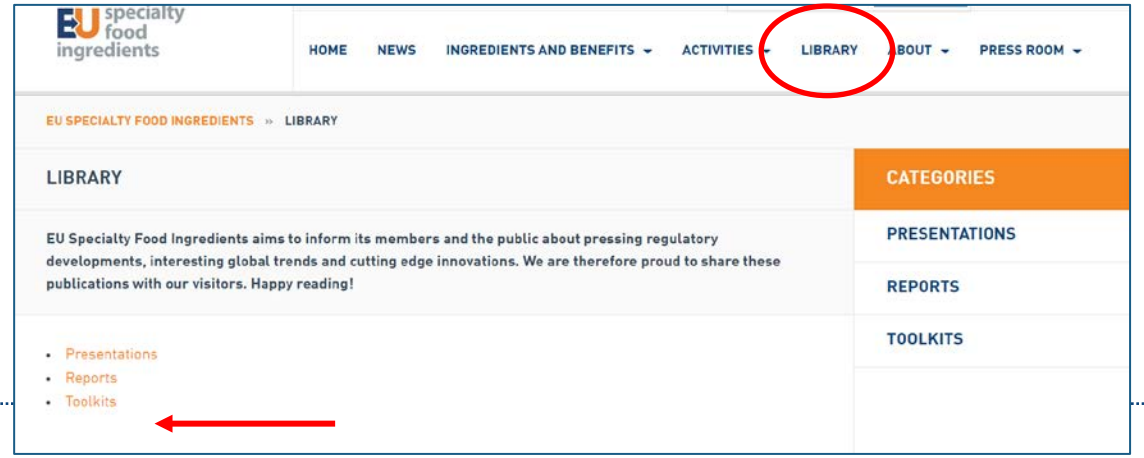


* *Available at:* https://www.specialtyfoodingredients.eu/uploads/news_documents/How_specialty_food_ingredients_help_meet_specific_dietary_needs.pdf

Infographic Health & Nutrition
Direct promotion & amplification (1)

- EU Specialty Food Ingredients website
  - News on the homepage
  - New section under 'Ingredients and benefits' page to promote content?
  - Add section for infographics in the Library ?

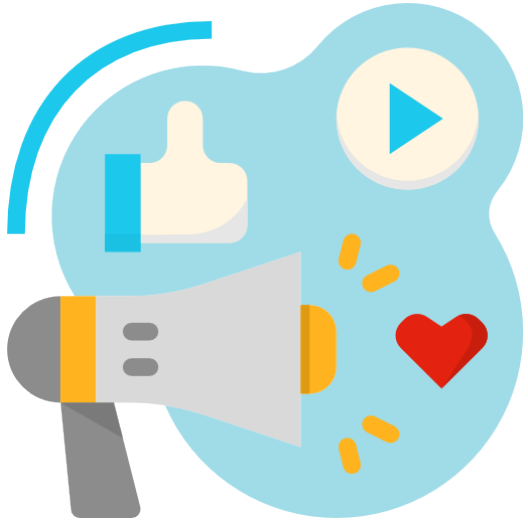




Infographic Health & Nutrition

Direct promotion & amplification (2)

- LinkedIn Campaign
  - Target audience RFI Roundtable invited companies
- Dissemination though members
  - Materials & links to be shared by Circular Letter



Infographic Health & Nutrition

Promotion through 3rd parties

- Share with FoodDrink Europe
- Promotion through Euractiv ?
- B2B Media promotion ?
  - IngredientsNetwork
  - FoodIngredientsFirst
  - FoodNavigator
- Other suggestions from members?

Euractiv membership

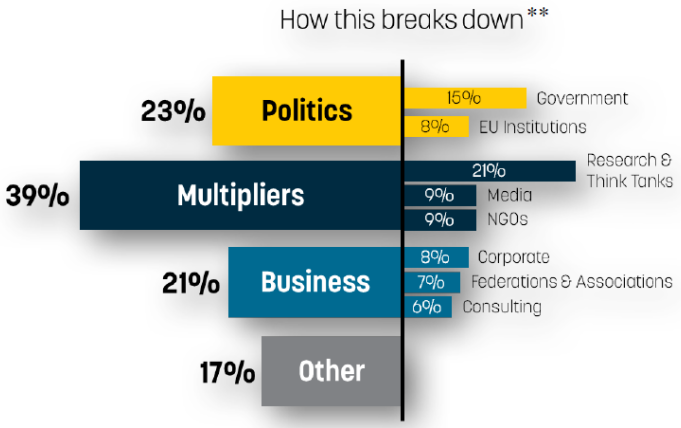
EURACTIV is an independent pan-European media network specialised in EU policies

Euractiv membership:

- Distribution of your advertorial, video or infographic
- Banner Ad campaigns
- Support The Brief or The Capitals (newsletters)
- Publication of your press releases, events, job ads
- + FACILITATION of contact with EURACTIV journalist
- + INVITATION to EURACTIV Events
- + INVITATION to Exclusive YELLOW ACADEMY Workshops

1 year membership → € 8,000 (8 credits)

1,103,646
unique readers monthly average*

120,000
approximate number of newsletters subscriptions

250,000
social media followers