

INTEGRATED PR CAMPAIGN EUROPEAN COMMISSION, DIRECTORATE-GENERAL FOR EDUCATION AND CULTURE



CAMPAIGN: European Year of Intercultural Dialogue 2008 European Year of Creativity and Innovation
CLIENT: European Commission, Directorate-General for Education and Culture
TIMEFRAME: Since 2007
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Poster for the European Year

CAMPAIGN OBJECTIVES

- Raise awareness of the EU theme years in the publicity
- Promotion of the activities around the theme years

MEDIA CONSULTA SERVICES

- Development of an integrated communication campaign in all 27 EU Member States
- Continuous press and media work on European level (on- and offline)

IMPLEMENTATION

- Strong cooperation with the civil society to reach the target group directly
- Cooperation with international media
- Organization of a photo competition for professional and amateur photographer incl. press work and organization of events
- Pan-European and national event management by MC Network
- Press section with press releases, photos and videos
- Organization of a press conference with the EU Commissioner for Education and Culture Ján Figel'

RESULTS

- High media presence: Achievement of around 2,000 clippings since December 2008 in all European countries
- Announcement of the objectives of the European years in all age groups, especially among young people
- Positioning of the European Commission as a moving power for creativity and innovation
- Establishment of an European-wide communication platform for the civil society, media and the general public



Flyer for the European Year 2009



Poster for the European Year



Tokio Hotel at the EBBA