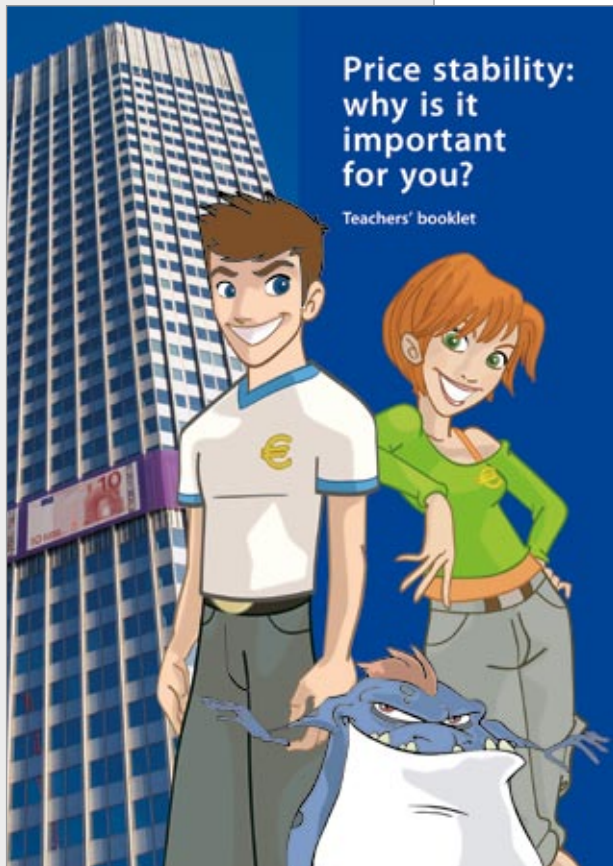


> INTEGRATED CAMPAIGNS

# Information campaign on the Euro



**CAMPAIGN**

Information campaign on the Euro and the European Monetary Union (EMU) and Development of the Information and education package on the advantages of price stability

**CLIENT**

European Commission, Directorate-General for Economics and Finance and European Central Bank

**TIMEFRAME**

Since February 2004





## CAMPAIGN OBJECTIVES

- Development of a study about the attitude of the citizens in the new EU member states on the European Monetary Union
- Creation of a logo in the context of the information campaign for the euro
- Development of a communication strategy for the festivities on the occasion of the expansion of the euro area in Brussels and the accession states
- Development of a communication strategy on euro coins focussing on the new EU member states and the euro area

## MEDIA CONSULTA SERVICES

- Development of various communications strategies related to the euro introduction in the new EU member states
- Development of a communication and information strategy about the variety of activities of the DG EcFin as well as a concept for an image improvement of the euro in the whole euro area
- Creation of a logo for the DG EcFin

## IMPLEMENTATION

### PUBLIC RELATIONS

- Development of a communication and information strategy for the euro based on the identified study results, requirements and anxieties of the population within the euro area and the accession states
- Development of a communication strategy for the festivities on the occasion of the expansion of the euro area in Brussels and the accession states
- Development of a communication strategy for the introduction of the euro coins in the 10 new EU member states based on two different studies

### ADVERTISING

- Design of a campaign logo and claim for the DG EcFin for the information measures about the EURO
- Pre-testing of the brand elements and whole logo
- Presentation of the label “One currency – many opportunities” to the general public in the framework of PR measures



EUROPEAN CENTRAL BANK

## CAMPAIGN OBJECTIVES

- Development of the Information and Education Package “Why price stability” that aims at serving as an useful and informative tool to explain pupils aged 15 to 16 the significance of price stability. The package contains three main materials: a pupils’ leaflet of 16 pages, a detailed teachers’ booklet and an animation film with a duration of approximately eight minutes. The material will be developed and produced for the twelve countries of the euro area first. It can be adopted to further countries assessing the euro area later on.

## MEDIA CONSULTA SERVICES

- Conception and editing of the film script
- Evaluation of the target group, already existing material and the most adequate approach for the material
- Development of three main animated characters: the protagonists EUROGIRL and EUROBOY and the inflation monster as antagonist
- Focus group testing of animated characters and rough cut of the information film in selected EU countries
- Conception and development of the pupils’ leaflet, incl. text and layout
- Conception and development of the teacher’s booklet, incl. text and layout
- Set up of an access database with about 55.000 school contacts
- Development of a PR concept, incl. press work, media planning, media co-operations, dialogue PR, online PR and events

> CAMPAIGN ELEMENTS DG ECFIN

Campaign logo for the EURO – information campaign.



Presentation of the campaign logo and claim in Lithuania.

Cypriot and Maltese children presenting the new Euro coins of their countries.



The Cypriot Minister of Finance Michael Sarris and the Maltese Prime Minister and Minister of Finance Lawrence Gonzi opening a new chapter in the history of the euro.

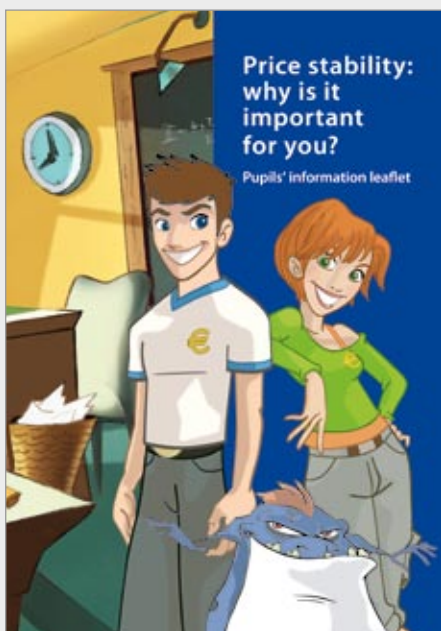
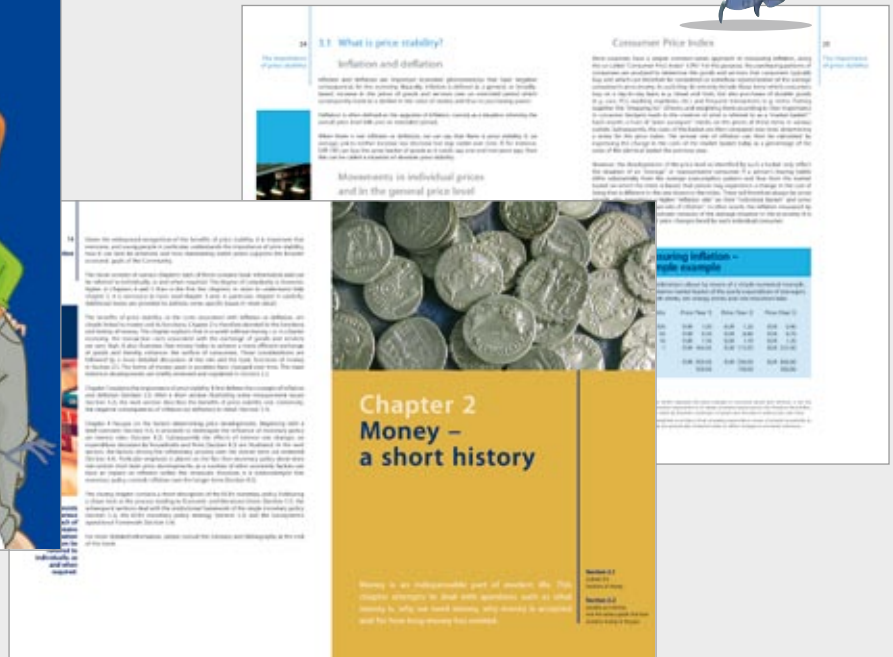


EU Commissioner Joaquín Almunia (third on the right) and official guests proudly presenting the Cypriot and Maltese euro coins.

> CAMPAIGN ELEMENTS EUROPEAN CENTRAL BANK



Layout for the teachers' booklet.



Layout for the pupils' leaflet.



> CAMPAIGN ELEMENTS EUROPEAN CENTRAL BANK



Label and Cover for the CD.



Label and Cover for the DVD.



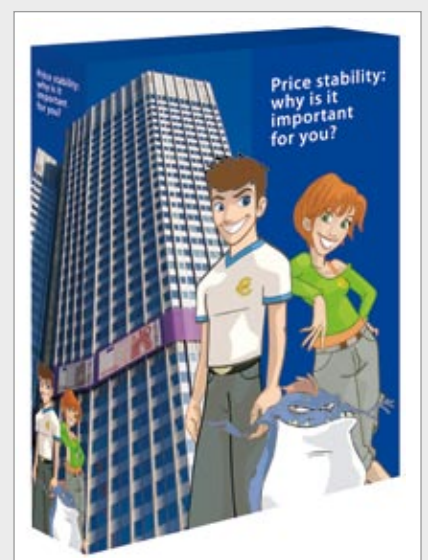
The Euro-Kids "Euroboy and Eurogirl".



The inflation monster, main character in the animated film.



Videotape.



Toolbox.