



Co-funded by the  
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# EIT FOOD CAMPAIGNS

20

23

# Run a campaign...

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the..... right way

through the..... right channels

with the..... right branding

in the..... right formats

for the..... right audiences

# TABLE OF CONTENTS

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**01**

**EIT FOOD COMMUNICATION**

**08**

**REQUIREMENTS**

**02**

**ABOUT EIT FOOD CAMPAIGNS**

**09**

**TIMELINE**

**03**

**DOES IT NEED A CAMPAIGN?**

**10**

**CAMPAIGN EXAMPLES**

**04**

**REASONS TO RUN CAMPAIGNS**

**11**

**FILLING IN THE BRIEF TEMPLATE**

**05**

**GLOSSARY**

**12**

**THINGS TO CONSIDER**

**07**

**WHO'S WHO**

**13**

**RELEVANT DOCUMENTS**

# EIT FOOD COMMUNICATION

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Our core communication channels aim to engage 100 million people by 2025.

We will do this through impactful storytelling, driven by EIT Food's key themes and topics (e.g. missions, strategic objectives). EIT Food's ongoing digital strategy focuses on building a **strong and trusted EIT Food brand**, which is recognised across the entire food system. This provides the foundation for everything we do as an organisation across regional and functional area teams.

Our ongoing communication work (always-on) builds our brand and reputation – EIT Food has a strong foundation with established channels which build a lasting relationship with our audiences and maximises EIT Food's brand visibility, ensuring we remain top of mind.



# ABOUT CAMPAIGNS

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A campaign is an initiative that exists outside our ongoing communication work - it combines a series of strategic comms tactics designed to achieve an overall goal. EIT Food campaigns have a **specific short-term** goal and can result in a large, but **temporary** spike in audience engagement. Campaigns should fit within EIT Food's ongoing digital strategy and be in-line with business KPIs.

Each campaign has to have:

- A dedicated budget (Your team needs to be able to pay)
- A specific desired outcome and audience
- A start and end-date

Campaigns can run through a variety of channels (TV, print, advertising, email, social media...) and are typically organised around a small number of tactics or a core marketing message. The most successful campaigns require **extensive research and planning and a deep understanding of the target audience**.

As EIT Food has a **decentralised campaign approach**, most of these campaigns will be run by the regional and functional area teams with the core communications team **providing strategic support and access** to the relevant channels.

This campaign brief and process will help you run your campaign in the most effective way and enable the brand and content team to guide you.



**"An initiative that exists outside of your ongoing communication activities"**

# DOES IT NEED A CAMPAIGN?

Are you trying to reach a specific goal and audience?

Does your initiative have a start & end date?

Do you have budget to pay to promote your initiative?

Does it align with EIT Food's strategic missions and business objectives?

Yes

No

Go ahead and  
plan your  
campaign!

There are many effective  
alternatives available to  
promote your event, report,  
call or activity across EIT  
Food channels.

[Check out this link.](#)

# REASONS TO RUN CAMPAIGNS

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The purpose of an EIT Food campaign is not limited to the following, but these are often the reasons to run a campaign. The strategic approach to a campaign may differ greatly based on its purpose and audience, and it is therefore important to identify and understand these before getting started.



## **Drive sign-ups / applications**

Often used for calls or events, these campaigns aim to drive sign-ups or applications for an initiative. Their promotion is focused on getting the right audience's attention and activating them to submit an application / sign-up.



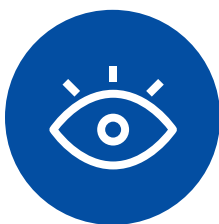
## **Publicity**

Whether to promote a new initiative or attract attention around an existing one, publicity campaigns aim to get a lot of interest or attention from many people including press, changemakers, our community and/or the general public.



## **Brand awareness**

Long-term initiatives functioning as 'brands' under the EIT Food umbrella (eg. yearly recruitment campaigns) may need to raise awareness around their purpose and activate target audiences to engage with their mission at specific times of the year. These often require a long-term strategy and time to implement before seeing results, check in with the core communications team on this.



## **Changemaker & community activation**

Sometimes, you need to reach a specific audience whose engagement can trickle-down for larger impact. These campaigns are aimed at identifying these audiences and getting them to engage with and share your message.

# CAMPAIGN GLOSSARY

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**Campaign brief:** This document summarises the strategic needs of a campaign on one page. It is the foundation of a campaign and informs every aspect built on top thereafter. The brief will ask questions around budget, dates, goals and audience.

**Communication strategy:** This establishes **how** the communication objectives of a campaign will be realised and should be aligned with the digital strategy of EIT Food.

**Task list:** A task list exhaustively lists every task to be taken on in order to fulfil the goals of a communication strategy and connects these tasks with individuals from the campaign team responsible for fulfilling them (see "campaign who's-who").

**Landing page:** This refers to the single web page made on the EIT Food website that acts as the central point of information about a campaign and contains all the key data about a campaign as well as being the place for audiences to take action.

**Activation call:** A meeting between the campaign team to align on the timeline, task list and team responsibilities. **The purpose of this call is not to 'initiate' the campaign itself and is not a pre-requisite for the campaign to start running.**

**Data tracking:** This refers to the user data EIT Food collects through our website and other platforms (e.g. FoodHIVE). Through analytics software, we are able to set data-points on places like a landing page to obtain a number of insights about the user journey. Ask yourself what data you need to measure a campaign's outcome.

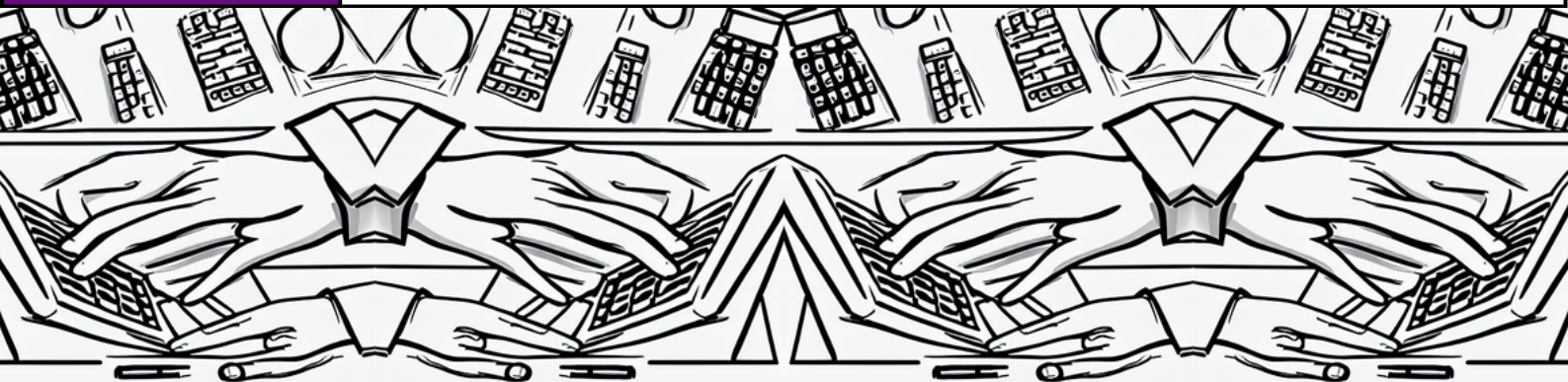
**Campaign report:** This is a report benchmarking business and communication KPIs against campaign outcomes and is often used to indicate success for a campaign.

**Target audience / stakeholder mapping:** It is important to conduct the research to understand your audience, what channels they use to get their information and who their networks are. For this, you will need to run an analysis of your target audience (stakeholder mapping).

# CAMPAIGN WHO'S-WHO

With 10+ people sometimes involved in a campaign process, it is important to streamline the flow of information and have single points of contact and information where possible.

<b>Campaign team</b>	The individuals who are collaborating on the campaign process from different teams. This is made up of the campaign lead, core communications team member and agency/consultants.
<b>Owner team</b>	The team who is initiating the campaign. <i>For example for Venture Summit it would be the Business Creation team whereas for the Innovation Call it would be the Innovation team.</i>
<b>Campaign lead</b>	1-2 members of the <b>owner team</b> who act as the single point of contact between all stakeholders and should be looped in on all campaign-related communication as well as decision-making while working in consultation with the core communications team where needed.
<b>Core Communications Team</b>	The core communications team of EIT Food act as the coordinators of all core communication activities. We will always have one person as a single point of contact to be consulted throughout your campaign, available to clarify questions as well as sign-off on parts of the campaign alongside providing access where needed.
<b>Agency or Consultant</b>	Refers to an external party supporting the campaign. This is not applicable to all campaigns. Similarly, any agency working on the campaign should provide a single point of contact. Though more people may be involved in the work itself, this person should be informed and able to inform others about developments from the agency's side.



# CAMPAIGN REQUIREMENTS

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Here are some important requirements to keep in mind when launching your campaign. Please consider these requirements carefully before initiating your campaign and feel free to reach out and consult the B&C team if you have questions.

## Campaign brief & things to consider

Please make sure you have filled out the campaign brief after having read this document carefully. If you are unclear on anything or have questions, consult the core communications team. Also ensure that any new agency you onboard has completed the onboarding form and is aware of our brand guidelines.

## Keep all registrations on FoodHIVE

All webinar or event sign-ups, online and physical, should be created on FoodHIVE **and not on platforms such as EventBrite or other external platforms**. If any 3rd party platforms are used for this process, our data-tracking for your sign-ups will be highly limited.

## Use EIT Food tools where possible

Our website has a plethora of tools built-in alongside many others which we use on a daily basis such as Mailchimp for emails or Formie for forms. Feel free to reach out to the core communications team to inquire about the right tool for your purpose before starting to use another 3rd party tool for your campaign.



# CAMPAIGN REQUIREMENTS

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## EIT Food Website Single landing page

To create new pages or edit content on the EIT Food website, you will need permissions on our content-management system. [Click here to learn more about this](#). Please keep in mind that we will not be able to give access to the back-end of our website to any agency, and any task here will need to be completed by you. The core communications team, however, will be happy to advise you through this process, so please feel free to reach out.

## Single landing page

In order to have a smooth user journey, simplify iteration processes and maintain sound data-tracking, **everything about your campaign should be on a single landing page on the EIT Food website**. If for some reason there are elements of your campaign which will not be on the EIT Food website, please flag this at an early stage of the campaign for necessary steps to be taken ahead of time (eg. for tracking and user journey).

## Running Paid Advertising

There are a number of forms you/your agency will need to fill in to get started with running paid advertising on EIT Food channels. **Please keep in mind that these forms must be filled in up to 6 weeks in advance**. Even if you are not sure about your campaign, please onboard yourself or the agency as an advertiser as early as possible. [More Info here](#).

## FoodHIVE Access for Events

If you need event access to FoodHIVE, please reach out to [foodhive@eitfood.eu](mailto:foodhive@eitfood.eu). Events added on FoodHIVE will automatically be added on the EIT Food website as well.

# CAMPAIGN TIMELINE

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A campaign has three main phases - **before**, **during** and **after**. Below is an overview of each phase and what they entail. It is essential to keep the timings in mind - especially for the pre-campaign phase - to ensure there is sufficient time for planning and execution by all stakeholders involved.

PRE-CAMPAIGN	CAMPAIGN	POST-CAMPAIGN
3-4 months before launch	From launch of communication activities until the end	The month following the completion
<ul style="list-style-type: none"><li>• Campaign brief</li><li>• Communication strategy</li><li>• Task List &amp; Roles</li></ul>	<ul style="list-style-type: none"><li>• Launch</li><li>• Activation call</li><li>• Weekly updates</li></ul>	<ul style="list-style-type: none"><li>• Data gathering</li><li>• Reporting</li><li>• Wrap-up call</li></ul>
Planned and initiated by the campaign manager sometimes collaborating with an agency with consultation from the core communications team	Campaign manager ensures stakeholder communication	Report is shared with management after feedback & approval

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# PRE-CAMPAIGN

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It's important to start preparing for a campaign ahead of time so that data-driven research can help shape a well-informed and thorough campaign strategy which is tailored to the specific needs of the given campaign.

## 3-4 months before

- Fill out the campaign brief document and provide a clear description of the campaign objectives & challenges
- Brainstorming and briefing session with the campaign team and any other stakeholders who need to be looped in, to discuss:
  - The **brief**
    - Scope of the campaign
    - Campaign budget
  - **Task list** initiation and division of roles
  - Campaign **timeline**
- Cooperate with an agency with enough time for thorough research to help understand your audience and define the right campaign channels and tactics

## 1-2 months before

- Based on research and the campaign brief, a campaign communication strategy is developed, including: Brief, Strategy, Audience, Channels & Deliverables, KPIs ([find a template for this here](#))
  - Campaign lead builds a task-list based on the strategy and shares it with the campaign team
  - Build a single landing-page and ensure all relevant pages and content are linked
    - Data-tracking is implemented with campaign goals & KPIs (2-week turnaround time)
    - Application links and other relevant information is provided by the owner team
    - SEO optimisation conducted depending on budget
  - Work with an agency for support with communication strategy, activation and implementation if necessary
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# THE CAMPAIGN

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Throughout the run-time of a campaign, the **campaign lead** will ensure communication between all stakeholders and act as the central point of contact for everyone involved in the process.

## During a campaign

- Once the communication strategy has been signed-off, an activation call is held with all those involved in the campaign aiming to:
  - Align the campaign team on the communication strategy
  - Review the timeline of the campaign and answer any outstanding questions
  - Go over the task list and team responsibilities
  - **The purpose of this call is not to 'kickstart' the campaign itself and is not a pre-requisite for the campaign to start running**
- Weekly updates are sent by the campaign lead via email
- Regular update calls are held with frequency to be decided based on the particular campaign together with the campaign team



# POST-CAMPAIGN

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Following the end of a campaign, the main objective will be a thorough report based on learnings, data and results. The aim of this report is to showcase impact and improve for future campaigns.

## After a campaign

- All figures, KPIs and data are gathered by the campaign lead with input from the campaign team
- The report can be prepared by an agency if applicable, otherwise the campaign lead in collaboration with the owner team
- Draft of the report is shared with the campaign team for feedback & input before it is approved by decision-makers
- Report is shared with external stakeholders if relevant as well as management



# CAMPAIGN EXAMPLES

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EIT Food runs many successful campaigns each year. Below are some examples of different types of campaigns for you to get a better idea of what they might look like. [Check here](#) for an example of a **whole campaign** and [here for a campaign report](#).

**Landing Pages:** The [Innovation Call 2023](#) shows the many different elements a landing page could have such as videos, calls to action as well as lead-generation forms.

**Paid Campaigns:** A great example of a paid campaign was the Annual Event 2022 campaign which **drove 4,852 people to the landing page**.



**Promotional Videos:** A video can be a powerful way to engage audiences.

**Changemaker Strategies:** For some campaigns it may be useful to engage with Changemakers (credible & relevant people with influence) to enhance the impact and reach of your message.



# FILLING IN THE BRIEF TEMPLATE

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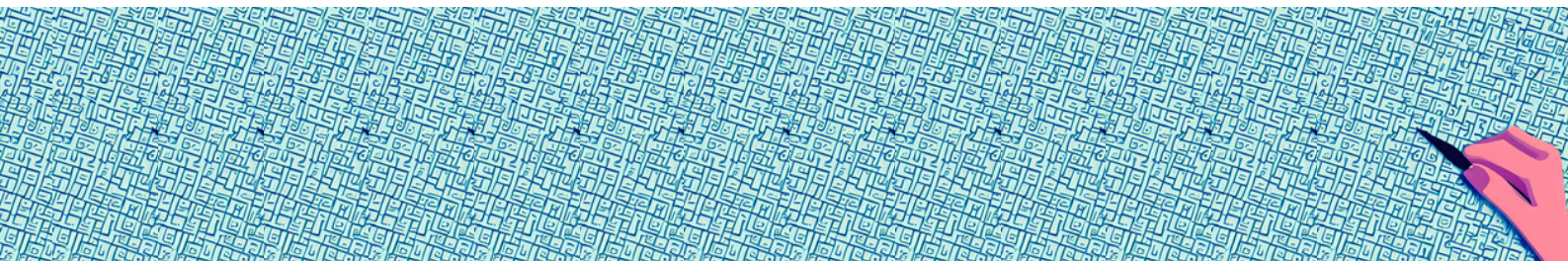
You can find the directory to all relevant files and information on the [Freshdesk article here](#).

1. [Download the PDF template from here](#)
2. Fill in all the fields to the best of your ability. If you are unsure, it is okay to leave some fields empty or mark 'Other / Not sure'
3. Save the document (PDF) and attach it to [our contact form](#), selecting the 'campaigns' category.
4. The core communications team will get in touch and be happy to advise you on your campaign and clarify any questions you may have.

## FINDING AND SAVING CAMPAIGN FILES

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- All campaign files should be saved in [this external Sharepoint folder](#) under the respective year.
- Create a folder with the name of your campaign and make a copy of the **communication strategy template** to build on the back of your **campaign brief** and the call you had with the core communications team.
- Other files such as campaign assets, tasklist etc. should also go inside this folder.

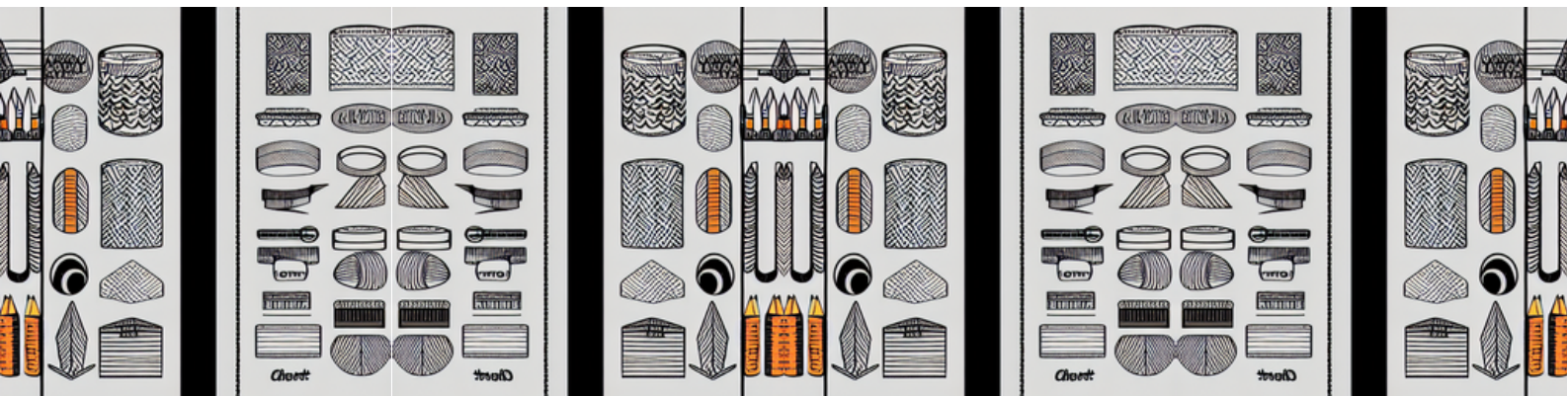


# THINGS TO CONSIDER

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Please consider the following before filling out a campaign brief and initiating your campaign. Many of these items will help you fill out the brief and know what to expect.

- Are you working with an agency for any part of this campaign?
- Do you think you need a **paid campaign**? Please make sure you read the article on our comms hub for this process.
- Does this campaign need to go on the **Grants & Procurements page**? If so, have you filled out the appropriate form?
- If relevant, has your campaign been **approved by EIT** before going live? (mainly for calls or for press releases)
- Will you need to **report** on particular communication KPIs following the campaign?
- Have **all campaign docs** been saved on EIT Food>External>Campaigns?
- Will you need a **lead-generation form** or to collect emails?
- What are the **relevant webpages for this campaign**?



# RELEVANT DOCUMENTS

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Below are links to all the key documents you will need to kickstart your campaign!



## CAMPAIGN CHECKLIST

Find the checklist for running your campaign here on our comms hub article on campaigns.



## CAMPAIGNS FOLDER

Place all your campaign-related files (strategy, task list, assets) here under the appropriate year. You can also find the brief as well as the communication strategy templates here.



## CAMPAIGN BRIEF TEMPLATE

Download and fill this brief to take the first steps for your campaign



## EIT FOOD COMMS HUB

Find answers to any lingering questions you may have in our Communications Hub

# RELEVANT DOCUMENTS

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## EIT FOOD COMMUNICATION STRATEGY

Check out the EIT Food communication strategy to better understand our organisational communication objectives,



## DIGITAL DASHBOARD

This live document demonstrates our communication objectives in real-time in connection with our website and social media platforms.



## ASSET LIBRARY

A library of pre-approved assets, ready for you to use for your campaign without needing approval from the core communications team



## HOW TO PUBLISH A PROCUREMENT

Learn how to publish your call on the EIT Food Grants & Procurements page [here](#)

If you feel anything is missing from or incorrect in this document, please feel free to [contact the core communications team here](#).

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