



European mushrooms

the hidden gem

Find out the results of the SUSMUSH programme for the period **January - December 2023** !

Introduction

In 2023, the GEPC (European Association of Mushrooms Growers) launched a 3-years, 5 million euros, communication campaign co-financed by the European Commission to promote mushrooms' consumption in 9 European countries (Belgium, France, Germany, Hungary, Ireland, Italy, Netherlands, Poland, Spain).

The campaign targets millennials with and without children, a critical group for fruit and vegetables consumption, and proposes to consider European Mushrooms as a **Hidden Gem**.

Activities

The activities carried out have been varied: transversal actions such as the creation of a website and social networks, promotional videos and media buying have been reinforced by the setting up of national initiatives.

There, a press office has informed journalists and influencers about the campaign, and influence actions were carried out: a campaign ambassador was selected in each target country, along with content creators. In addition, a media partnership was set up and press and influencer events organized in Germany, France, Italy, and Spain.





TRANSVERSAL RESULTS

The **results of this first year** at the transversal level are overwhelmingly positive:

The centralized online advertising campaign has reached more than **54M users** on social media display only. Still on social media, more than 110M impressions have been registered.

In terms of qualitative assessment, the **+650 000 interactions** recorded show a high level of engagement from the target group with the content proposed throughout the campaign.

The European Mushrooms website has generated **139 000 sessions** (+591% compared to initial objective), and the YouTube videos, posted in December, have generated 3,9M impressions for **2,7M views** in less than a month.

In each market, the Year 1 media campaign outperformed expectations. Overall, the French market has contributed the greatest impressions, reach, and clicks. Germany has the highest engagement rate, whereas Spain has the highest CTR (click-through rate) percentage.

Conclusion

Judging from these performances, the selected target markets were well chosen, given their audiences' keen interest and eagerness to engage with the European mushroom campaign and its content.

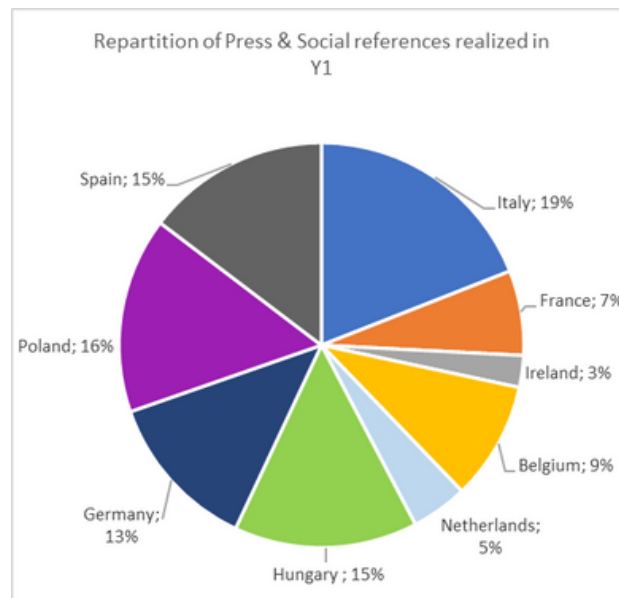


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NATIONAL RESULTS

Remarkable **performances at local level** are also to be noted.

Overall, local activities reached **more than 123 million contacts across Europe** through **709 press and social references**. The distribution of press & social references by country in the campaign is relatively even, although there is a significant difference in the number of contacts generated by these references depending on the country.



On average, 13.698.016 contacts were reached per country. In reality, and in view of exceptional results seen in Spain and Poland, the median of 4.871.470 contacts per country is more realistic.

Conclusion

The objective of 400 press and social references for Y1 has been reached by 177%. The objective of 11 250 000 contacts reached in Y1 has been fulfilled by more than 1000%.

