

44th Focal Point Meeting
Virtual meeting, 18-19 November 2020

Stop African swine fever campaign

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Trusted science for safe food

Objectives and target countries



Objective: Increase awareness of ASF and the reporting procedures to follow.

Target countries: those at risk from the spread of ASF, as identified in EFSA's 2019 risk assessment.

■ Audiences



Pig farmers and livestock operators:
regular contact with pigs



Hunters:
contact with wild boar



Checkpoint staff, border police, rangers:
enforcement of the rules



Travellers:
transport of pork products

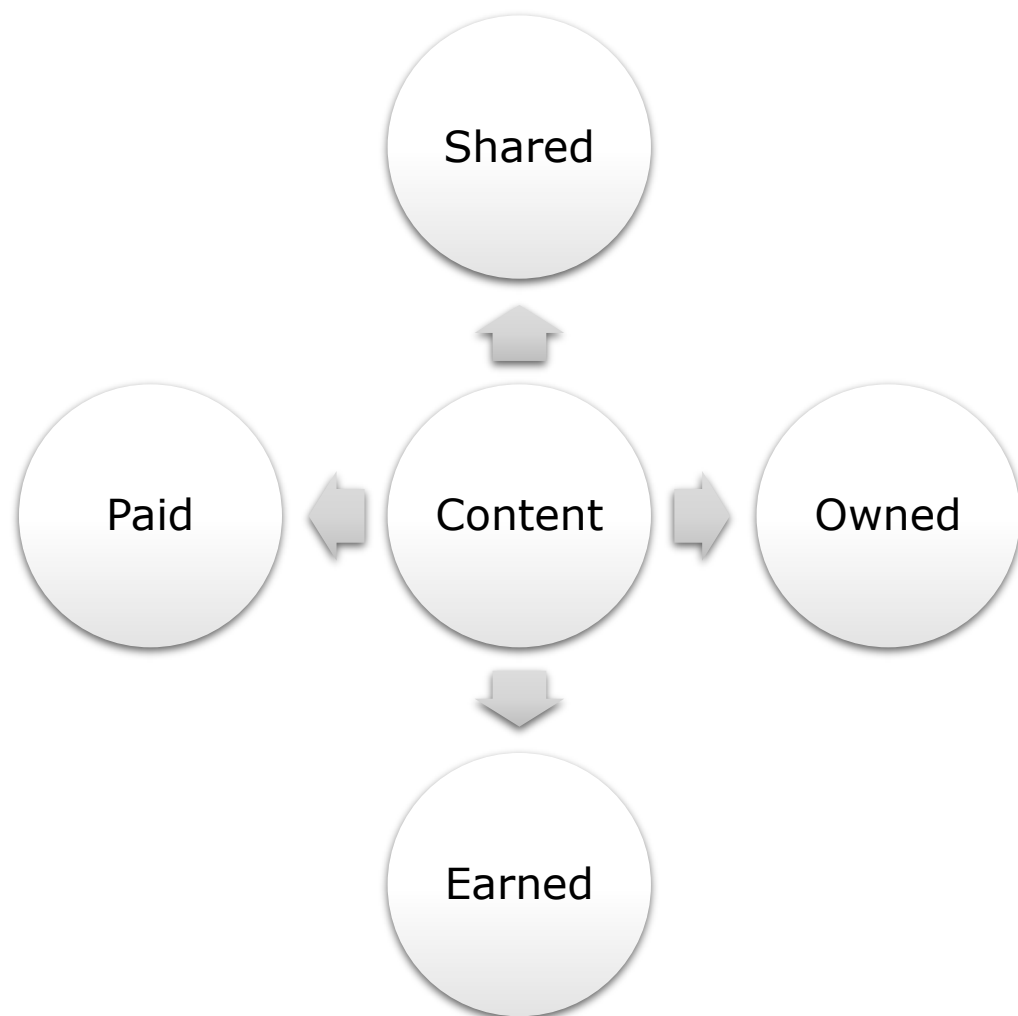
■ Objectives

Prevent
the spread

Detect the
signs

Report
suspicious
cases

Campaign tactic: an optimal mix



A careful balance between paid, shared, owned and earned activities

Campaign timeline

Timeline



March - July 2020

Pre-campaign planning

July – August 2020

Production & stakeholders mapping

September 2020

Paid media

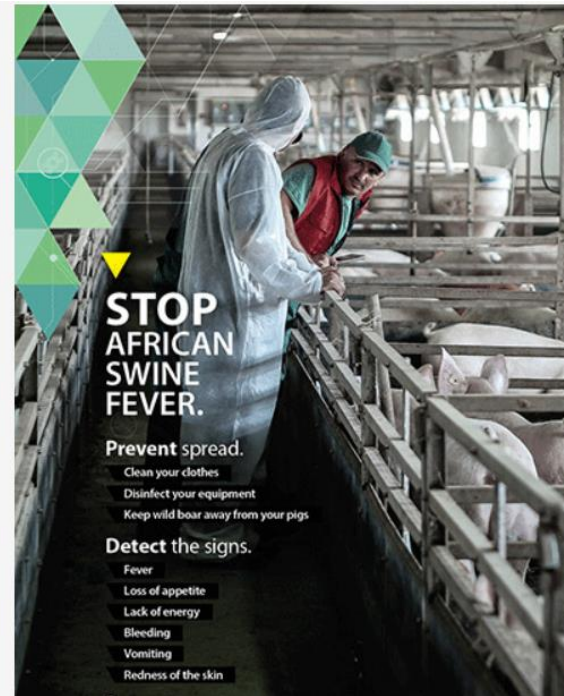
September - November 2020

Engagement with stakeholders and media

November 2020

Reporting

Prevent, detect and report

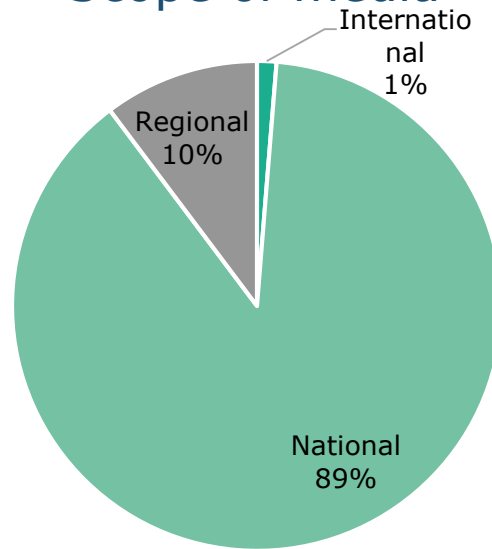


<https://www.efsa.europa.eu/en/StopASF#/#StopASF>

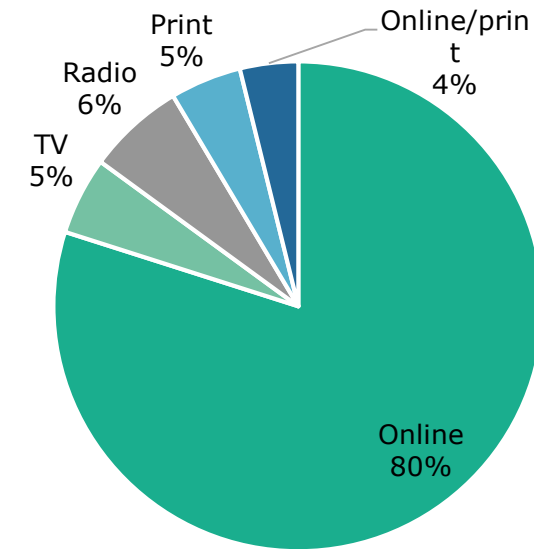
Media coverage

Earned media outreach overview

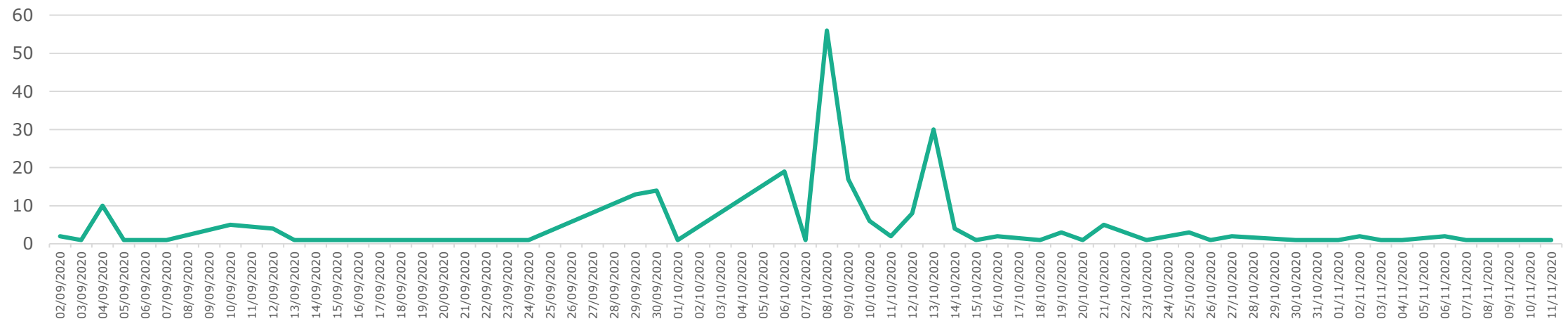
Scope of media



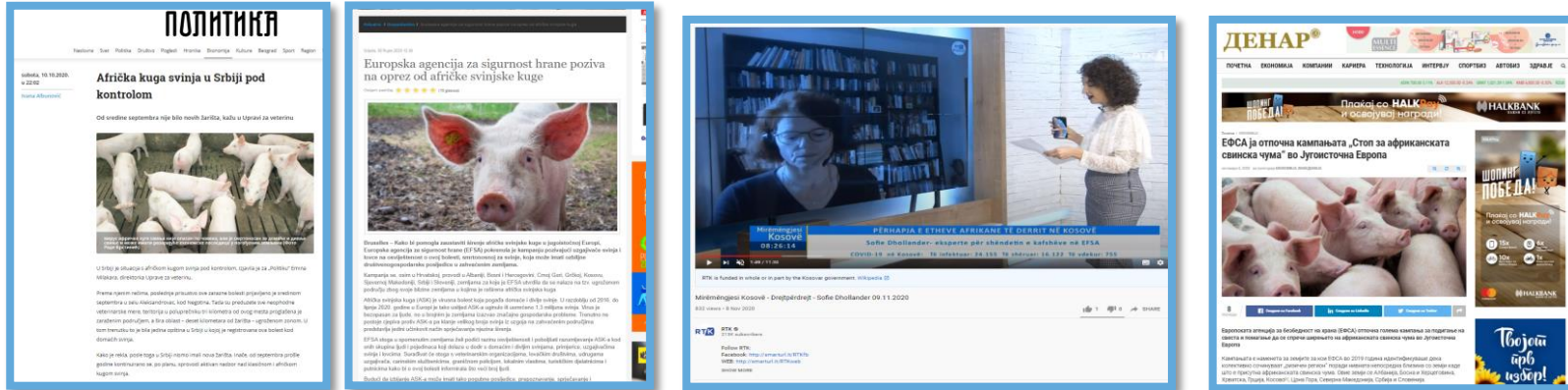
Type of media



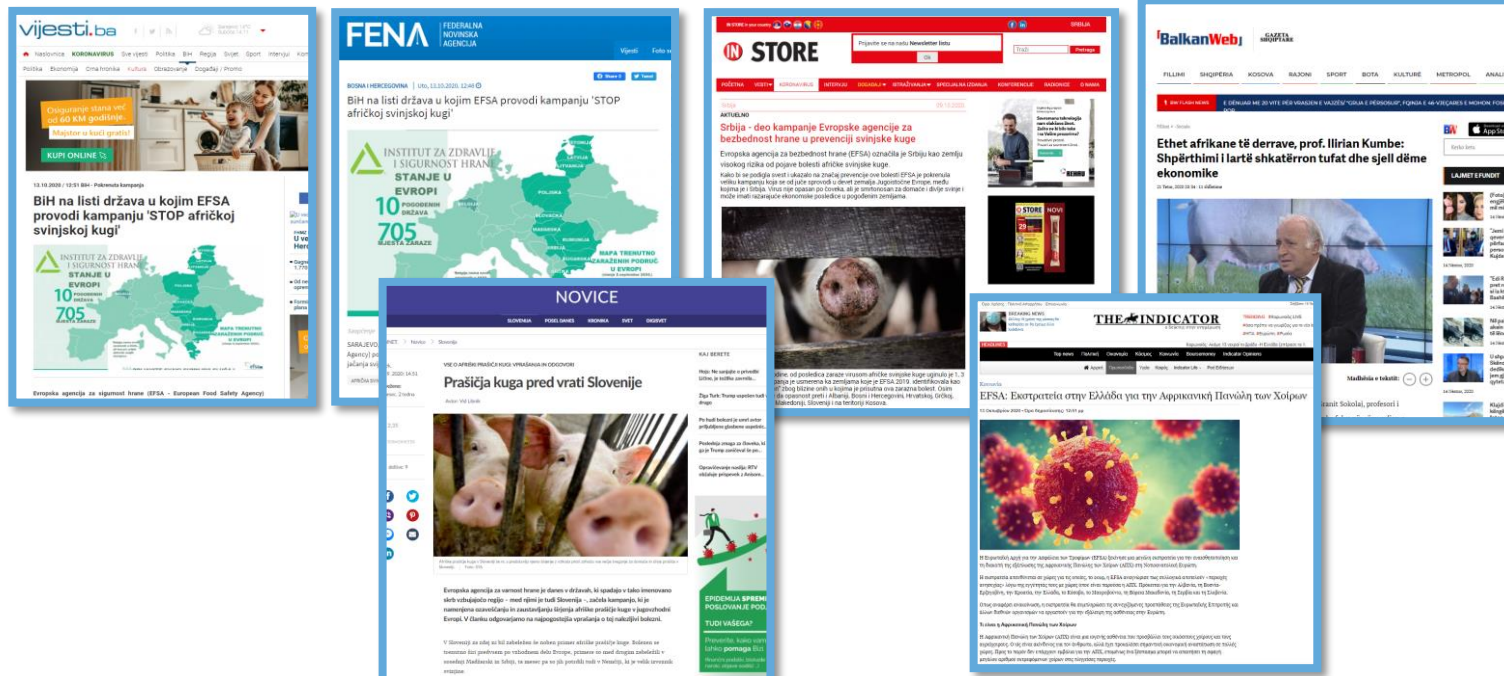
Results over time



Clippings



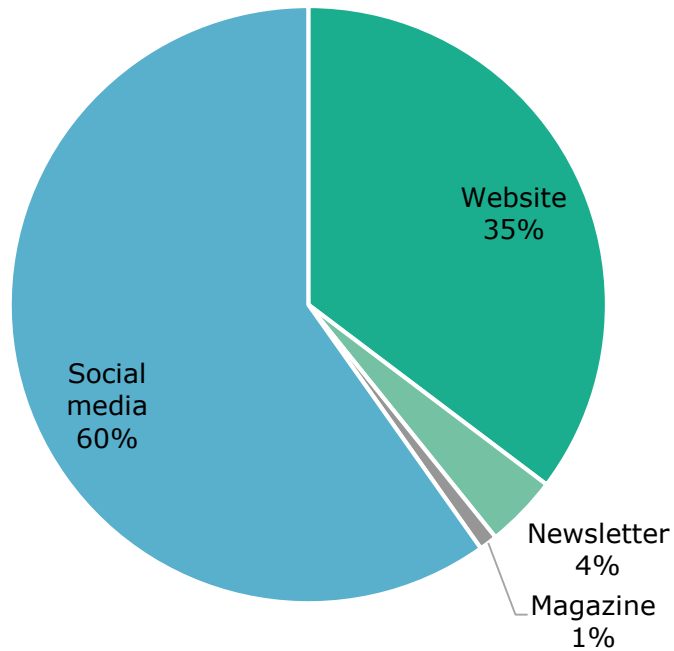
Country	Total Activities
Albania	14
Bosnia and Herzegovina	27
Croatia	13
Greece	20
Kosovo	2
Montenegro	28
North Macedonia	20
Serbia	97
Slovenia	14
TOTAL	235



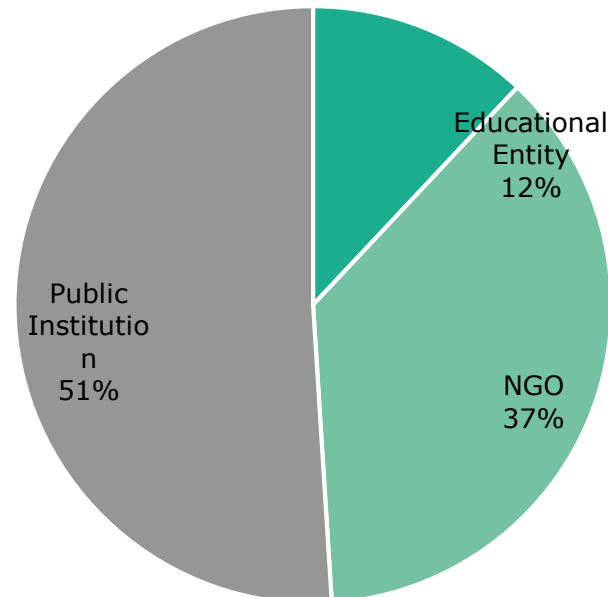
Stakeholder Engagement

Stakeholder outreach overview

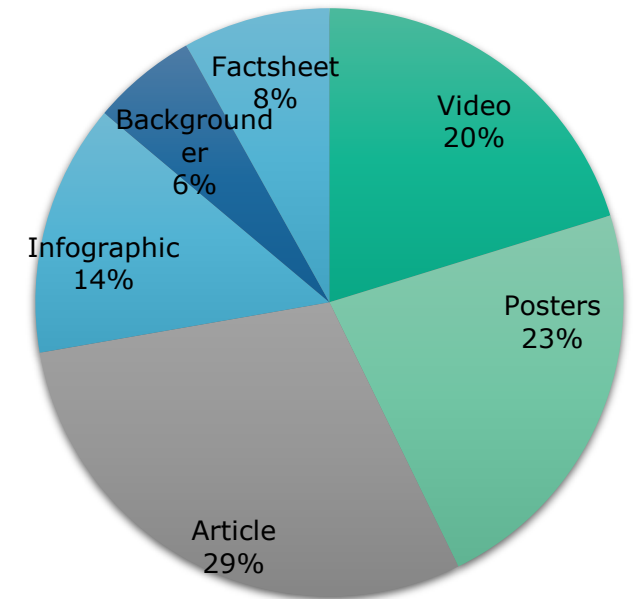
Promotional Channels



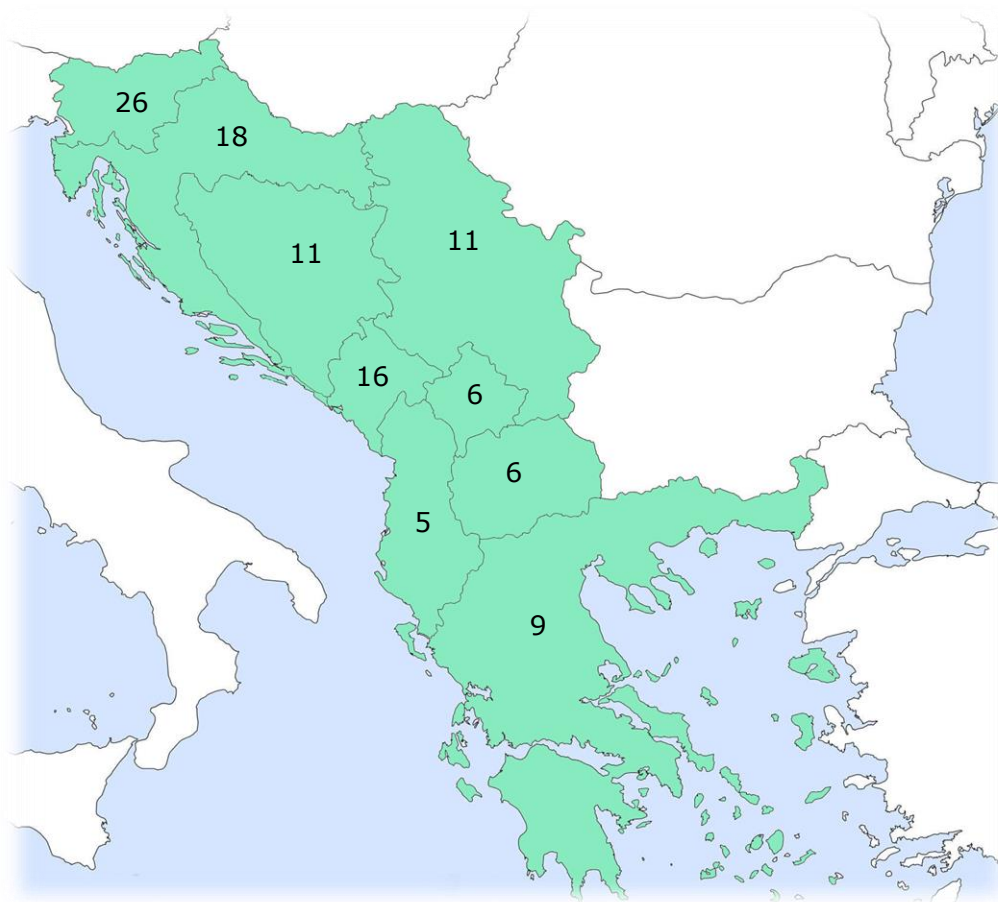
Type of Stakeholders



Materials Shared



Stakeholder outreach overview



Country	Total Activities	Engaged Stakeholders
Albania	5	5
Bosnia and Herzegovina	11	11
Croatia	18	6
Greece	9	8
Kosovo	6	6
Montenegro	16	16
North Macedonia	6	6
Serbia	11	11
Slovenia	26	15
TOTAL	108	84

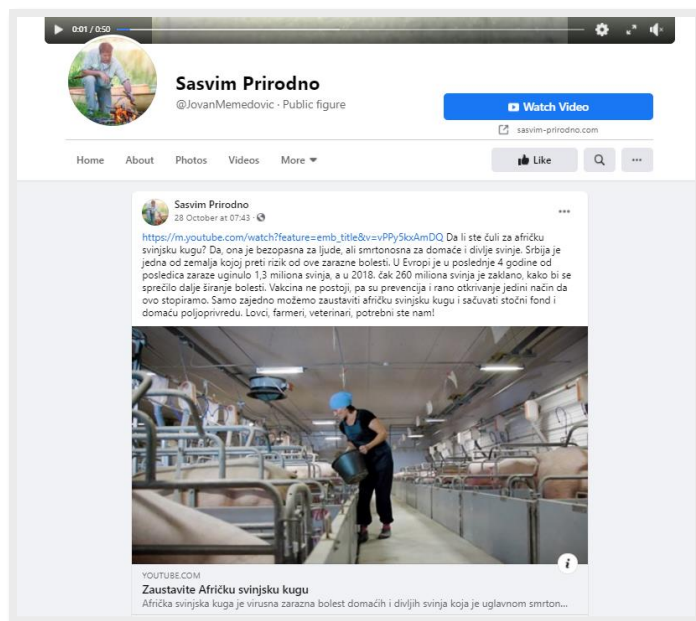
Serbia - Jovan Memedovic

Jovan Memedovic is a famous TV presenter in Serbia, who then started his own show 'World of hunting and fishing'. Jovan now runs a show called 'Quite natural', a documentary travel series about nature, animals and people living with nature.

Facebook results

Facebook post

Reach 51 220



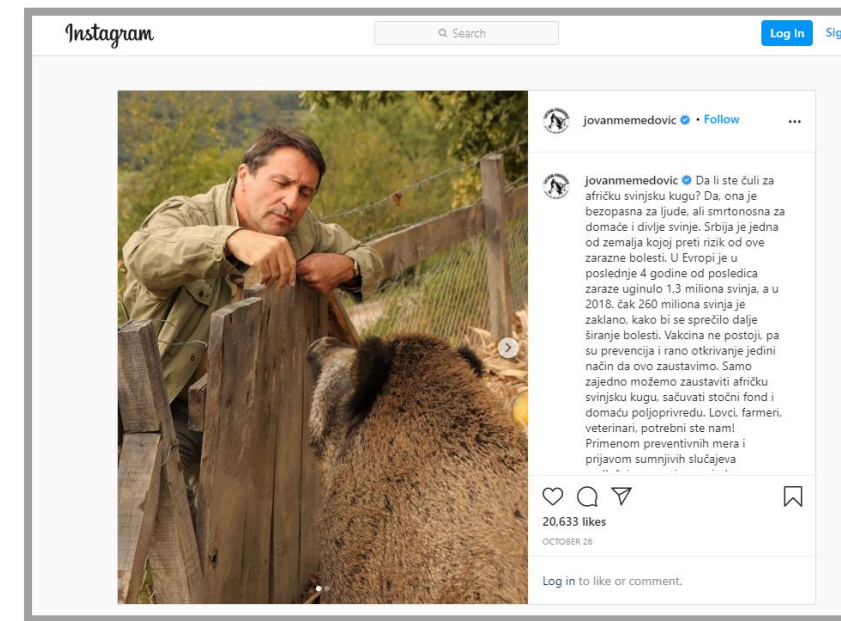
Instagram results

Instagram post

Reach 133 881

Instagram story

Reach 21 000

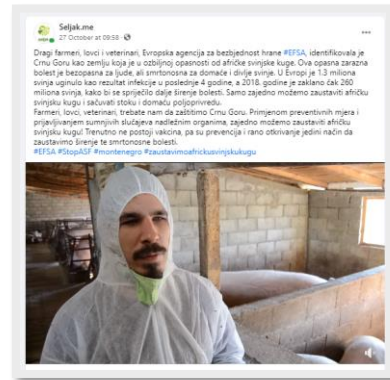


Montenegro – Marko Maraš

Marko Maraš is known in Montenegro, thanks to his dedication to the farm life, which he is promoting on his social media, but also on the online digital farm community website he has founded seljak.me which has around 680.000 unique visit per year.

Facebook results

Facebook post 1 reach	12360
Facebook post 2 reach	3324
Facebook post 3 reach	1400



YouTube results

YouTube video 1	6
YouTube video 2	15



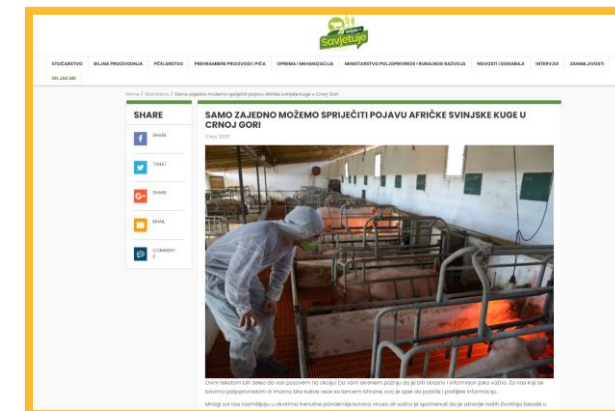
Instagram results

Instagram post 1 reach	1055
Instagram post 2 reach	855
Instagram story 1 views	630
Instagram story 1 views	522



Blog post results

Unique visits	9000
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Activities with networks and other orgs

We regularly liaised and informed:

- CEN members
- Focal Points
- CVOs
- European Commission, OIE

Some preliminary results

The banners really attracted our audiences

Actual	IMPRESSIONS	CLICKS	%
	135,548,199	228,703	0.17%

Target	IMPRESSIONS	CLICKS	Est. %
	45,452,653	45,453	0.10%

Campaign performed better than foreseen on every KPI, including in terms of click through rate.

- **Three time** more **impressions** than expected
- **Five time** more **clicks** than expected

The video also did well

RESULTS	Complt.Rate	Viewability Rate	Clicks
	20.57%	70%	79,796

PLAN	Completion Rate	Viewability Rate	Clicks
	50%	65%	9,443

Video campaign delivered very good results :

- More than **eight time** the number of expected **clicks** on the video leading to the #stopASF website,
- Higher **viewability rate** : 70% versus 65% expected
- Even if completion rate is low, the video prompted many clicks

- Video Viewability Rate : % of impressions, minimum 50% in view for minimum of 2 consecutive seconds.
- Video Completion Rate : % of Impressions where video played all the way through.

Overview of the results

- More than 230 media activities
- 84 engaged stakeholders and 108 activities
- Several online event for hunters and farmers organised in the targeted countries

- **Stakeholders:** Monitor reactions to social media posts.
- **Influencers:** impressions, likes, comments, total views.
- **Earned media:** reactions to request to publish a report/video/interview free of charge.
- **In-depth interviews** at the end of the campaign with hunters and farmers.



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- **Inform** your own network about ASF regularly by sharing campaign materials, available on (www.efsa.europa.eu/StopASF).
- **Increase awareness** on African swine fever by sharing the comm toolkit and encouraging people to use it.
- **Learn, grow and share!**