

Stop African swine fever campaign

Introduction

This presentation seeks to inform the Management Board of the main achievements of the Stop African swine fever campaign, its performance and our lessons learnt. The purpose of the campaign is to raise awareness on this disease of pigs and wild boar that is usually deadly and can have a devastating impact on farmers.

The campaign was implemented between 31 August and 16 November 2020 in South-east Europe, where there is a risk of the disease spreading. Pre-campaign research carried out at the beginning of the year enabled us to identify main audiences, relevant messages, media and stakeholders in targeted countries.

1. Main achievements

The campaign combined a wide range of online, offline, direct and indirect channels to communicate with farmers and hunters, who were the main target audiences. The materials, which will be shown during the meeting, were disseminated simultaneously across nine countries.

All communication materials are published on the [campaign website](#), which is available in 13 languages.

2. Performance

All KPIs initially set were met and exceeded, except the completion rate of the online video. Overall, we engaged with 84 stakeholders who shared the campaign material through social media, newsletters, magazines, etc. The circulation of the print campaign was widespread, reaching 126,000 potential contacts. The paid online display ads received more than 228,000 clicks. The video campaign had a high viewing rate (33,054,229 impressions). Working with influencers allowed us to generate an additional 200,000 contacts. The campaign generated very good media coverage across the region.

3. Lessons learnt

The campaign was well received, and the messages were perceived as clear. Learnings from the campaign include awareness of the importance of engaging with Focal Points and stakeholders from the beginning and throughout the campaign; effectiveness of using the influencer marketing approach and need to provide detailed information on whom to contact to report suspected cases of ASF.