

Festival, campaign and seminars



Fresh Seafood Promotion

The Larnaca and Famagusta FLAG in Cyprus wanted to promote fresh seafood and so embarked upon a series of events and promotional activities, reaching thousands of people and encouraging them to eat seafood and learn more about local fisheries and aquaculture.

The project objective was to get people to learn more about the availability and nutritional value of seafood. It began with the first fish festival in Protaras. The large turnout helped boost the image of seafood and local fishing heritage and activities. This was consolidated by a second initiative, a large scale promotional campaign that included sign posting on highways as well as a multitude of media and on-line advertising.

The final promotional activity involved a set of targeted seminars on fisheries, focusing on topics such as fish biology, fisheries and aquaculture in Cyprus and the criteria defining nutritional value and freshness of seafood. The seminars targeted secondary school students and attendance exceeded 400 people.

LARNACA AND FAMAGUSTA FLAG, CYPRUS

RESULTS (AFTER 18 MONTHS):

- > 7 000 visitors attended the Protaras Fish festival
- > 400 people took part to the fisheries and aquaculture seminars
- > 2 new fish markets opened in the area

SUCCESS FACTORS:

- > Coherent and large scale communication campaign using multiple media platforms

TOTAL PROJECT COST: €110 000

- > EFF Axis 4: €50 000
- > National / Regional co-financing: €50 000
- > Other/ Private: €10 000

Project promoter

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