

A global action with the millenary juice that transcends gastronomic barriers

Three years to inform the American public the unmistakable world of sensations of Olive Oil

- ✓ The Spanish Olive Oil Interprofessional and the European Union are launching an ambitious three-year campaign for foodies from all over the world to join the Mediterranean diet and the European healthy lifestyle through the 'Olive Oil World Tour'
- ✓ It will be carried out in large cities such as New York, Miami, San Francisco, Chicago and Los Angeles and will exceed one billion impacts
- ✓ “Join the Healthy European Lifestyle” and “Let’s Make a Tastier World” will be the key messages of this multichannel program

(2018) In the 1950's, two North American anthropologists observed a notable difference in the Spanish lifestyle. They coined this happy and healthy lifestyle "The Mediterranean Diet" and years later the UNESCO declared it Cultural Heritage of Humanity. Now, the campaign "Olive Oil World Tour" seeks travelers to fall in love with this prevailing lifestyle. By giving travelers a taste of the Mediterranean Diet through one of its key staples, Olive Oil, we hope they will fall in love with this way of life as the American Anthropologists did. To this end, a complete plan of actions will be developed which will be supported by informational initiatives in airports, train stations and cruise terminals in major cities throughout the United States.

It was two North American anthropologists who named that way of life, so happy and healthy that they saw in Spain, in the fifties and that was so linked to food culture. They called it “The Mediterranean Diet” and years later UNESCO declared it Cultural Heritage of Humanity. Now, the “Olive Oil World Tour” seeks travelers from all over the world to fall in love with that way of life and the unmistakable taste of the alma mater of the Mediterranean Diet, the Olive Oil, just as that American couple did. To this end, a complete plan of actions will be developed that will be supported by spectacular information initiatives in airports, train stations and cruise terminals in some of the main cities of the United States.

Travelers and foodies that spread its flavor by land, sea and air

The multi-channel campaign is aimed at people over the age of 25, from urban environments to cooking enthusiasts. By providing consumers with perfect information, they can spread the message that a happier and healthier world can be achieved through olive oil and food. To do so, they must understand the value, variety, versatility and adaptability of this liquid gold in any kitchen and how easily it can be integrated into any lifestyle. To transport the American traveling community to the healthy European lifestyle, the "Olive Oil Lounge" has been created. Unique spaces that will take you to the essence of this delicious olive juice. They will be installed in airports and train stations in New York, Miami, Chicago, Los Angeles and San Francisco, adding more flavor and color to the already multicultural entity that is the United States.

In these inspiring spaces you can enjoy the best Olive Oils in the world in an itinerant oleo library open to travelers. There will also be express tastings, a chill out area, kid's area and Wi-Fi hotspots so that the public can travel virtually to the unique world of this liquid gold.

The campaign will give the consumer all the information on the categories recognized by the European Union of the different olive oils (Extra Virgin Olive Oil and Olive Oil), their uses in cooking and their varieties (Picual, Hojiblanca, Arbequina and Cornicabra). Olive oil faces the most demanding EU quality standards in terms of safety, sanitary measures, labeling and nutritional and health aspects and our consumers should be aware of this unique quality.

Spectacular supports to reach travelers massively

Points of maximum concentration, such as airport terminals, central train stations and cruise ports, will be filled with giant high-definition digital screens, spectacular canvases (strategically located in the billing area, large-size columns, fantastic vinyl floor coverings, decorated columns, rear, side). This strategically placed media will dress the heart of the cities, transporting the traveler to the heart of Mediterranean lifestyle. Strategic locations will achieve maximum notoriety, visibility and impact, with personalized supports and themed with the image of the campaign and the European message: "Join the European Healthy Lifestyle. Let's make a Tastier World."

An online window to the Mediterranean

This campaign will be reflected at www.oliveoilworldtour.com website and on Facebook and Instagram profiles, which will generate special contents, through a display campaign on the main travel website: TripAdvisor and the activation of a geofencing system. In short, a world of physical and virtual possibilities will allow us to expose our audience to the heart of the Mediterranean Diet, Olive Oil.

About the Olive Oil Interprofessional

The objective of the Interprofessional, a non-profit organization formed by all the representative entities and allies of the Spanish olive oil sector, is to disseminate this wonderful product throughout the world. Through its promotional brand, "Olive Oils from Spain", the organization has been developing promotional campaigns for almost a decade to bring the product to consumers on five continents. These campaigns are prioritizing on the identification of Spanish origin olive oil, as the undisputed leader in quality and quantity that is produced and marketed.

www.oliveoilworldtour.com

<https://www.instagram.com/oliveoilworldtourus/>

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