

EUROPA IMPULSA UN FUTURO SALUDABLE

WELCOME TO THE LEMON AGE

CON LOS LIMONES DE ESPAÑA

CAMPAÑA EUROPEA
TERCEROS PAÍSES 2020-2023
AÑO 1

INFORME FINAL AÑO 1



CAMPAÑA FINANCIADA
CON LA AYUDA
DE LA UNIÓN EUROPEA

LA UNIÓN EUROPEA RESPALDA
LAS CAMPAÑAS QUE PROMUEVEN LA CALIDAD
DE LOS PRODUCTOS AGRÍCOLAS

ENJOY
IT'S FROM
EUROPE



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EUROPA IMPULSA UN FUTURO SALUDABLE

WELCOME TO THE LEMON AGE

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2. RELACIONES PÚBLICAS



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EUROPA IMPULSA UN FUTURO SALUDABLE WELCOME TO THE LEMON AGE CON LOS LIMONES DE ESPAÑA

2.1 ACTIVIDADES PERMANENTES

Se creó el dossier de prensa de la campaña, un documento indispensable para los medios de comunicación con toda la información de la campaña.

EUROPE PROMOTES A HEALTHY FUTURE
WELCOME TO THE LEMON AGE
WITH LEMONS FROM SPAIN

PRESS KIT

The content of the present advertising solely represents the opinion of the author and is the exclusive responsibility of the same. The European Commission assumes no responsibility for the use that may be made of the information contained therein.

LEMON FROM SPAIN

CAMPANIA FINANCIADA POR LA UNIÓN EUROPEA

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS

ENJOY IT'S FROM EUROPE

GLOBAL LEMON PRODUCTION

	EUROPE	ARGENTINA	USA	TURKEY	S. AMERICA
FRESH	1,293,825	214,200	624,875	706,825	224,000
INDUSTRY	777,825	1,124,347	200,000	33,250	82,500
TOTAL	2,071,650	1,438,547	824,875	740,075	306,500

LEMONS ARE MAINLY INTENDED FOR FRESH AND INDUSTRIAL USE

Lemons are primarily destined for fresh consumption, i.e. for drinking and for cooking.

WHAT IS THE #LEMONATTITUDE?

IT'S AN ATTITUDE
Your lemons are the best in Europe.

IT'S AN OUTLOOK
Healthy, delicious, quality, energetic, easy, it's European lifestyle.

IT'S ABOUT BEING NATURAL
and enjoying tradition while looking towards the future.

THE LEMON ATTITUDE
It's just one attitude, it's being it's multifaceted.

IT'S ABOUT HARVESTING
the properties of lemons to make your lives more bright.

IT'S BEING UP-TO-DATE
and embracing a trend, but not just going along with a healthy trend.

IT'S ABOUT FLEXING FOR MUSCLE
being proud of and satisfied with our products and production.

IT'S ABOUT "SOBERIZING"
the mind so as to be able to enjoy the moment of waiting for things to happen.

IT'S ABOUT BEING ACTIVE
and flipping the switch from "bored" to "happy".

LEMON CONSUMPTION

LEMONS ARE ON TREND
3,800,000 t
The consumption of lemons in the USA and Canada (2010-2019)

IN THE USA AND CANADA EVEN MORE
651,000 t
The consumption of lemons in the USA and Canada (2010-2019)

17% increase compared to 2010

2.18 kg consumption per capita in the United States

3.4 kg consumption per capita in Canada

CONSUMPTION UNITED STATES
As for the United States, concentrated consumption has increased by 18% in the period between 2010 and 2019, reaching an average volume of some 480,000 tons.

CONSUMPTION CANADA
Lemon consumption in Canada was on a clear upward from 2010 to 2019, increasing by 45% with an average volume of some 480,000 tons.

VERSATILE

A lemon is a thousand uses

Lemons are used for many purposes:

- Fresh lemon
- Dried juice or concentrate
- Essential oils used in food, cosmetics, perfumery and cleaning
- Dehydration plant for peels to be used as an antioxidant, i.e. in gelatin and cream, etc. to give it

A lemon is a thousand uses?
Because the lemon has many multifunctional uses, thanks to its fresh, lemon juice, lemon oil and zest.

LEMONS & GASTRONOMY

The lemon is a healthy food that offers better gastronomic possibilities.

Food processing	Drinks	Dessert ingredients
Chicken	Salt water	Cream
Chicken	Molasses with lemon	Cakes
Soups	Sauces	Sponge cake
Salads	Limoncello	Ice cream
Fish and seafood	Cocktails	Yogurt

PREPARE THE LIKES BECAUSE THE LEMONCENCER HAS ARRIVED

A new age has arrived: the Lemon Age, brought to you by the LEMONCENCER, the world's first lemon influencer.

ACTION MIX

DIVISUAL
LEMONCENCER will content with the strongest audience in our generation and create a way through social media and its campaign website.

ADVERTISING
We will simplify the campaign through special adjectives to capture attention and create special actions to achieve maximum coverage.

In total, we will reach more than **60,000,000** impressions

ECONOMIC SUSTAINABILITY

The social and economic responsibility of the European Union leads to robust trends: the creation and distribution of added value among employees and shareholders, taking into account market conditions, equity and justice. This translates into the production and distribution of added and profitable goods and services for the community of which it is a part.

For this reason, all lemon purchases must be formalized through the approved Standard Contract that is in accordance with the demanding conditions set by Law 12/2013 of the Spanish Food Supply Chain and implemented by the Code of Good Business Practices in Food Contracting (2016) issued by Spain's Ministry of Agriculture, Fisheries and Food.

ENJOY IT'S FROM EUROPE

2.1 ACTIVIDADES PERMANENTES

En este año 1 se han lanzado las 4 notas de prensa correspondientes al **calendario editorial de USA**. Estas notas de prensa, orientadas al consumidor final, trataron sobre temáticas diferentes donde se destacaba la calidad y versatilidad del limón europeo.

EUROPE PROMOTES A HEALTHY FUTURE
WELCOME TO THE LEMON AGE
 WITH LEMONS FROM SPAIN

The European Lemon Launches First-Ever Campaign to Share its Virtues in the United States: "Welcome to the Lemon Age"

- The European lemon, a world leader in fresh production, launches an information campaign in the United States for the first time to highlight its sustainability, certified quality, traceability and food safety.
- The campaign, called "Welcome to the Lemon Age", takes place over the next three years and highlights the demanding production model of the European lemon, a natural product, without cholesterol, without fat and a source of Vitamin C that contributes to the normal functioning of the immune system.
- The campaign uses the website thelimonage.com as a central axis, and among the most outstanding actions the European Lemon will take over the American Egg screen in NYC's Times Square.

(United States - October 26, 2020). For the first time in history, the European lemon is launching a promotional and information campaign to publicize its virtues in the United States. Under the slogan "Welcome to the Lemon Age", the mission of this campaign is to give visibility to the values of the European production model, including the certified guarantee of quality, sustainability, food safety and traceability, and identifying the European lemon with the Mediterranean Diet, declared by UNESCO in 2010, as Intangible Cultural Heritage of Humanity.

The FDA (Food and Drug Administration) of the United States considers the lemon as a food without fat, without saturated fat, very low in sodium, without cholesterol, low in calories and with a high content of Vitamin C that contributes to the normal functioning of the immune system. It is, therefore, a product appreciated in American homes and that Americans frequently add to water, salads, pastries and cocktails. Between 2010 and 2018, the consumption of fresh lemons in the United States has experienced an increase of 31%, going from 438.000 to 573.000 tons.

A lemon influencer
 Aimed at young people between the ages of 25 and 45, Welcome to the Lemon Age campaign, which will also take place over the next three years in Canada, Spain, Germany and France, introduces Lemonsee, the first lemon in the world to become an influencer. He connects with the youngest public through Instagram [@thelimonage](https://www.instagram.com/thelimonage) and Facebook www.facebook.com/WelcomeToTheLemonAge/ and website thelimonage.com.

LEMON FROM SPAIN

OCTUBRE
Lanzamiento campaña

EUROPE PROMOTES A HEALTHY FUTURE
WELCOME TO THE LEMON AGE
 WITH LEMONS FROM SPAIN

The European lemon creates a new era in gastronomy thanks to its unique flavor and vitamin C

- This citrus fruit, perfect for consumers increasingly interested in health, has an acid point that makes it one of the star products of the Mediterranean Diet, the healthiest in the world according to the World Health Organization.
- Discover three simple recipes to enjoy the change of year with lemon from Europe, a product that has the highest quality certifications and that stands out for its versatility in gastronomy since everything is used from juice to skin.

(United States - December 17, 2020). We live in a time of change. The world is no longer what it was yesterday. New technologies, new sensibilities, new ways of being that are shaping a new era. A new era in which European lemon occupies a prominent place in food, new trends, healthy habits, and gastronomy.

Grown under the demanding European production model, the European lemon is a modern food with the highest certified quality in sustainability, food safety, and traceability. A source of Vitamin C, it's perfect for consumers who are increasingly interested in health. It has a unique flavor and an acid point that make it one of the star products of the Mediterranean Diet, the healthiest in the world according to the World Health Organization (WHO).

The lemon is a food without fat, saturated fats, and cholesterol. It is very low in sodium, and in calories, and contains a high content of vitamin C, according to the FDA (Food and Drug Administration).

A treasure in the kitchen
 The lemon stands out for its versatility in gastronomy since each of its parts are used: from the juice to the skin. It is a natural food that offers endless possibilities in the kitchen. From a starter to dessert, its intense perfume, acidic juice, and tasty peel enhance the flavor of any dish. Lemon is a perfect fit in sweet and savory dishes: to dress up salads; it accompanies seafood, rice, soups, fish, and meat, and flavors desserts, cakes, and drinks.

Within the framework of the Welcome to the Lemon Age campaign, the "Lemon from Spain" Brand of AILMPO reveals three simple recipes to try before the end of the year and which prove that lemon is a treasure that must always be on hand in the kitchen.

LEMON FROM SPAIN

DICIEMBRE
Vitamina C

EUROPE PROMOTES A HEALTHY FUTURE
WELCOME TO THE LEMON AGE
 WITH LEMONS FROM SPAIN

European Lemons Are #1 in World Lemon Production for 2020

- Europe led the world lemon production in 2020 with over 1.8M tons produced.
- A key to the European Lemon's success is its highly sophisticated production model - from field to table, each lemon is examined in accordance with European regulations, the most demanding in the world.
- Americans consumption of the European Lemon increased 91% during the 2018-2019 season as food quality and traceability continue to be more important.

(United States - February 2021) According to data from the World Citrus Organization, Europe led the world lemon production in 2020 with 1,875,013 tons produced. One of the keys to the success of the European Lemon is its production model, one that has exhaustive quality controls and complies with the three pillars of sustainability: environmental, social, and economic. From field to table, each phase of the process is regulated in accordance with the European sector's regulations, the most demanding in the world.

It is evident that Americans appreciate these quality controls, as the consumption of the European Lemon in the United States increased during the 2018-19 season by 91% compared to a year earlier. In total, Americans consumed almost 7,000 tons of the citrus fruit, demonstrating their preference for high quality food, produced safely, and with clear traceability.

Supporting the global trend, the United Nations' Food and Agriculture Organization has designated 2021 as the International Year of Fruits and Vegetables, raising awareness of the importance of these foods.

Premium quality from field to table
 Lemon producers in Europe practice the most compliant techniques to ensure that both the tree and the fruit grow naturally, with the best light, temperature, and humidity conditions for their optimal development. They abide by a strict Manual of Active Materials and Recommendations in the Treatment for Lemons that dictates the work in the field and warehouses in accordance with European regulations, an effort endorsed by the GLOBALG.A.P. Certification.

Once the lemon tree has blossomed and the fruit is at its peak ripeness, harvesters examine each lemon to guarantee its maximum durability and flavor. The lemons are then calibrated and packaged in the warehouses for transport and distribution. When formalizing the sale of lemons between

LEMON FROM SPAIN

FEBRERO
Líderes producción mundial 2020

EUROPE PROMOTES A HEALTHY FUTURE
WELCOME TO THE LEMON AGE
 WITH LEMONS FROM SPAIN

European Lemons Guarantee Highest Quality Production Year-Round

Lemons from Europe reveal the two main types of lemons, which happen to have complementary harvesting seasons, ensuring their availability to consumers year-round.

(USA, March 2021). According to estimates by the U.S. Department of Agriculture's Foreign Agricultural Service (FAS), lemon production in Europe will reach 1.6 million tons in the 2020-2021 season, that is 11% more than in 2019-2020. More and more consumers are demanding this quality citrus, which led consumption worldwide in 2020.

One of the secrets of the production success of European lemons is that they are available 12 months of the year. The two main varieties, Egg and Verma, have complementary harvesting seasons, providing fresh, natural, high-quality lemons 365 days a year.

Below, we provide more information about the two main types of European lemons, a natural food, without fat, salt, or sodium, low in sugar, and a source of vitamin C.

Egg Lemon, from Autumn to Spring
 The Egg Lemon, also known as *Pittenger*, is an ovaloid fruit whose name is due to its thin skin. Pale yellow in color, its skin is thin and represents 30% of its weight. It has between 7 and 13 wedges. It is ideal for its juiciness since that represents 40% of its weight, its acidity is about 72 grams of citric acid per liter.

It is the most common variety in Europe. The most important flowering of the lemon tree occurs between April and May. Harvesting starts in October and lasts until May. At the end of summer there is another flowering in the Egg Lemon tree that produces the stems of the lemons whose harvest takes place the following summer.

Verma Lemon, the Summer Lemon
 The Verma lemon is the second most important variety in Spain, the main European lemon producer. Elongated in shape and with pointed ends, the Verma lemon is usually larger than its Egg sibling. Its skin is thick and rough. The thickness of the Verma lemon peel makes it a highly sought-after culinary ingredient, measuring between 3 and 11 millimeters. With 9 wedges on average, the acidity of its juice is about 55 grams of citric acid per liter.

The Verma lemon tree is usually grown on the slopes of the mountains that border the meadows and on recently transformed land. It can present up to three blooms and in areas with good weather conditions it can even generate fruits throughout the year.

LEMON FROM SPAIN

MARZO
Producción todo el año

EUROPA IMPULSA UN FUTURO SALUDABLE

WELCOME TO THE LEMON AGE

CON LOS LIMONES DE ESPAÑA

También se lanzaron las 4 notas de prensa correspondientes al **calendario editorial de Canadá**. Todas las publicaciones de los diferentes medios de comunicación que se hicieron eco de estas notas fueron recogidas en los correspondientes **clippings** de cada mes.

EUROPE PROMOTES A HEALTHY FUTURE
WELCOME TO THE LEMON AGE
WITH LEMONS FROM SPAIN

The European Lemon Launches First-Ever Campaign to Share its Virtues in Canada: "Welcome to the Lemon Age"

- The European lemon, a world leader in fresh production, launches an information campaign in Canada for the first time to highlight its sustainability, certified quality, traceability and food safety
- The campaign called Welcome to the Lemon Age, which will take place over the next three years, and highlights the demanding production model of the European lemon, a natural product, without cholesterol, without fat and a source of Vitamin C that contributes to the normal functioning of the immune system
- The campaign uses the website thelimonage.com as a central axis, and among the most outstanding actions the European Lemon will take over a prominent corner billboard on Yonge St. & Dundas Square in Toronto.

(Canada - October 28, 2020) For the first time in history, the European Lemon launches a promotional and information campaign to spread its virtues in Canada. Under the slogan **Welcome to the Lemon Age**, the mission of this campaign is to give visibility to the values of the European production model including the certified guarantee of quality, sustainability, food safety and traceability; and identifying the European lemon with the **Mediterranean Diet**, declared by UNESCO in 2010, as Intangible Cultural Heritage of Humanity.

The lemon is a food without fat, without saturated fat, very low in sodium, without cholesterol, low in calories and with a high content of Vitamin C that contributes to the normal functioning of the immune system. It is, therefore, a product highly appreciated mainly by Canadian women, due to its health benefits. Between 2010 and 2018, the consumption of fresh lemon in Canada has increased by 43%, from about 17,200 to more than 46,000 tons.

A lemon influencer
Aimed at young people between the ages of 25 and 45, Welcome to the Lemon Age campaign, which will also take place over the next three years in the United States, Spain, Germany and France, introduces Lemmesister, the first lemon influencer in the world. He connects with the youngest public through Instagram ([@thelimonage_usa](https://www.instagram.com/thelimonage_usa/)) Facebook (www.facebook.com/WelcometotheLemonAge/) and the website www.thelimonage.com.

Versatility in gastronomy
Lemons are a tremendously versatile product in gastronomy. It is part of the Mediterranean Diet, declared by UNESCO in 2010 as Intangible Cultural Heritage of Humanity. For this reason, different video recipes for cooking and cocktails will be disseminated through the web and the campaign's

LEMON FROM SPAIN

ENJOY IT'S FROM EUROPE

OCTUBRE
Lanzamiento campaña

EUROPE PROMOTES A HEALTHY FUTURE
WELCOME TO THE LEMON AGE
WITH LEMONS FROM SPAIN

The European lemon creates a new era in gastronomy thanks to its unique flavor and vitamin C

- This citrus fruit, perfect for consumers increasingly interested in health, has an acid point that makes it one of the star products of the Mediterranean Diet, the healthiest in the world according to the World Health Organization
- Discover three simple recipes to enjoy the change of year with lemons from Europe, a product that has the highest quality certifications and that stands out for its versatility in gastronomy (since everything is used) from juice to skin

(Canada, December 2020) We live in a time of change. The world is no longer what it was yesterday. New technologies, new availabilities, new ways of being that are shaping a new era. A new era in which European lemon occupies a prominent place in food, new trends, healthy habits, and gastronomy.

Grown under the demanding European production model, the European lemon is a modern food with the highest certified quality in sustainability, food safety, and traceability. A source of Vitamin C, it's perfect for consumers who are increasingly interested in health. It has a unique flavor and an acid point that make it one of the star products of the **Mediterranean Diet**, declared by UNESCO in 2010, as Intangible Cultural Heritage of Humanity.

The lemon is a food without fat, saturated fat, and cholesterol. It is very low in sodium, and is calorific, and contains a high content of vitamin C, according to the FDA (Food and Drug Administration).

A treasure in the kitchen
The lemon stands out for its versatility in gastronomy since each of its parts are used: from the juice to the skin. It is a natural food that offers endless possibilities in the kitchen. From a starter to dessert, its intense perfume, acidic juice, and tasty peel enhance the flavor of any dish. Lemon is a perfect fit: sweet and savory dishes: to dress up salads; it accompanies seafood, rice, soups, fish, and meat, and favors desserts, cakes, or drinks.

Within the framework of the Welcome to the Lemon Age campaign, the "Lemon from Spain" Brand of ALIMPO always **revisits three simple recipes** to try before the end of the year and which prove that lemon is a treasure that must be on hand in the kitchen.

LEMON FROM SPAIN

ENJOY IT'S FROM EUROPE

DICIEMBRE
Vitamina C

EUROPE PROMOTES A HEALTHY FUTURE
WELCOME TO THE LEMON AGE
WITH LEMONS FROM SPAIN

European Lemons Are #1 in World Lemon Production for 2020

- Europe led the world lemon production in 2020 with over 1.8M tons produced
- A key to the European Lemon's success is its highly sophisticated production model - from field to table, each lemon is examined in accordance with European regulations, the most demanding in the world
- Constant consumption of the European Lemon increased 12% during the 2018-2019 season as food quality and traceability continue to be more important

(Canada, February 2021) According to data from the World Citrus Organization, Europe led the world lemon production in 2020 with 1,871,811 tons produced. One of the keys to the success of the European Lemon is its production model, one that has exhaustive quality controls and complies with the three pillars of sustainability: environmental, social, and economic. From field to table, each phase of the process is regulated in accordance with the European sector's regulations, the most demanding in the world.

It is evident that Americans appreciate this quality control, as the consumption of the European Lemon in the Canada increased during the 2018-19 season by 12% compared to a year earlier. In total, Americans consumed almost 7,000 tons of the citrus fruit, demonstrating their preference for high quality food, produced safely, and with clear traceability.

Supporting the global trend, the United Nations' Food and Agriculture Organization has designated 2021 as the International Year of Fruits and Vegetables, raising awareness of the importance of these foods.

Premium quality from field to table
Lemon producers in Europe practice the most compliant techniques to ensure that both the tree and the fruit grow naturally, with the best light, temperature, and humidity conditions for their optimal development. They abide by a strict Manual of Active Materiality and Recommendations as the Treatment for Lemons that dictates the work in the field and warehouses in accordance with European regulation, an effort endorsed by the GLOBALG.A.P. Certification.

Once the lemon tree has blossomed and the fruit is at its peak ripeness, harvesters examine each lemon to guarantee its maximum durability and flavor. The lemons are then calibrated and packaged in the warehouses for transport and distribution. When formalizing the sale of lemons between

LEMON FROM SPAIN

ENJOY IT'S FROM EUROPE

FEBRERO
Líderes producción mundial 2020

EUROPE PROMOTES A HEALTHY FUTURE
WELCOME TO THE LEMON AGE
WITH LEMONS FROM SPAIN

Lemon from Europe: the two varieties that guarantee its production all year round

The harvest of the **Egg** and **Verna** lemons are complementary, which ensures the consumer has a nutritious, quality and sustainable food for 12 months

(Canada, March 2021) The European lemon is in style. According to estimates by the U.S. Department of Agriculture's Foreign Agricultural Service (FAS), lemon production in Europe will reach 1.6 million tons in the 2020-2021 season, that is, 11% more than in 2019-2020. More and more consumers are demanding this quality citrus, which was already the most consumed worldwide in 2020.

One of the secrets of the success of lemon grown in the European Union is that it is available 12 months of the year, its two main varieties, **Egg** and **Verna**, are complementary, producing fresh, natural and quality lemons 365 days a year.

We discover more about the two main types of European lemon, a natural food, without fat, without salt or sodium, with low sugar content and a source of vitamin C.

Egg Lemon, from autumn to spring
The **Egg** lemon, also known as **Primitivo**, is an oval fruit whose name is due to its thin skin. Pale yellow in color, its skin is thin and represents 30% of its weight. It has between 7 and 13 wedges. It is ideal for juices, since it represents 40% of its weight. And its acidity is about 72 mg of citric acid per liter.

It is the most common variety in Europe. The most important flowering of the lemon tree occurs between April and May. Harvesting starts in October and lasts until May. At the end of summer there is another flowering in the **Egg** lemon tree that produces the stem of the lemons whose harvest takes place the following summer.

Verna Lemon, the summer lemon
It is the second most important variety in Spain, the main European producer. Elongated in shape and with pointed ends, the **Verna** lemon is usually larger than its **Egg** brother. Its skin is thick and rough. It is highly appreciated in gastronomy for its skin that ranges between 3 and 11 millimeters (mm). With 9 wedges on average, the acidity of its juice is about 55 grams of citric acid per liter.

LEMON FROM SPAIN

ENJOY IT'S FROM EUROPE

MARZO
Producción todo el año



CAMPAÑA FINANCIADA CON LA AYUDA DE LA UNIÓN EUROPEA

LA UNIÓN EUROPEA RESPALDA LAS CAMPAÑAS QUE PROMUEVEN LA CALIDAD DE LOS PRODUCTOS AGRÍCOLAS

ENJOY IT'S FROM EUROPE



EUROPA IMPULSA UN FUTURO SALUDABLE

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3. SITIO WEB Y RR.SS



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LA UNIÓN EUROPEA RESPALDA
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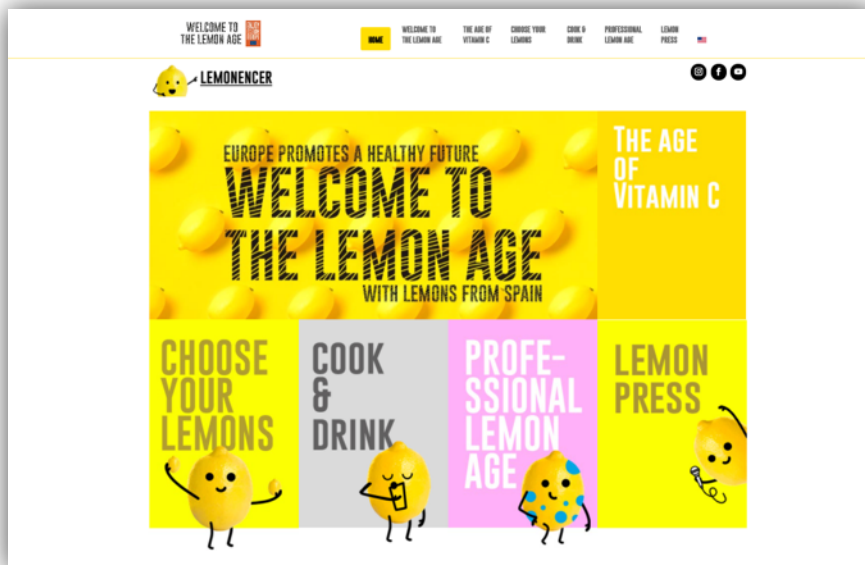
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3.1 SITIO WEB

Se creó la **página web promocional** con la imagen de campaña y todo el contenido relevante como: videos de campaña, información sobre próximos eventos, sección de prensa...etc. Esta web está disponible en los 3 idiomas: español, inglés y francés canadiense.



Web site:
www.thelemonage.com



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3.1 SITIO WEB

A lo largo del año se ha **actualizado la página web** de la campaña con nuevo contenido como: concursos activos y sus ganadores, nuevas notas de prensa en la sección de prensa, publicación de los influencers que han participado en la campaña...etc.



Web site:

www.thelemonage.com



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3.2 REDES SOCIALES

Se crearon los perfiles en las distintas RR.SS de la campaña y mensualmente se ha publicado contenido en estos **perfiles**. Este contenido estaba adaptado al target y a la actualidad del momento. Además, se adaptó a todos los idiomas de la campaña.

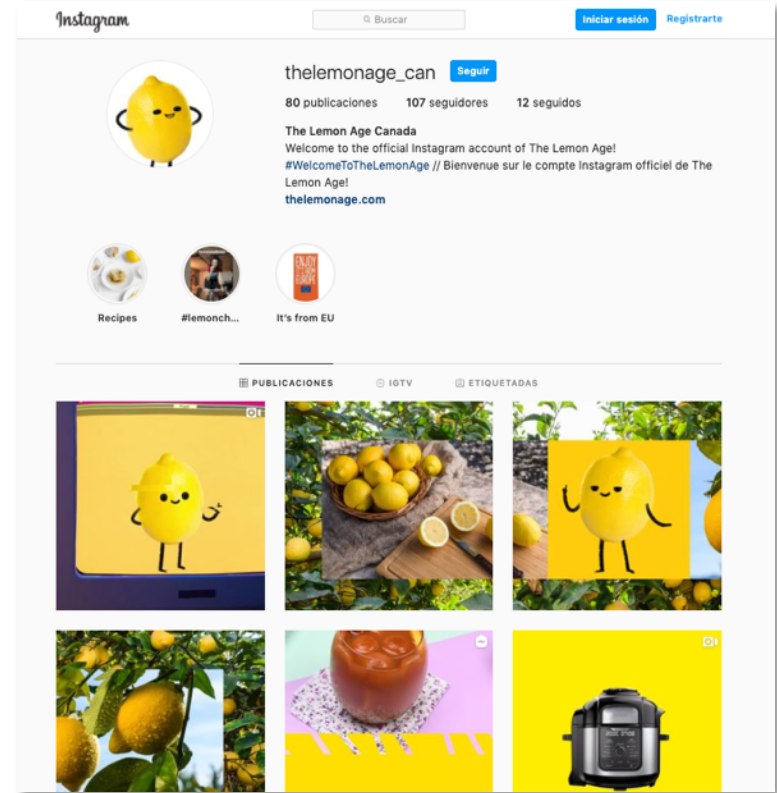
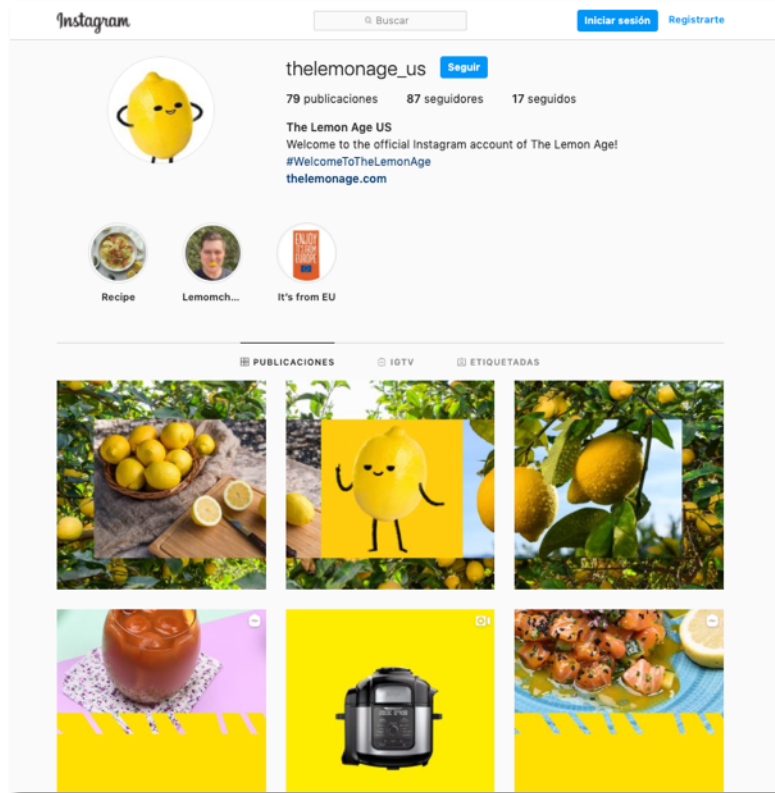
The screenshot shows the Facebook profile for 'Welcome to the Lemon Age'. The profile picture is a cartoon lemon character with arms and legs. The name is 'Welcome to the Lemon Age' and the bio is '@WelcometotheLemonAge · Alimentos y bebidas'. There is a blue button that says 'Enviar mensaje'. Below the profile information, there are tabs for 'Inicio', 'Opiniones', 'Videos', 'Fotos', and 'Más'. A 'Me gusta' button is visible. The main content area shows a post from 'Welcome to the Lemon Age' with the text: 'Before reaching your table, our lemons are produced following the world's most demanding standards in food safety, traceability, respect for the environment and sustainability. The standards of the European Production Model!'. The post includes a photo of a basket of lemons on a wooden table.

Facebook:
@WelcometotheLemonAge

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Instagram:
@thelemonage_us @thelemonage_can



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DE LA UNIÓN EUROPEA

LA UNIÓN EUROPEA RESPALDA
LAS CAMPAÑAS QUE PROMUEVEN LA CALIDAD
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En el 2º semestre se realizaron los **concursos en RRSS** previstos en programa. Estos concursos, consistieron en:
- **#lemonchallenge**: subir una foto/video a RRSS mordiendo un limón y poder ganar un robot de cocina + tu peso en limones (2 ganadores USA, 2 ganadores CAN).



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WELCOME TO THE LEMON AGE

CON LOS LIMONES DE ESPAÑA

También se desarrolló la **campaña de influencers** en los 2 países. Un total de 20 influencers, publicaron diferentes contenidos con el limón de Europa: recetas con limón, participando en el #lemonchallenge, compartiendo contenido de la campaña... etc.



CAMPAÑA FINANCIADA
CON LA AYUDA
DE LA UNIÓN EUROPEA

LA UNIÓN EUROPEA RESPALDA
LAS CAMPAÑAS QUE PROMUEVEN LA CALIDAD
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Para enviar a estos influencers, se diseñaron y produjeron 20 kits que contenían: una caja de madera, un delantal, un folleto informativo y limones para poder desarrollar su contenido.

Recent Edit View Window Help 12:00

PREPARE THE LIKES BECAUSE #LEMONENCER HAS ARRIVED

HE'S NOT A TREND FOLLOWER, HE'S A TRENDSETTER

BORN IN 1150 IN THE GROVES OF SPAIN PROUD OF HIS ROOTS

HE'S THE BOSS HE'S KING HE'S NUMBER ONE

A campaign as fresh as this one could not be told by just any influencer. It had to be him... our lemonencer, the world's first lemon influencer!

With him, you will discover everything, absolutely everything, about the Lemons from Europe. Because if there's one thing the lemonencer likes, it's talking about himself. From his eco-friendly lifestyle, his healthy properties and his cool trips.

Follow him on social media networks to always be up to date!
@thelemonage_us

HE'S A LITTLE SOUR BUT CAN BE A REAL SWEETIE TOO

HE KNOWS HOW TO "SQUEEZE" THE DAY

HE'S YELLOW, BUT HE FULLY EMBRACES THE "GREEN" LIFESTYLE

HE'S A HIT WHEREVER HE BOOS: AT PARTIES, AT HOME, OR AT A RESTAURANT

HE ADDS A TWIST TO ANY DRINK OR DISH

HE'S UNIVERSALLY LOVED BY FOSSY KIDS, HOME COOKS, TOP CHEFS, AND EVERYONE IN BETWEEN!

System Disk

Trash

Recent Edit View Window Help 12:00

THE #LEMONAGE IS HERE

The European Union and Lemons from Spain welcome you to the Lemon Era.

A new era in which freshness triumphs, and where taking care of yourself and the environment is a must.

An era in which sustainability is the new abc, and the word "eco-friendly," trending topic.

Well, everything that goes with you and your lifestyle.

And that's why we have created this campaign for you, and all your #followers.

Because in this new era, the European lemon has a lot to say. And with your help, we are going to make it a trend!

And not only because its new uses are the trendiest!

Also, because the European lemon is a world leader for its freshness and quality. And that is something that everyone has to know.

Here you will find all the arguments to join this new era... And also, to add your fans too!

Welcome to your era. Welcome to the Lemon Era!
#welcometothelemonage

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WHAT DO YOU HAVE TO DO TO JOIN #THELEMONAGE

VERY EASY!

As part of the International Influencers selected for this campaign, you only have to do 3 things:

- 1 SHARE THE LEMONENCER VIDEO
On your Facebook or Instagram profile
- 2 PREPARE A RECIPE WITH LEMON

With a touch of lemon you turn something good into something even better? OBVIOUS! Therefore, we challenge you to show your skills in the kitchen and prepare a recipe or a drink where lemons are the protagonist. To do this, you can get inspired by the Cook & Drink section in our website thelemonage.com

Oh! and don't forget to encourage your fans to make their own and welcome the era of taste and freshness with European lemons :)

AND OF COURSE...

- Mention or tag @thelemonage_us
- Use the hashtag #thelemonage
- Redirect your followers to the web thelemonage.com

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4. PUBLICIDAD



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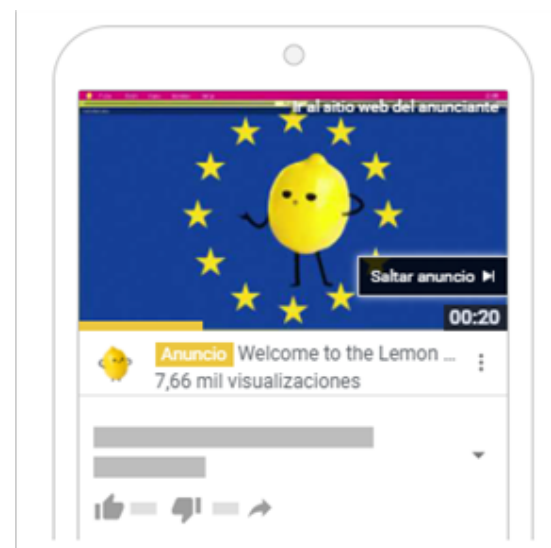
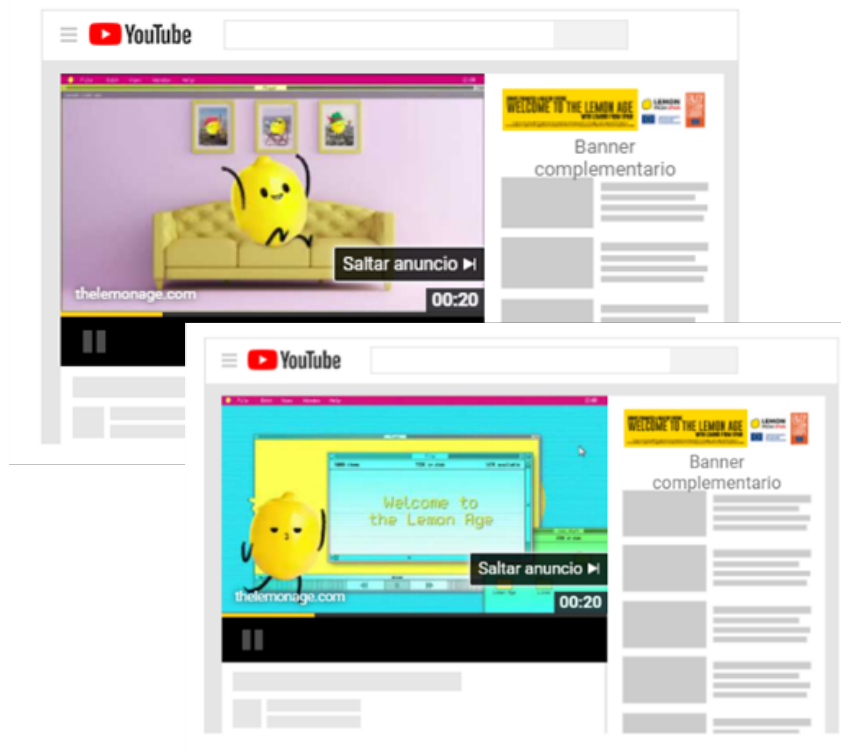
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4.1 ONLINE

Se desarrolló la **campaña en YouTube**, que estuvo activa desde el 23 de noviembre hasta el 20 de diciembre 2020, en los 2 países de la campaña.



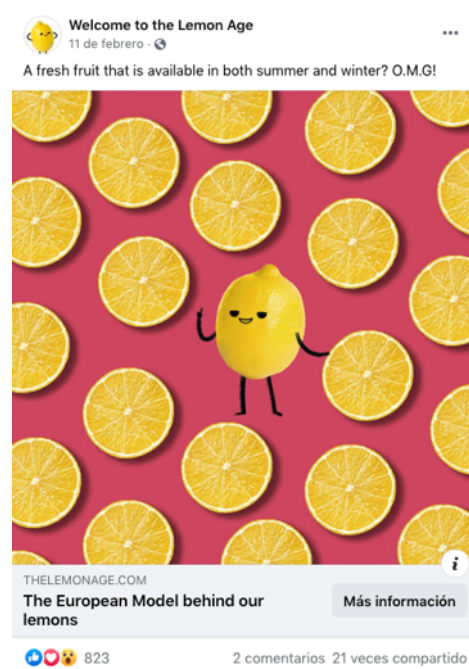
- Spot pre-roll 20"
- Video bumper 6"
- Banner complementario sin cargo extra

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A lo largo de todo el año estuvo activa la **campaña de paid media en RRSS**. Tanto en Facebook como en Instagram, se promocionaron diferentes post para poder llegar a más público.



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5. INSTRUMENTOS DE COMUNICACIÓN



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5.1 VIDEOS PROMOCIONALES

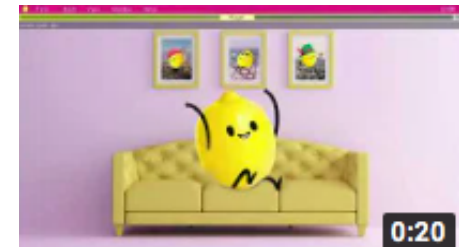
Aunque estaban previstas 2 piezas audiovisuales, finalmente se grabaron **4 videos de campaña** (1 genérico + 3 cápsulas lemonencer) que se difundieron durante este primer año de campaña en los diferentes medios y en RR.SS. Este cambio se produjo para dotar de mayor contenido a la campaña desde el primer año, realizando también los vídeos del año 2. Estos videos se tradujeron al resto de idiomas de la campaña: inglés y francés canadiense.



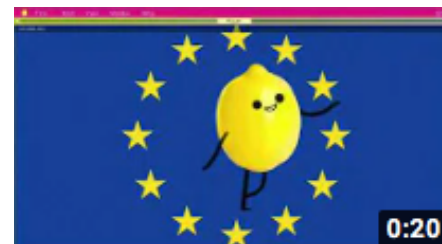
Video genérico de campaña



Lemonencer vitamina C



Lemonencer lider



Lemonencer calidad

5.1 VIDEOS PROMOCIONALES

Se grabaron **6 videorecetas** basadas en la preparación de recetas sencillas con limón para nuestro target. Estas videorecetas se difundieron en la propia web de campaña y en las RR.SS.

COOK



DRINK



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8. OTRAS ACTIVIDADES



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8.1 CREATIVIDAD Y ESTRATEGIA

Se crearon las diferentes **gráficas de la campaña** para utilizar en las distintas actividades. Estas piezas produjeron en los 3 idiomas de la campaña: español, inglés y francés canadiense.



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Además, para reforzar la campaña, también se crearon las gráficas con el mensaje **#actitudlimón**.



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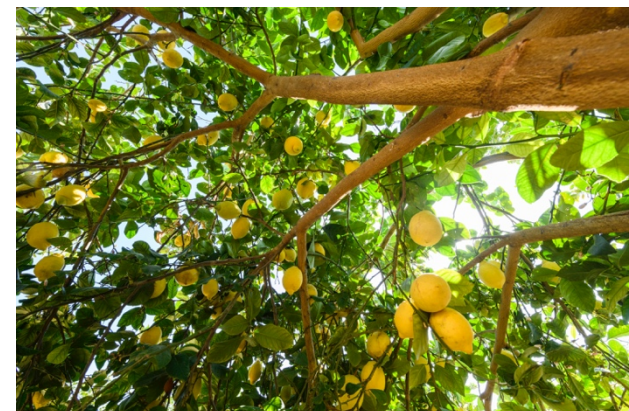
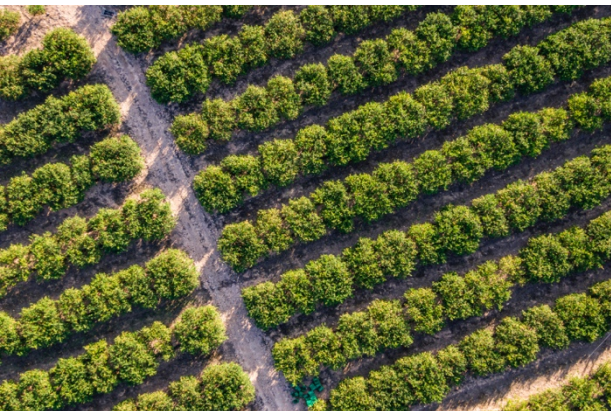
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En este primer año se realizó la **sesión fotográfica** para nutrir de contenido a los 2 países de la campaña.



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