

Campaign : Oliveitup Campaign completes three successful years in India

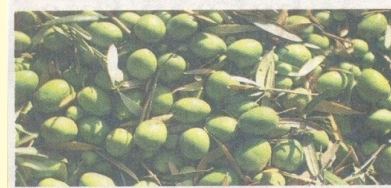
Objective: To Celebrate the success of Oliveitup Campaign completing three years in India

Strategy: MPR Created a media bank of the journalists who have been covering, Olive it up campaign in the past and inviting them at the press conference .

- Inviting media to attend the press conference, followed by select one on one media interactions
- Press release Dissemination

PR Activity: MPR invited media to come and attend the press conference to create awareness around Oliveitup spreading the goodness of Extra Virgin Olive Oil in the past 3 years.

Results: coverage generated



Oliveitup concludes initiative
Oliveitup, the initiative launched by the Consortium of Guarantee of Quality Extra Virgin Olive Oil (EVC) for promoting premium European olive oil in Indian market, came to an end recently.
The three-year long campaign financed by the European Union organised several promotional activities each year to propagate the unique properties of extra virgin olive oil among

chefs, food critics, nutritionists and restaurateurs among others.
Marking the success of the campaign, Keith Sunderland said, "In the course of three years, EVC has been able to create substantial awareness about olive oils, especially of European origin and also highlight the correct knowledge of olive oils from the community and origin, in terms of their quality and health attributes across India."

Surge in olive oil imports

Dalmia Continental, which sells olive oil under the Leonardo brand, on Wednesday said that India's olive oil imports could increase by 30% to 9,360 tonne in the current fiscal, with demand growing due to rising awareness about health benefits of the cooking oil. "In the 2011-12 financial year, total imports of olive oil stood at 7,200 tonne. This year, they are expected to grow 25-30%," said Himani Dalmia, assistant general manager, Dalmia Continental, at an event in New Delhi.

Promotion
Oliveitup, the initiative launched by the Consortium of Guarantee of Quality Extra Virgin Olive Oil (EVC) for promoting premium European olive oil in Indian market, came to an end with a press meet at Taj Mangrove. The three-year-long campaign, financed by the European Union, organised several promotional activities to propagate the unique properties of extra virgin olive oil among chefs, food critics, nutritionists and restaurateurs, culinary schools, etc.

Workshop
Gurgaon Regional Mission of Gurgaon Fire organised a workshop on reversing Gurgaon's electricity sector at the evening.

Guest visit
St. Stephen's College organised a session on the crisis in the Rajasthani - a view from Poland. The former prime minister of Poland and the current chief of Poland.

Annual Day
The children of Kunder Phane Group of play-schools attended at their annual day function recently. Prasad teachers, parents and the chief guest, Pawan Bhattarai, principal, GIC, Noida, watched the beautiful performance in great attention.

Training
The Centre for Disaster Management Studies, Guru Gobind Singh Indraprastha University, with sponsorship

Book launch
Westland Media celebrated the launch of Rajeev G. Menon's literary debut.

Oliveitup, a three year promotion initiative, concluded at a function at Taj Mangrove.