

The Europe Experience



Group: D-shine

110



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The Europe Experience

Breath...

Close your eyes...

Relax...

Open your senses...



The Europe Experience

Welcome to
The Europe Experience





Introduction

The Problem

The Europe Experience

Introduction: The Problem

“Today’s young people are dynamic, enterprising, expressive, spontaneous and nonconformist. However, the European Union uses a formal and rational tone of communication based on proposals, laws and institutional politics”





Introduction

The Solution

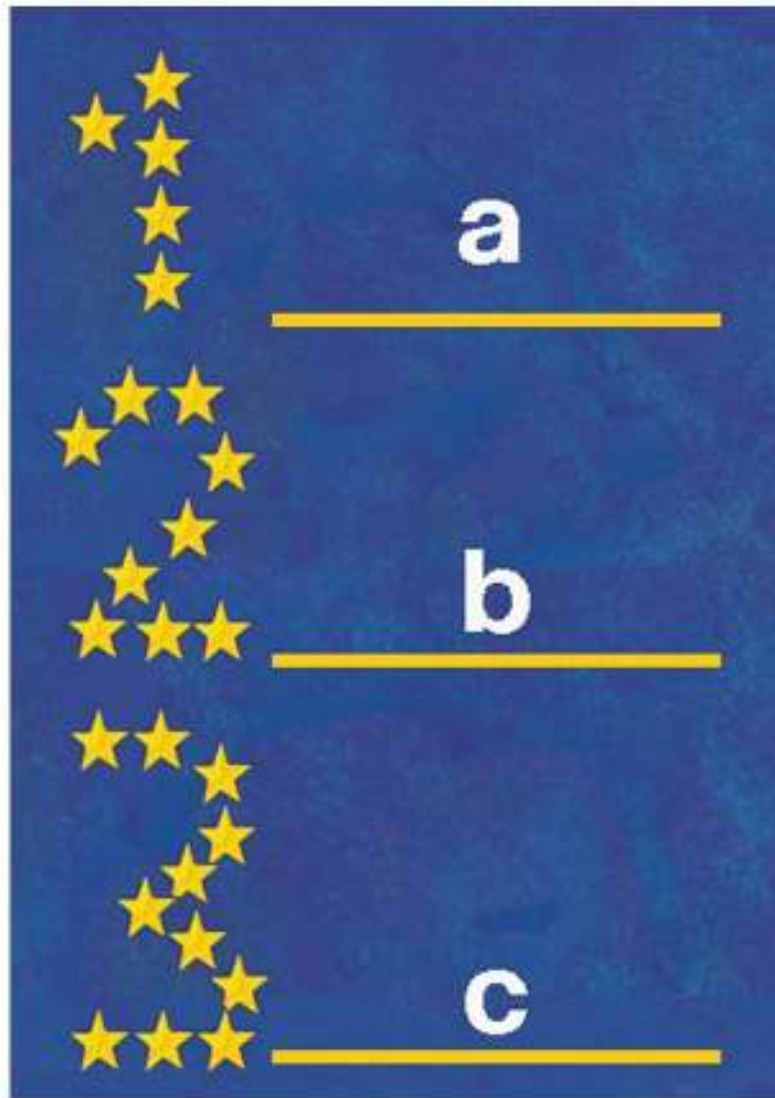
The Europe Experience

Introduction: The Solution

**“To bring both visions together, we have
created a intermediate brand
that connects the
European Union with our target”**

[The Europe Experience]





Introduction
The Explanation

The Europe Experience

Introduction: The Explanation

**“But it’s not just a brand.
It makes an emotional connection.
It’s the emotional connection of a new
generation that goes Interrailing and on
Erasmus exchanges”**



The Europe Experience

Introduction: The Explanation

**“Because feelings are meant to be felt.
Because emotions are meant to be lived.
And because Europe is packed with these sensations
and experiences...”**



**The Europe Experience
cannot be explained:
you have to feel it**





The Target
Who? / Why?

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Target: Who?

Young people between 18 and 30
Living in the Mediterranean Arch
Students or Professionals
Good socioeconomic background
Dynamic, cosmopolitan, independent
Who like to travel
Who make use of the media



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Target: Why?

Young generation because:

- They are more receptive to change
- Their lifestyle leads them to experiment
- They are the future





The Objectives

What for?

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Objectives

- 1.- Creating a direct communication between the European Union and young people
- 2.- Changing the perception and attitude towards the European Union
- 3.- Turning the brand “The Europe Experience” into the young people’s version of the European Union

As a result:

Improving the image of the European Union





The Strategy
Where to?

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Strategy

“An intermediary brand which reflects the dynamic values of a generation with an extensive view of society and which moves easily around Europe, has knowledge of other languages and aspires to be independent”

[Europe = Open door to freedom]





The Tactics **How?**

The Europe Experience

Tactics

**“But if you want to live
The Europe Experience,
before leaving you need to overcome
two stages...”**

saygoodbyetomum

survivewithoutmum





The Tactics
Saygoodbyetomum

The Europe Experience

Tactics: saygoodbyetomum.com

- Website with goodbye messages, advices, information...
- Goodbye murals in stations and airports (Street Mkt)
- Funny viral marketing with helpful words of advice from parents
- Guerrilla marketing with suitcases strategically placed in airports and stations with messages.
- Graphic Pieces & Multimedia



I will remember
you...

(I suppose)



www.saygoodbyetomum.com



I will phone
you everyday...

(At the Beginning)



www.saygoodbyetomum.com



I will miss
you...

(Sometimes)



www.saygoodbyetomum.com







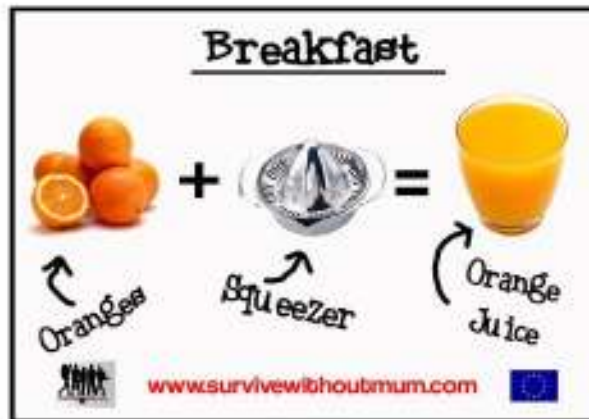
The Tactics

Survivewithoutmum

The Europe Experience

Tactics: survivewithoutmum.com

- Website with advices, simple recipes, instructions (cook, sew, wash...)
- Survival Kit
- Funny Survival Guide: "U can also do it"
- Day of Pizza&Sandwich in universities
- Graphic Pieces & Multimedia



Breakfast



+



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↑
Oranges

↑
Squeezer

↷
Orange
Juice



www.survivewithoutmum.com



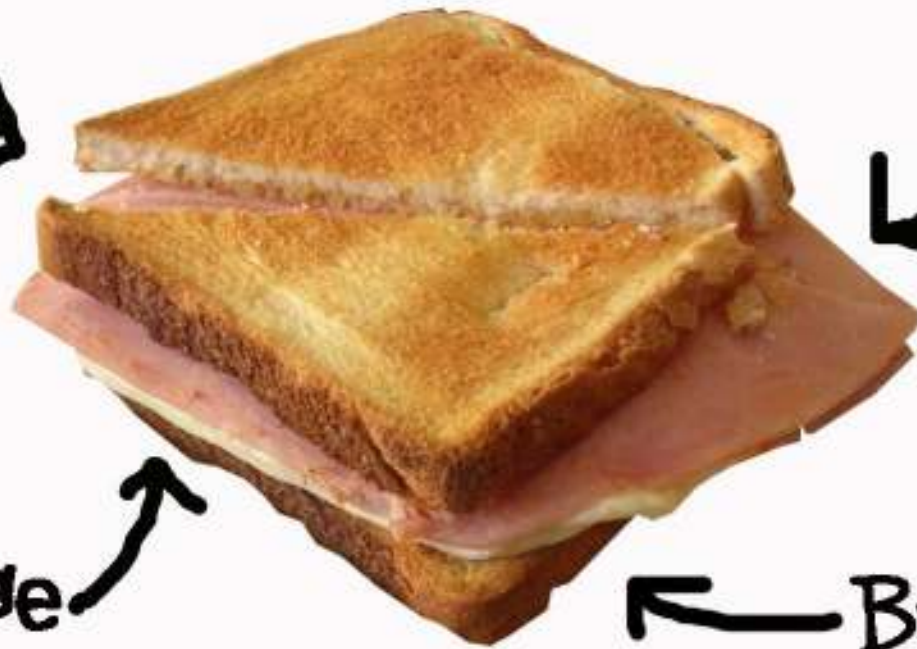
Launch

Bread

Boiled Ham

Cheese

Bread



www.survivewithoutmum.com



Dinner



+



=



FROZEN
PIZZA

Oven

COOKED
PIZZA



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U can also do it



+



=



Detergent

Washing
Machine

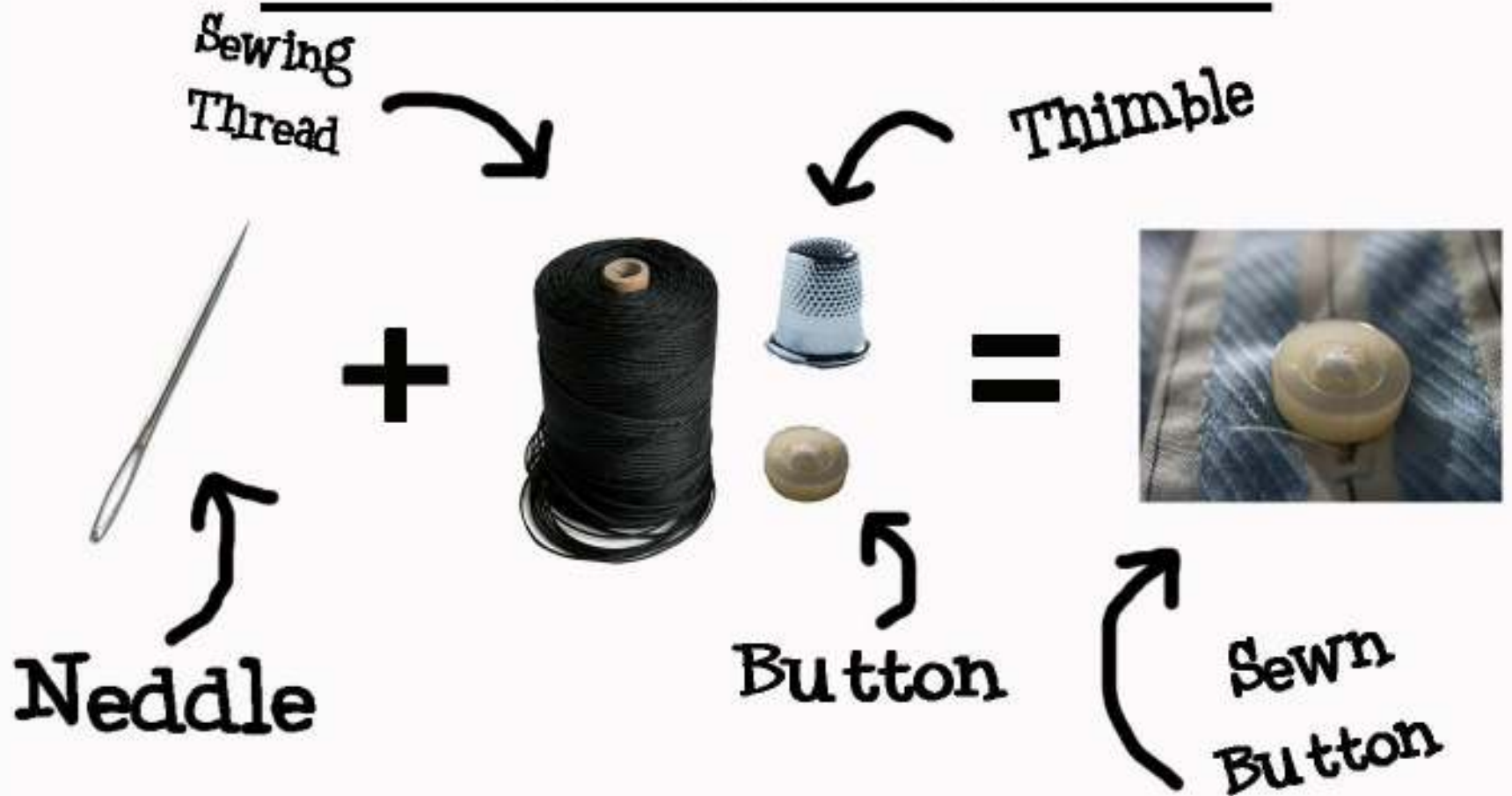
Clean
Clothes



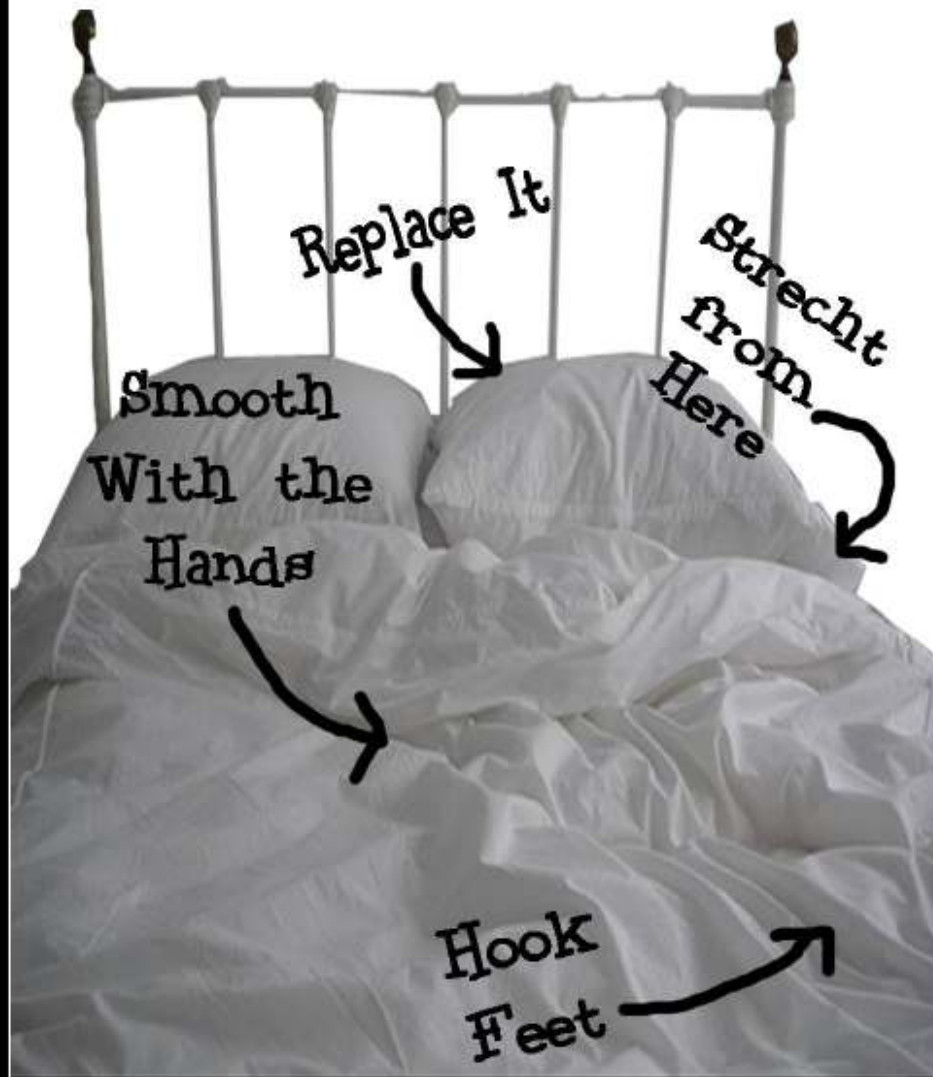
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U can also do it



U can also do it





Survival Guide

The
Europe
Experience

Page 1

At the beginning it may seem difficult,
but you must show your mother you
can also survive without her.
It's time to start doing what you've
never done yet.
"U can also do it"

www.survivewithoutmum.com

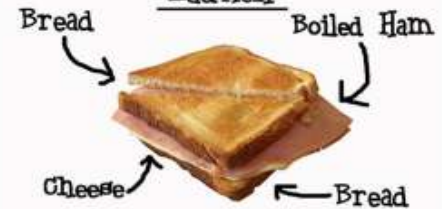
Page 2

Breakfast



www.survivewithoutmum.com

Launch



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Page 3

You can also do it



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Page 4

U can also do it



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U can also do it



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Page 5

The
Europe
Experience

www.theeuropeexperience.com



Page 6



Promotional Booth



Before finish...

To sum up

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Before finish...

**“We could have tried to depict a feeling that is
indescribable.**

But that would be a waste of time”





Frankfurt Main

Lufthansa

D-ABYA

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Before finish...

Now remember...

**“Travel is the goal,
living to the limit is a must,
the rest is just part of the adventure”**



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Before finish...

So...

Do you conform 'to live in Europe'
or
also choose 'to live Europe'?

Welcome to "The Europe Experience"

Again



The Europe Experience

The End



Visit: theuropeexperience.blogspot.com