



NÁRODNÁ BANKA SLOVENSKA
EUROSYSTÉM



Euro Information Campaign

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Presentation Outline

- Main Campaign Elements and Results
- Communication Strategy
- Staff
- Budget
- PR Agency and Contractors
- Public Procurement
- Feedback and Lessons Learned

www.euromena.sk

Total over 2.2 mil. visits

355 000 visitors in Jan. 2009

Information source for ¼ of enterprises

Awareness – 60% of population

Úvodná stránka | Mapa stránok | Publikácie | Zábava | O stránke | Textová verzia | English

kontakt | RSS

88 dní ostáva do zavedenia eura

Vyhľadávať:

Euro a Slovensko **Občan a euro** **Podnikatelia a právnické osoby** **Médiá**

Konverzný kurz
1 € = 30,1260 Sk

Eurokalkulačka
EUR = SKK
Kalkulačný kurz: 1 EUR = 30,1260 SKK

Eurokalkulačka do mobilu
Stiahnite si eurokalkulačku do vášho mobilu

október 2008

Po	Ut	St	Št	Pi	So	Ne
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Aktuálny kurz NBS
dátum: 05.10.2008 aktuálny kurz: **30,332**
Čeť kurzový listok >>>

Euro Info linka
0800 103 104
bezplatné volania na infolinku
T + orange O2

EUROCOMPETITION
Súťaž pre deti v tvorbe plagátov
http://www.euromena.sk/Euro-legislativa/

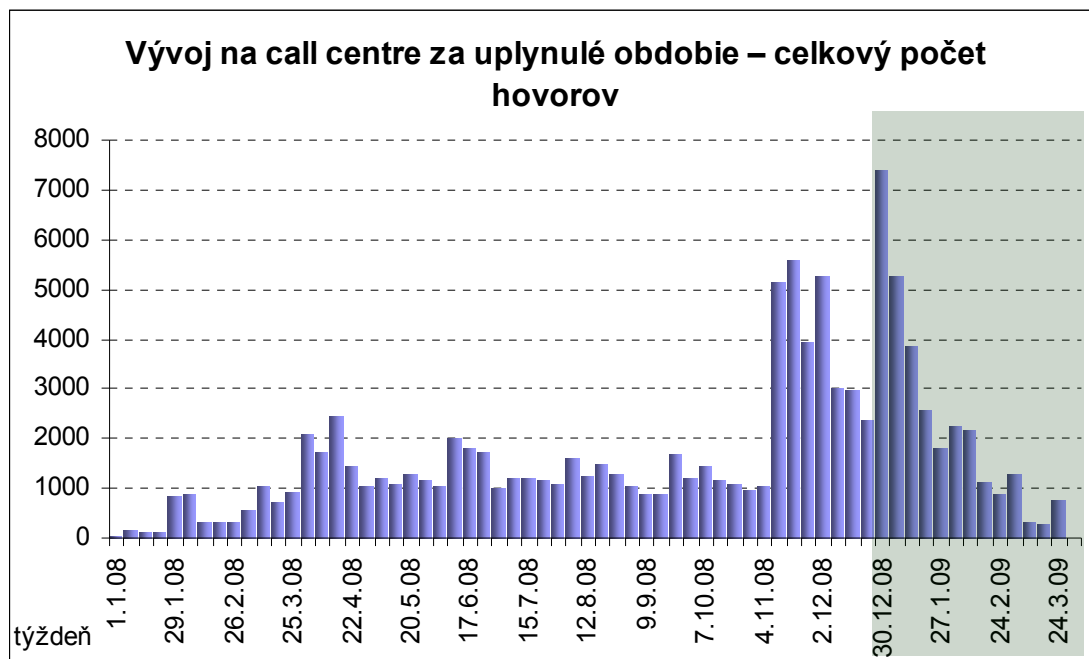
Euro legislativa
Nová sekcia pre vás

© 2007 Ministerstvo financií Slovenskej republiky



Euro Info Line

over 109 000 calls
processed





Media Campaign

- **Euro-story**
- **Equal value, different currency**
- **You know everything about the euro**
- **Dual display**
- **Ethical code – businesses**
- **Euro day support / euromena.sk support / direct mail support**
- **Ethical code – consumers**
- **De-hoarding**
- **Cash exchange**
- **Every cent counts**

Waves with TV in bold
usually 1000-1200 GRP
reach 3+ around 70%

Radio usually 200-300 GRP

Prints 4-6 largest papers, 1-4 ins.

Internet 6-10 largest portals, cca. 2M imp.

Publications

Over 20 mil.
different
publications



PRIPRAVME SA
NA EURO



1. PREČO JE EURO VÝHODNÉ?

- € silná mena uznávaná všade vo svete
- € stabilná ekonomika
- € vyšší hospodársky rast a zlepšenie životnej úrovne
- € vyšší rast miezd, dôchodkov a zamestnanosti
- € lacnejšie a jednoduchšie cestovanie a práca v zahraničí
- € jednoduchšie poňímanie a obchod
- € silnejšia európska identita

2. EUROVÉ BANKOVKY

Eurových bankoviek je sedem. Každá eurov bankovka predstavuje jeden architektonický štýl. Tematicky sú tieto slohy zručené pomocou prvkov okien, brán a mostov ako symbolov európskeho ducha obyvateľov a spolupráce.

3. EUROVÉ MINCE

Eurových mincí je osem. Majú jednu stranu spoločnú a druhú národnú, podľa toho, ktorá krajina mincu vydala. Všetky mince platia v každej krajine eurozóny. Na slovenských eurových minciach bude dojhrz na trojvsi, Bratislavský hrad a Krbáň.

4. KONVERZNÝ KURZ

Rada Európskej únie určí konverzný kurz poskydnopisne začiatkom júla 2008. Bude od svojho vyhlásenia nemernej a podľa neho sa prepočítajú všetky hodnoty v korunách na eurá, ceny v obchodoch, mzdy, dôchodky, sociálne dávky a bankové úby.

5. DÚALNE ZOBRAZOVANIE CIEŇ

Zmenou zobrazovanie hodnôt v korunách aj v eurách náčonne. Dvojnásobné zobrazovanie cien sa musí začať jeden mesiac po určení konverzného kurzu a potrvá ešte 12 mesiacov po zavedení eura.



2 Direct Mails

Od:  Ministerstvo financií Slovenskej republiky 



DÔLEŽITÉ!

Pre:
Budúci obyvateľ eurozóny

V tejto obálke nájdete eurokalkulačku a brožúru, ktorá vám pomôže lepšie sa pripraviť na prechod na euro.



 **NAŠA mena**

Euro, vitaj na Slovensku!

Od 1. januára 2009 budeme na Slovensku platiť eurom.



 **NAŠA mena**

Prvý deň mája 2009 bude jasná Európska doba šťastných čísel. V tento deň sa Slovensko pripojí k Belgicku, Cypru, Rakúsku, Grécku, Holandsku, Írsku, Luxembursku, Maďarsku, Portugalsku, Rakúsku, Slovensku, Španielsku a Taliansku ako ôsmi člen Európskej a jej jazyk euro ako svojho mena.

Tento listík vydala Národná banka Slovenska spoločne s Európskou centrálnou bankou z cieľom predstaviť Vám novú menu, ktorá sa stane súčasťou nášho každodenného života už od 1. januára 2009, keď sa soňm našich bankoviek a kasiernych mincí stane na Slovensku súčasťou dejín.

Konverzná karta, ktorá Vám pomôže pri prechode na euro, bude k dispozícii od 15. januára 2009. Slovenské banky budú poskytovať v priestoroch konverzných kariet aj kasierny a mince do konca júna 2009. Tieto banky budú v priestoroch konverzných kariet poskytovať 100 bankoviek a 100 mincí za každú bankovku a mincu. Národná banka Slovenska bude poskytovať mince až do konca mája 2015, bankovky a peniaze mince budú poskytovať iba časovo obmedzené.

Národná banka Slovenska Vám v súčinnosti s touto informáciou zároveň poskytla užitočnú informáciu.

 Jean-Claude Trichet
predseda Európskej centrálnej banky

 Ivan Štarko
generálny riaditeľ Národnej banky Slovenska





www.euro.ecb.eu www.euro.mena.sk

Eurové mince

Mince majú hodnotu od 2 € po 1 cent a každá z nich má „európsku“ a „slovenskú“ stranu. Na európskej strane je zobrazaný veľký Európsky únie, ktorá je rozdelená v rok 2004, alebo geografický obraz Európy. Národná strana sa v jednotlivých krajinách líši. Všetky európske mince i napriek týmto rozdielom platia v celej eurozóne.

Európska strana mincí



Národná strana slovenských európskych mincí



Na minciach hodnoty 2, 1 € a 1 € je zobrazovaný dvojhlavý na trojhlavý, ktorý je v štátnom znaku Slovenskej republiky.

Mince v hodnotě 20, 10 a 5 centov zobrazujú Bratislavský hrad a štátny znak Slovenskej republiky.

Na minciach hodnoty 5 centov, 2 centy a 1 cent je zobrazovaný rok Krištáľ, symbol zmluvy o slovenskej národnej, a štátny znak Slovenskej republiky.

Ďalšie informácie o eure

Čítajte informácie o eure. Váš postoj Národná banka Slovenska alebo Európska centrálna banka.

Az našich kasiernych, ktoré sú k dispozícii, môžete si vyzdvihnúť a Národná banka Slovenska Vám v Európskej centrálnej banky.

Všet informácie, ktoré sú k dispozícii, môžete si vyzdvihnúť a Národná banka Slovenska Vám v Európskej centrálnej banky.

For more information on the euro, please contact Národná banka Slovenska or the European Central Bank.

NÁRODNÁ BANKA SLOVENSKA
Cena Info Banka 0000 103 194
Inštitúcia Karišova I
913 25 Bratislava
www.nbs.sk
info@nbs.sk

EURÓPSKA CENTRÁLNA BANKA
+49 69 1344 6
Kasárstvom sa 29
10231 Frankfurt am Main
Nemecko
www.ecb.eu
info@ecb.eu

 **NAŠA mena**

DEŇ € = 1. JANUÁR. STE PRIPRAVENÍ NA E



KONVERZNÁ KARTA 1 € = 30,1260 SK

e → sk	sk → e
3.01	6.03
150.63	180.76
361.51	391.64
572.39	602.52
6.03	15.06
210.88	241.01
451.89	723.02
783.28	843.53
903.78	120.50
120.50	331.39
331.39	542.27
542.27	903.78

 **EURÓPSKA CENTRÁLNA BANKA**
SLOVENSKO

 **NÁRODNÁ BANKA SLOVENSKA**



Other Actions

Seminars and Training / Multipliers

Events:

- Star-giving ceremony
- Euro conference
- Euro Day

Euromobile

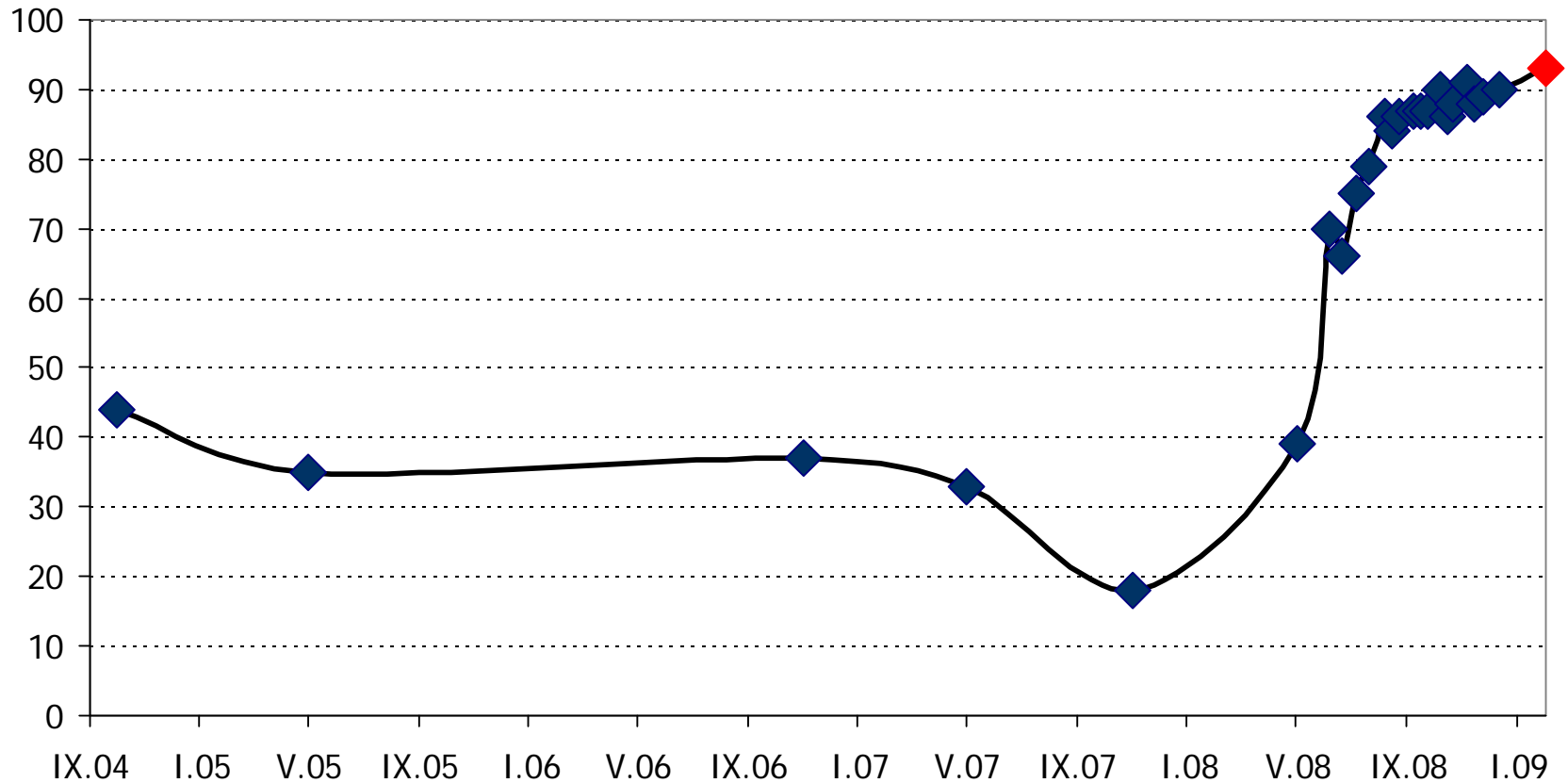
Exhibitions:

- EK + ECB + NBS + Brussels





Information Level

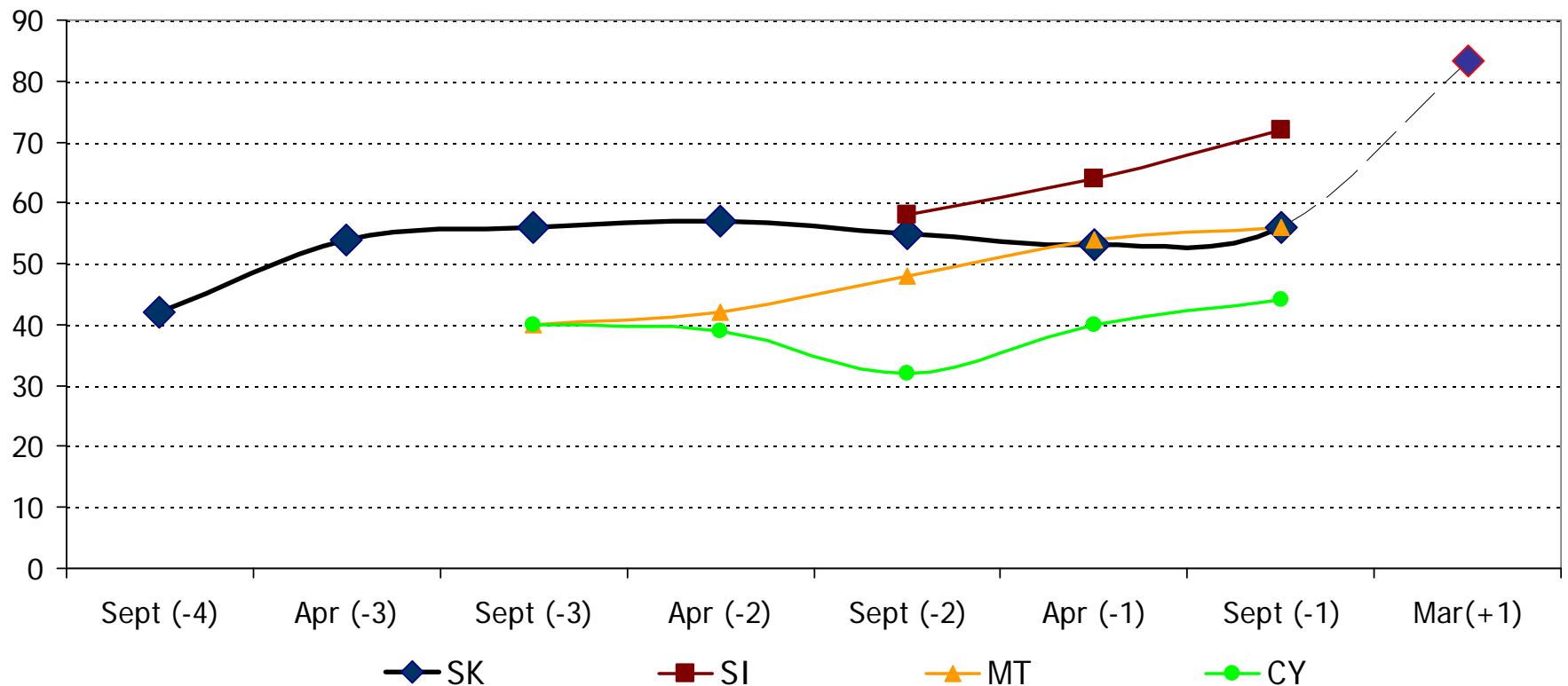


Information about euro is sufficient / more sufficient than not

Source: ŠÚSR.



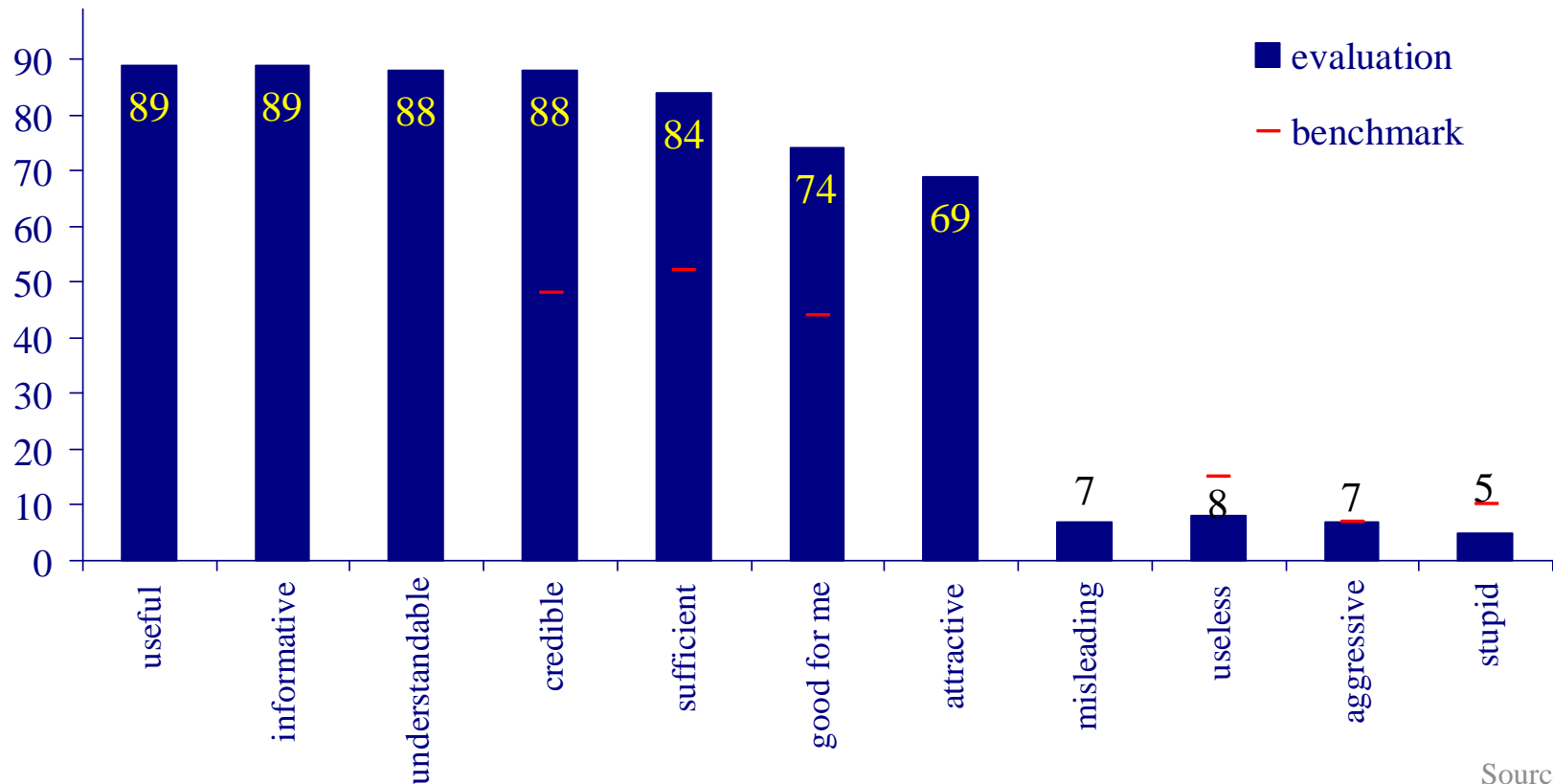
Support for the Euro



Source: Eurobarometer, ŠÚSR (ex-post survey in Slovakia).



Campaign Assessment – Post-test



Source: NBS.



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Crucial Steps

0. **Research**
1. Communication **strategy**: objectives, main messages, channels, responsibilities, funding, evaluation
2. **Coordination framework** (cooperation and distribution of responsibilities between CB and MoF)
3. **Budget**
4. Public **procurement**: communication agency (all-in-one package) or item-by-item (printing, video production, distribution, media space ...)
5. Hiring / training **staff**
6. **Execution**
7. **Evaluation**



Organization of the Campaign

- Execution:
 - MoF, NBS, Government Office (e.g. info line), Ministries of Education, Labor & Social affairs ...
- Financing:
 - 60% government, 40% central bank
- Coordination
 - Plenipotentiary
 - Communication working committee



Strategy

Inputs

- objectives of the campaign
- budgetary limits
- time frame / euro adoption target date
- coordination framework
- legal environment

Outputs

- main messages (what)
- target groups (whom)
- tools (how)
- timing / sequencing (when)
- staff
- budget



Main Messages

- Conversion rate and the value of the euro
- Key dates
- Dual circulation
- Dual display of prices and consumer protection
- Price abuse prevention
- Banknotes and coins, security features
- EMU, ECB ...

Informative + Educational Campaign, not Persuasive



Target Groups

- General Public
- Children
- Youth
- Elderly
- Blind / Partially sighted
- Deaf / Hearing impaired
- Minorities (Hungarian, Roma)
- SMEs
- Government / Local governments



Timing the Tools

- 2007 – preparation
 - PR, seminars and multipliers for SMEs, website, phone line
- 1H2008 – expansion
 - multipliers for sensitive groups, PR, schools, fair pricing
- 2H2008 – intensive campaign
 - paid advertising, events, road show, major conference, direct mail
- 1Q2009 – conclusion
 - cash exchange, price abuses / fears, value of the euro



Key Project Dates

Phase	start	end
1. Strategy	T-15	T-14
2. Coordination	T-40	T-14
3. Budget	T-40	T-21
4. Procurement	T-20	T-14
5. Staff	T-18	T-13
6. Execution	T-12	T+3
7. Evaluation	T+1	T+3



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Staff

- 1. Campaign manager / Strategist ●
- 2. PR officer (possibly use spokesperson) ●
- 3. Logistics / ECB + EC liaison ● ●
- 4/5. Lecturer ● ● ●
- 6+. Secretariat ●
- 7/8. Media management ● ●
- 9/10. Writing/Graphics/Creativity ●
- 11/12. Public procurement ●
- 11. Contracts and administration ● ●



Staff Growth

March 2007	→ 1
November 2007	→ 3
January 2008	→ 8
March 2008	→ 12
June 2008	→ 14

European Commission supported up to 12 information officers (paid 50% of wages)



- Main Campaign Elements and Results
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Budget

- Ideally set objectives, use optimum methods to achieve them, evaluate costs, add 25% margin ...
- Practically easier to look at others and ask for similar budget (especially since budgets are usually set before communication strategy is drafted)
 - EU12 average: 1€ per person
 - SI: 90 cents
 - SK: 1.5€ (including EC 0.34€ financial contribution)
 - CY: 3€
 - MT: 17€
- If I did the campaign again I would ask for 1 € per capita



Our Budget

- Original plan 1 € per person
- Campaign started earlier and was more intensive
- Some elements of the campaign not effective from ex-post perspective (cca 0.2 €)
- Final cost 1.5 € per person, which includes 0.34 contribution from the €
- Net domestic cost 1.16, but at times we had to cover the EC part until reimbursement – need about 0.1 € financial margin



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Main Contractor – PR Agency

- Expertise in the media business – media planning
- Strategic advice
- Artistic design/concept of individual tools
- Contacts with subcontractors – account management
 - creation (film crews, sound, video, art)
 - production (printing works, merchandise, multimedia)
 - distribution (post, direct marketing)



Other Contractors

- Website
- Sensitive target groups – multipliers
- Phone line
- Some extra services
 - conference (Government office)
 - New Year celebrations (Bratislava city)
 - documentation (State TV)
 - distribution of ECB publications (Post Office)



Cooperation: EC + ECB

European Commission

- Partnership agreement
(based on Communication Strategy)
- Grants
- Prepared products
 - exhibition (s)
 - competition (s)
 - publications
 - promotional materials
- Advice

ECB

- Memorandum of Understanding
- Little direct financial help
- Prepared products
 - PIL
 - publications
 - exhibition
- Logo
- Advice
- Guidance



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Procurement

- Achilles heel of the process (setbacks in SK, CY, EE; SI and MT avoided large procurement)
- Must follow EU rules
- Large procurement is time consuming
- Under very close public and media scrutiny
- Eventually will have to report to the EC (as long as EU funds are used in the campaign)
- In general the EU / national procurement rules are not well suited to tendering ideas/procedures/art



Procurement Hurdles

- Extra time – preparation of tender documents, long waiting times
- Extra costs – public procurement is never as efficient as unconstrained negotiation can be (assuming no agency problems or other conflicts of interest on the part of the campaign manager)
- Extra risks – lawsuits, delays, setbacks, only bad publicity



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- **Feedback and Lessons Learned**



Feedback Channels

- Eurobarometer
- Statistical Office of the Slovak Republic
 - 2 surveys a year in 2004-2007
 - 11 surveys in 2008, most in 2H
- Telephone info line statistics
- Website statistics
- Market research (focus groups + public opinion)
 - pre-test of campaign creative concepts
 - post-test of first media wave
 - post-test of the entire campaign



Visibility

- Our media budget for the whole campaign was what a telecom operator spends in 1-2 months (or a big bank in 3-4 months)
- The fight for the consumer attention is very competitive
- Euro campaign is boring by nature and since it must not be offensive to anyone it cannot attract by provocative or funny form
- Public has self-interest to get informed
- Multipliers are ready
 - banks, retail chains, post offices
 - media
 - towns and municipalities
 - schools
 - internet



Lessons Learned

- Television is essential
- People want to be informed, but also feel they are being informed
- Build own personal capacities / do not rely on advertising agencies
- Work directly with journalists, no intermediaries
- Prepare early, do not launch media campaign too early
- Be confident and patient
- Consider early direct mail
- Public procurement is Achilles heel
- Treat sensitive target groups well
- Television is essential



Few More Comments

- Campaign is unique
 - no second chance
 - learn as you go
- Campaign is not essential for the changeover, but is well worth the investment
 - improve public confidence
 - decrease costs for SMEs and Retailers
 - improve support and acceptance of the euro
- Many synergic effects can be exploited
 - people want to be informed
 - banks/retailers/municipalities/NGOs want to help
 - EC/ECB/neighbors are happy to help
- Broad audience needs broad basket of tools (redundancy)
- Develop corporate identity for the campaign (logo, slogan, colors, tone)
- Agencies look professional and smart, but in fact they know nothing about public information campaigns (you tell them what and when to do, they help with how)
- K.I.S.S.



2€



1€

**Thank you
for your attention**



50, 20, 10 c



5, 2, 1 c