Co-branding promotional campaigns

- ETC’s co-operative programme designed to support the European tourism sector by co-funding industry-led communication and promotional campaigns.
- These campaigns shall:
  - Reinforce consumer confidence
  - Increase awareness
  - Build a distinctive brand image
- Budget: EUR 1,150,000
- Co-funded by the European Union
Technical requirements

Themes

History and Ancestry
Ancestry and heritage-related experiences in connection with historical places and events

Creative Cities
Experiences framed around creative industries and contemporary arts in small or medium size urban areas

Nature and the outdoors
Nature and outdoor experiences framed around local culture and lifestyle in rural and peripheral areas

Geographical scope

Pan-European
Showcase experiences in at least 2 countries, including one EU member state
Technical requirements

Target groups

Types of actions

- **Digital consumer marketing activities**: content marketing, video, social media, influencer marketing, programmatic display advertising, email marketing.

- **Trade activities**: webinars, bespoke b2b sales events.

- **Non-eligible**:
  - Familiarisation trips for media or travel trade
  - Product or destination development activities
  - Academic conferences and seminars
  - Offline activation consumer events
  - Fairs and exhibitions
Co-funding requirements

➢ Partners must contribute to co-finance the campaign
➢ Partners must jointly match ETC contribution (50/50)
➢ ETC’s contribution from 45,000€ to 200,000€ per campaign
➢ In-kind contributions are not allowed
➢ Staff and travel expenses of partners are not eligible costs
➢ Non-profit, no double funding and non-retroactivity rules

Roles

ETC
• Administration including applicable public procurement procedures and payments to suppliers
• Overall implementation supervision
• Brand impact assessment (optional)

Partners
• Implementation
• Reporting
Co-funding requirements

Example

<table>
<thead>
<tr>
<th>Consortium</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner 1</td>
<td>40 000 EUR</td>
<td></td>
</tr>
<tr>
<td>Partner 2</td>
<td>40 000 EUR</td>
<td></td>
</tr>
<tr>
<td>Partner 3</td>
<td>20 000 EUR</td>
<td></td>
</tr>
<tr>
<td>ETC</td>
<td>100 000 EUR</td>
<td></td>
</tr>
<tr>
<td>Total campaign budget</td>
<td>200 000 EUR</td>
<td></td>
</tr>
</tbody>
</table>

Payment flow
Who can apply

➢ Applicants must jointly apply as a consortium of minimum 2 and maximum six partners

➢ Eligible applicants are public, private or public-private bodies: DMOs, governmental entities, associations, airlines, rail companies, tour operators, hotel chains, non traditional tourism partners.

➢ Applicants may be legally established in Europe to be eligible for funding

➢ Non-Europe based bodies can participate by means of their own financial resources
How to apply

Apply now on etc-corporate.org

Timing

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline for submitting applications</td>
<td>16 November 2022</td>
</tr>
<tr>
<td>Evaluation of applications and notification to applicants</td>
<td>December 2022</td>
</tr>
<tr>
<td>Implementation period</td>
<td>January 2023 – December 2023</td>
</tr>
<tr>
<td>Signature of agreements with partners</td>
<td>January 2023 – February 2023</td>
</tr>
<tr>
<td>Procurement of third-party suppliers</td>
<td>January 2023 – March 2023</td>
</tr>
<tr>
<td>Deadline for completing reporting requirements</td>
<td>30 calendar days after completion of the campaign</td>
</tr>
</tbody>
</table>
Case study

Wanderlust Wonder Europe

- Partners: 14 DMOs + ETC
- Market: China

Nordics for the future

- Partners: Denmark + Sweden + Finland + ETC
- Markets: China and North America
Contact

Miguel Gallego
Head of Marketing and Communication
miguel.gallego@visiteurope.com