

The 'Making Of' a joint FINAT-National Associations initiative

YOUNG TALENT DRIVES INDUSTRY IMAGE CAMPAIGN TARGETING NEXT GENERATION

FINAT and Europe's national label industry associations have launched a project that brings together young talent from different countries to drive the development of an image campaign for the European label and narrow-web industry, to raise awareness among pupils, students and young professionals of the lively attraction of our industry as career destination.



Rather than hiring an advertising agency, FINAT and the national associations have embarked on a journey of campaign of '**crowdsourcing**' and '**co-creation**', using the combined creativity and enthusiasm of a group of talented young colleagues who have fairly recently joined the label community. Co-hosted with the German association VskE, the project brought together a group of young people and experienced professionals from Germany, UK, France, Benelux, Sweden and Greece in the inspirational setting of the Catalonia Hotel, Berlin, on 23 and 24 January. The purpose of

the meeting was to brainstorm on the key topics of target audiences, messages and media -- in other words, to lay the groundwork for action.

ABOUT 'PERSONA' AND 'FUNNEL'

The session was moderated by marketing and communications strategist **Bert van Loon** (NL). Labour market specialist **Jan Denys** from Randstad (B) shared his experience on 'employer branding'. Freelance editor and VskE Director **Klemens Ehrlicher** (D) described the art of detecting the

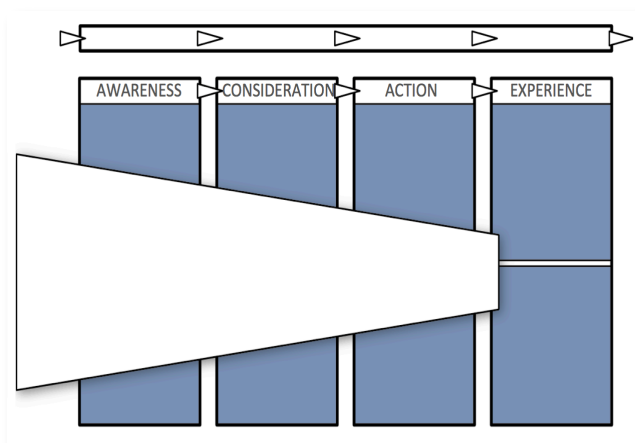


Onderschrift xxxxx

message behind the message; and FINAT MD Jules Lejeune completed the mentoring quartet. During the working sessions, participants split in groups to develop the initial outlines of a communication strategy, focusing on three defined typical audience profiles ('persona'):

- 1 'Geeky George' (technical orientation)
- 2 'Cheerful Charley' (creative orientation)
- 3 'Mindful Maddie' (leadership-oriented)

As well as developing these three personal character profiles, the Berlin group also brainstormed about the most effective (social) media channels to use to reach out to them, and 'funnel' them from becoming 'aware' of the existence of a label industry, to being seriously interested in working in it ('consideration'), and to actually being converted into becoming a member of the label workforce ('action').



Onderschrift xxxxx

BETWEEN FRANKFURT AND LISBON – PARALLEL FOLLOW-UP IN MARCH

During two follow-up meetings (VsKE in Frankfurt on 23 March, and during the FINAT YMC Congress in Lisbon on 24 March), sections of the Berlin outcomes were further explored. While the German meeting group focused on the 'Geeky George' (technical) profile, the YMC team added another persona, encompassing the typical 'hands-on' leadership role that pertains in the label industry, and which integrates both the 'technical' and 'creative' roles).

Both work sessions delivered valuable outcomes regarding potential audience profiles, appropriate campaign content and tone of voice for the younger audience, and potential channels of approach. It has become clear that the decision to include younger label professionals in the campaign development process will also be a key success factor during content creation and distribution.

BUY-IN BY OTHER NATIONAL ASSOCIATIONS: UNITY IN DIVERSITY

At the same time, the sessions revealed that this project features a lot of **common elements** for the entire European label industry -- for example, the need to reach out to a younger generation in an ageing business environment, and the positioning of the industry as an attractive future workplace in an increasingly digitized world), as well as a lot of **diverse elements** (for example, likely speed of adoption per country, variety in priorities in different countries, local cultural elements in terms of content, language etc.).

At the National Associations Board meeting on 19 April in Amsterdam, the project partners therefore agreed upon an appropriately 'European' approach: **'United in Diversity'**. This

enables optimal effectiveness of industry association collaboration across Europe, while at the same time ensuring optimal flexibility at a national or even regional level.

YOUNG PROFESSIONALS -- NETWORK DEVELOPMENT

These concepts will be developed further over the coming months. In modern-day marketing, it is essential that this campaign is not created and managed by an outside agency, but developed and actioned by the younger generation within the industry. They will be motivated and facilitated in supporting the campaign on an ongoing basis, both in terms of creating content, and in promoting the content within their own-generation social and work networks.

The benefit for the label industry across Europe will be in the three-dimensional branding of our work and the enhanced visibility of its innovation, but also, on a practical level, in offering participation in a network to create internship positions for the members of the participating associations, and ultimately to get in touch at a one-to-one level with young professionals to build and enhance the workforce of member companies.

The formal campaign should be ready to launch after the summer breaks, and Labelexpo Europe in September will, of course, deliver key momentum.

LABELS GIVING IDENTITY TO THE WORLD – A STORY THAT DESERVES TO BE HEARD

'Our industry has a story that deserves to be heard', FINAT Managing Director Jules Lejeune comments. 'In Europe, it embraces over three thousand companies, representing a workforce of almost 100 thousand and a turnover of almost €10 billion. Our workforce can easily fill even the largest football stadiums in Europe. Our products can be found in every household, factory, office, store, warehouse, road vehicle, plane, or ship. Without labels, goods would be anonymous. Manufacturing and distribution systems would be in chaos, and brands would be a boring experience. Labels are not just printed adhesive substrates, but, as per the real definition of the term 'labelling', they give identity to the world.'

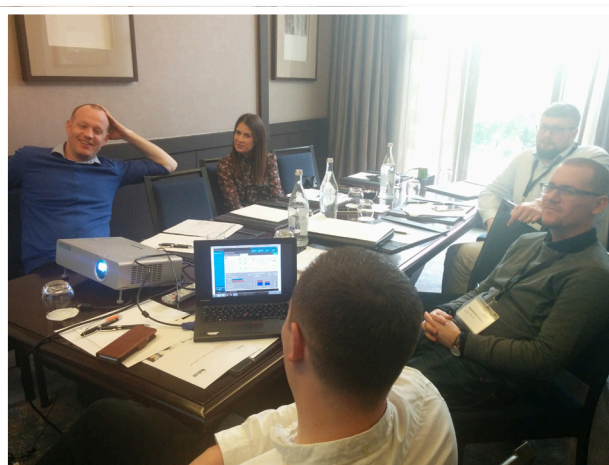
Working in this industry makes you a participant in a sector of entrepreneurs and corporations that offers innovative, high-tech solutions which, in every sense, make a product's identity stick. A career in the labeling solutions industry can be as dynamic and rewarding as a career in any other sector in the digitized world of today. And who can better tell this story than our young talents of today?' Mr. Lejeune concludes.



Onderschrif xxxxx



Onderschrif xxxxx



Onderschrif xxxxx