



Press release

1540 reports with 2.3 billion contacts on Malta's new currency Huge press response throughout Europe to MEDIA CONSULTA'S campaign for Malta's Euro introduction

Valletta, 27 February 2008 – The launch of Malta's Euro currency on 1st January of this year has been a complete success and this not only in terms of the smooth transition to the new currency. Acting on behalf of the National Euro Changeover Committee (NECC), MEDIA CONSULTA (MC) undertook an intensive Europe-wide PR campaign with Malta featuring prominently in 849 print, 458 online and 233 TV media across 18 countries. "These results beat our expectations. MEDIA CONSULTA, with network agencies and established media contacts in all 27 EU member states and beyond, has proven to be the best possible partner to implement such a large scale international campaign", says Alan Camilleri, Executive Director of the NECC.

Altogether 1540 media reported on the small island state and its accession to the monetary union, with circa 2.3 people viewing or reading them – an excellent promotional drive for an EU state whose tourism industry accounts for 24 percent of the Gross National Product (GNP). The main target audience of the campaign was, therefore, the general public in Malta's main European tourist source markets including Germany, Switzerland, Spain and France.

MEDIA CONSULTA is a close partner of the Maltese tourism industry. Since 2007, the agency supports both the Malta Tourism Authority (MTA) and the national airline Air Malta with the aim of boosting tourism to the Maltese islands. According to the MTA, circa 27% of Maltese employment depends directly or indirectly, on tourism and the spending of holidaymakers. „Continuous advertising is necessary to compete with numerous other attractive holiday destinations in the Mediterranean and worldwide“, says MC-CEO Harald Zulauf. The campaign for Air Malta has shown clearly that good advertising works: the international campaign developed by MC has proven to be the most successful for the airline,



which registered a considerable increase in bookings. In the second half of 2007 in Italy, for instance, the passenger numbers shot up by 18 percent compared to the previous year.

2007 was an exceptional year for MEDIA CONSULTA: the Network won the biggest political communication account ever tendered by the EU. The EU Directorate General Communication account sees MC carrying out an integrated information and communication campaign in all 27 EU member states for the next four years with a budget of 80 Mio. Euro. MC also is the preferred communications partner of the German Parliament and the lead agency of the German Government.

Captions:

Photo 1: Prime Minister Lawrence Gonzi presents the Maltese Euro on 10 July 2007 in Brussels.

Photo 2: The campaign MC realised for the airline Air Malta registered concrete results for the airline.

Charts: "Clippings per Country" and "Reach per Country": These charts show the effectiveness of the PR campaign in figures.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communication, youth marketing and political communication. In addition to German branch offices in Berlin and Cologne, the MC network is the only German network to maintain its own subsidiaries and partner agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC covers all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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