

Huge response in Europe to Media Consulta's campaign for Malta's euro introduction

The launch of Malta's euro currency on 1 January 2008 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.

Alan Camilleri, Executive Consultant of the NECC, said: "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."

Altogether 1,540 media outlets 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% 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.

MC 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," said MC Chief Executive Officer (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% compared to the previous year.

2007 was an exceptional year for MC: 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 million.

MC also is the preferred communications partner of the German Parliament and the lead agency of the German Government.



Prime Minister Lawrence Gonzi presents the Maltese Euro on 10 July 2007 in Brussels