



CONSORTIUM OF CAMPANIA PGI EXTRA VIRGIN OLIVE OIL

Protection and promotion of Campania's agri-food
excellences.



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THE ROLE

MAIN GOAL

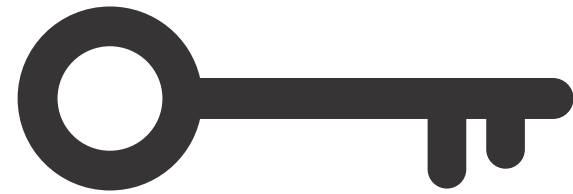
**PROTECT
PROMOTE
ENHANCE**

PROTECT & PROMOTE

It ensures **authenticity** and **compliance** with the production regulations, promoting awareness and responsible consumption

ENHANCE

It enhances the product through **marketing initiatives, communication, and participation** in national and international events



OF SUCCESS

- 01 It promotes the image and reputation of Campania Olive Oil as a regional excellence, strengthening the connection with local traditions and culture
- 02 Protection is not only for the product and the consumer, but also for all those involved in the agri-food supply chain

ASSOCIATE

Joining the Consortium represents not only protection, but also a concrete opportunity to enhance your product and its origins

THE SENSE OF BELONGING

It represents a concrete opportunity to join a united community, focused on collaboration and mutual support



SAFEGUARDING SECTOR OPERATORS

The Consortium ensures the protection and development of the operators' work, shielding them from unfair competition.

The enterprise's goal is to safeguard them from unfair competition and potential agricultural crises

SAFEGUARDING

COST
OPTIMIZATION AND
MUTUAL SUPPORT

01

The Consortium acts to protect operators from unfair practices and aggressive competition

02

Concrete support to face crises and ensure business continuity



MISSION

Creating added value for the community by fostering genuine connections between people and businesses that share principles of solidarity

- **ADDED VALUE**



VISION

Creating a strong network of businesses and individuals who collaborate to generate shared value, promoting mutual support, sustainability, and regional development

- **DISTRIBUTION AND CREATION OF ONLINE CONNECTIONS**
- **PHYSICAL HEADQUARTERS, CARE AND ATTENTION FOR NEW PARTICIPANTS.**





STRATEGIES AND FUTURE PROSPECTS

To support the strategic growth of the Consortium, the creation of an institutional website has been planned, along with the introduction of an innovative label to be placed on the bottles.

Particular attention will be given to the management of social media channels, in order to amplify the message and reach a wider and more qualified audience

WEB SITE

It represents the visibility of the Consortium and the product.

It holds fundamental importance because it details and fully describes the objectives



Story telling & Connections

Creation does not concern only the realm of online social platforms. It is essential to maintain a human approach at every stage.

FAV

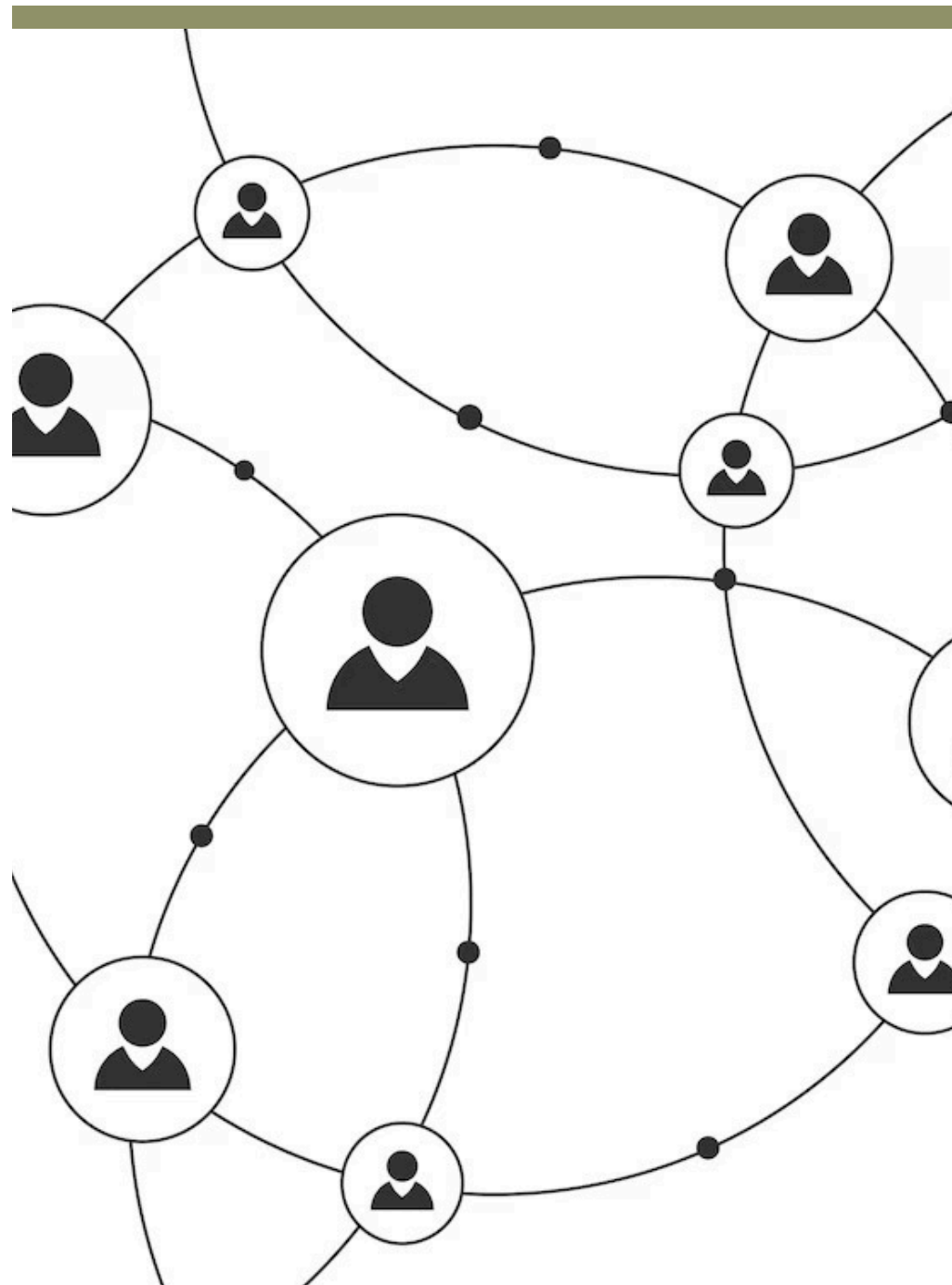
Being able to create strong ties with companies and sector operators.

DIS

equired time: **high**

WORD OF MOUTH

MEETING THE NEEDS
OF OPERATORS AND
SEGMENTATION





**Thank you for your
attention**

