Spain promotes the consumption of milk and milk products

Las 1.000 caras
de nuestra leche y productos lácteos
Por su sabor. Por su calidad. Por su variedad.
Toma 3 raciones al día.
Lácteos de aquí cada día
inLac
ORGANIZACIÓN INTERPROFESIONAL LÁCTEA
GOBIERNO DE ESPAÑA
MINISTERIO DE AGRICULTURA, ALIMENTACIÓN Y MEDIO AMBIENTE

Administration and INLAC start today "Dairy here every day" campaign to publicize its variety and its importance in a balanced diet. The first phase will run until February through television, outdoor advertising on buses, radio, print and Internet.

The campaign is the result of a collaboration agreement between the Department and INLAC, signed last November and is part of the plan of measures taken by the Ministry to the stability and sustainability of the dairy cattle sector, according to the agreement signed on 23 September between the Spanish Ministry of Agriculture, distribution, industry and organization of dairy producers.

The president of the INLAC, Ramón Artime, said that the campaign "reinforces a friendly and fun tone the importance of dairy intake in all ages and places value the efforts of the Spanish dairy sector to provide the highest quality in all its range of products. "Also, remember Artime, "this campaign comes after a particularly complicated for the dairy industry in our country year".This initiative, which will take place in phases throughout 2016, is the result of a collaboration agreement between the Department and INLAC, signed last November. Through this agreement, the Department brings creativity and campaign materials and the Inter assists in the media plan in which the same are disclosed. The joint investment of the campaign is to 1.700.00 euros, of which 1,000,000 correspond to the Ministry and INLAC, 700,000.

The first phase of the campaign, executed by INLAC, begins today, and disseminated through different media to achieve greater coverage. So, you will have a presence on television through sponsorship programs with large audiences of the two major national chains; support and radio broadcast stations leaders in general and music channels.

The campaign will be published in print media and Sunday supplements; by outdoor advertising in 25 buses travel the main streets of Madrid; and through general and specialized internet portals. For its part, the Ministry completed the campaign from the spring, once executed by INLAC with TV advertising, outdoor and Internet phase is complete.

This initiative delves into joint actions between the Inter-Way (INLAC) and the Department in promoting, allowing addressing promotional activities of greater importance and impact.

Further information

Source: MAGRAMA