



Main organiser:

Agency for
Restructuring and
Modernisation of
Agriculture

Project owner :

Telewizja Polska
S.A – Polish
television (Ch. 1)

Contact person:

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Objectives:

Make Polish
farmers aware of
the possibilities
open to them under
the Rural
Development
Programme for
Poland 2007/13.

Target country:

Poland

Target audience:

Farmers, General
public

**Communication
tools:**

Polish TV series
(average audience
of over 7 million
viewers)

Budget:

€300,000

INNOVATIVE COMMUNICATION

Title: "Season 5 of the television series "Ranczo" - 13 episodes"

Quote of the Award Jury:

"Agriculture brought to peoples' homes through an innovative partnership with scriptwriters of a highly popular TV series. Thus the countryside takes central stage."

What is the project about?

After several years, the implementation rate of the Rural Development Programme in Poland remained very low. As a result, the challenge was to find ways to draw the public's attention to the possibilities open to farmers under the Rural Development Programme 2007–2013 in Poland.

How was the project implemented?

The promoters' strategy for this task was simple: reach the largest possible number of farmers and rural dwellers and show them the possibilities available to them. The TV series "Ranczo" was the ideal platform to achieve this aim: of more than 7 million viewers who watched every episode of the series, 4 million lived in rural areas and 1.7 million belonged to the farming community. Never before in contemporary Polish history had farming and rural issues made an appearance in such a television series. But that changed with the inclusion of several references to rural life and measures of the Rural Development Programme 2007 – 2013 in the fifth season of the very popular Polish TV series "Ranczo".

The project helped to increase the standing of the Polish countryside, its stakeholders, the reality of rural life and its problems. The broadcast of this series had a considerable impact, given the medium's capacity to draw the public's attention to the available support measures, of which the potential beneficiaries are not necessarily aware.

Why should it get your vote?

This initiative used innovative and creative methods in its use of a public broadcaster, knowing that this medium has an enormous impact on the behaviour of Polish citizens. Neither a brochure nor any other type of promotional material would have had the same impact on the target group.

With a very modest budget, this bold initiative to target a television series with more than 7 million viewers has had a major impact. As a result, over 120 million people have been "exposed" to the messages relating to agriculture and rural development in Poland over the course of the 13 episodes which constituted the fifth season.

