



**AGRICULTURAL
MARKETING
CENTRE**

THE COMMUNITY SOLUTION

2020

WELCOME



Dear Reader,

The Carpathian Basin is the cradle of our homeland and hides so many treasures. The agricultural and food industry products and the wines of our nation are famous for their quality in every corner of the world. Building on it is our responsibility! To this end, the Agricultural Marketing Centre applies cutting-edge communication

and marketing tools to support Hungarian agricultural and food producers in accessing Hungarian and export markets.

2020 has quite certainly not entered history as a peaceful year. Maintaining our previous achievements as well as the fame of Hungarian agriculture during this – in many aspects troublesome – period could not have been possible without the farmers' unyieldingness. We thank them for that.

Last year we continued to apply new approaches, new solutions, modern tools and sectoral campaigns to promote various sectors and product lines of the food industry, emphasising their excellence, reliability as well as healthy diet.

We regard our responsibility a noble challenge to provide accurate, reliable and useful information to our society about food and conscious consumption. We believe that cutting-edge technologies can make our traditional, flavourous and diverse food offer richer, more colourful, more marketable and more valuable.

Read about the essence of our activities! We can ensure that we will continue to serve the Hungarian agriculture and food industry with unwavering belief and agility in 2021 as well.

Péter Ondré
CEO

Agricultural Marketing Centre

2020...

RETROSPECTION

EXHIBITIONS AND EVENTS IN 2019



OMÉK 2019
Over **85 000** visitors
Nearly **700** exhibitors
Exhibition area of **40 000 m²**
51 professional events and conferences
Programmes for the general public and children



17 international exhibitions
in **12** countries
AMC collective booths on **2400 m²**
Nearly **200** exhibitors
1,5 million professional visitors



Over **110** domestic and international events and conferences
19 press conferences
55 press releases



PRODUCT PATHS 2019

PORK AND MANGALITSA



MILK



FRUITS & VEGETABLES



Food tastings
and events

Extensive marketing
on our own online
platforms

Press conferences
and press releases

Media campaigns

KAPJ RÁ! – FISH



HONEY



RABBIT



SHEEP



ACTIVITIES IN 2020

EXHIBITIONS ABROAD

International Green Week (IGW) – Berlin



Fruit Logistica – Berlin



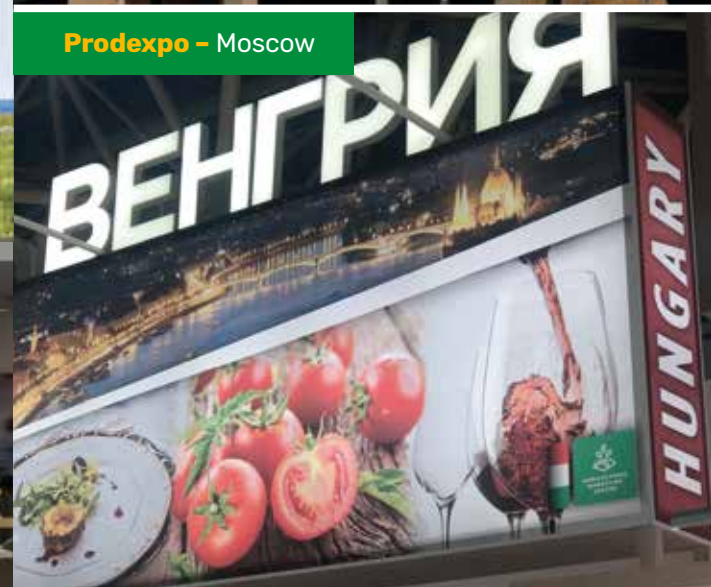
Biofach – Nürnberg



Polagra – Poznań



Prodexpo – Moscow



Gulfood – Dubai



EVENTS AND FOOD TASTINGS



Mi lesz ma a vacsora?

EGY KIVÁLÓ MINŐSÉGŰ SERTÉSHÚS
MINDEN ÍZÉBEN KÜLÖNLEGES



PORK CAMPAIGN



All-inclusive
media campaign

Social media

Giveaway

Cooperation with an influencer:
Marcsi Borbás – 5 recipe videos
about pork meals

In-store tastings
at 15 locations 37 times

Exercise booklet for children

Nationwide roadshow
at 12 locations



MANGALITSA CAMPAIGN

All-inclusive
media campaign

Social media

Cooperation
with influencers:
Adrienn Marton,
Palkó Görbe,
Jani Jancsa



MILK CAMPAIGN



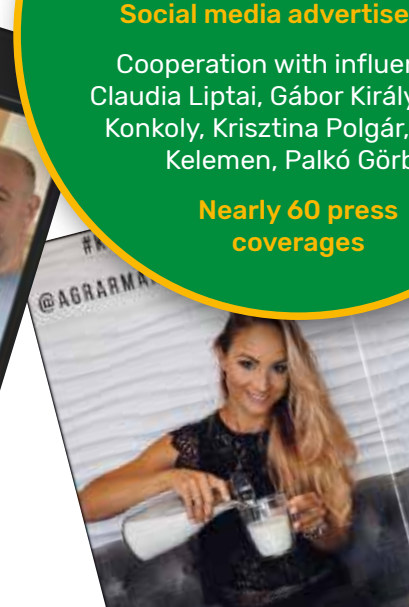
**Milk world day event
– Giveaway**

Bannercampaign on national
and thematic platforms

Social media advertisement

Cooperation with influencers:
Claudia Liptai, Gábor Király, Ágnes
Konkoly, Krisztina Polgár, Zsófia
Kelemen, Palkó Görbe

**Nearly 60 press
coverages**



FRUIT CAMPAIGNS

WATERMELON
APPLE
SOUR CHERRY



*Alma,
a természet
oltalma*





Food tastings
and events

Extensive marketing on
our own online platforms

Press conferences
and press releases

Media campaigns

 **EZ MOST
NAGYON
MEGGY!** 



POULTRY AND EGG CAMPAIGN



Opening
press conference

Radio spot

Social media advertisement

Online and print media
appearances

Public area posters in
Budapest and big cities
in the country



23 print
appearances

143 online appearances

120 radio appearances

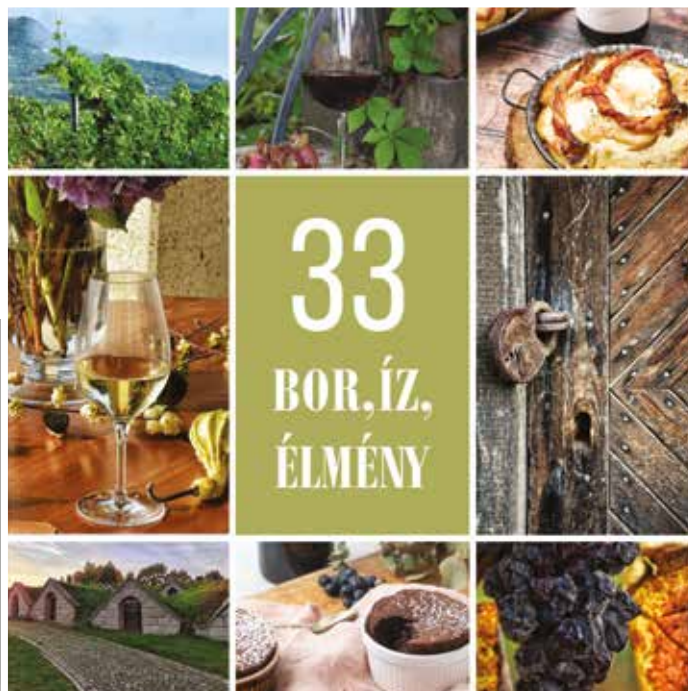
343 public area
appearances



HONEY CAMPAIGN



WINES OF HUNGARY – PERSONALLY



FACEBOOK PAGE

Nearly **800.000**
reached people
6 800 likes

Online and hybrid
meetings for market
expansion in Helsinki
and Berlin

Design and construction
of a Wine-Gastro
publication with
Adrienn Marton

TOP 100
Hungarian Wine
Publication
2-page interview and
advertisement

Ministerial visit
and wine dinner
in Sao Paulo



KAPJ RÁ!

CAMPAIGN PROMOTING FISH CONSUMPTION



Media campaigns

Website (kapjra.hu), social media

Attendance of Jenő Rácz Michelin-
awarded chef at the FEHOVA
exhibition

Operating the Kapj rá! mobile
application and game

Giveaway

Market research and efficiency
measurement



GREAT QUALITY FOOD TRADEMARK

COMMUNITY SOLUTION DURING THE QUARANTINE AS WELL



KMÉ | A Nébih ajánlásával!

Promotional video
TV and radio appearances
Social media advertisements
Online and print media appearances



MAGYAR NEMZETI PARKOK
magyarorszagi-parkok.hu

Élmény? Természetesen.

Popularization of the Hungarian Natural Parks
Munkaszüret campaign
Ornamental plants campaign
Palackposta campaign



MÉRÍTS ERŐT A NÖVÉNYEKBŐL!
Dísznövényekkel szebb és egészségesebb az élet!
www.amc.hu/disznoveny



AHOL BEÉRIK
A MUNKA GYÜMÖLCSE
www.munkaszuret.hu



PALACK POSTA
NEM KELL KIMENNEDI BOROZ A BORASZATBÓL JÖN.

ONLINE ACTIVITY

WEBSITE

50 released domestic and export market news

130 508 siteviews

FACEBOOK

15 800 followers

193 posts

46 videos

2 195 425 videoviews

5 188 510 site views

INSTAGRAM

37 posts

46 stories

747 followers

YOUTUBE

40 videos

561 440 videoviews

1 460 subscribers





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