



Incredible Impacts



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# Serbian Federation of Beekeeping Association

## Description

- How the Serbian Federation of Beekeeping Association (SFBA) took full advantage of the bidding process for Apimondia World Congress.
- How the SFBA used the bidding process as a gateway to the international honey and beekeeping market.
- How the SFBA showcased the true quality and professionalism of beekeeping in Serbia.
- How the SFBA illustrated Serbia as an attractive destination to host the Apimondia World Congress:
  - How numerous working initiatives helped increase quality levels of SFBA, local beekeepers, and honey products that were developed.
  - How SFBA grew its membership to 10,000.

## Mission of Programme

- Creating a greater legacy for the entire beekeeping community in the world and Serbia. 
- Positioning Serbia in the heads of world beekeepers and regular honey users as a destination that takes care about more important legacy aspects. 
- To support local honey producers (members of Serbian society) in reaching better visibility and higher prices of honey and honey-based products. 

## Process of Bid Promotion

- Engaged a full time social media manager.
- Paid for reach and post promotions on Facebook.
- Created the “Apimondia 2021 – Vote for Belgrade” Facebook page.
- Created social media posts using three different pillars.
- Used real time photos and of real places.
- Created stories through fun facts that are easy to remember.
- Geotargetted key demographics and locations to raise awareness and gain influence.



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## Impact of Promotion

- Gained **923** page followers.
- Attained **671** organic likes.
- Reached **18,839** likes via paid promotions.
- Reached **430,579** social media users.
- Had a paid reach of **332,691** users.
- Total impressions among **558,861** users.
- Total reach of page posts was **412,444**.
- Invested **€1,140** in total.

## Facts and Figures

**7.5%** increase of market demand among local end-users.

Increased number of local society members by **3%**

**8%** decrease in fake-honey market share.

Total created tangible value **€55,000**

For every €1 invested, the campaign created a value of **€48**

## Impact of Programme

- Chance to promote activities and products globally.



- Created a communication platform to share knowledge and insights.



- International end-users and professional buyers understood Serbian portfolio of unique honey and other bee products.

