



**EUROPE
REMEMBERS**

75 YEARS
AFTER WWII

EUROPE REMEMBERS FINAL CAMPAIGN REPORT 2019-2020

JANUARY 2021





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1.0

PREFACE

Throughout 2019 and 2020, an abundance of commemorations and memorial events were held to mark the 75th anniversary of the end of World War II in Europe.

The LRE Foundation (LREF), with the support of the vfonds (The Dutch National Foundation for Peace, Freedom and Veteran Care) and partners from across the LRE network, created Europe Remembers 1944-45 — an international awareness and remembrance campaign that honours and pays tribute to the people, places, and events commemorating the 75th anniversary of the end of the war.

Our objective was to provide a unique platform for visitors from all around the world that would offer tourist information, historical content, and a centralised European database of the commemorative events. With dedicated marketing campaigns and tour suggestions, we made this history and the commemorative events interes-

ting, inspiring and appealing to a large audience.

Europe Remembers has inspired people to travel to— and within—Europe. The campaign has been implemented and adapted at international, national, regional, and local levels with many organisations adapting the brand to use in their own contexts.

The COVID-19 pandemic that emerged in 2020 challenged us to develop new methods of commemoration. Almost all of commemorations, memorials and events scheduled from March to December 2020 featured on Europe Remembers were cancelled, modified substantially, or postponed. Stringent limitations on travel and gatherings made it impossible for people to attend and participate in activities, thereby forcing us to adapt and to find new ways to commemorate this important cultural and historical milestone.



Our objective was to provide a unique platform for visitors from all around the world to learn about the history, places, and events as well as to commemorate the 75th anniversary of the end of World War II.



Thanks to the efforts of many, Europe Remembers has achieved strong, enduring brand recognition over the past few years with accomplishments exceeding our initial expectations, which inspires us to pursue our efforts and build on this success. For this, I would like to thank our members, who are the backbone of our organisation, as well as our sponsors and partners—especially the vfonds. I would also like to thank the LRE team and all the other partners involved.

Together, we have a timely responsibility to keep history alive and accessible for all, as the remaining number of World War II veterans and eyewitnesses continues to become fewer each year. We remain dedicated to preserving their stories for the future.

Rémi Praud

Managing Director – LRE Foundation.

2.0 MOTIVE

THE 75TH ANNIVERSARY OF THE END OF WORLD WAR II

The LRE Foundation—in close cooperation with our partners— launched the international campaign Europe Remembers 1944-1945 in 2019 and 2020 to commemorate the 75th anniversary of the end of World War II. We brought regions, events and organisations together to remember the historic events of the liberation of Europe throughout 1944-1945 on a centralised online platform, accessible for all. In addition, a variety of marketing campaigns and publication tools have been mobilised to publicise the on- and offline events that took place throughout 2019 and 2020.

Our motivations to create this campaign were simple. Each year as the number of veterans and eyewitnesses of the war become fewer, the need to preserve their memories and commemorate this history becomes more vital. We recognise that others have risked and sacrificed their own lives to preserve peace and to ensure freedom. By keeping the history of World War II relevant, we ensure that peace and freedom are never taken for granted.

KEY CAMPAIGN ELEMENTS

| | |
|---------------|------------------------|
| COMMEMORATION | - THE END OF THE WAR |
| REFLECTION | - ON THE PAST & FUTURE |
| CELEBRATION | - FREEDOM AND PEACE |



3.0 THE ROAD TO EUROPE REMEMBERS

INITIAL PHASE

After the 70th anniversary of the end of World War II in 2016, LREF, the Netherlands Board of Tourism and Congresses (NBTC) and LREF's international partners began discussing and drafting ideas for a collaborative project to commemorate the 75th milestone anniversary of the war.

These discussions resulted in the conception of an international campaign that would coordinate initiatives and commemorative events in 2019 and 2020 from different European countries for the 75th anniversary of the end of WWII in Europe.

In 2017, we developed an executive plan, formed an initial international consortium, and started fundraising activities to finance the campaign. By June of that year, we organised the first consortium meeting with the strategic partners.

In parallel, the vfonds initiated a series of discussions with its main partners in preparation to the commemorative events. LREF was actively involved in these preliminary discussions with both the vfonds and the Dutch Nationaal Comité 4 & 5 mei. Europe Remembers was finally affiliated with the Dutch National Program '75 Jaar Vrijheid' (75 years of freedom). Europe Remembers would be aimed at a mostly international public, while the latter addressed a national Dutch audience.

In November 2017, the Europe Remembers (ER) campaign was presented for the first time at the World Travel Market show in London, where it generated a lot of interest. In February 2018, a second launch of the Europe Remembers campaign took place during the LRE Annual Forum in Brussels. On that occasion, the project was presented to the LRE members, partners, and press.

Between March and July 2018, plans for Europe Remembers marketing and communication activities started taking shape. An idea was developed to follow the journey the Allies took across Europe and to participate in the commemorative events organised in 2019 and 2020. This later evolved into a PR project called 'Europe Remembers on Tour!'. Numerous videos were created in collaboration with event organisers, local partners, historians and many others. Through social media, these videos helped the project to reach a wider audience. The official ER website was created and made available in six languages (Dutch, English, French, German, Italian and Polish) and included historical articles, travel suggestions, and events.

In June 2017, we organized the first consortium meeting with the strategic partners.

On November 24th 2018, the Dutch national programme for the 2019/2020 commemorations was launched. Together with the Nationaal Comité 4 & 5 mei, we presented the two complementary campaigns: '75 Jaar Vrijheid' and 'Europe Remembers'. The main goal of the presentation was to demonstrate that these campaigns were complementary and brought commemorative events to a wider international audience.

In the last two months of 2018, a Europe Remembers Strategy Manual was finalised and shared with members. After more than three years in the making, the project began in 2019 with the definitive Europe Remembers campaign strategy and initial communication plans.

4.0

THE ROLE OF OUR MAIN STRATEGIC PARTNERS

The Europe Remembers campaign would not have been successful without our key strategic partner. The partners listed below made a considerable investment of both financial and human resources to develop and implement the campaign from an early stage.



The Dutch National Foundation for Peace, Freedom and Veteran Care (vfonds) is the main strategic partner of the LRE Foundation and the key financial supporter for the international Europe Remembers awareness campaign.



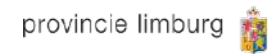
NBTC Holland Marketing is responsible for the branding and marketing of the Netherlands. They granted Europe Remembers permission to use their impressive international network in the travel sector, with access to various target groups and a large number of channels.



As a destination marketing organisation for the Veluwe Arnhem Nijmegen region, Toerisme VAN coordinated the program 'Gelderland Herdenkt / Gelderland Remembers' together with the province of Gelderland.



The Crossroads Brabant '40-'45 Foundation initiated a concept of '75 Life Changing War Stories'. These stories formed the starting point for a program throughout the province of Brabant and the Brabant Remembers campaign.



As a Dutch region nested between Germany and Belgium, the Province of Limburg and Limburg Marketing cooperated closely with Europe Remembers in advertising their program 'Limburg Remembers' to a national and international audience.



As an iconic location of the Battle of the Bulge, the city of Bastogne is the center of many major commemorations in December each year. The city participated as an important part of the Europe Remembers campaign in Belgium.



Located close to the famous Mardasson Memorial, the Bastogne War Museum is the principal museum dedicated to World War II in the Ardennes and Belgium. The museum played a pioneering role in the campaign for Belgium.



The Region of Normandy is a focal point for World War II commemorations. With over 100 remembrance sites it gathers over 5 million visitors every year.



Normandy's Regional Council and the Normandy Tourism Board have been active partners in the Europe Remembers campaign. They coordinated many activities and developed meaningful experiences to promote the 75th anniversary of World War II.

Several further campaigns and initiatives were established based on the Europe Remembers concept / brand at national, regional and local levels, such as Belgium Remembers, Brabant Remembers, Gelderland Remembers, Veluwe Remembers, Nijmegen Remembers.



5.0

KEY MESSAGE, OBJECTIVES, TARGET GROUPS

Throughout 2019 and 2020, we were able to share our key message with different target groups, thereby ensuring that these personal sacrifices will not be forgotten.

5.1 KEY MESSAGE:

'TRAVEL TO REMEMBER. JOIN EUROPE REMEMBERS'

The key message, 'Travel to remember. Join Europe Remembers', inspired people in Europe to commemorate World War II by visiting sites, and by inviting them to reflect on the legacy of the war as a part of their own history.

Depending on target audience and action, we focused on one of the following underlying messages:

- Now – 75 years later – is the moment to remember, as the last living survivors of WWII are still able to bear witness.
- Experience personal stories.
- Walking in their footsteps.
- This is your history.
- Share your experience.

All of the Europe Remembers campaign activities we organised were based on the conviction:
To remember is to create a better future!

5.2 THE OBJECTIVES

The overarching objective of European Remembers is to commemorate and to promote a reflection on the legacy and meaning of the Second World War for Europe.

The following objectives were pursued:

- To motivate individuals to visit sites of interest, including museums, historical sites, and cities, and to take part in commemoration activities.
- To inspire a discovery of the history from different perspectives.
- To reflect on the legacy of World War II.

**To ensure that the personal sacrifices
made to bring an end to the war
are not forgotten.**

5.3 TARGET GROUPS: B2C

Given the wide range of potential target groups, we concentrated on the following four categories:

1. Local/weekend travellers

By promoting museums, commemoration sites and activities within a 100km radius.

2. Active audience

By hiking and cycling portions of the Liberation Route to promote an immersive way to discover history and the upcoming launch of the Liberation Route Europe hiking trails.

3. Young adults – 18-25 years

By targeting young people, whose grandparents lived through the war, and emphasising how WWII shaped modern Europe.

4. Secondary audience – History fans

By engaging history and WWII buffs across the globe.

5.4 TARGET GROUPS: B2B

1. Governments, universities, tourism boards, museums

These groups were invited to participate in the campaign. They assisted with funding, sharing content, uploading their own events on the ER platform and using the Europe Remembers brand for their own activities.

2. Companies, entrepreneurs, travel trade industry

Our business partners used the campaign to entice their customers to attend the commemoration events with special offers and packages.

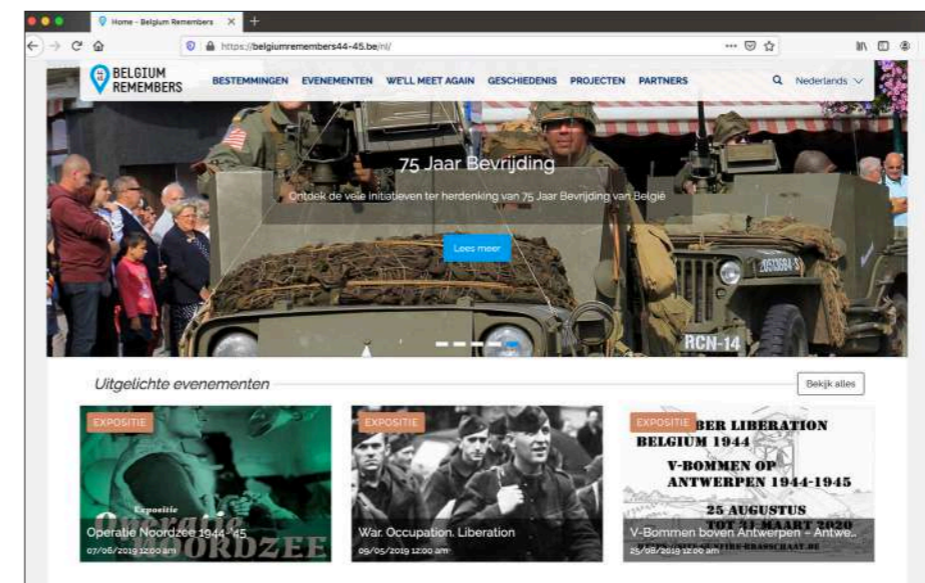
6.0 THE BRAND

CO-BRANDING, OUTDOOR VISIBILITY AND PARTNERSHIPS



Europe Remembers has grown into a strong and recognisable brand. The logo has functioned as a stamp of quality and was specially de-

signed for adaptation and co-branding. A style guide provided guidelines on how to use and to co-opt brand materials.



6.1 CO-BRANDING

The Europe Remembers campaign was designed to allow our international network to co-brand and adapt that campaign to fit national, regional, and local contexts. The most eye-catching contributions to the ER-campaign included:

Belgium

Many Belgian organisations at various levels worked together to develop the commemoration programme "Belgium Remembers" coordinated by the War Heritage Institute. The webpage (www.belgiumremembers44-45.be) contains more information on the implemented programme.





The Netherlands Province of Noord-Brabant

Brabant Remembers

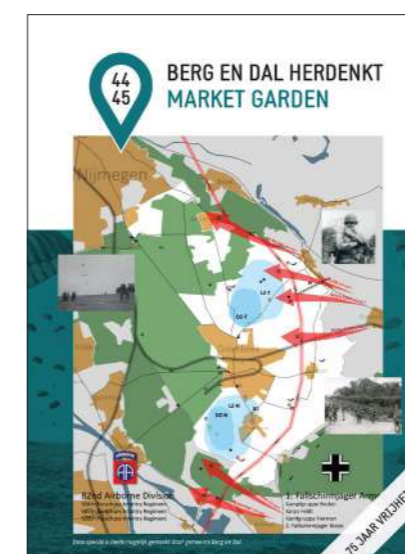
The "Brabant Remembers" campaign focused on 75 stories—one for every year since the end of the war. Taken together, these stories provide an impression of the impact that World War II had on the people of Brabant and the campaign was targeted to reach the younger generations. The Crossroads Brabant '40-'45 Foundation organised the campaign with the financial support of Province Noord-Brabant and the vfonds. Brabant Remembers was the first campaign to use the Europe Remembers brand and campaign style.



Province of Gelderland

Gelderland Herdenkt

The Province of Gelderland their own campaign 'Gelderland Herdenkt (Gelderland Remembers) – 75 Years of Freedom'—which included annual events and special initiatives for the 75th anniversary. 'Gelderland Herdenkt' was organised by the Province of Gelderland in close cooperation with provincial WWII organisations, tourism boards, and municipalities. Gelderland adapted the ER-brand for the campaign. Additionally, villages, towns, accommodations, businesses and other organisations used the ER-brand for their own communications and promotional tools such as flyers, brochures, and city dressing (as was used by the city of Nijmegen).



Tourism boards and municipalities from all over the province of Gelderland adopted the ER-brand for local activities relating to the 75th anniversary.

Brabant Remembers sought to encourage as many people as possible to experience 75 personal life-changing stories from the war.

6.2

INITIATIVES KEY PARTNERS

Province of Limburg

'75 Jaar Bevrijding Limburg' & Limburg Remembers

In Limburg, all commemorative events were consolidated into the programme, '75 Jaar Bevrijding Limburg' (75 Years Liberation of Limburg). This initiative was organised by the Province of Limburg, supported by a citizens' committee. Under the title 'Limburg Herdenkt', Limburg Marketing organised accompanying activities such as the 'Vrijheidsboot' (Freedom boat—a television programme broadcast by the regional station L1) and 'Vensterbank' (windowsill) museums. "Limburg Remembers" was used to target an international audience while the ER brand was used locally.



Limburg Marketing organised activities such as the 'Freedomboat'



Examples | Bastogne and Brussels City Dressing

In Belgium, Brussels and Bastogne made use of city dressing in their marketing campaigns. Brussels Remembers was organised by Visit Brussels and implemented in August and September 2019. In Bastogne huge billboards referencing the Bastogne War Museum and the Battle of the Bulge were installed as part of the Europe Remembers promotional campaign in the region.



Within two weeks in July 2019, the campaign reached over 350,000 people aged between 13 and 75 years old.



Examples | Brabant Remembers

In cooperation with LREF, Brabant Remembers developed and implemented a billboard campaign at 40 strategic locations in Brabant to promote the Dilemma Maze in Bergen-op-Zoom. For two weeks in July 2019, the marketing campaign reached over 350,000 people aged between 13 and 75 years old. On average, people saw the advertisements three times—almost 930,000 views in total.

Examples | Province of Gelderland

In the week before the commemorations of 75 years Operation Market Garden, a billboard campaign was implemented in Nijmegen and Arnhem in their city centres and train stations. The campaign was coordinated by Gelderland Remembers, in cooperation with LREF, and focused on 85 strategic locations. The campaign targeted people 13 years and older and had a total of almost 3.5 million impressions.



Examples | Province of Limburg

Between September 6th and October 7th 2019, the provincial road along the American Cemetery in Mesch, Eijsden-Margraten was transformed into a temporary Remembrance Road for the 75th anniversary commemorations of the liberation of Limburg. Limburg Marketing and LREF advertised upcoming activities and the national launch of '75 years of Freedom' to incoming traffic from the south and north of Limburg. The campaign with billboards and advertisements along the A73 and A2 highways, reached a total of 1.9 million people—including both locals from Limburg and travellers from Belgium and Germany.



6.3

PARTNERSHIPS

6.3.1 EUROPE REMEMBERS AND '75 JAAR VRIJHEID'

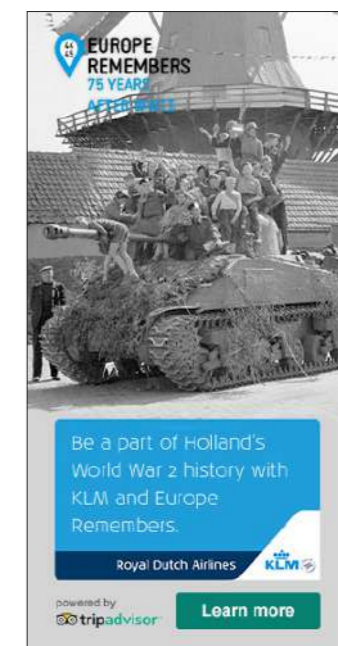
The Dutch Nationaal Comité 4 en 5 mei, Foundation '75 Years of Freedom' and LREF joined forces to develop a common strategy to promote the commemorations and celebrations of 75 years of freedom in the Netherlands. The cooperation resulted in two complementary campaigns: '75 Jaar Vrijheid' for the Dutch audience, and Europe Remembers for those outside the Netherlands. A joint kick-off and a common brand manual ensured an optimal use of all the tools available for the World War II sector in the Netherlands.



**75 JAAR
VRJHEID**

6.3.2 NBTC, KLM, TRIPADVISOR

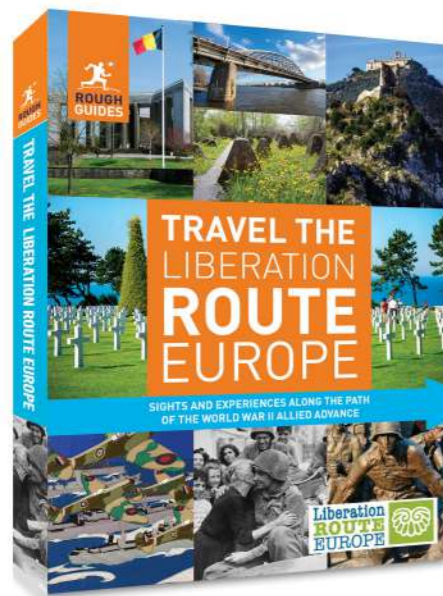
Thanks to the Europe Remembers campaign, the LRE Foundation succeeded in attracting promotional partners who provided significant support. For example, in 2019, NBTC in cooperation with KLM-Schiphol airport and Tripadvisor, contributed with an online advertising campaign worth 125,000 euros. The online campaign included online marketing packages and free advertisement on their multilingual platforms. A digital campaign was implemented from mid-October until the end of November 2019. The messages shown below were targeted at users interested in culture and the arts, and generated about seven million views in the US.





6.3.3 EUROPEAN TRAVEL COMMISSION

In 2019 and 2020, the European Travel Commission ETC supported online marketing for Europe Remembers on the Visit Europe website (visiteurope.com). IETC promoted Europe Remembers on other media channels, organized and funded tour operators and journalists from the USA and Canada to join familiarisation trips, and overall promoted international involvement in the campaign.



6.3.4 ROUGH GUIDES 'TRAVEL THE LIBERATION ROUTE EUROPE'

At the start of the Europe Remembers campaign, the LRE Foundation and Rough Guides collaborated on a unique travel guide to commemorate 75 years of the liberation of Europe. 'Travel the Liberation Route Europe' was the first of its kind, combining the signature Rough Guides writing style with the Foundation's expertise in this period of history. The book covers hundreds of locations through regions in nine different countries, focusing on the liberation routes of the Allied advance.



6.3.5 ROYAL DUTCH MINT

The Royal Dutch Mint in the Netherlands issued a special edition commemorative silver-coin set with coins of the United Kingdom, Canada and the Netherlands. All coins are legal tender in the country of issue. In the summer of 2020, the Royal Dutch Mint presented the first Europe Remembers coin sets, in cooperation with the LRE Foundation, to Lisa Helfand and Peter Wilson, the Canadian and UK ambassadors to the Netherlands. The reception took place in Hotel de Wereld in Wageningen- the site where German troops capitulated and the occupation of the Netherlands officially ended.



7.0

THE EUROPE REMEMBERS CAMPAIGN

The international campaign ran from May 2019 until October 2020. The campaign strategy was designed to be flexible depending on the local or national context, yet remained recognisable, with common branding and messaging.

The following features exemplify the uniqueness of the Europe Remembers campaign:

- international in context and scope;
- promoted and facilitated cooperation at local, regional, national and international levels;
- complementary to the national campaigns (e.g. '75 Years of Freedom' in The Netherlands);
- allowed individuals to follow the commemorations of the end of the Second World War in chronological order.

The offline campaign focused on three communication levels, using both, top-down and bottom-up approaches:

I TOP LEVEL

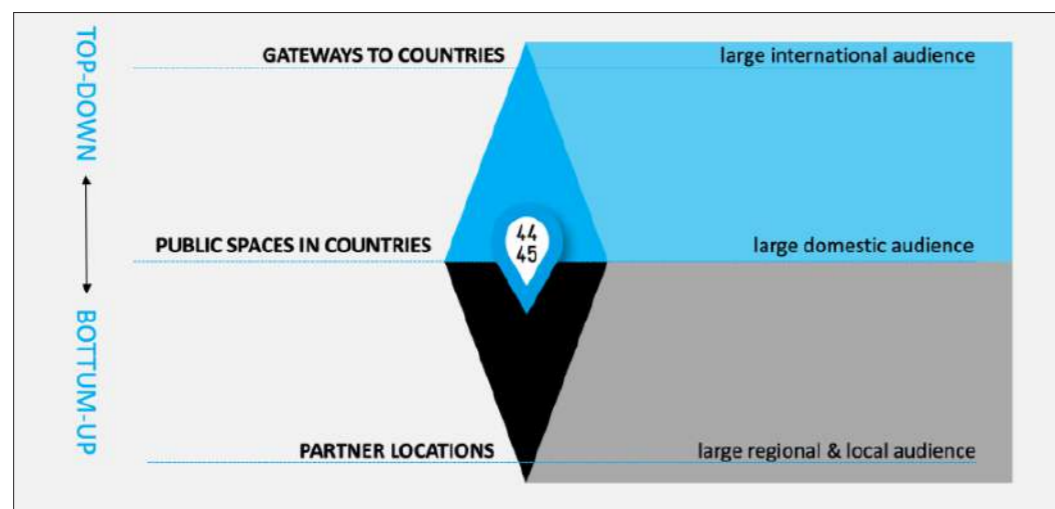
ENTRY POINTS to countries such as international airports, harbours and international railway stations.

II MIDDLE LEVEL

OUTDOOR SPACES in countries such as major national railway stations and highways.

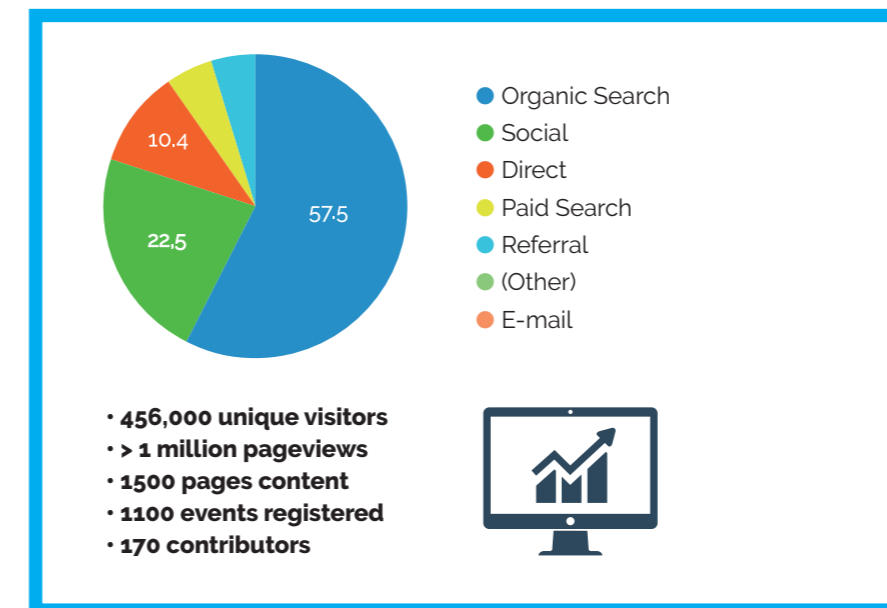
III LOWER LEVEL

PARTNER LOCATIONS such as local city dressing.



7.1

THE ONLINE PORTAL EUROPEREMEMBERS.COM



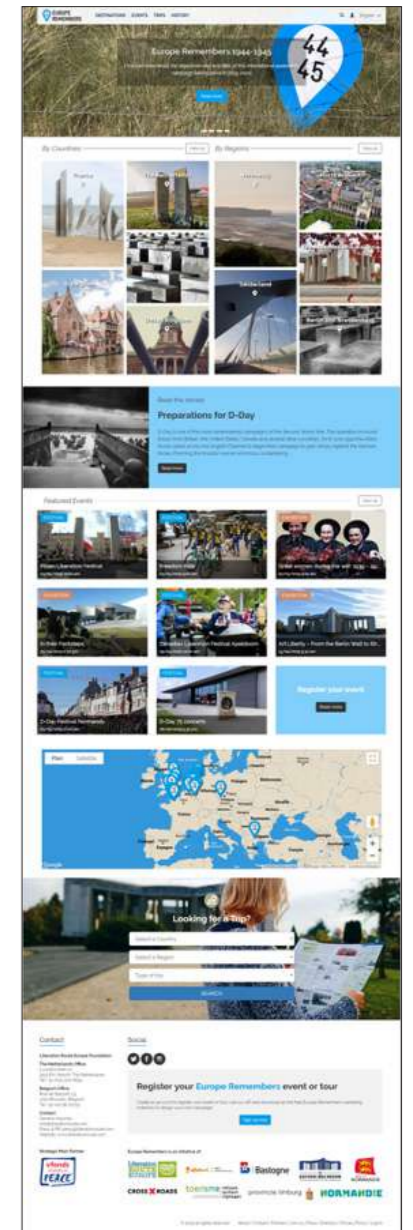
Online and Social Media Campaign: March 1st 2019 – November 11th 2020

A key tool used as part of the Europe Remembers campaign was our online and social media strategy—involving paid publicity, advertising campaigns and paid social media promotion— to establish brand recognition.

The Europe Remembers web portal (www.europeremembers.com) served as the core information hub, providing information to various target groups, including businesses, organisations and individuals. It contained an interactive calendar of over 1,100 events, historical content, tourist information, and

suggested itineraries. All content was made available in six different languages: English, French, Dutch, German, Polish and Italian. Over 170 partners used the platform to upload and to promote their events.

On key dates, targeted media, influencers and our social media channels drove web traffic to the website and invited people to take part in events or to share their stories. In under 18 months, the website attracted more than 456,000 unique visitors and generated more than a million page views.



7.2

THE EUROPE REMEMBERS SOCIAL MEDIA

Using Europe Remembers branded Facebook and Instagram accounts as well as the Liberation Route YouTube account, we were able to reach social media users in seven countries—the USA, Canada, the UK, France, Belgium, the Netherlands and Germany. The content across platforms ranged from live coverage of the commemorations to historical footage, interviews and video reports.

More than ten million people were reached across our social media channels, including 7.2 million Facebook users, 75,000 mentions, and direct engagement with 11,000 people.



- **13 million impressions**
- **11 million reach (persons)**
- **75,000 mentions**
- **11,000 engagement**
- **23,000 fans/followers**
- **44% female/56% male**

7.3

THE EUROPE REMEMBERS DIGITAL CAMPAIGNS

Online paid publicity was a key contributing factor to the success of the brand, with different online marketing campaigns targeting Facebook groups and other social media platforms.



- **8,5 million impressions**
(Ad messages displayed on Facebook)
- **3,5 million reach of unique Facebook users**

7.4

EUROPE REMEMBERS ON TOUR

"Europe Remembers on Tour" was one of the most important parts of the Europe Remembers campaign. Starting in May 2019, the "Europe Remembers on Tour" team retraced the route the Allies took to liberate Europe in 1944-1945. Along the way, we visited many POIs, commemorations, exhibitions, and events while hiking portions and promoting the Liberation Route Europe hiking trails project (launching Spring 2021).

This ongoing PR initiative brought considerable attention the most important events across Europe with engaging video content produced in close cooperation with local partners and historians. All content was shared via the LRE Foundation and Europe Remembers social media channels.

The tour started in 2019 with a kick-off at the Churchill War Rooms in the heart of London. We continued through southern England, Normandy, Paris, Belgium and the Netherlands. In this period we produced over 55 videos in French, English, Dutch and German.

The original plan was for Europe Remembers on Tour to continue to the northern part of the Netherlands and Germany in April and May 2020 with the final stop in Berlin for the 75th anniversary of VE-Day. However, due to COVID-19 pandemic, we were unable to continue the tour according to the historical timeline. In the summer of 2020, we recorded five videos about the history of the Holocaust and forced labour camps in Germany and Poland. The team visited the former concentration camps Buchenwald and Auschwitz. In 2021, our plan is to continue the tour to produce further video stories from historical sites and museums in Germany, Italy, France and Czech Republic.

This initiative brought the most important events across Europe to a wide audience by creating engaging video content






- 22 tours & regions
- 116 unique video reports
- > 2 million views (Facebook)
- 5 million reach (Facebook)

44
45
EUROPE REMEMBERS
On tour!
75 YEARS
AFTER WWII

7.5

INTERNATIONAL CAMPAIGNS: #IREMEMBER & COUNTRY-BY-COUNTRY

Through branding, co-branding, outdoor and online marketing campaigns, the Europe Remembers international awareness campaign reached between 35 and 40 million people.

Offline: 25 – 30 million persons reached by narrowcasting, out-of-home, radio commercials, infomercials in the trains, along the highways, at the airports and train stations

Online: > 11 million persons reached on social (including 7,2 M unique Facebook users), got 75,000 mentions and engaged 11,000 persons with the Europe Remembers content

7.5.0 #IREMEMBER: STANDING TOGETHER WHILE STAYING HOME

In the spring of 2020, events to mark the 75th anniversary of the end of WWII were cancelled because of the COVID-19 pandemic. Yet Europe Remembers rose to the challenge and developed an entirely online approach to inspire people to connect, to reflect, and to remember.

From the 4th of May to the 8th (VE-Day—Victory in Europe Day). The LRE Foundation provided opportunities for the general public to have conversations with WWII eyewitnesses.

Over 20 veterans and eyewitnesses from seven different countries shared their unique stories about the war. A striking number of young people took the opportunity to ask them questions. All conversations were live streamed via YouTube and Facebook.

In addition to the video calls, people could click and create a customised Europe Remembers “I remember” logo to share on social media as a symbol of remembrance and respect. Europe Remembers invited everyone to post their personal logo with #IRemember alongside their own WWII stories and photos.





- 1 week (From 4-8 May 2020)
- 20 hours of live conversations
- in 4 different languages
- 25 veterans and eyewitnesses
- from 7 countries
- more than 35,000 views





7.5.1 UNITED KINGDOM



Kick-off in London, with Europe Remembers on Tour to Portsmouth

To kick-off the Europe Remembers campaign and the 75th anniversary commemorations of World War II, the LRE Foundation started its European-wide tour in the UK. As a way of introducing the public to the Liberation Route Europe hiking trails project, the tour highlighted the destinations, stories, and events that mark this momentous period in history between London and Portsmouth.

An opening ceremony was held in London on May 20th, 2019 with a special presentation at the Churchill War Rooms in the company of Dutch Ambassador, Simon Smits, author and broadcaster Dan Snow, and veterans as VIP guests. This was followed by three-days of themed hikes, culminating in Portsmouth on May 23rd, to commemorate the preparations for the D-Day landings

2020: Europe Remembers Out-of-Home recovery campaign

In the second half of August the LRE Foundation organised an out-of-home member campaign in the UK. The campaign targeted larger towns within a 60-90 minute radius of the D-Day Story in Portsmouth and the International Bomber Command Centre (IBCC) in Lincoln. The campaign promoted both museums at approximately 100 different sites, receiving 5.8 million impressions.

All sites were chosen for their high foot traffic and were situated mainly in town centres, near transport hubs and main roads, as well as in residential areas with bus routes. Trend reports based upon online search activity for The D-Day Story and IBCC showed an increased public awareness of the campaign.

The IBCC-analytics also showed an increase in visitors to the website and social media platforms during the campaign, and The D-Day Story website saw a 70% increase in visitors.



7.5.2 FRANCE

2020 : Europe Remembers recovery campaign Normandy

After the museums reopened for a brief period in summer 2020, the LRE Foundation initiated a content campaign to promote the WWII heritage and museums in Normandy to Dutch and Flemish audiences. Our local partners, Normandie Tourisme, the Juno Beach Center and the Utah Beach Museum, coordinated to publish two articles. One article, published by Libelle in August, focused on family travel, and another published by Nouveau in September was aimed at couples. The articles were boosted by 600,000 impressions via the homepage article, Facebook posts, and native banner advertisements, and were successful in reaching the target groups. This resulted in 20,000 article views and a long average session duration.



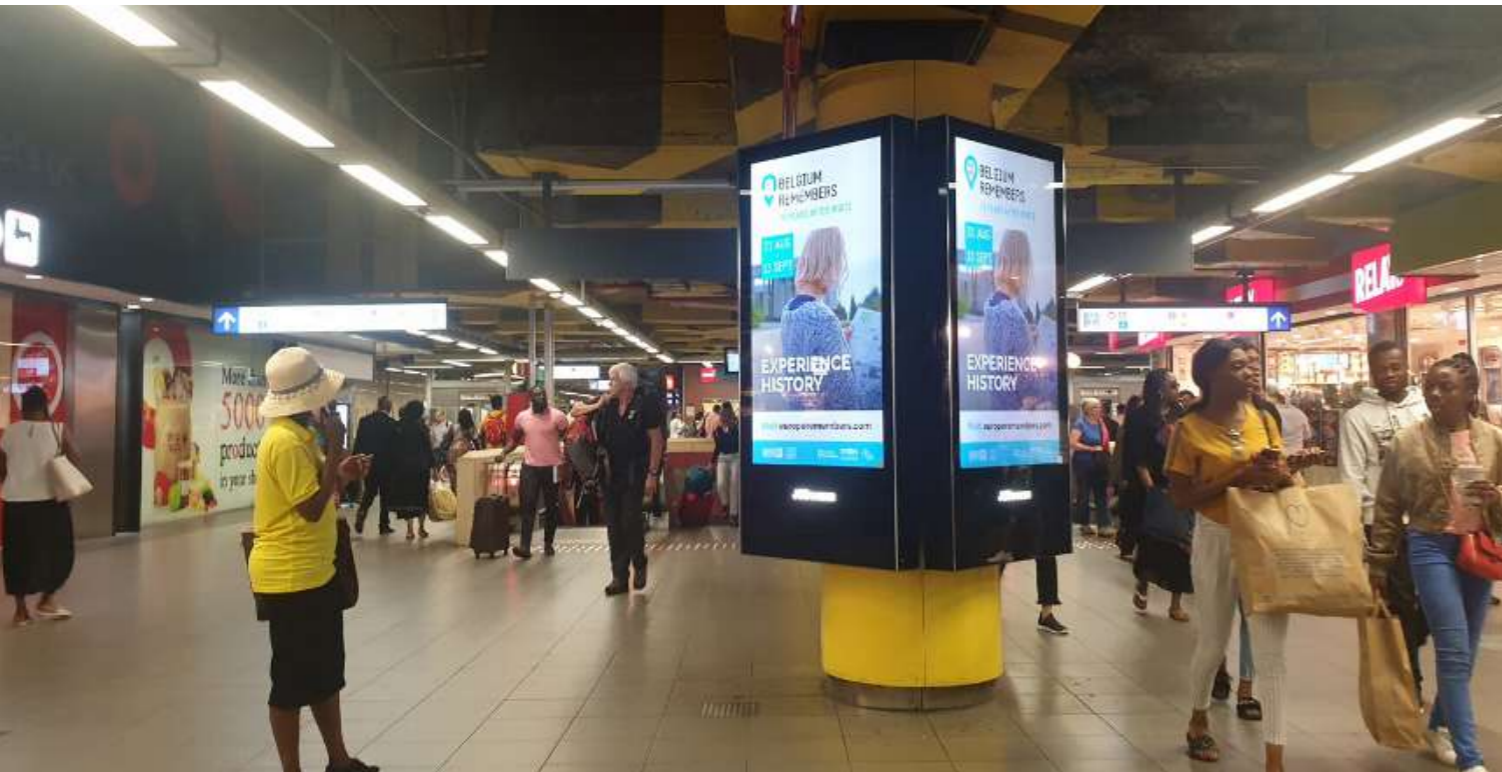
One article, published by Libelle in August, focused on family travel, and another published by Nouveau in September was aimed at couples. The articles were boosted by 600,000 impressions

This publicity led to a significant increase in web traffic, received around 13,000,000 impressions and reached an audience of 3.5 million people.

7.5.3 BELGIUM

Awareness campaign in Belgium 2019

To raise awareness about the commemoration activities in Belgium in 2019, Europe Remembers organised a digital campaign in major train stations throughout the country. The two-week campaign, which ran from the end August to the beginning of September, was publicised on over 70 digital billboards. This publicity led to a significant increase in web traffic, received around 13,000,000 impressions and reached an audience of 3.5 million people.



7.5.4 THE NETHERLANDS

2019: Narrowcasting in the Netherlands

In the Netherlands a narrowcasting campaign was organised to promote the 75th anniversary commemorations of the liberation of the southern Netherlands, Operation Market Garden and the Battle of the Scheldt to an international audience. Advertisements were displayed on digital billboards at airports, along motorways, in trains and at key railway stations, reaching a total audience of between 15 and 25 million people.

Europe Remembers visible along the highways, at railway stations, airports and commemorations events.



2020: Recovery campaign Dutch museums

Around thirty WWII museums and memorial centres in the Netherlands joined forces in September 2020 in an information campaign initiated by the Stichting Musea- en Herinneringscentra '40-'45 and the LRE Foundation. Through inspiring videos posted on social media, to a series of radio commercials on national and regional channels, and advertisements on digital billboards in trains and at key train stations, the campaign reached a large audience.

The campaign successfully advertised the WWII museums and memorial centres to several million people. A significant number of people visited the campaign website (<https://wo2musea.nl>) and were clearly inspired by the radio commercials and Facebook video posts.



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Bezoek de WO2 Musea en Herinneringscentra in Nederland

75 Jaar Vrijheid na de Tweede Wereldoorlog: Ontdek het verleden, begrijp het heden!



7.6

TRAVEL TRADE

7.6.1 FAIRS



The ITB (Internationale Tourismus-Börse) in Berlin and the World Travel Market in London are two of the world's leading travel trade fairs. LREF attended those fairs in the years leading up to the 75th anniversary to inform and to inspire tour operators from North America and Europe. Together with our partners we presented the Liberation Route Cultural Route, European WWII-heritage and Europe Remembers. We distributed LRE marketing material and brochures, provided to us by LRE members in order to promote their WWII-related products and 75th anniversary campaigns. We generated a great deal of interest, and established new contacts and travel trade partners.



7.6.2 LRE EXPO

The LRE Expo is part of the annual LRE Forum. The Expo is a trade fair where representatives of the international travel trade industry can meet LREF members. In recent years, trade booths and personal meetings have inspired travel tourism stakeholders to explore unique travel offers and partnerships, and to reach out to international audiences. During and leading up to the 75th anniversary years, the LRE Expo travel trade fair focused on Europe Remembers, with the key message 'Travel to remember'. The tour operators were informed about the upcoming events and commemorations, and were apprised on how they could incorporate the commemoration campaign into their packages.

7.6.3 FAM TRIPS

Each year, as part of the Travel Trade activities, LREF invites a group of international tour operators for a so-called FAM (familiarisation) trip. In recent years, these trips have been entirely devoted to Europe Remembers. The purpose of these trips is to inform tour operators on upcoming commemoration activities and offers from LREF partners, such as museums, regions and memorial centres. FAM trips took place in France, Belgium, Germany, the Netherlands, Italy and the Czech Republic. Twenty tour operators have participated in these trips in recent years and have incorporated parts of the program into their own tours.

- 4 FAM trips
- 20 tour operators
- from 4 countries
- site visits for > 25 LREF members/partners



7.7

EUROPE REMEMBERS RELATED EVENTS

Working in close cooperation with our partners, the LREF organised four events to highlight to the 75th anniversary of the end of World War II in Europe:



Freedom Ride

In the spring of 2019, over one thousand cycling enthusiasts, celebrities and the professional cyclists of Team Jumbo-Visma got on their bikes for the annual traditional ride along several parts of the Liberation Route, to commemorate World War II and to celebrate 75 years of freedom in the Netherlands.



Ambassadors Cycling Tour

The US embassy and LRE Foundation invited the Ambassadors and diplomatic representatives of the countries where the foundation is active to cycle along the liberation route in the Netherlands.



Operation Liberty

In November 2019, twenty American students and teachers visited the Netherlands for an educational trip sponsored by the Starr Foundation (USA) and organized in cooperation with National History Day (USA). As part of the programme, they visited different locations, museums, and war cemeteries on the Liberation Route to learn about the importance of peace and freedom the role the Americans played to liberate the Netherlands. They also delivered Vectors of memory to the key sites of the upcoming Liberation Route Europe hiking trail.



The Dutch national exhibition WWII in 100 photos

The Dutch national exhibition—World War II in 100 Photos—started in mid-September 2020 and was supported by the ER campaign. Bilingual billboards at 75 locations in the Amsterdam city centre invited both residents and international visitors to this special event in the Resistance Museum. The exhibition reached over half a million people between 13 and 75 years of age.

7.8

PRESS

In 2018, 2019 and 2020 the LREF—together with its partners—organised five group press trips, which focused on the 75th anniversary of the end of World War II in Europe. Each of the press trips were organised around a specific historical theme, including: the Battle of the Bulge, the Battle of the Scheldt, Operation Market Garden, and the role of the Poles and Canadians in the liberation of Europe. The trips helped to generate a lot of publicity for the 75th anniversary commemorations.

In addition, the LREF received numerous media requests, and arranged several trips for individual journalists. Thanks to our members, partners and guides this resulted in many interesting publications from national newspapers to lifestyle magazines, history platforms, travel blogs, vlogs and social media publications. Media outlets from all over the world paid attention to Europe Remembers and the 75th anniversary, from The New York Times to Lonely Planet Magazine, De Telegraaf to Le Figaro.



Left: on site visit with journalists. Right: publication in Timeless Travels Magazine, Spring 2019

- 5 group press trips
- 35 international journalists and bloggers
- From 9 countries
- > 100 online and print publications



8.0

THE LEGACY OF EUROPE REMEMBERS - THE FUTURE IS NOW

The "Europe Remembers" campaign was established to be an international awareness campaign to commemorate the 75th anniversary of the end of World War II for visitors from all around the world as well as to serve as a unique platform to discover the history, places, events, and commemorations held across Europe.

Yet the role the Europe Remembers campaign played in the 75th anniversary campaigns across Europe and the ultimate impact of the campaign went far beyond our initial ambitions. In a few short years the campaign has grown into a strong, recognisable brand with a sustainable online platform and media following that has enormous potential to accomplish even more in the future. Over the next few years, it is our aim to transform Europe Remembers

into a destination, marketing brand in its own right that promotes sustainable tourism. As well Europe Remembers will continue as a recognisable international campaign for the 80th Anniversary of World War II and beyond.

Apart from serving as an event platform for commemorations and a travel inspiration related to the years 2019 and 2020, Europe Remembers was also built with the idea of a post-anniversary legacy with the promotion of the Liberation Route Route Trails concept and the building of a long-lasting transnational memorial paved with Vectors of memory, route markers designed by the American architect Daniel Libeskind.

Europe Remembers and Liberation Route Europe will work alongside and will complement other projects of the LRE Foundation with its transversal mission of memory transmission, especially towards younger generations. Active Remembrance Youth initiatives will be more than ever the core of our action. The experience gathered during the online "I Remember campaign" and other projects like "History through their Eyes" are an excellent basis for this ambition.

With those many complementary initiatives, the LRE Foundation intends to play a constructive role in defining and designing the memory transmission and remembrance tourism future vision, based on a meaningful and sustainable approach.

The LRE Foundation is very proud of what we were able to achieve with our members and partners to make the Europe Remembers campaign an international success for the 75th anniversary commemorations. We are very excited to see how Europe Remembers will continue to develop building towards the 80th anniversary and beyond.







LRE Foundation

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Europe Remembers is an initiative of the LRE Foundation
supported by vfonds its main strategic partner



**EUROPE
REMEMBERS**

75 YEARS
AFTER WWII