

VISUAL COMMUNICATION PROGRAMME

Pre-Visit Management Alignment Questionnaire

MANAGEMENT QUESTIONNAIRE - THREE-MONTH PROGRAMME

We will be visiting Algeria in the coming days to discuss the proposed three-month visual communication programme and its possible long-term extension.

This short questionnaire will help us understand the priorities of Baladna Algeria's management team before our arrival. Your responses will allow us to prepare a more precise creative approach, production structure, delivery calendar and preliminary scope of agreement.

7

required questions

3-4

minutes

EN

English version

HOW TO COMPLETE

Tick the boxes that best reflect your priorities. Observe the selection limit shown on each page. Save and return the completed PDF through the same channel, or use the online version.



PREFER TO RESPOND ONLINE?

Scan the QR code to open the questionnaire.

PRIVACY

No personal identification is requested. Responses are used only to prepare the Baladna Algeria project meetings and proposed scope.

QUESTION 1 OF 7

REQUIRED

What should be the three most important communication objectives during the first three months?

SELECT UP TO THREE.

-
- ☐ Create public pride and a sense of national ownership
 - ☐ Explain what the project will bring to Algerian people
 - ☐ Build trust in locally produced dairy products
 - ☐ Support the future launch and public acceptance of Baladna products
 - ☐ Demonstrate the project's progress and momentum
 - ☐ Strengthen the national food security narrative
 - ☐ Show the project's technological scale and innovation
 - ☐ Highlight employment, training and knowledge transfer
 - ☐ Communicate environmental responsibility and sustainability
 - ☐ Strengthen confidence among government and institutional stakeholders
 - ☐ Attract employees, partners or investors
 - ☐ Position the project internationally
-

QUESTION 2 OF 7

REQUIRED

Which audiences should be prioritised?

SELECT UP TO FOUR.

-
- ☐ The general Algerian public
 - ☐ Families and parents
 - ☐ Children and young people
 - ☐ Local communities around the project
 - ☐ Government and public institutions
 - ☐ Media and opinion leaders
 - ☐ Employees and prospective employees
 - ☐ Agricultural and dairy-sector professionals
 - ☐ Investors and business partners
 - ☐ International audiences
-

QUESTION 3 OF 7

REQUIRED

How should Baladna Algeria primarily be perceived?

SELECT UP TO THREE.

-
- ☐ A strategic national project
 - ☐ A trusted Algerian producer
 - ☐ A modern agricultural and industrial operation
 - ☐ A symbol of national food security
 - ☐ A brand close to Algerian families
 - ☐ A source of employment and opportunity
 - ☐ A project transferring international knowledge to Algeria
 - ☐ A large-scale technology and innovation project
 - ☐ A responsible and sustainable producer
-

QUESTION 4 OF 7

REQUIRED

What should be the dominant tone of the content?

SELECT UP TO THREE.

-
- ☐ Cinematic and impressive
 - ☐ Human and emotional
 - ☐ Proud and national
 - ☐ Modern and innovative
 - ☐ Factual and transparent
 - ☐ Premium and corporate
 - ☐ Warm and family-oriented
 - ☐ Youthful and energetic
 - ☐ Scientific and educational
 - ☐ Inspirational and future-focused
-

QUESTION 5 OF 7

REQUIRED

Are there subjects that should be treated with particular care?

SELECT ALL THAT APPLY.

If you select 'No known restrictions at this stage,' do not select any other option.

- ☐ Project timelines and completion dates
- ☐ Production capacity and numerical claims
- ☐ Water and environmental issues
- ☐ Animal welfare and biosecurity
- ☐ Imported animals or equipment
- ☐ Government relationships
- ☐ Land and local community matters
- ☐ Employee identities
- ☐ Construction and safety matters
- ☐ Commercially confidential information
- ☐ No known restrictions at this stage
- ☐ To be discussed during the visit

QUESTION 6 OF 7

REQUIRED

Where will the content primarily be used?

SELECT ALL THAT APPLY.

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- ☐ Instagram
 - ☐ TikTok
 - ☐ YouTube
 - ☐ Facebook
 - ☐ LinkedIn
 - ☐ Television
 - ☐ Cinema
 - ☐ Government or stakeholder presentations
 - ☐ Press and media
 - ☐ Exhibitions and public events
 - ☐ Internal corporate communication
 - ☐ Website and digital platforms
-

QUESTION 7 OF 7

REQUIRED

Which subjects should receive the greatest visual attention?

SELECT UP TO FIVE.

- ☐ Transformation of the site
- ☐ Construction and engineering progress
- ☐ Arrival of equipment
- ☐ Arrival of livestock
- ☐ Algerian employees and training
- ☐ Agricultural production
- ☐ Dairy production and future products
- ☐ Technology and automation
- ☐ Water and sustainability systems
- ☐ Animal health and welfare
- ☐ Local economic impact
- ☐ Government and stakeholder visits
- ☐ Local community relationships
- ☐ The people leading the project



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