



## **EMMA - Enriching Market solutions for content Management and publishing with state of the art multimedia Analysis techniques**



*Call identifier: H2020-ICT-2016-1*

*Topic: ICT-21-2016 - Support technology transfer to the creative industries*

*Grant Agreement Number: 732665*

### **WP5 - Engage - Exploitation communication and dissemination**

Deliverable number	D5.1
Title	Communication plan, implementation of project website and social media presences (version 1)
Version	1.0
Dissemination level	Public
Contractual deliverable date	28.02.2017
Actual Delivery Date	28.02.2017
Status	Final

#### **EC Distribution**

Project Partners	All project partners
Contributors	Nina Klein, Ines Bachor and Marifé Boix-Garcia (FBF), Alexandru Stan (IN2), George Ioannidis (IN2), Marzia Cerrai (FST), Adriana de Cesare (FST), Menno Liauw (VDJ), Vasileios Mezaris (CERTH)

## Document control

Version	Date	Author	Modifications
0.1	23.02.2017	Alexandru Stan	First Draft
1.0	28.02.2017	Ines Bachor	Integrated all inputs and comments from partners as final draft

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Full Project Title:	Enriching Market solutions for content Management and publishing with state of the art multimedia Analysis techniques
Short Project Title	EMMA
Number and Title of Work Package:	WP5 - Engage - Exploitation communication and dissemination
Document Title:	Communication plan, implementation of project website and social media presences (version 1)
Editors (Name, Affiliation):	Nina Klein, Ines Bachor and Marifé Boix-Garcia (FBF), Alexandru Stan (IN2)
Work Package Leader:	FBF

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## Executive Summary

EMMA's success in designing and building a market for a multimedia-analysis tool depends on stringent and effective communication: early adopters and potentially interested buyers need to be identified, social media needs and habits researched, a pool of stakeholders for testing and evaluation needs to be set up, and the general public needs to be sensitized about the overall topic. This is why communication and dissemination take a central role in the EMMA project, and all partners are cooperating in achieving these set goals. FBF is in the lead of the whole WP, with VDJ and IN2 leading respective tasks, and FST, as well as CERTH contributing.

In order to target stakeholders efficiently, the communication and dissemination plan of EMMA encompasses three levels: 1. the EU project level, 2. the EMMA tool level, as well as 3. the level of building an EMMA social media community. The central elements of the communication and dissemination strategy will be the EMMA website, which acts as a central hub both for the EU project level and the EMMA tool level, integrated with a newsletter and social media presences. The integrative strategy to reach out to the defined target groups in tourism, event and publishing sectors is to create an animated "EMMA Salon" - a virtual and physical community of social media and communication professionals, which will have its main hub on Facebook, and reach out to the physical world via stakeholder workshops. The EMMA Salon will give a protected space for social media professionals, where peer-to-peer exchange is animated and content as well as best practices shared. This ensures both communication and dissemination goals of EMMA at the same time:

- ❑ To further their businesses stakeholders need to know about the solutions IN2 and CERTH can develop and provide.
- ❑ To provide a product offering solutions customised for stakeholders in the areas of tourism, events and publishing, IN2 and CERTH need to learn about the specific problems and needs of businesses in the areas of tourism, events and publishing.

In order to kickstart the communication and dissemination plan very early on in the project phase, the EMMA website (<https://emma.in-two.com/>) has been implemented alongside the Social Media presences (Facebook, but also LinkedIn and Twitter). The website aims to be the central hub of all online communication, and incorporates a "digital tools" section where an ongoing insight into the work on the EMMA tool is possible. The language of the website is easy and simple, in order to attract a wide variety of stakeholders. A visual identity for the project was implemented as well, one that is easily recognisable and reflects the EMMA brand.

Special attention has been put on the overall readability and accessibility of the logo, such that it can be used both on digital materials as well as print, both in colour or black & white.

Abbreviations	Description
B2B	Business to Business
B2C	Business to Customer
EAIG	Early Adopter Interest Group

## 1. Introduction

EMMA's success in designing and then building a market for a multimedia-analysis tool depends on stringent and effective communication: early adopters and potentially interested buyers need to be identified, social media needs and habits researched, a pool of stakeholders for testing and evaluation needs to be set up, and the general public needs to be sensitized about the overall topic. This is why communication and dissemination take a central role in the EMMA project, and all partners are cooperating in achieving these set goals. FBF is in the lead of the whole WP, with VDJ and IN2 leading respective tasks and FST as well as CERTH contributing.

This early deliverable contains both a report on the initial communication plan of the project (which is to be updated as the project advances and will be described in more detailed in D5.2 at month 9 of the project), and the current communication material.

The initial communication plan describes the communication goals, the concept, the assessment of target groups and the communication strategy. It also provides information on the planned scientific dissemination.

The communication material is presented in Section 3. It consists of the EMMA brand and visual identity, the implementation of the project website and social media presences.

## 2. Initial communication plan

### 2.1. Goals

The communication and dissemination plan will ensure that the project uses the right key messages for the right stakeholders and the right medium for informing and engaging with them. The plan will define the target groups, the core messages, the timing and activities that will be performed on various communication channels, i.e. project website, newsletters, social media and events, as well as the communication concept and strategy for these channels.

### 2.2. Communication concept

We start by first analysing the current situation. There is a growing prominence of social media use in general - both, by customers and businesses. Moreover, a rapid increasement of smart technology can be observed in general. This has lead to changes in expectations and requirements by customers. Thus, the communication between businesses and customers is strongly influenced by this development. We observe that businesses of the two verticals tourism and events, as well as in the publishing industry, use social media and multimedia content for product and corporate communication. However, due to current developments, there is a big gap between the social communication ability and the use. Even in fields like tourism, in which social and content-rich communication can be quite advanced there is potential for optimisation:

- ❑ SMEs in the areas of tourism, event organisation and publishing can profit from an improvement regarding the systematic use of social media for their business communication. Further know-how is needed regarding the use of social media for business communication purposes.
- ❑ IN2 and CERTH provide technologies that can facilitate the systematic use of social media, especially in regard to the use of visual and multimedia aspects of social media.

Thus, there is a need to bring the two parties together, i.e. a need to establish an efficient communication link between them:

- ❑ To further their businesses stakeholders need to know about the solutions IN2 and CERTH can develop and provide.
- ❑ To provide a product offering solutions customised for stakeholders in the areas of tourism, events and publishing, IN2 and CERTH need to learn about the specific problems and needs of businesses in the areas of tourism, events and publishing.



### 2.3. Assessment of target group

For communication purposes it is important to determine the profile of the target group(s). The communication strategy is designed to identify and characterise the stakeholder target group(s) for EMMA. From the experience of FBF and FST starting assumptions about stakeholders and potential early adopters in the areas of tourism, events and publishing are as follows: From the business side of events and publishing, stakeholders are whether young social media autodidacts or, experienced communication employees who have come to also use social media.

In the area of tourism stakeholders are aware that social media and networks are unavoidable to promote touristic destinations. They have skills in social communication, otherwise they use agencies or consultants who have skills in social communication and sentiment analysis. So EMMA could optimize and further improve their social communication and engagement activities.

The most important communication channels through which the target group can be reached are, from experience, assumed to be the following:

- Social media, especially through Facebook
- In person at the industries' major events
- Through multipliers, e.g. as industry-specific social media experts
- Via mailings

It should be mentioned that at the same time we have started to define in more detail who the stakeholders of the EMMA project are in each of the identified areas. We approached this task by creating a "stakeholder grid" that contains four main categories:

- General Stakeholder Category
- Name of Organisation
- Short Description of Organisation
- Parameters

For the tourism sector the general stakeholders are:

- Destination Management Organisations
- Web marketing agencies and consultants
- Corporate institutions
- Cultural chains

- Research centers
- Start-ups
- Travel blogs
- Local community

In the areas of events and publishing, the main stakeholders identified are:

- Professional Event Organisers and Convention Managers (Literary Festivals, Conferences)
- Marketing and Communication Professionals
- Event Visitors (B2B and B2C)
- Publishing Professionals
- Interest Groups and (Trade) Associations
- Exhibitors and Industry Sector Organisations

## 2.4. Communication Strategy

There are three aspects within the EMMA project which need to be considered regarding the communication strategy:

- A. the use of social media by stakeholders in the areas of tourism, events and publishing for product, services and corporate communication
- B. the EU project as such
- C. the EMMA tool (product and/or service) developed during the project

For each of these aspects a communication strategy needs to be defined, including communication goals, a definition of the target group, wording and tonality.

### 2.4.1. Strategy regarding the use of social media by stakeholders in the areas of tourism, events and publishing for product and corporate communication

The aim is bringing the use of social media for business purposes of stakeholders in the areas of tourism, events and publishing to the fore and ignite discussions about it, show potentials, train and motivate the target group to improve their social media routine.

#### Target groups

- Potential stakeholders and early adopters (such as social media managers and communication professionals of the organisations)
- The general public in terms of creating awareness for the topic

## Content and format

In order to define the strategy for this communication group it is important to consider the incentives, i.e. why the target group should be interested in EMMA. Thus, both content and format need to be relevant and appealing to the target group:

- A. EMMA offers content that is relevant for the target group
  - Providing knowledge and know-how about the use of social media, tailored to the target group
  - Prospect of facilitating the use of corporate social media channels, thus economizing workflows and resources
- B. EMMA has a format that fits into the target group's world
  - Using communication channels in which the target group is already active
  - Using multipliers, such as industry-specific social media experts
  - Creating a 'protected space'
  - Taking advantage of the target group's enthusiasm for discussion

## Concept

The proposed concept is the “EMMA Salon”. Its format is a closed Facebook group (as the “hub”). The group will be curated and moderated by the project partners. The language of choice appears to be English. A possible action that is still currently being evaluated is the alternative of having several Facebook groups adapted to the respective target market and language (German, Italian, English, Dutch).

The highlights and learnings stemming from the discussions of the EMMA Salon can then be further communicated through the communication channels of Twitter and LinkedIn, and possibly Pinterest and Instagram.

The communication tools to be used are:

- Facebook chats (e.g. Q&A sessions with social media experts)
- EMMA Newsletter
- Surveys (e.g. via Survey Monkey)
- A physical EMMA Salon at the events organised by the project partners (to be discussed and decided upon by the project partners: e.g. Frankfurter Buchmesse (FBM), Internet Festival (FST), Unseen (VDJ))
- Multipliers: Social media experts and existing PR & Communication networks of the respective industries

## Contribution towards the overall project goals

The desired outcome is:

- Creating awareness among potential stakeholders and early adopters for the topic of social media use for product and corporate communication.
- Create public awareness for the topic.
- The project team can gather information to further characterise and identify potential stakeholders and early adopters.
- The project team can collect requirements for the development of the EMMA tool.

### 2.4.2. Communication Strategy regarding the EU project

The aim of this communication strand is to create awareness for the EMMA project with the general public as the target group.

The main concept is having the EMMA Website as a “hub” of information. As such apart serving the sector specific stakeholders (i.e. potential EAIG members), the website should provide information on the EMMA mission statement, describing the project, the project partners and their respective roles. The mission statement has been prepared by the consortium and has been made public on the website<sup>1</sup>. Section 3 of this document provides detailed information on the design and implementation of the website.

### 2.4.3. Communication Strategy regarding the EMMA tool

The plan is to present the EMMA tool that will be developed during the project in a professional form that might have its own individual brand (separate from the EMMA project brand) and strategy. The best course of action will be identified at a later stage.

The aim of the communication strategy here is to create awareness for the innovative tool which has been developed during the EMMA EU project.

The target group are early adopters and potential customers. These will be possibly identified through the strategy of EMMA’s Salon and already be part of the EMMA EAIG Board.

## 2.5. Scientific dissemination

In line with the communication strategies regarding the EU project (2.4.2) and the EMMA tool (2.4.3), the project will also aim to make the results of the scientific work carried out known

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<sup>1</sup> <https://emma.in-two.com/EMMA/project>

within the scientific communities related to the project. While IN2 will focus their efforts in more industry-oriented conferences and events, CERTH, in some cases jointly with the industry partners, will also submit the results of their work in top scientific conferences and journals.

Target publication / presentation venues include:

- Scientific conferences: ACM Multimedia, IEEE Int. Conf. on Image Processing (ICIP), ACM Int. Conf. on Multimedia Retrieval (ICMR), Multimedia Modelling Conference (MMM).
- Scientific journals: IEEE Trans. on Multimedia, IEEE Trans. on Circ. and Syst. for Video Technology.

### 3. Communication material

#### 3.1. Brand and visual identity

One of the first tasks has been the creation of a visual identity for the project, one that is easily recognisable and will reflect the EMMA brand. Special attention has been put on the overall readability and accessibility of the logo, such that it can be used both on digital materials as well as print, both in colour or black & white. The final design has been accepted by all partners and is already incorporated into all dissemination material.



Figure 1: EMMA logo

Since the outcome of the project is targeted at communication specialists and marketers the EMMA brand was chosen to reflect the core concepts of boldness and modernity. As such vibrant colours are to be used in conjunction to the logo.

#### 3.2. Online dissemination

##### 3.2.1. EMMA website

In line with the strategy described in Section 2, the project website will need to be relevant for all three communication aspects: informing about the EMMA project itself, the EMMA system being developed and in general the use of social media and multimedia by stakeholders in the areas of tourism, events and publishing for product and corporate communication. As such, it should include all relevant materials about the project, including digital marketing material, social media presence, public deliverables, open publications, news and events. It will be used

to inform about the project's objectives, innovations, and achievements and furthermore to popularise the project ideas among a wide community of potential users and stakeholders.

In this way, the website becomes a central dissemination tool for the project, the hub of information to which the different stakeholders can go to. However, the messages need to be adapted for the different stakeholders. This requirement has played an important role when creating the initial design of the website.

The solution chosen was to use the home of the website as a landing page addressing primarily end-users of EMMA. The message here is framed in terms of the benefits that EMMA can bring to the industry. The main aim at this point is to inform about the main goals and expected outcomes, stirring enough the curiosity of the visitor so that they register and can get further information as the project advances and ultimately become part of the EMMA Early Adopter Interest Group. Since the target group for this part of the website is generally not familiar with H2020 projects, we specifically refrain from using project-related jargon (e.g. “deliverable”, “work package”, etc).

The website is available at: <https://emma.in-two.com/> (See Annex for screenshots).

The current sections of the website are:

- *Welcome*: A welcome screen containing the logo and a subtitle that should provide an idea of what the EMMA system is about
- *About*: Short information about the EMMA innovation platform, the two end-users and how EMMA can help their industry as well as information on the five partners who work in the project
- *Digital tools*: This section provides a glimpse at the expected outcome and some of its unique selling points (i.e not an exhaustive list of features).
- *Get in touch*: A web form for registering interest in EMMA

In the footer, the visitor can read the Acknowledgement of the project. If the visitor wants to know more about the project itself, they can click on the button “About the EMMA Project” which will render a new page (<https://emma.in-two.com/EMMA/project>) containing the usual information expected from an EC-funded project:

- Longer description of the EMMA project
- Information on the consortium partners
- News (powered also by the social media)
- Contact form

A further section on Deliverables will be added here once the first Public deliverables are accepted and can be published. A section dedicated on Publications will be added once publications are done so that these can be easily accessed by all interested parties.

It should be noted that the website, its structure and content, will evolve as the project advances.

The website uses the latest technologies and best practices for web programming. This is achieved thanks to the use of HTML5, CSS and Javascript. The multimedia content of the website is managed through the MyMeedia system (<http://mymeedia.com>) provided by partner IN2.

From a technical perspective, the aim was to build a website that can be visualised on all platforms and devices. Sound responsive design principles were applied so that the EMMA website looks appealing and is fully functional also for users browsing from mobile devices or tablets.

Note that cookies are used and informed consent for storing cookies is requested when users first arrive on the webpage.

### 3.2.2. EMMA on social media

Social media is an important online dissemination tool and, as described in this initial communication plan, we have identified Facebook in particular as the most important avenue for reaching the EMMA stakeholders. LinkedIn and Twitter will further serve as communication channels to promote EMMA. At the moment these networks have been established and are limited to informing about the topic of the project. Naturally, as the project develops the social media activity of the project's channels will increase.

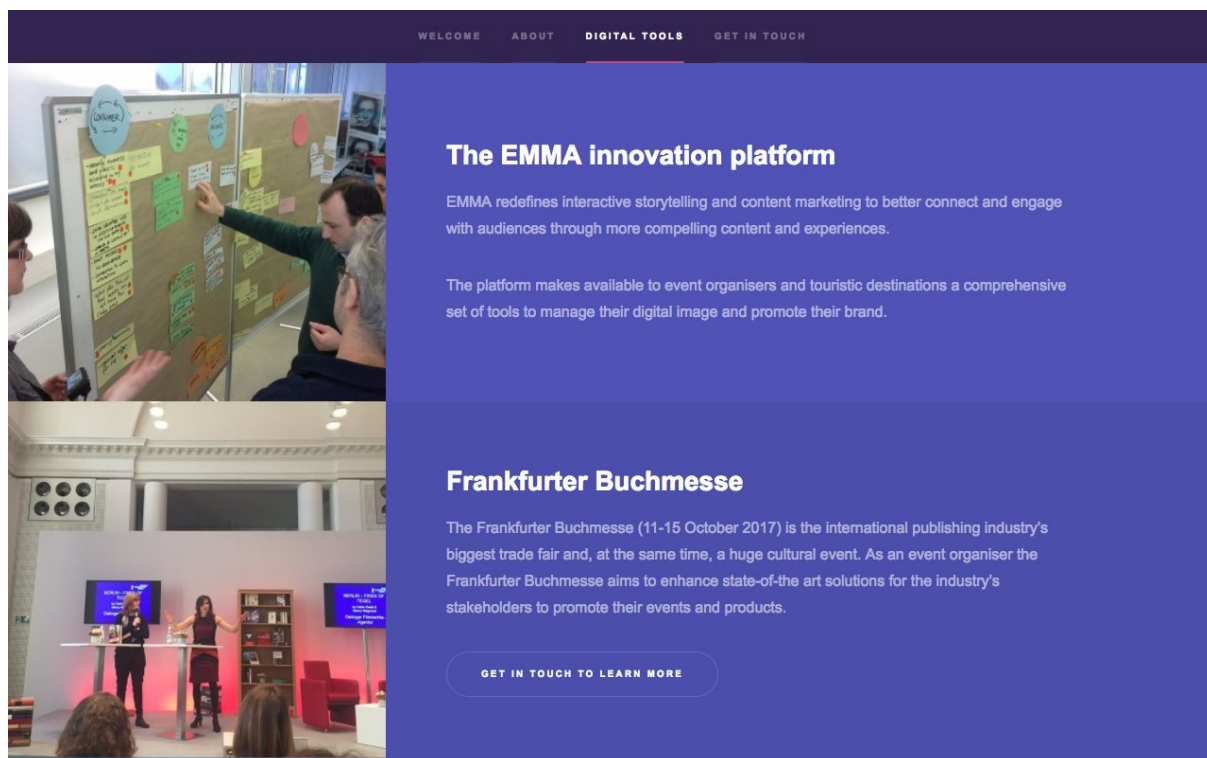
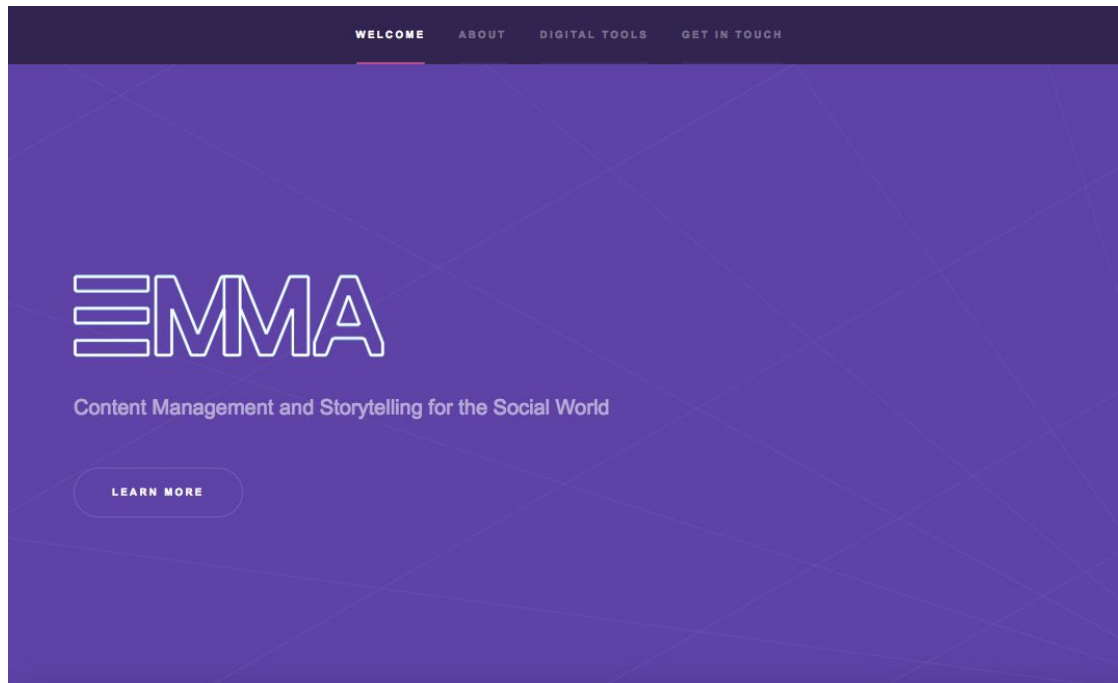
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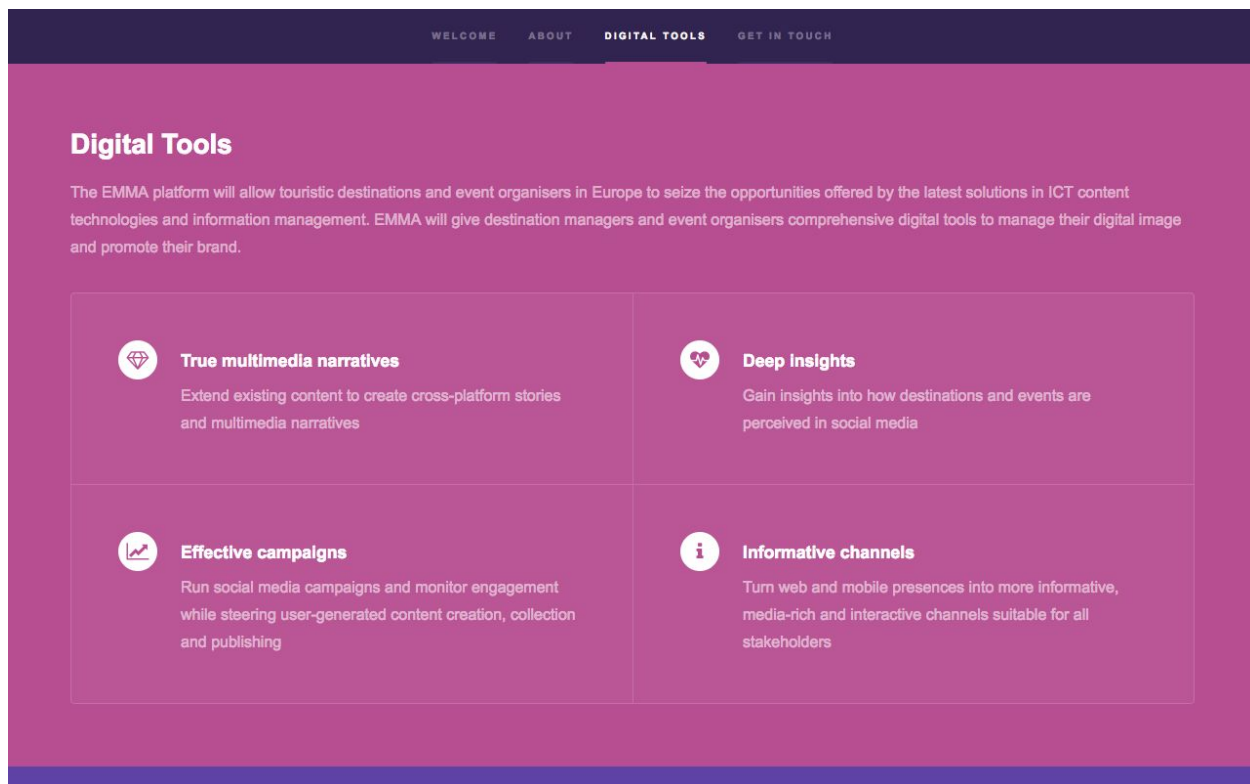
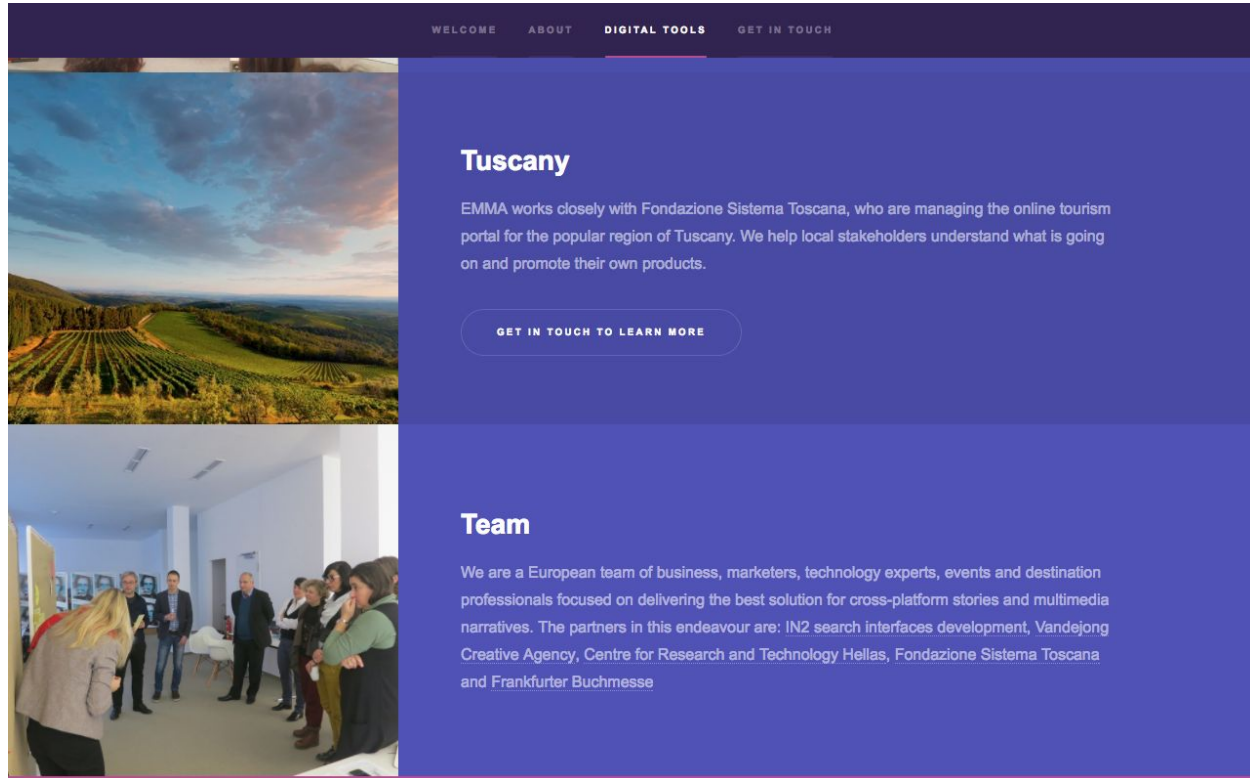
LinkedIn group: <https://www.linkedin.com/groups/13515777>

Twitter handle: @EMMA\_Salon



## Annex 1 - EMMA Website screenshots





[WELCOME](#) [ABOUT](#) [DIGITAL TOOLS](#) [GET IN TOUCH](#)

## Get in touch

Make your case and benefit from EMMA **for free!** Tell us how you could use the EMMA innovation platform and be the first to know about our presentations, workshops and events that we are organising.

**First Name**

**Last Name**

**Email**

**Message**☒ Keep me up-to-date with latest news

SEND MESSAGE

**Contact**

EMMA Project  
c/o IN2 search interfaces development  
Limited

**Address**

22, Forth Street  
Edinburgh, EH1 3LH  
United Kingdom

**Email**

[emma@in-two.com](mailto:emma@in-two.com)

**Phone**


(+44) 7591 985718

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☒ Keep me up-to-date with latest news

SEND MESSAGE

**United Kingdom**  
**Email**  
[emma@in-two.com](mailto:emma@in-two.com)  
**Phone**  
(+44) 7591 985718

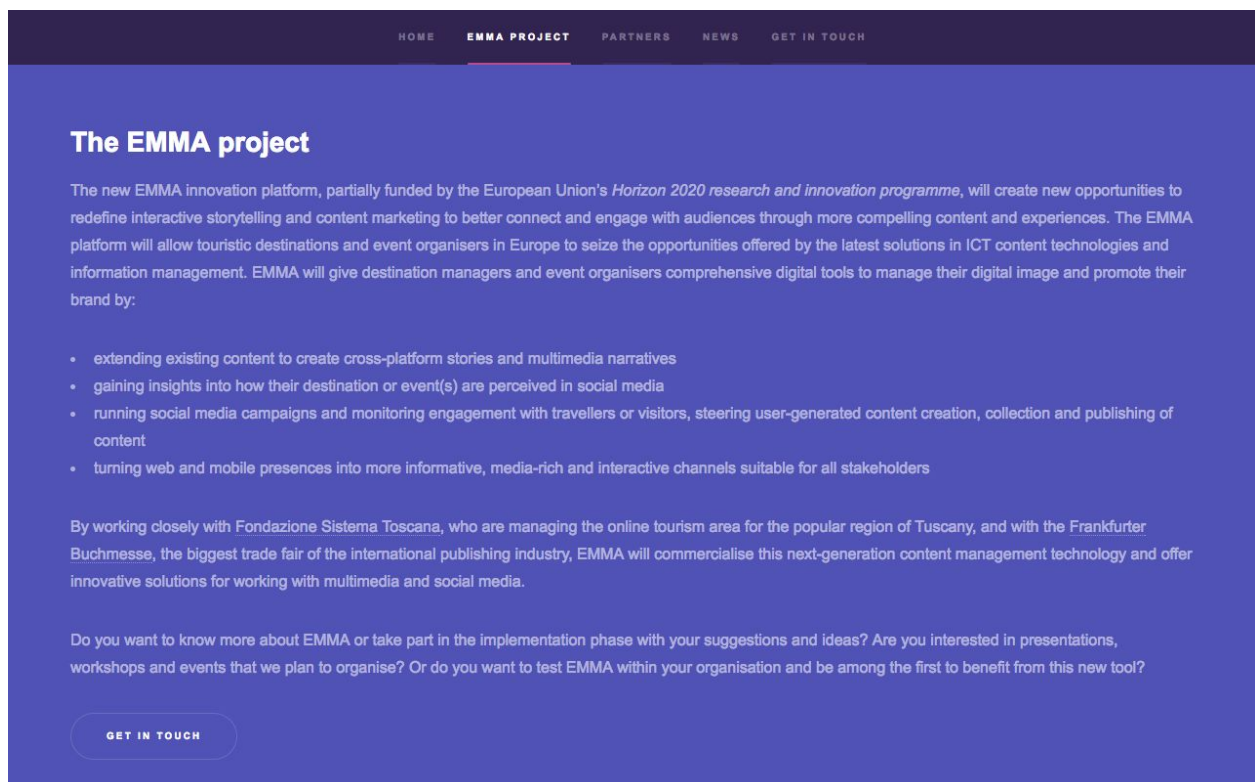
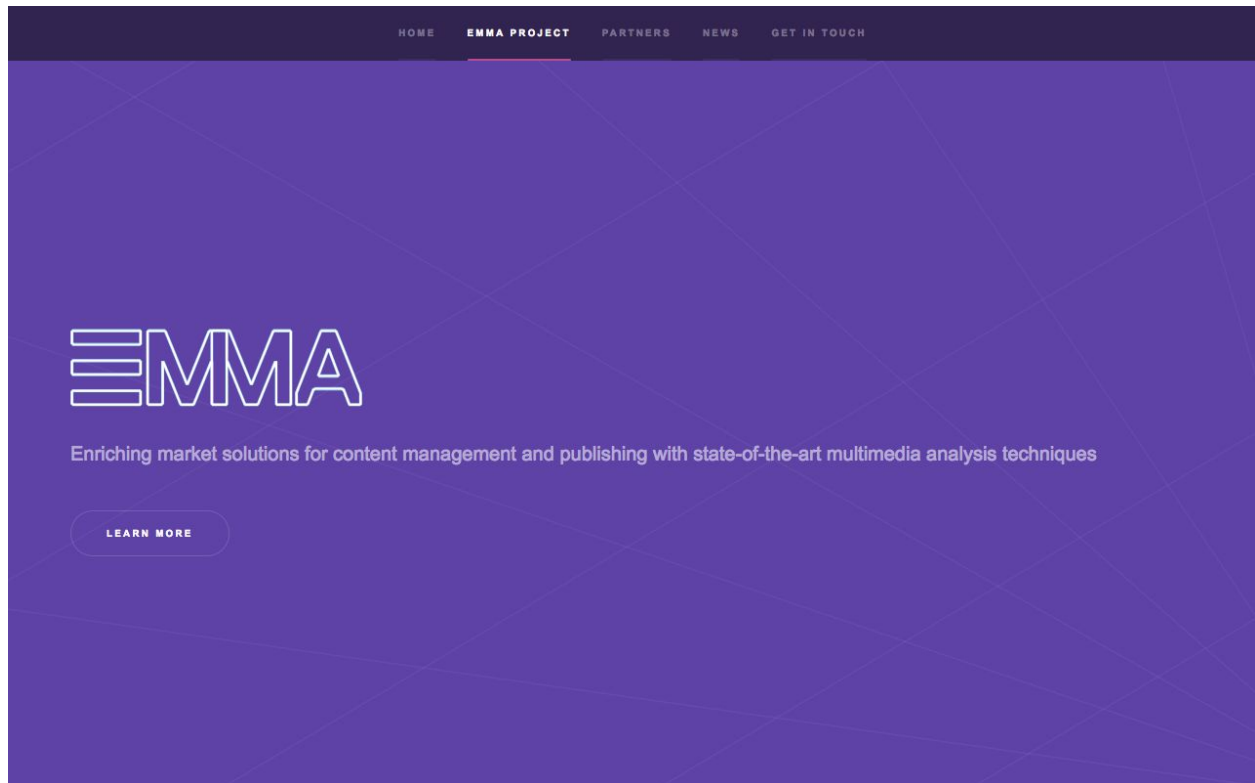


European Commission

The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732665.

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Design: [HTML5 UP](#)

ABOUT THE EMMA PROJECT



## Partners

EMMA has creative industry SMEs (IN2, VDJ) in the driving seat of the project, collaborating closely with technology experts from academia (CERTH) and end users (FST, FBM). The involvement of Fondazione Sistema Toscana and the Frankfurter Buchmesse is crucial in understanding the needs of future customers.



## News

[RSS](#)

### Working session at the project kick-off meeting

Mapping the project environment and the proposition for event organisers and destination managers

1 month ago



### EMMA Consortium Photo at the Kick-off meeting in Frankfurt

The team standing in-front of the monitor announcing the meeting

1 month ago



### Work in EMMA #H2020 project today at @Book\_Fair in Frankfurt <https://t.co/OnWFtHIBfd>

1 month ago

HOME EMMA PROJECT PARTNERS NEWS GET IN TOUCH

## Get in touch

Make your case and benefit from EMMA **for free!** Tell us how you could use the EMMA innovation platform and be the first to know about our presentations, workshops and events that we are organising.

First Name

Last Name

Email

Message

☒ Keep me up-to-date with latest news

SEND MESSAGE

**Contact**

EMMA Project  
c/o IN2 search interfaces development  
Limited

**Address**

22, Forth Street  
Edinburgh, EH1 3LH  
United Kingdom

**Email**

emma@in-two.com

**Phone**

(+44) 7591 985718