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D5.1: Communication plan, implementation of project website and social media

The deliverable contains both a report on the initial communication plan of the project, which is to be updated as the project advances, and the implementation of the initial communication channels.

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Authors	Nikki Peeters (VRT), Mike Matton (VRT), Werner Bailer (JRS), Anouk Vos (NPO), Kai Brenner (SFilter), Susanne Heijstraten (NPO), Maarten Wijants (UHasselt), Alexandru Stan (IN2)
Reviewers	Anouk Vos (NPO), Susanne Heijstraten (NPO)
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EXECUTIVE SUMMARY

This document outlines the strategy for the communication activities of MARCONI. Taking into account the background and objectives of the project, the document gives an overview on the target audiences and communication channels. In addition, the document also remarks the importance of aligning our strategy to those of similar projects. Lastly, an overview for evaluation is added, as we have to keep adjusting our approach to the progress of the project.





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1 Introduction

1.1 Purpose of the communication plan

The key to the successful communication activities of MARCONI will lie in a clear communication strategy and an execution of high quality, using synergies of all the consortium partners' communication channels. The communication plan will also help to identify existing communication channels of the partners and the communities they reach, in order to best use them and provide messages about the project to the different target groups. Finally, it is needed to regularly measure and evaluate the effectiveness of our activities. The main aim of this plan will be to provide an efficient planning of activities, by taking into account:

- Analysis of current situation
- Project and communication objectives
- Overview of audiences
- Key messages to the respective stakeholders
- Communication methods
- Evaluation of the success of the communication strategy

1.2 Background

MARCONI aims to bring radio experiences to the next level, enabling radio to safeguard its strong position in the European media market, while at the same time facilitating innovative ways of radio making. The goal is to enable fully interactive and personalised radio solutions, integrating broadcast radio with digital and social media, amounting to converged radio experiences. To realize this goal, MARCONI will pursue two concrete objectives. First, consumers will be able to interact with “live” radio through their preferred communication channel in ways that are richer than is feasible today, so that consumers feel more connected to the radio brand -even when not listening linearly- and better served in an individual way. Second, radio-makers will be given an integrated view on audience interactions and will be supported by interaction automation services. The net outcome will be enhanced audience engagement.

MARCONI brings together a multidisciplinary consortium to realize its vision. Several partners will focus on AI to automate processing of audio-visuals, text and social media posts. A radio redaction solutions provider is represented in the consortium to guarantee smooth integration in real operational workflows. MARCONI also includes broadcasters which will organise large-scale pilots with their respective communities. Finally, strong industry participation (SMEs and radio stations) ensures that the MARCONI market potential will be properly exploited.

For more details on the motivations, concepts and scenarios underpinning MARCONI, the reader is invited to consult Deliverable “D1.1 General MARCONI concept”.

2 Communication strategy

Effective internal and external communication are key to the success of a project. While dissemination activities are put in place to guarantee engagement from participants and stakeholders, the communication activities connect us to our audiences, for whom we want to make a difference in the end. Getting our users involved and keeping them interested is what will drive our progress. In addition, every user is an ambassador of our project and can help spread our message and keep others involved as well. By aligning our communication strategy to fit our audiences and their needs, we will be able to increase both awareness and engagement.

2.1 Overall objectives

According to the MARCONI project proposal (p.51), the aim of the communication plan is “to support the dissemination, communication and exploitation by spreading the word about MARCONI and its outcomes to wider communities of interest and target audiences”. In addition, in the exploitation phase, the plan will communicate the project “to a target group of potentially interested customers and stakeholders especially through physical/offline communication”.

2.2 Target audiences

The MARCONI project will target different audiences. The project offers new radio experiences that have an impact on the side of both the consumer, as well as the radio-maker. Therefore, in our content plan, for each activity and event, we will evaluate the target audiences with the fitting channel, in order to make sure that our message fits the reader.

An overview of the target audiences is given below:

- Radio stations
- Radio stakeholder groups and associations (e.g. AER)
- Broader (Media) Industry
- Radio solution resellers and integrators
- Researchers in the field of multimedia and speech analysis
- Industry and researchers in the field of AI, chatbots, social media, speech and text analysis
- Ad sales houses
- (Brand identity) Agencies

- Other EC projects (e.g. HRadio)
- EC and policy makers
- Press
- General public

2.3 Key messages

In communicating our messages, we have to keep in mind the expectations and needs of our target audiences. As our project focuses on personalisation and interaction, our communication has to reflect the same message. Throughout all communication materials and activities, we will write in conversational tone in order to effectively reflect our ideas and actions. In doing so, we will focus on the voice and faces behind our project.

The following original messages have been identified. Of course, these will be evaluated and altered as the project progresses.

Target audience	Key message(s)
Industry and researchers in the field of AI, chatbots, social media, speech and text analysis Researchers in the field of multimedia and speech analysis	MARCONI focuses on AI to automate processing of audio-visuals, text and social media posts.
Radio solution resellers and integrators	MARCONI aims to enable converged radio experiences and guarantee integration in real operational workflows.
Other EC projects (e.g. HRadio) EC and policy makers Radio stakeholder groups and associations (e.g. AER)	MARCONI aims to bring radio experiences to the next level, enabling radio to maintain a strong position in the European media market and facilitating innovative ways of radio making.
Radio stations (radio makers)	MARCONI aims to provide radio makers with an integrated view on audience interactions and support them with interaction automation services, resulting in enhanced audience engagement. MARCONI aims for a strong industry participation and organises large-scale pilots.



Press (Brand identity) Agencies Ad sales houses Broader (Media) Industry	MARCONI enables fully interactive and personalised radio solutions MARCONI enables consumers to interact with “live” radio through their preferred communication channel in ways that are richer than is feasible today, so that consumers feel more connected to the radio brand -even when not listening linearly- and better served in an individual way.
General public	MARCONI enables interactive and personalised radio experiences.

2.4 Brand identity

The key to a successful brand identity lies in developing a logo that truly reflects the idea of the project. For MARCONI, the logo had to entail the concepts of interaction, personalisation and integration. With this in mind, the designer came up with various proposals. We eventually selected our current logo, which is a small alteration of the first logo that was suggested. With the “play” symbol, the logo refers both to the interactive as the personalised aspect: it symbolizes an arrow, referring to automatic engagement, and a play button of radio, referring to the possibility of pausing and playing as you choose.

By utilizing a sleek font such as “Proxima Nova”, in combination with a modern design and fresh color, the brand identity of MARCONI contributes to the project’s visibility from the very beginning.

Figure 1: Logo proposals



Figure 2: The winning logo



2.5 Communication channel & activities

2.5.1 WEBSITE

2.5.1.1 LINK

The official website of the MARCONI project can be found at the following link: <https://www.projectmarconi.eu>

2.5.1.2 DESIGN

The design of the website corresponds with the overall brand identity of the project. The grey visuals used on the website complement the modern look with a “retro” feel and were implemented because of the project’s name, that refers to Guglielmo Marconi, one of the inventors of radio. With this touch of nostalgia, the project aims to reflect the message that radio, both personalized and interactive, truly is for every one of every generation.

2.5.1.3 CONTENT PLAN

The website currently offers the following categories and content:

- News: this section offers blog posts about the project. Among others, these include our activities, reports of events, results, updates on work packages and project progress.
- About the project:
 - ➔ Vision: description of the project’s vision
 - ➔ The consortium: logo’s and links of the project partners
 - ➔ Work packages: overview & short description of work packages (It should be noted that this section will evolve as the project advances and will provide more detailed information on the main innovation topics later on.)
- Calendar: overview of upcoming events & activities
- Contact
 - ➔ Link to registration form
 - ➔ Contact info of project and communications coordinator
 - ➔ Subscription link to newsletter
- Resources (to be set up once the first deliverable and marketing materials are available)
- Links to social media (Twitter)

The website will have a dual goal: to inform about the MARCONI project and to communicate and attract potential early adopters. The focus of the website will shift to the latter goal as the project advances, following the updated communication plan. In this context, the website will, at a later point, contain more detailed information about the ongoing pilots. Towards the end of the project, we will evaluate the need of an additional page containing information for those that would like to get an overview of the results.

We will attract visitors by linking posts on social media to our website and vice versa. In addition, by posting and linking to MARCONI on existing communication channels of the consortium, we are able to draw interested visitors to our website. Best practices for SEO will be used in order to make sure that the website is among the first ones retrieved by Google for searches that relate to the main keywords of the project (i.e. interactive personalised radio experiences).

2.5.2 PROMOTIONAL MATERIAL

In line with the brand identity, we will develop promotional material, such as flyers (A4) and posters, that is targeted to the radio industry.

Further required material will be evaluated for the duration of the project. Possible options include a business card or postcard with basic info and a link to the project (in QR), which many people prefer over flyers.

A first version of the promotional material will be available at Month 5 and will be updated as the project advances.

2.5.3 AUDIOVISUAL MATERIAL

For our communication to the general public, we will make a short video describing the project. As the project progresses, we will evaluate the need for having videos targeting specific audiences. Once available, the video will be shared on the Homepage of the project's website and can be used for demo's. The video will also be uploaded and shared via Youtube in order to reach a broader audience. In addition, we plan to enter the EC competition¹, which will determine the most successful videos explaining and showcasing an EC-funded project. If selected among the winners, MARCONI will receive additional exposure thanks to the communication activities that will promote the winners.

2.5.4 SOCIAL MEDIA

MARCONI has set up a Twitter channel for its dissemination and communication activities, which can be found under the handle @MARCONI_EU.

Twitter is a fitting channel to steadily grow engagement with our audience. It enables content with a specific hashtag to be easily found by interested audiences and fits the conversational approach of the project, as you can drive engagement and interaction.

In addition, we aim to take full advantage of the extensive social networks that are already in existence within the consortium. This will be done by involving the responsible persons for social media in the partner organisations, and work with them to link and involve the MARCONI social media presence with their social media activities.

The usage of other social networks such as LinkedIn and Facebook will be considered when and if the need arises. The preferred approach will be to use existing accounts and groups in order to leverage increased reach.

2.5.5 PRESS RELEASE & INTERVIEWS

The content and frequency of sending out press releases will happen in accordance with our communications calendar and on a partner basis. See Section 2.5.7 for more details on how the piloting activities will also involve the press.

[1] ¹ <http://ec.europa.eu/research/investeuresearch/index.cfm>

Moreover, we plan to carry out interviews on radio stations, through media organisations in the consortium.

2.5.6 NEWSLETTER

Similarly to our press releases, we will evaluate the need and specific target audiences for a newsletter in accordance with our communications calendar (opportunity to participate in live events, receive information on launch pilots, etc.).

There will be a subscription link posted on our website and social media. The most relevant items and a snapshot of the calendar will be condensed into the newsletter. We plan to issue 2 to 4 newsletters per year, aligned with relevant events. Updates about MARCONI can also be included in the corporate newsletters of each of the consortium partners.

2.5.7 EVENTS & PILOTING ACTIVITIES

In terms of external events, the partners in MARCONI will participate in many relevant events in order to disseminate the output of the project to the relevant stakeholder community, including potential customers of the system. Below is a non-exhaustive list of such events and an explanation why they are relevant to MARCONI. It lists the target communities, either radio stations or technology companies, owning automation technology that can potentially be integrated with the MARCONI platform for the creation of additional intelligent assistants.

Event	Timing	Location	Relevance	Target
IBC	September (yearly)	The Netherlands	IBC is the premier annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide.	Early majority
NAB	April (yearly)	USA	Similar to IBC. NAB is the largest annual event for media technology. It offers highly relevant dissemination opportunities as many broadcasters attend it.	Early majority
RadioDays Europe	March (yearly)	Vienna	Radiodays Europe is an annual conference for radio professionals with 1500 participants from 62 countries.	Early adopters
Next Radio Conference	September (yearly)	UK	Next Radio is a radio conference all about finding great, creative ideas for radio.	Early adopters
EBU Digital Radio Summit	February (yearly)	Switzerland	<p>The annual EBU Digital Radio Summit brings together key players from the radio community to share ideas, experiences and inspiration.</p> <p>On the EBU Radio Summit is always room for radio innovation. There are many decision makers from public radio stations. When we are looking pilot radio stations, it's a good idea to inform them here</p>	Innovators & early adopters

IFA	September (yearly)	Germany	IFA in Berlin presents the latest products and innovations in the heart of Europe's most important regional market.	Early adopters
Salon de la Radio	January (yearly)	France	Meeting of French commercial and non-commercial radio stations.	Early & late majority
Swiss Radio Day	August (yearly)	Switzerland	Meeting of Swiss commercial and non-commercial radio stations.	Early & late majority
EBU PTS	January (yearly)	Switzerland	Targets technical managers of broadcasters	Early adopters
iMinds the conference	April (yearly)	Belgium	Features an exhibition floor where technological innovations are showcased to +1000 visitors coming from either the academic community, the start-up scene, industry or the entrepreneur world.	Services & integrators
SuperMinds	October (yearly)	Belgium	Internal networking event organized by iMinds, Flanders' digital research and entrepreneurship hub. The event is attended by members of the iMinds community, its affiliated research institutes (including UHasselt EDM) and its strategic industrial partners (e.g., Barco, Nokia). Possibility to showcase technological innovations to visitors.	Services & integrators
imec Technology Forum (ITF)	May (yearly)	Belgium	A two-day event that gathers experts and visionaries to discuss the future in technology and bringing tech-innovation to market.	Services & integrators
SXSW	March (yearly)	USA	SXSW features a variety of tracks that allow attendees to explore what's next in the worlds of entertainment, culture, and technology.	Early adopters & early majority

The piloting activities themselves will also serve as a means of communication to the general public, as they will be involved in the validation of the pilots by testing the prototypes. In particular, users participating in the pilots will implicitly be informed about the MARCONI project and will gain first-hand experience with it. At the same time, the MARCONI project will gain visibility beyond pilot participants by being present at major events (e.g., music festivals) where the pilots will be hosted. MARCONI will either be visually present at such events (e.g.,

via a booth, through advertisements,...) or will be mentioned as part of the (digital) communication strategy of the event. In all, the planned investments with respect to event participation and piloting are expected to contribute substantially to the visibility of the MARCONI project among the general public.

Please note that the anticipated piloting activities will raise awareness among not only the radio consumption community, but also among event organizers and radio professionals. These professional stakeholders could even be actively invited to visit ongoing pilots to witness the MARCONI project in action. As such, the pilots will serve as an important catalyst for the valorisation of the MARCONI concept.

Finally, the option exists to invite specialized journalists and/or the general press to planned MARCONI pilots (or at least to bring the piloting activities to their attention). The resulting press coverage, will contribute to MARCONI's exposure to radio specialists and the general public.

2.6 Content planning

We will make use of a communication calendar, in which we will list our activities (pilots, deliverables, events) with the corresponding target audiences, communication channels, type (communication/dissemination) and responsible editors. We will start with outlining activities and have a monthly conference call to discuss the upcoming calendar and activities.

Similarly for social media posts, we will collect content and possible re-tweets via a dedicated tool and post in line with our calendar.

For the first months, we will publish short interviews with the main people involved in the project from each organisation on the Newpage of the website. These interviews will give a human face to the project, providing an informal and conversational introduction to the project, with each interviewee providing their particular highlight of the project activities and motivation behind it. Interview questions will be created by an editorial team, and the interviewees will need to respond to them in writing. Once several interviews have been prepared, we will start to publish them on the website on a regular basis (one each week). Further interviews will be carried out concurrently. These interviews will also provide a good source of material for dissemination via social media in the first period of the project (when there is little information to share about the pilots).

2.7 Community building with similar projects

Several members of the consortium (VRT, IN2, PLUX) have participated in the concertation meeting “H2020 Media Projects Workshop: Collaboration Towards the Future of Media” held in Brussels on the 17th of October, 2017. During this event, we established connections with other media projects that are co-financed by the EC. The afternoon of the event was dedicated to breakout sessions that were organised according to thematic clusters. MARCONI representatives were involved in the cluster related to radio and sound, as well as in the cluster related to social media. A direct outcome of this event has been the contact with HRadio² and FuturePulse³ projects and a first attempt at mapping common objectives and opportunities for common work (either with respect to piloting and user access, or with respect to communication and take-up). From these initial discussions, it became apparent that there are more opportunities for creating synergies with HRadio. Future work pursuing the collaboration with HRadio will leverage the participation of VRT in both projects.

[2] ² http://cordis.europa.eu/project/rcn/211079_en.html

[3] ³ http://cordis.europa.eu/project/rcn/211073_en.html

2.8 Link to dissemination strategy

While dissemination will focus on reaching out to the technical and scientific community, there are areas where the boundaries between dissemination and communication blur. As an Innovation Action, MARCONI focuses on bringing innovation into products. The partners will thus also aim at publications that are more user oriented, and this will include traditional and online media aiming at the technically interested public, or technology/innovation sections of newspapers or magazines. Those are expected to reach a wider range of the radio community, but also the general public.

In order to effectively reach this goal, the partners will aim to provide descriptions of their results that are also suitable for a non-expert audience. Such content can be repurposed for the MARCONI website and newsletter, and available for usage in other publications.

The consortium will target publication of scientific results in journals and conferences in the field of multimedia and speech technologies, such as ACM Multimedia, ICMR (International Conference on Multimedia Retrieval), ICME (International Conference on Multimedia & Expo), MMM (International MultiMedia Modeling Conference), CVMP (European Conference on Visual Media Production), ACM TVX (ACM International Conference on Interactive Experiences for TV and Online Video), Springer MTAP (Multimedia Tools and Applications), ACM TOMM (ACM Transactions on Multimedia Computing, Communications, and Applications), ICASSP (IEEE International Conference on Acoustics, Speech and Signal Processing) or Interspeech. The dissemination target for the user-centric research that is envisioned in MARCONI and the results of the planned subjective evaluations are HCI-related conferences, most notably ACM CHI (Conference on Human Factors in Computing Systems).

In case it is relevant and related to the work in the project, partners will participate in benchmarking and evaluation campaigns (e.g., MediaEval, TRECVID) with the technology developed in the project.

UNIVIE is co-organising the International Legal Informatics Symposium and will organise MARCONI-related panels at this conference. Contributions will be published in the proceedings (book and on-line, jusletter-it.eu).

Furthermore, MARCONI intends to participate in international conference and demonstration events aiming at bringing together relevant industrial stakeholders working on innovation. Examples of such events are the NEM Summit and the EC ICT Event.

3 Evaluation

The success of the communication activities will be tracked by the use of several key performance indicators:

- Website:
 - ➔ At least 5.000 unique visitors and over 70.000 page hits after M12
- Social media:
 - ➔ Reach of own Twitter account at M12: at least 100 followers, 60 tweets, 200 retweets and 150 favourites
 - ➔ Additional reach of established accounts of partners: over 10.000 followers, 3.000 retweets and favourites
- Press:
 - ➔ Number of press articles and radio/TV reports related to MARCONI (at least 5 until the end of the project)
- Newsletter:
 - ➔ Quantity of contacts (at least 70 recipients at M12)
- Events:
 - ➔ Number of events attended (e.g. demo's and presentations given on behalf of MARCONI and total number of stakeholders reached (at least 10 events and over 10.000 people reached at the end of the project)
- Scientific:
 - ➔ The project aims to publish 8 peer-reviewed papers and 10 other papers, demos and presentations.

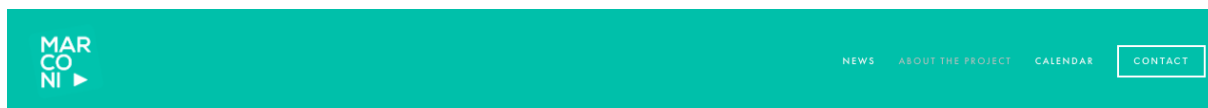
4 Annex 1 – MARCONI website



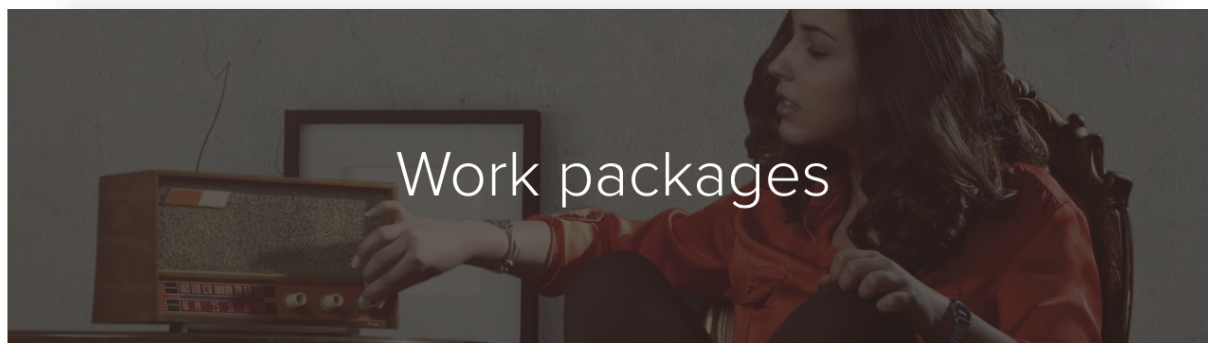
Multimedia and Augmented Radio Creation: Online, iNteractive, Individual

The MARCONI project aims to bring radio experiences to the next level by enabling fully interactive and personalised radio solutions, integrating broadcast radio with digital and social media, amounting to converged radio experiences. To realize this goal, MARCONI will pursue two concrete objectives. First, consumers will be able to interact with "live" radio through their preferred communication channel in various ways. Second, radio-makers will be given an integrated view on audience interactions and will be supported by interaction automation services.





Partners



WP1: General Concepts & Requirements

WP1 will work on the general MARCONI concept, break it down into requirements and work on a detailed system architecture. Further, a baseline measurement and content collection will occur, as well as an initial legal assessment of the general concept. The output of WP1 will feed into the technical work carried out in WP2 and WP3.

WP2: Intelligent Services

WP2 will work on the audiovisual analysis services required to automate user interactions. These services will feed into WP3 for integration with the intelligent agent manager.

WP3: Core platform & Integration

WP3 will create the core MARCONI platform and services driven by the general architecture and requirements defined in WP1 and integrating the intelligent services of WP2 into the agent services. The integrated platform will feed into WP4 for validation through pilot activities.

WP4: Prototyping & Validation

The core MARCONI platform created in WP3 (which integrates WP2 intelligent services) will feed into the piloting activities at several stages in the project. Validations from the different piloting activities will feed back into WP2 and WP3 driving further technical development, and also in WP1 allowing to update the vision on the general MARCONI concept.





WP5: Communication & Exploitation

WP5 will gather all technical work and knowledge generated with WP1 to WP4 and carry out appropriate dissemination and communication activities. Further, WP5 intends to work on an improved business plan to make the MARCONI platform fit to the market.

WP6: Project Management

WP6 is dealing with general project management, it will oversee all activities through the different work packages and ensure its outputs are produced on time and with high quality.



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