

BIG DATA VALUE
eCOSYSTEM

D5.7: Brand Authorship and Communication Channels

Workpackage	WP5 - MARKETING
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Internal Reviewer	BDVA, SAP
Status-Version:	Final
Due to	M03
Submission Date:	07/07/2017
EC Distribution:	PU
Abstract	This document covers the creation of the BDV PPP Brand Authorship and the establishment of the Communication Framework to support the BDV Community Communication and Dissemination Activities.



Contents

1	INTRODUCTION	7
1.1	SCOPE OF THE DOCUMENT	7
1.2	COMMUNICATION PRINCIPLES	7
1.3	THE BIG DATA VALUE ECOSYSTEM	8
2	THE BDV PPP BRAND AUTHORSHIP	11
2.1	WHAT IS A BRAND AUTHORSHIP?	11
2.1.1	Brand Name	11
2.1.2	Starting point for the Logotypes	12
2.2	BUILDING THE LOGOTYPES	12
2.2.1	Basic Elements of the BDVA logotype	12
2.2.2	Creative Process: Building the new Identity for the BDV PPP	13
2.2.2.1	Structure	13
2.2.2.2	Colour Palette	13
2.2.2.3	Typography	14
2.2.3	Application of the new identity to other entities	15
3	BUILDING THE PPP COMMUNICATION CHANNELS	17
3.1	THE COMMUNITY AND ITS ASSOCIATED CHANNELS	17
3.2	THE BDV PPP OWNED CHANNELS	18
3.2.1	The BDV PPP website	18
3.2.1.1	Expected Evolution of the Website	20
3.2.2	The Social Channels of the PPP	21
3.2.2.1	Twitter PPP Profile	22
3.2.2.2	Linkedin Profile	23
3.2.2.3	Other Social Networks	23
3.3	OTHER COMMUNICATION MATERIALS	24
3.3.1	The BDV PPP Informative Brochure	24
3.3.2	The BDV PPP Video	26
3.4	THE BDV PPP COMMUNICATION TEAM	26
4	CONCLUSIONS	28

List of Figures

FIGURE 1: THE 5 C'S COMMUNICATION PRINCIPLES	8
FIGURE 2: STAKEHOLDERS AND TARGET AUDIENCES IN THE C&D STRATEGY	9
FIGURE 3: THE BDVA LOGOTYPE	12
FIGURE 4: BASIC ELEMENTS OF THE BDVA LOGOTYPE	13
FIGURE 5: THE HEXAFLEXAGON STRUCTURE (FROM BDVA WEBSITE).....	13
FIGURE 6: BDV PPP LEAD VISUAL.....	14
FIGURE 7: APPLICATION OF BDVA FONT TO PPP ACRONYM	14
FIGURE 8: BIG DATA VALUE PPP LOGOTYPE (FULL TEXT VERSION)	14
FIGURE 9: BIG DATA VALUE PPP LOGOTYPE (ACRONYM VERSION)	15
FIGURE 10: BIG DATA VALUE MASTER LOGOTYPE	15
FIGURE 11: BIG DATA VALUE ECOSYSTEM PROJECT LOGOTYPE.....	16
FIGURE 12: BIG DATA VALUE PPP COMMUNICATION CHANNELS MAP.....	17
FIGURE 13: BIG DATA VALUE PPP WEBSITE HOMEPAGE.....	19
FIGURE 14: BIG DATA VALUE PPP WEBSITE PROJECTS SECTION.....	20
FIGURE 15: BIG DATA VALUE PPP TWITTER PROFILE	22
FIGURE 16: THE BDVA LINKEDIN PAGE.....	23
FIGURE 17: FRONT SIDE OF THE BASIC PPP BROCHURE	25
FIGURE 18: BACK-SIDE OF THE BASIC PPP BROCHURE	25

List of Tables

TABLE 1: DEFINITIONS, ACRONYMS AND ABBREVIATIONS 5

Definitions, Acronyms and Abbreviations

Acronym	Title
EC	European Commission
SMEs	Small and Medium Enterprises
BDV	Big Data Value
BDVe	Big Data Value ecosystem (this project)
BDVA	Big Data Value Association
PPP	Public-Private Partnership
CSA	Coordination and Support Action
C&D	Communication and Dissemination
WPs	Working Package(s)
HPC	High Performance Computing
SRIA	Strategic Research and Innovation Agenda
MS	Member State(s)
AC	Associated Country(ies)

Table 1: Definitions, Acronyms and Abbreviations

Executive Summary

The nature of Public-Private Partnerships implies normally a huge number of institutions, public bodies, SMEs, corporations, individuals working together in different aspects around a given topic, Big Data in our case.

This richness acts as a two-side factor for communication and dissemination:

- On one hand it provides multiple sources of content and a holistic vision around the topic, covering the vast majority of elements of it.
- On the other hand it generates a complex scenario in which coordination is key to avoid confusion and to empower the different stakeholders towards a common communication objective.

Starting with the Communication Principles, which will guide the strategy and execution of the Communication Plan, this document describes the process of building a single differentiated brand image and the setup of the website and the Social Channels as core assets.

In parallel to these works, and as part of the Coordination tasks of the project a Communication Team, with members from all project has been setup and will effectively launch its operations in summer to collaborate in the establishing of a rich, engaging and lively Big Data Value Public Private Partnership Communication Framework.

1 Introduction

1.1 Scope of the Document

The present document covers the work done to set up the basics elements that will build the Communication framework at Programme Level for the Big Data Value Public Private Partnership.

1.2 Communication Principles

Effective communication is a challenge nowadays. The number of impacts that anyone is receiving daily grows continuously and with, among others, the smart use of Big Data, these impacts are more segmented and targeted to the correct audiences.

Moreover, the BDV PPP is not an easy environment to deploy a common Communication framework, as it will be explained in sub-section 1.3. Diverse, heterogeneous and independent projects are gathered under a common umbrella, called Big Data Value with ambitious objectives that can be summarized in one: demonstrate the real impact of Big Data in the European Industry and, ultimately, in the creation of wealth and jobs.

BDVe will take advantage of the vast experience of a professional Communication agency, OgilvyOne, in defining communication strategies for customers worldwide, including its role as the agency of record for IBM for the last 15+ years, and its recent work developed for the Future Internet PPP and its associated brand, FIWARE. The learnings and achievements of the deployment of a programme-level, brand-centric communication plan for FIWARE are an invaluable asset to build on.

The next figure represents the communication basic principles upon which communications will be built on. This model, called the 5 C's, covers all aspects that form communications today.

CONTENT: We live in the content era. Current communication channels are easily and continuously accessed by users which expect fresh information conveniently curated and adapted to each of these channels.

COMMUNITY: Formed by all stakeholders around a brand, in this case, Big Data Value. A vibrant ecosystem, including all actors inside the PPP but also some others, external to it, benefit to and from the PPP. All these individuals and companies are potentially content consumers, but also content producers.

CONSISTENCY: Some studies claim that every person is exposed to more than 2,000 communication messages per day. On top of that two other factors makes consistency a must in our communication strategy:

D5.7: Brand Authorship and Communication Channels

- Very limited use of Paid Media, with minimal budgets assigned to promotion of key assets, such as flagship events or compelling pieces of news. Day-to-day operation relies very much on organic relevance of the content and the multiplier effect of Community.
- Risk of message dispersion due to the high number of actors, technologies, solutions etc. involved.

Consistency applies mainly to three aspects: Image (see Section 2), Common Framework (see Section 3) and tone.

COMMUNICATIONS: Once we have a consistent content created and/or consumed by the Community we need to set the different channels to disseminate it. Please refer to Section 3 for further details on it.

COORDINATION: And last but not least, someone should coordinate the collection, curation and publication of all pieces of content. BDVe, as CSA of the BDV PPP has the primary role of coordinating all partners also on this area, as depicted in Section 4 of this document.

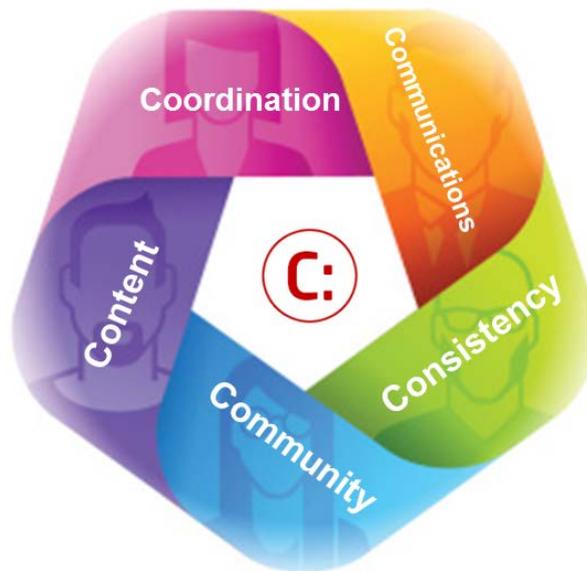


Figure 1: The 5 C's Communication Principles

1.3 The Big Data Value Ecosystem

It is important to point out the complex scenario in which the BDV PPP will operate. The following figure shows the different actors that form the Ecosystem. Please note that some of them are external to the PPP but relevant for communication purposes as they can act as content providers and also as communication multiplier in their respective circles of influence.

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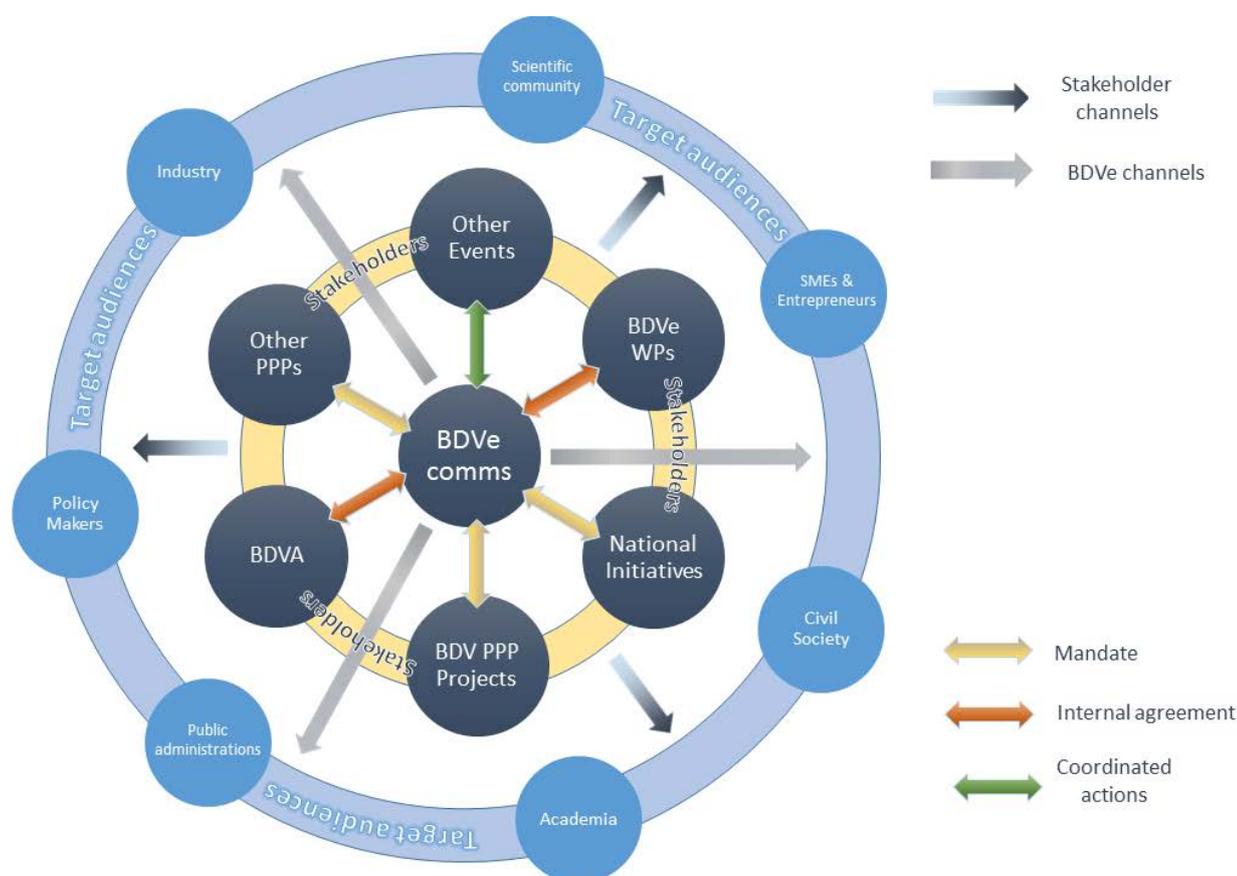


Figure 2: Stakeholders and target audiences in the C&D strategy

The different groups, their mutual relationships and roles are fully covered in D5.1 of the BDVe project, which relates to the overall Communication and Dissemination (C&D) strategy of the BDV PPP.

For the sake of completeness, a short description of the different stakeholders in the inner circle of Figure 2 is given to better understand the full picture of the project scope.

- **BDVe Comms:** Placed at the centre of the figure is responsible of coordinating the content produced by the rest of the stakeholders, curated for the different communication channels, and in a consistent way. Part of the BDVe project, a dedicated team of specialist is assigned to this role.
- **BDVe WPs:** As any other member of the PPP Project portfolio BDVe will produce valuable content in several areas, creating a Marketplace of products and services, building up the landscape of Big Data in Europe and paying special attention to Skills, as a sum of education, certification and data professional inventories.

D5.7: Brand Authorship and Communication Channels

- **National Initiatives:** For selected MS and AC diverse companies are to be appointed to connect the dots between the work done within the PPP and the developments in their respective countries, to build up a full picture of the activity around Big Data.
- **BDV PPP Projects:** As a CSA, the projects belonging to the PPP are one of the focus areas to give service to. Communication framework should, moreover, offer scalability to be able to include new projects coming in subsequent calls in the next years.
- **BDVA:** As the private side of the PPP the Association plays a crucial role as content provider, including some strategical guidance such as the SRIA. In addition, full cooperation will be in place to organise flagship events around Big Data.
- **Other PPPs:** Data is everywhere. Other key European initiatives such as 5G, Factories of the Future or HPC, among others are seen as a source of synergies with Big Data Value.
- **Other Events (not organised by BDV PPP):** Likewise, events are a key asset for C&D activities. Third Party events are to be taken into account and reflected in our communication activity.

2 The BDV PPP Brand Authorship

2.1 What is a Brand Authorship?

As explained in Section 1, Consistency is one of the pillars of a successful Communication and Dissemination Strategy.

One of the elements which provides this consistency is the Brand Authorship. No matter which market, products or services are given a brand or sub-brand which makes them recognisable, provides them with a character, a tone, a perception in the minds of their respective targets.

The Brand Authorship is normally composed of several elements such as:

- The name of the Brand
- The Logotype of the Brand
- The Claim / Slogan of the Brand
- The Tone of Voice (normally declined by the different channels)
- The Colour Palette and the Typography

As the initial step to build our Brand we will cover in this report the name and the logotype. Colour Palette and typography will be also mentioned as necessary elements when building the logotype.

2.1.1 Brand Name

The Big Data Value PPP was established back in 2014 between the Big Data Value Association and the European Union, represented by the European Commission. The name, Big Data Value PPP, includes the word Value.

Value is intended as the outcome of all the activities around Data to be performed by all the PPP stakeholders in both the public and private sides, as a result of the research, investigation and innovation activities dealing with the Variety, Velocity, Veracity and Volume of (Big) Data.

Therefore, the building of the Brand should keep this wording, and provide the Big Data Ecosystem with the following declinations:

- Big Data Value PPP: A global branding for all members of the PPP
- Big Data Value ecosystem Project: A branding for this project, the CSA of the PPP.
- Big Data Value: A commercial branding, without any specific declination intended for accessing external audiences who are potentially not aware of what a PPP is. Moreover, the use of the PPP declination could give the impression of a closed club under contractual agreements with the EC, limiting our aspiration of becoming the global one-stop-shop around Big Data in Europe.

D5.7: Brand Authorship and Communication Channels

2.1.2 Starting point for the Logotypes

The BDV Association, as the private side of the BDV PPP, is a legal entity with its own graphic identity and logo, consisting in a two-colour hexagon/helix shape used throughout its communication channels.



Figure 3: The BDVA logotype

The Association has been using this logotype for the past two and a half years, and therefore it makes all sense to use it as the starting point to create the identities of the PPP, the BDVe Project and the commercial umbrella concept: Big Data Value.

Regarding the BDVA, the common decision between its Board of Directors and BDVe, as the CSA supporting the PPP, has been to keep their own identity for the time being. A number of reasons support this decision:

- There are companies that being part of the PPP project portfolio are not part of the Association.
- There are companies that being part of the Association are not involved in the activities of the PPP as such.
- The activities of the Association go beyond the PPP, and in some cases its own identity is needed.

In the next sub-section the creative process to build the new logotypes is explained, taking the current BDVA identity as the starting point of the work.

2.2 Building the logotypes

The process starts by determining the basic elements of the BDVA logotype and creating the new identities based on them, keeping some elements for the sake of consistency, and renewing some other aspects to keep both graphic images looking similar but differentiated.

2.2.1 Basic Elements of the BDVA logotype

The logo consists of three elements:

- The **structure**, that is, the elementary forms that build up the logo. In our case, two interlaced helix which could be inscribed within a hexagon.
- The **colour palette**, in our case two plain specific tones of yellow and blue.

D5.7: Brand Authorship and Communication Channels

- The **typography**, as shown in the image above, with the light font used in words and the bold font used for Acronyms.



Figure 4: Basic Elements of the BDVA logotype

2.2.2 Creative Process: Building the new Identity for the BDV PPP

Once the BDVA logotype is decomposed in its original elements, these are adapted and modified to end up in the new graphic identity of the PPP.

2.2.2.1 Structure

Elementary forms (helix arms) were decomposed into triangles, following the structures depicted in the BDVA website called *hexa-flexagons* (<http://www.bdva.eu/?q=hexa>)

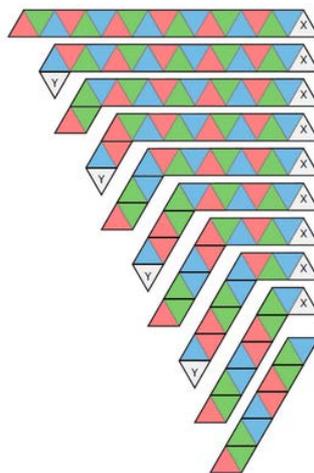


Figure 5: The hexaflexagon structure (from BDVA website)

2.2.2.2 Colour Palette

Taking the original tones as a source, shading was applied to provide more dynamism and volume to the new figure, which now represents a number of triangles, which form two helix, which interlaced could still be inscribed into a hexagon.

D5.7: Brand Authorship and Communication Channels

The greater number of triangles represents the projects within the PPP and how together they build a new structure which reflects the PPP and is directly related to the Association as a central part of the Public-Private Partnership.

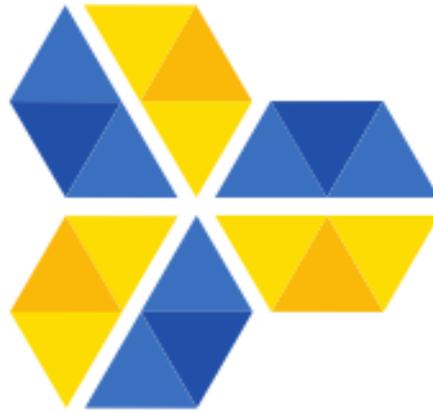


Figure 6: BDV PPP lead visual

2.2.2.3 Typography

As expressed, the bold font used for Acronyms is especially heavy to be used for the PPP as can be shown below:



Figure 7: Application of BDVA font to PPP Acronym

We looked for a more modern and dynamic font, with nearly-interlaced letters to reinforce the collaboration and cooperative aspects of a PPP, forming the final logos of the BDV PPP as follows:



Figure 8: Big Data Value PPP logotype (Full Text Version)





Figure 9: Big Data Value PPP logotype (Acronym Version)

Please note that the typography used for the logotype will be limited to this usage. For the main text in documents, presentations and the like we recommend standard fonts, such as Calibri, Arial, Times, etc. to avoid the need of incrusting fonts in documents to maintain compatibility, thus reducing the size of the files easing their interchanging and storing.

2.2.3 Application of the new identity to other entities

The new identity was formally approved by the BDVe Project Coordination Committee held in Paris in January 2017, and presented to representatives of PPP projects at:

- The first BDV PPP Steering Committee meeting held in Brussels, March 13th 2017.
- The first BDV PPP Communication Team meeting, held by teleconference on May 25th, 2017. (See Section 3.4 for further details)

The collection of logotypes includes the two versions of the PPP one, showed in the previous figures. On addition, two more logotypes have been created:

- The master logotype for commercial usage, intended to attract audiences from outside the PPP Ecosystem:



Figure 10: Big Data Value master logotype

D5.7: Brand Authorship and Communication Channels

- The logotype for our Project, the CSA for the PPP, intended to credit our activity both in Communication pieces, internal communications within the PPP and official deliverables:



Figure 11: Big Data Value ecosystem Project logotype

Finally, the new identity has also been applied to produce a Powerpoint template and a Word template to support the consistent production of documents throughout Project lifespan.

3 Building the PPP Communication Channels

We mentioned in Section 1 that two of the needed elements for developing a successful C&D strategy are the Community and the Communication Channels. We are covering these aspects in this Section. The coordination tasks needed for a fluent and continuous flow of information to our targets are part of the C&D strategy and are covered in the different issues of D5.1 of this project.

3.1 The Community and its associated Channels

Let us go back to Figure 2 of this document, in which the interrelation between the different actors of the Big Data Universe was explained.

To start with we have outlined how the different channels of the different actors are related to each other. As explained before, it is key that the communications are well coordinated for the desired amplification effect, and that the connections between them are clear and consistent. The next figure summarizes the initial setup and includes BDVe own channels, BDVA and those channels of the current PPP projects portfolio, which will be growing with new granted proposals in the upcoming calls.

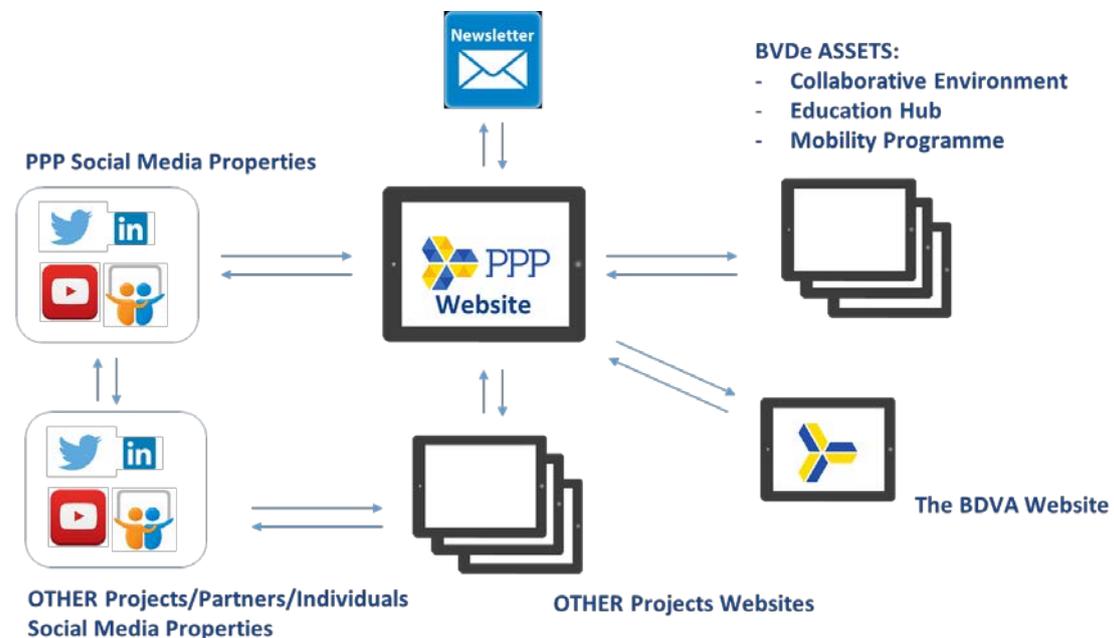


Figure 12: Big Data Value PPP Communication Channels Map

The following elements are represented:

D5.7: Brand Authorship and Communication Channels

- The Big Data Value PPP Website, acting as the central point of information of the PPP and serving as a portal to access the different assets and channels.
- The Websites of the different projects, which are connected to their respective Social Media Properties.
- The BDVA website, as the official site of the private side of the PPP.
- The PPP Social Media Properties, which are merged with those already existing of the BDVA.
- The own BDVe assets, namely the Collaborative Environment and Marketplace, the Education Hub and the Mobility Programme.
- The access and subscription procedure for the PPP Newsletter.

3.2 The BDV PPP Owned Channels

As a key point in the establishing of the PPP, the initial set up of its primary communication channels has been done. In this section we will review:

- The BDV PPP website.
- The Social Channels (Twitter and LinkedIn)

3.2.1 The BDV PPP website

The BDV PPP website will act as central point of the communication strategy, connecting the different sources of content and dissemination coming from the different actors of the PPP.

Generally speaking the PPP website will:

- Contain the general information about the PPP, its objectives, its outcomes as a whole and an updated list of the PPP members, with links to the different websites of the projects granted.
- Give access to the whole ecosystem, including the European Big Data Landscape, the Big Data Value Marketplace and the Big Data Value Skills assets, such as the mobility programme, the certification programme and the Education Hub.
- Maintain an updated list of the events around Big Data, both organized and co-organized by the PPP and those third-party events considered relevant for the objectives of the PPP.
- Create, foster and maintain a repository of knowledge and opinion of experts around Big Data, with contributions from all PPP members and selected key people outside the PPP, called the Tech Facts Section.
- Create and maintain an updated News section, closely linked with the Social Network activity, which echoes relevant pieces of information coming either from the PPP Community and/or other actors of the Big Data European Landscape.

D5.7: Brand Authorship and Communication Channels

- Provide a subscription procedure for the PPP Newsletter, and also serve as container for the different editions of it.

The website is already live, and can be accessed at: www.big-data-value.eu. The domain has been purchased by the BVDA on behalf of the BDV PPP and the site is hosted and maintained by OgilvyOne Worldwide S.A., member of the consortium of the BDVe project.

This is a snapshot of the main page of the site, showing the different sections available today:



Figure 13: Big Data Value PPP Website Homepage

The homepage contains the following elements:

- A leading image, which is the master logo of Big Data Value
- An image carrousel, which currently features the European Big Data Value Forum Event with a Save-the-Date message, a link to the PPP projects section of the site and a direct link to the BDVA Association webpage.
- Four big blocks featuring the different outcomes of the BDVe project (Landscape, Marketplace, Skills) and again, the BDVA.
- The main menu, currently featuring:
 - The “About” section, covering the top line description of the PPP
 - The “Our Projects” section, with a short description and a link for each of the 15 projects currently granted within the PPP.

D5.7: Brand Authorship and Communication Channels

- The “Tech Facts” section, in which different selected people from all flavours of the PPP will develop content for the benefit of the whole community.
- The “Events” section, which will act as a complete repository for the activity in Europe around Big Data.
- The “Newsroom” section, where miscellaneous pieces of news will be gathered and highlighted around Big Data, its products, services, etc.

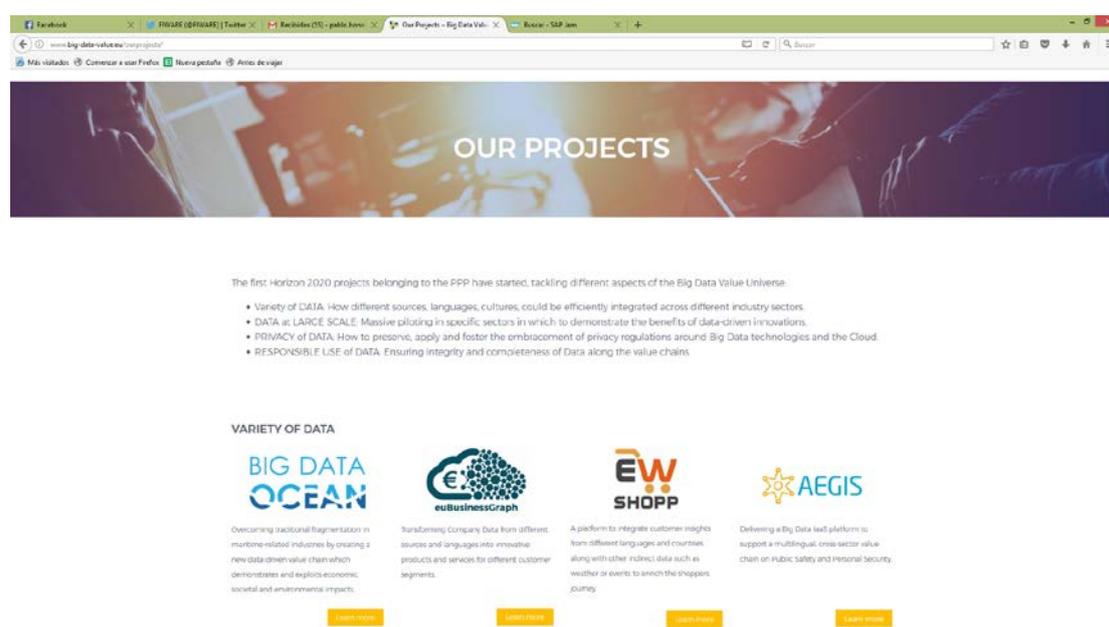


Figure 14: Big Data Value PPP Website Projects Section

3.2.1.1 Expected Evolution of the Website

As a matter of fact, the current website has limited functionalities and will be continuously evolving over time. Precisely there is work in progress in the following aspects:

- Integration of the Big Data Value Landscape, the Big Data Value Marketplace and the Big Data Value Education Hub.
- Definition, control and execution of a content calendar at several levels:
 - Internally in BDVe, setting up a monthly calendar of content.
 - From the PPP projects, by aligning their respective communication and dissemination strategies and their expected outcomes.

D5.7: Brand Authorship and Communication Channels

- From selected actors outside the PPP, such as the National Antennae for instance.
- Definition of the Newsletter.

The different sections will have diverse paces for updating content. The final details on this procedures will be agreed with all the content providers with the PPP, following these guidelines:

- News & Events sections will be updated in 48 hours upon notice of a new item to be uploaded/updated/deleted.
- Tech Facts will have a content calendar ensuring a minimum of 2 articles per month, starting in M9. Updates will be done weekly.
- Marketplace / Landscape / Education Hub are sections powered by its own technologies and addressed by the website as external resources. Content inside should be guaranteed to be up-to-date on a monthly basis.
- Our Projects section will rotate order of presentation once per month, to offer all projects the same visibility long-term. On top of that, new projects entering the PPP will be added as soon as their respective agreements are signed.
- Rest of Sections are quite static, no major changes are expected. If needed, they will be updated as necessary on a monthly basis.

We expect these works to progress significantly over the summer. The objective is to have a full-featured version of the site by M9, and to fully exploit capabilities for the European Big Data Value Forum to be held in M11.

3.2.2 The Social Channels of the PPP

Being the PPP a pure B2B activity, with some B2A side aspects, the strategy in the Social Media should be centred on professional networks, namely Twitter and LinkedIn.

Moreover, Social Media are nowadays completely spread over citizens, administrations and businesses. With this in mind we should follow the “Share of timeline” rules. Similarly to the “Share of Wallet” (referring to different payment methods) or the more recent “Share of Screen” (referring to the overpopulation of Apps for Smart devices), the “Share of Timeline” refers to the danger of becoming irrelevant in the timeline of your followers / fans.

The golden rule is to avoid internal competition, that is, do not compete with yourself. For this reason, the decision, supported by the BDVA, is to use the current Twitter and LinkedIn profiles of the BDVA as the ones for the PPP.

D5.7: Brand Authorship and Communication Channels

3.2.2.1 Twitter PPP Profile

The Twitter PPP profile can be found at https://twitter.com/BDVA_PPP and it is shown in the next picture.

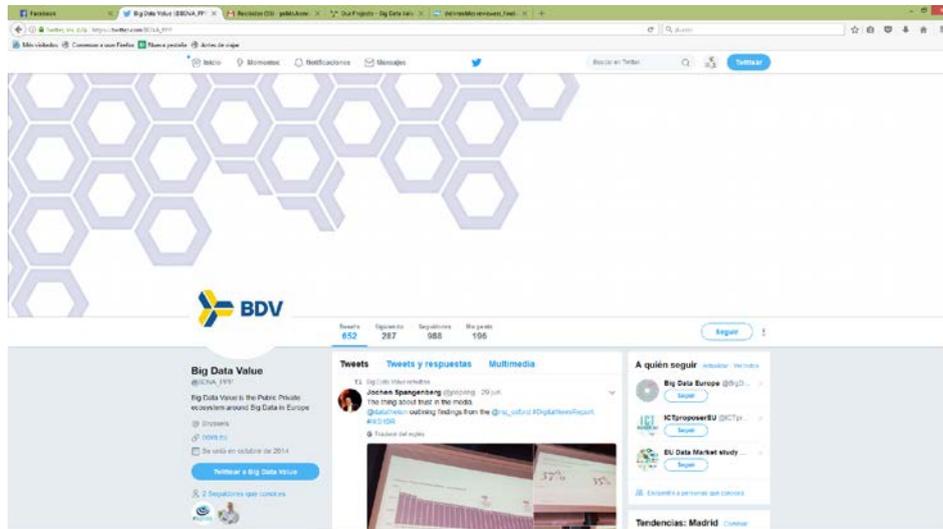


Figure 15: Big Data Value PPP Twitter Profile

Starting from 900+ followers, this account intends to be the reference account around Big Data in the following years, reflecting the activity of the different PPP actors and referencing the different contents, news, events and all associated assets produced by the PPP.

Currently the initial strategy is being setup and executed as follows:

- Define a strategy of accounts to follow, including those of the different stakeholders of the Big Data Value Universe.
- Liaise with these accounts to get them as our followers.
- Define an initial conversation calendar based on:
 - Presentation of the different PPP projects and (if available) related news and outcomes around them.
 - Retweet selected content around Big Data in general.
 - Start promotion of flagship events, such as the European Big Data Value Forum 2017.

Once the website is live, and running in parallel with the enhancements describe in the previous section, a full conversation calendar will be created, maintained and shared with other projects from which contributions are expected. Also, if necessary, a segmented targeted paid campaign will be run to raise the number of followers and reach a critical mass that guarantees the relevance and the engagement rates desired. These are described as KPIs in the correspondent project deliverable.

D5.7: Brand Authorship and Communication Channels

3.2.2.2 LinkedIn Profile

LinkedIn is very much a professional network around people and companies. Our recommendation, for the time being is to maintain the account as a BDVA account and not duplicate it to feature the PPP as such.

BDVA is a legal entity whereas the PPP is a contractual agreement with a difficult fit in LinkedIn. BDVA, as the private side of the PPP is completely entitled to disseminate information on the PPP through this channel and therefore the addition of a differentiate account will not help in our objectives but will generate confusion and dispersion around.

One important asset to be disseminated through LinkedIn has to do with the activities around Skills. As soon as we start to have outcomes on this, the Education Hub, the Mobility Programme and the Certification Programme will be largely referenced in this Social Network.

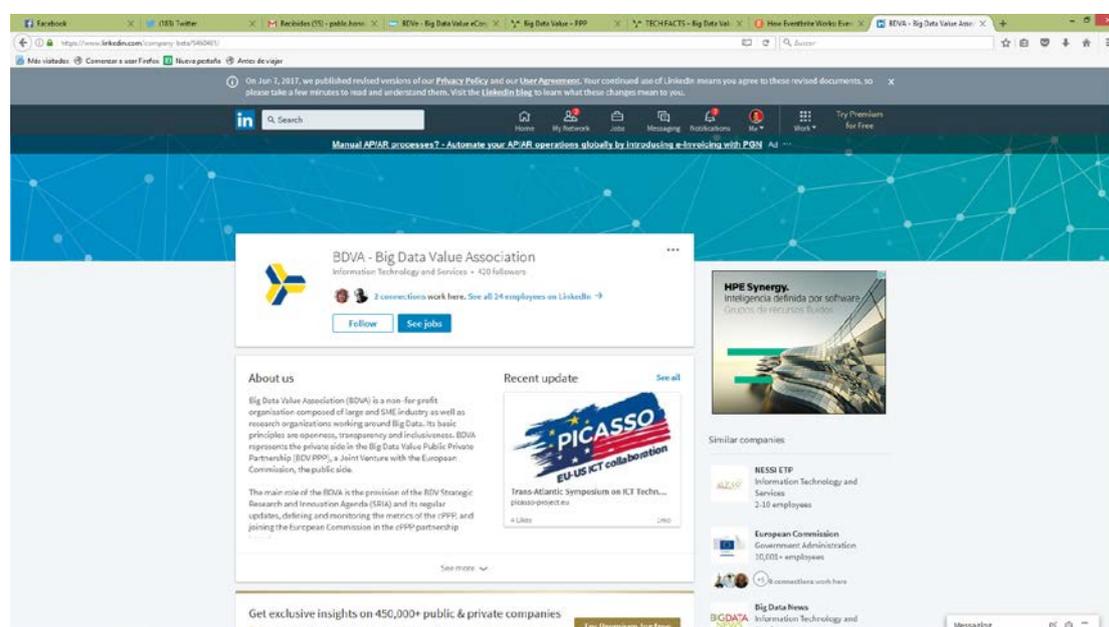


Figure 16: The BDVA LinkedIn Page

3.2.2.3 Other Social Networks

Apart from Content stores, such as YouTube or Slideshare which will be used during the project to place audiovisual and presentation materials, we do not foresee to open new profiles or use other social networks.

However this matter will be reviewed continuously trying to understand the different opportunities for the Big Data Value Ecosystem and validating the current approach always looking for efficiency and relevance.

3.3 Other Communication Materials

Beyond the establishing of the Website and the Social Media Channels as platforms for the usage of the whole PPP two other initiatives are in progress to provide the entire ecosystem with materials to be used within the C&D strategy. Namely, an informative brochure and an audiovisual piece are currently under design.

3.3.1 The BDV PPP Informative Brochure

A two-pager informative brochure is being designed by BDVe to be used both internally and externally. Currently under the last rounds of corrections/additions, it can be described as follows:

- Front Side: Presentation of the PPP, its objectives, composition and graphical outline of the different actors.
- Back Side: Graphical Representation of the Role of the Different Projects, by topic and by vertical market.

Next steps include:

- Produce an interactive version for electronic usage, in which the majority of concepts are clickable and linked to their respective websites.
- Produce a ready-to-print version for those PPP members willing to print copies to be delivered at (for example) selected events.

The next two images show both sides of the piece. A full copy can be sent electronically upon request.

D5.7: Brand Authorship and Communication Channels



The EU and Industry joining forces towards Industrial Leadership

Objectives

- ◆ Reinforce European Industrial Leadership
- ◆ Supporting interoperability and standardisation
- ◆ Fostering European Big Data Technology Leadership
- ◆ Accelerating Business Ecosystems based on European SMEs
- ◆ Answering societal challenges in key sectors

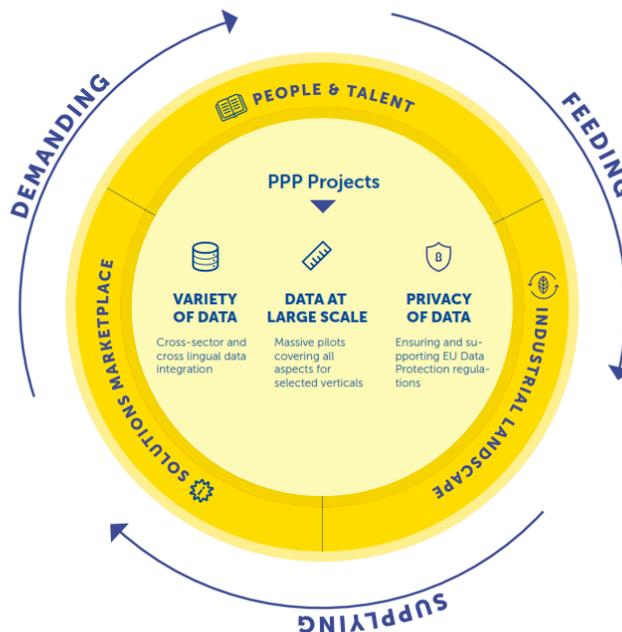


Figure 17: Front side of the basic PPP brochure

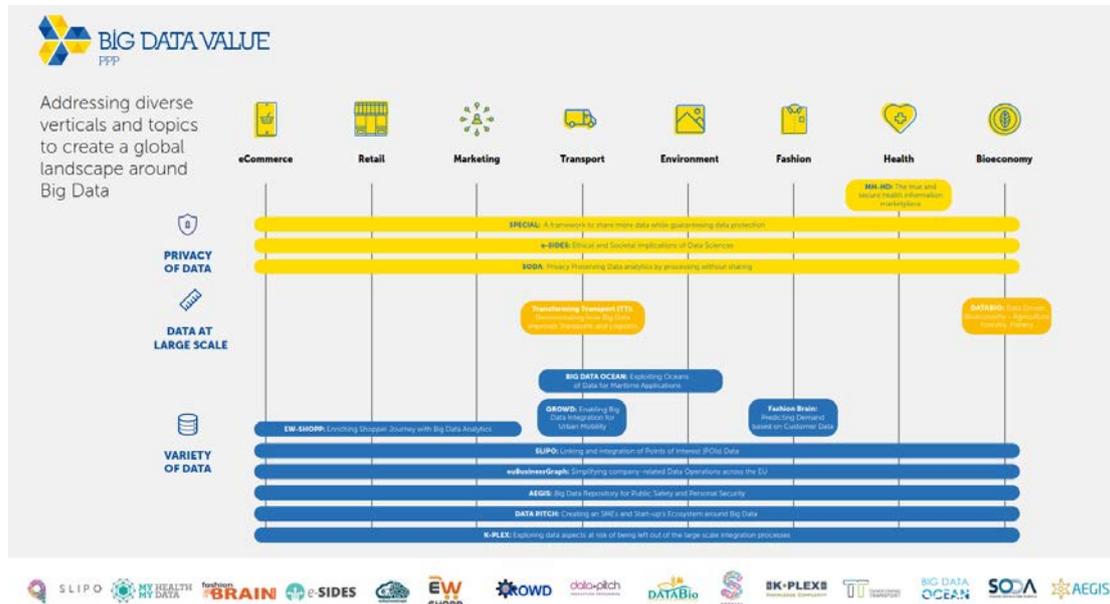


Figure 18: Back-side of the basic PPP brochure

D5.7: Brand Authorship and Communication Channels

3.3.2 The BDV PPP Video

One of the most challenging tasks to be done in terms of C&D is to create, produce and disseminate an audiovisual piece to support the PPP, in which the most relevant actors are featured. This piece has to overcome the following hurdles:

- Duration: Featuring a (increasing) number of projects and stakeholders could end up in a too-long piece which becomes irrelevant and boring.
- Preferences: In this type of video it is quite tricky to make everyone happy. The order in the sequences is important and obviously cannot be changed on the fly.
- Cost: It is not possible to shoot everyone to produce the raw materials for the final video. Costs in terms of travelling and resources would make the piece unfeasible budget wise.

In order to overcome these BDV has proposed the different projects to use a new technique, called Interactive Video, which will let us to:

- Empower each project to provide us with their own material to be featured in the video. This could be a short auto-shooting, a presentation, an infographic...
- Avoid preference problems. The video can be programmed as a series of menus to navigate through.
- Create a scalable piece. When new projects come, they can be easily incorporated to the same piece.
- Minimize duration issues. The user could repeatedly play the video, spending as much time as he wants, and revisit it for immediate access to those contents still not viewed.

The video will be developed during the summer and integrated in M9. The objective is to present it at the flagship event in Versailles in M11.

Please note that a video has already been developed for the sake of representing the BDV PPP at the sessions held in Rome back in March 2017, to commemorate the 60th Anniversary of the EU. As briefed by the EC, the video tackles Big Data from a more commercial point of view.

3.4 The BDV PPP Communication Team

During the first steps of the implementation of Governance bodies of the PPP it was highlighted the need to have a contact for C&D matters in each of the granted projects, even if not contractually covered as the Steering and Technical Committees.

D5.7: Brand Authorship and Communication Channels

This need was explained during the 1st Steering Committee meeting held in Brussels in March 13th 2017. As a result, project coordinators were prompted to provide a primary and deputy contact for C&D matters. Once this process was completed the first meeting of the so-called BDV PPP Communication Team was held via conference call on April 25th, 2017, chaired by BDVe.

The main outcomes of this meeting were:

- A mandate to share the guidelines of their respective C&D strategies to be able to align the different actions and outcomes, looking for synergies and increased efficiency.
- A mandate to share the event calendar, joining forces to make PPP Dissemination as powerful as possible.
- A mandate to interconnect their own communication assets with those of the PPP, following the scheme of Section 3.1 of this document.
- An informed session on the different assets (Web, Social Channels, Video...) that BDVe will put at their services and how they can benefit best from them.

For day-to-day interaction an e-mail list has been set. No physical meetings are expected, unless they can be co-located with some major event. A quarterly follow-up conference call will be set to maintain momentum and improve common execution of C&D activities.

4 Conclusions

The basic elements of the Communication Framework for the BDV PPP are set and ready to use.

During July 2017 these channels will be formally announced to the different stakeholders and the first call for contributions and support will be launched. From this point onwards, the coordination will be key to ensure information is fluently spread and content is fresh, curated and engaging.

In M9 a significant upgrade of the website is expected, when the core functionalities supporting the Big Data Landscape, Marketplace and Education Hub will be added. These features intend to turn the website into the focal one-stop-shop for Big Data in Europe, providing easy access to all activities around the topic.

M11 will be the next milestone in Communications with the first edition of the European Big Data Value Forum in Versailles, France. This event is the merge of the former Big Data Value Summit, organized by BDVA, and the European Data Forum, organized by the EC. A full pre-during-post event communication strategy will be deployed to better serve this flagship activity, which effectively merged the efforts of the two sides, public and private, of the BDV PPP.

All these developments and many others (such as the launch of the Newsletter, the evolution of the Social Networks, the production of marketing and dissemination materials) will be covered in future editions of marketing deliverables of this project, with special attention to the evolution of results against related KPIs.

Stay tuned. Please visit www.big-data-value.eu to get a fresh picture of what is going on around Big Data in Europe.

Value is coming.