**D5.8: PPP Promotional Materials (M18)**

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<tr>
<td>Editor(s):</td>
<td>Pablo Honrubia</td>
</tr>
<tr>
<td>Responsible Partner:</td>
<td>OG1 – OgilvyOne Worldwide S.A.</td>
</tr>
<tr>
<td>Contributors</td>
<td>OG1</td>
</tr>
</tbody>
</table>
| Internal Reviewer| Jean Christophe Pazzaglia - SAP  
                        Ricard Munné - ATOS |
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Contents

1  INTRODUCTION .............................................................................................................. 7
   1.1  OBJECTIVE OF THE DOCUMENT ........................................................................ 7
   1.2  ORGANISATION OF THE DOCUMENT ................................................................... 7
2  GENERAL PURPOSE MATERIALS ................................................................................... 8
   2.1  BRANDING AND PRODUCTIVITY MATERIALS ..................................................... 8
   2.2  VISIBILITY MATERIALS ......................................................................................... 8
   2.3  CAMPAIGN-ORIENTED MATERIALS ...................................................................... 10
   2.4  BRAND CONTENT MATERIALS ............................................................................. 11
3  EUROPEAN BIG DATA VALUE FORUM MATERIALS .................................................... 14
   3.1  EBDVF 2017, VERSAILLES (FR) ............................................................................ 14
   3.2  INITIAL WORK FOR EBDVF 2018, VIENNA (AT) .................................................. 17
4  MATERIALS FOR OTHER EVENTS ................................................................................ 18
5  AUDIOVISUAL PRODUCTION ....................................................................................... 20
6  IPR MANAGEMENT ....................................................................................................... 20
7  CONCLUSIONS AND NEXT STEPS .............................................................................. 21
List of Figures

FIGURE 1: THE BDV PPP GENERIC ROLL-UP .............................................................. 9
FIGURE 2: BIG DATA OCEAN PROJECT BANNER SEQUENCE .................................. 10
FIGURE 3: DATA SCIENCE ANALYTICS QUALITY BADGES – CERTIFICATION PROGRAMME (WIP) ................................................................................................................. 12
FIGURE 4: A SAMPLE OF THE INFORMATION SHOWN IN THE 2017 YEARBOOK (WIP) ........ 13
FIGURE 5: EBDVF BRAND IMAGE AND VISUAL IDENTITY ........................................ 14
FIGURE 6: SAMPLE PAGE OF THE EBDVF2017 SPONSORING GUIDE ............................... 15
FIGURE 7: OUTSIDE BANNER USED AT THE VENUE FRONT FAÇADE (10 X 0.80 MTS.) ........ 16
FIGURE 8: BDV PPP PANEL FOR THE BOOTH AT EBDVF2017 (8 X 2.40 MTS.) ............... 16
FIGURE 9: THE PANELS DESIGNED FOR THE IoT WEEK 2018 EVENT ............................. 18
FIGURE 10: BDV PPP MEET-UP SOFIA LIGHTBOX PANEL ........................................... 19
List of Tables

Table 1: Definitions, Acronyms and Abbreviations .......................................................... 5
# Definitions, Acronyms and Abbreviations

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Title</th>
</tr>
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<tbody>
<tr>
<td>BDV</td>
<td>Big Data Value</td>
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<tr>
<td>BDVA</td>
<td>Big Data Value Association</td>
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<tr>
<td>BDVe</td>
<td>Big Data Value Ecosystem (this project)</td>
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<tr>
<td>PPP</td>
<td>Public-Private Partnership</td>
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<tr>
<td>OG1</td>
<td>OgilvyOne Worldwide (partner of this project)</td>
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<tr>
<td>EBDVF</td>
<td>European big Data Value Forum</td>
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<td>IoT</td>
<td>Internet of Things</td>
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<td>MS</td>
<td>Microsoft Corporation</td>
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<td>AI</td>
<td>Artificial Intelligence</td>
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<td>SME</td>
<td>Small Medium Enterprise</td>
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<td>WP(x)</td>
<td>Work Package x</td>
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<td>WIP</td>
<td>Work in Progress</td>
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Table 1: Definitions, Acronyms and Abbreviations
**Executive Summary**

During the initial 18 months of the BDVe project numerous promotional materials have been produced to support the Communication and Dissemination Strategy of the Big Data Value PPP, which was developed and delivered in M3 (cf. D5.1 of BDVe). The design guidelines delivered early in the project (M6, cf. D5.7) ensure own image and tone for the PPP, respecting the identity of similar existing bodies such as the Big Data Value Association and enabling to brand our different activities. All materials presented in this document have been designed following these guidelines.

The result is a combination of off-line and on-line materials, ranging from simple banners to use in the website and Social Channels, to complex designs for visibility at events, brochures, etc.

Full definition final files (ready-for-print and ready-for-use) are stored by OG1 following the sustainability policy of the project and are available upon request. In some cases they are or will be available at the PPP website, if the nature of the material is intended for dissemination to target groups and stakeholders.

The main categories into which promotional materials have been split are:

- **Generic Materials**: Developed for massive usage and not linked to any specific event or milestone.
- **EBDVF Materials**: Ad-hoc materials developed for the annual flagship event of the PPP.
- **Meet-up Materials**: Ad-hoc materials for the Annual gathering of the PPP.
- **Other Events Materials**: Ad-hoc materials for other events attended by the PPP.
- **Audiovisual pieces**: Video production around the PPP.

For the next period (M18-M36) the design of promotional materials will follow the strategy described in D5.2.
1 Introduction

1.1 Objective of the document.

This document contains an exhaustive compilation of the different promotional materials designed and produced to support the Big Data Value PPP within the reporting period M1-M18.

1.2 Organisation of the Document

After this short introduction General Purpose Materials are discussed in Section 2, followed by the materials developed for the European Big Data Value Forum 2017 and the on-going support work for the 2018 edition of this event, which will take place in Vienna in November. These two major pieces of work form up Section 3.

In Section 4 the materials produced for other events are covered, namely the first PPP Meet-Up event in Sofia and the recent presence of the PPP during the IoT Week in Bilbao.

Section 5 discuss briefly on the audiovisual production. Following, Section 6 discusses the usage of pictures and sound on the different pieces and the compliance with IPR issues.

The document ends with a short section on Conclusions and Next Steps for the next Period (M18-M36).
2 General Purpose Materials

2.1 Branding and Productivity Materials

Right after the creation of the Brand and its associated elements many ready to use materials were created to:

- Standardize the usage of the brand by providing official elements compliant with the BDV PPP Style Guide.
  - Brand Logo, in its different flavours and colour variations.
  - Brand Palette
- Standardize the production of documentation of the BDV PPP to be used both internally and externally for Communication and Dissemination.
  - Generic PPP presentation layout. (MS PowerPoint)\(^1\)
  - Generic PPP text Document layout. (MS Word)\(^1\)

All these elements can be easily found at [http://www.big-data-value.eu/marketing-tools/](http://www.big-data-value.eu/marketing-tools/) along with the full Brand Guide.

2.2 Visibility Materials

In order to improve efficiency when supporting the presence of the Brand in the different events, global generic elements are designed to be re-used at different stages and venues.

During this reporting period a Generic Roll-Up has been designed to be placed at relevant places in event exhibitions, conferences and the like.

An image of the Roll-Up is shown in Figure 1. The elements used are:

- Logo
- Brand: Big Data Value Public-Private Partnership
- Tagline: “Boosting the European Digital Transformation”
- Website

\(^1\) Other brands and products are property of their respective owners.
Figure 1: The BDV PPP Generic Roll-Up
2.3 Campaign-oriented materials

Starting in April 2018, our project is running on Twitter a brand-content campaign entitled “Project of the Week”. The full rational and details on it are covered in D5.4. BDVe is compiling, on a weekly basis, information coming from the different projects within the PPP, starting with those who are more advanced, that is, coming from the 2017 calls.

To support the campaign, a series of Twitter banners are produced each week to complement the text messages and links to the respective sites of the different projects.

As an example, please see below the banner sequence used for Big Data Ocean project:

![Figure 2: Big Data Ocean Project Banner Sequence](image)

As you can see the structure is formed by the Project logo, the BDV logo and quality images related with the project activity. By repeating this structure, we ensure the campaign to be recognizable over time.
D5.8: PPP Promotional Materials (M18)

2.4 Brand Content Materials

These materials are intended as marketing tools to spread the knowledge about the PPP and its outcomes. They can be used in printed and electronic versions through all available channels. These elements are complementary to the different tools and assets featured in the PPP website, which are discussed in D5.4. During the Reporting Period the following materials have been developed:

BDV PPP Brochure (version 1, released November 2017)

Designed in a 4-page folded leaflet, it provides a top view of the PPP, its objectives, the areas of activity and a graphic representation of the timespan of the PPP initiative. The electronic version could be easily downloaded from the website:

SME Brochure (version 1, released November 2017)

Designed in collaboration with BDVA and WP2 of this project, the brochure features most of SMEs which are members of the BDV Association, presented in a structured and common template. The electronic version could be easily downloaded from the SME section of the website:

Big Data Value Certification Badges

As part of the support to the different tasks around education, developed by WP4 of this project, a series of badges have been designed to be used as a quality seal in different scenarios. Please note that this is a ‘work in progress’ at the time of writing this report. In the following image an example of these badges is shown.

2 All materials could be either downloaded or are available upon request for printing (ready-to-print files). Original print details (type of paper, printing house) also available upon request.
D5.8: PPP Promotional Materials (M18)

DATA SCIENCE ANALYTICS

Figure 3: Data Science Analytics Quality Badges – Certification Programme (WIP)

Educational Hub Flyer

A very simple element designed to support the marketing of the Educational Hub developed by WP4. This is a good example of how to deliver fast materials based on a generic empty branded background – without the need to go through the complete design process.


BDV PPP 2017 Yearbook

This is an ambitious piece of marketing which will serve as a complete repository of the activities of all projects within the PPP.

From BDVe we have asked the running projects to provide factual information about the objectives, activities and outcomes developed during the year 2017. Their inputs are being processed and adapted to a glossy 2-pager per project design and compiled into the final version of the Book, expected by July 2018.

The structure covers the project description, the scope of activity, the project outcomes and common Q&A’s for all projects.

The idea is to generate four different Yearbooks, which will show the evolution of the PPP along these years.

Please, find an example of the final result for the AEGIS project in the next image. Please, note that this is a ‘work in progress’ at the time of writing and subject to changes.
Figure 4: A sample of the information shown in the 2017 Yearbook (WIP)
3 European Big Data Value Forum Materials

With the merge in 2017 of the BDVA Summit and the European Data Forum into the European Big Data Value Forum this event turned into the flagship event around Big Data in Europe.

BDVe has supported this event from the very beginning, as it is discussed more in depth in D5.4. Within the scope of this document we will detail the materials designed and produced for both, the 2017 edition, and the on-going work for the 2018 edition that will take place in Vienna in November this year.

Please note that the website itself for both site is also included in D5.4.

3.1 EBDVF 2017, Versailles (FR)

We need to differentiate between those elements created for the event itself and those supporting the presence of the PPP in the event.

Brand Image and Visual Identity

The support for the events started in May 2017 with the creation of the Brand Image and the Visual Identity:

![Figure 5: EBDVF Brand Image and Visual Identity](image)

The Brand Image is quite simple, and is formed by the words of the event name, featured in different sizes and boldness. Then, the visual identity is led by a hero element representing an allegory of neuronal processes – just in line with the event
We developed the following elements for on-site visibility and branding:

**Before the Event: Support to the Sponsoring & Registration Campaigns**

As part of the Organising Committee OG1, representing BDVe project was present from the very beginning attending the regular meetings and fully supporting all actions related to the communication of the event. During the first phase the following materials were developed:

- **Sponsoring Guide EBDVF2017**: A comprehensive on-line document (pdf) containing all needed information on sponsoring gives & takes to be distributed to all potential sponsors.
- **Sponsor registration form EBDVF2017**: The actual document to be filled and signed by companies or institutions to become a real sponsor of the event.
- **Flyer EBDVF2017**: Both in printable and pdf versions, a simple and direct piece to promote the attendance to the event.
- **MS PowerPoint template for presentations** (before and during the event).

**Figure 6: Sample page of the EBDVF2017 Sponsoring Guide**

**Materials developed for usage during the event**

We developed the following elements for on-site visibility and branding:
D5.8: PPP Promotional Materials (M18)

- Welcome area banner
- Outside Flag
- Outside Banner
- Amphitheatre Lecter and Stage Signage

And also, the following informative items:

- Visitor’s Guide EBDVF2017, including Agenda and Speakers.
- Invitation (A7) for the EBDVF2017 Social Event

Visibility elements of the BDV PPP at the EBDVF2017 event

As official sponsor of the event, BDVe was represented in the exhibition area in a booth where all PPP partners developed different activities. It was also present in roll-up's located in different key areas (main stage, thematic sessions, and venue foyer).

For this purpose we developed:

- A booth panel of 8 x 2.40 mts.
- 3 Roll-up’s to be used in the mentioned areas.
3.2 Initial work for EBDVF 2018, Vienna (AT)

During the last months of the reporting period the work around the second edition of the EBDVF event has started. So far, the following elements have been already produced:

- Visual identity: A new visual universe was selected and approved to be used in all communications, combined with the event logo (unchanged) and the event slogan selected for this edition ("Data driven AI for the future").
- E-mail signature to be distributed across all event stakeholders.
- A printable flyer to be used in different events to promote attendance.
- A MS PowerPoint template.
- Banner set for Social Media usage (Twitter, Facebook, Linkedin).

At the time of writing this report the website (www.ebdvf.eu) is up and running and the whole team is working in setting up the registration platform. Full campaign will be launched in September.
4 Materials for other events

As part of the support for the BDV PPP the BDVe project coordinates the common presence of PPP members in other forums. Details on this collaboration and future plans on this matter can be found in D5.2.

During the reporting period the following events and materials have been developed:

IoT Week 2018, Bilbao (ES)

Along with different sessions in the agenda, the PPP was represented with a stand in the exhibition area. BDVe manned the booth along the event and produced the Stand Panels and the logo signage.

BDV PPP Meet-Up 2018, Sofia (BG)

Intended as an event for networking, interaction and workshops, the BDV PPP Meet-up is likely to become a yearly event organized under the patronage of BDVe. Along with the overall structure and logistic of the event, a series of elements were designed and produced with the support of the local organizers.

- Visual identity of the event, as an allegory of Sofia and the Bulgarian flag colours.
- Panels for the lightboxes in the main stage.
D5.8: PPP Promotional Materials (M18)

- Folder
- Agenda
- Accreditations (Badges)
- Banners for Website homepage and Eventbrite

Figure 10: BDV PPP Meet-up Sofia Lightbox Panel
5 Audiovisual Production

BDVe developed the following audiovisual pieces during the reporting period:

- PPP Video for usage in the 60th Anniversary of the European Union celebrations in Rome, Italy (March 2017)
  - This piece was generated and delivered in raw format to the EC for postproduction. The final piece is property of the EC and is not of public domain.
- Videos for the EBDVF2017:
  - Teaser video for Event Promotion in Digital Channels
  - Event Summary Video (Short and Long Versions)
- PPP Video featuring all projects
  - The primary usage of this video is to be used on BDV PPP booth during events

We are currently re working on the teaser promotional piece for EBDVF 2018 event, which is expected to be ready by July 15th 2018.
It will be uploaded as soon as is ready to the YouTube BDVA Channel: https://www.youtube.com/channel/UC5XVReZ5BY4pcsWJY0nJGvw

6 IPR Management

The following sources have been used to search for and select resources for the different communication materials reported in this document:

- Creative Commons SA (Share Alike) 3.0 (https://creativecommons.org/)
- Thinkstock (www.thinkstockphotos.com/)
- Getty Images (https://www.gettyimages.com/)
- Konga Music (https://www.kongamusic.com/)

All materials have been properly purchased or credited accordingly. Any other material has proven to be free of rights.
7 Conclusions and Next Steps

During the first 18 months of the project BDVe has achieved its objective of producing promotional materials based on the new brand identity for the PPP. Comprehensively we produced 5 generic marketing materials and produced 2 generic videos supporting the establishment of the BDV PPP brand and leveraging the digital content used in the website and through the Social Networks. In addition, we developed ad-hoc materials which are instrumental in the organization of our flagship events.

Along with this activity, BDVe has provided support to relevant stakeholders, such as BDVA, especially in the deep involvement in creating a new identity for the EBDVF flagship event.

In the next period we will continue to service the needs of the strategy depicted in D5.2, with special attention to support materials and communication pieces which help to spread the word about tangible results and outcomes from the projects, as the first tranche of them approaches its end. Focus will be also set in specific formats for Social Media and the Website, where we expect to raise traffic and interaction figures as content becomes more relevant.

Finally, BDVe is fully committed in supporting the event strategy along the coming months, with EBDVF 2018/19 and the Meet-up 2019 as milestones in terms of promotion, creation of materials and overall communication and dissemination activities around them.