

# Communications tactics – visibility, online, creative campaigns

Communication Training for Alpine  
Space project partners  
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investing in your future



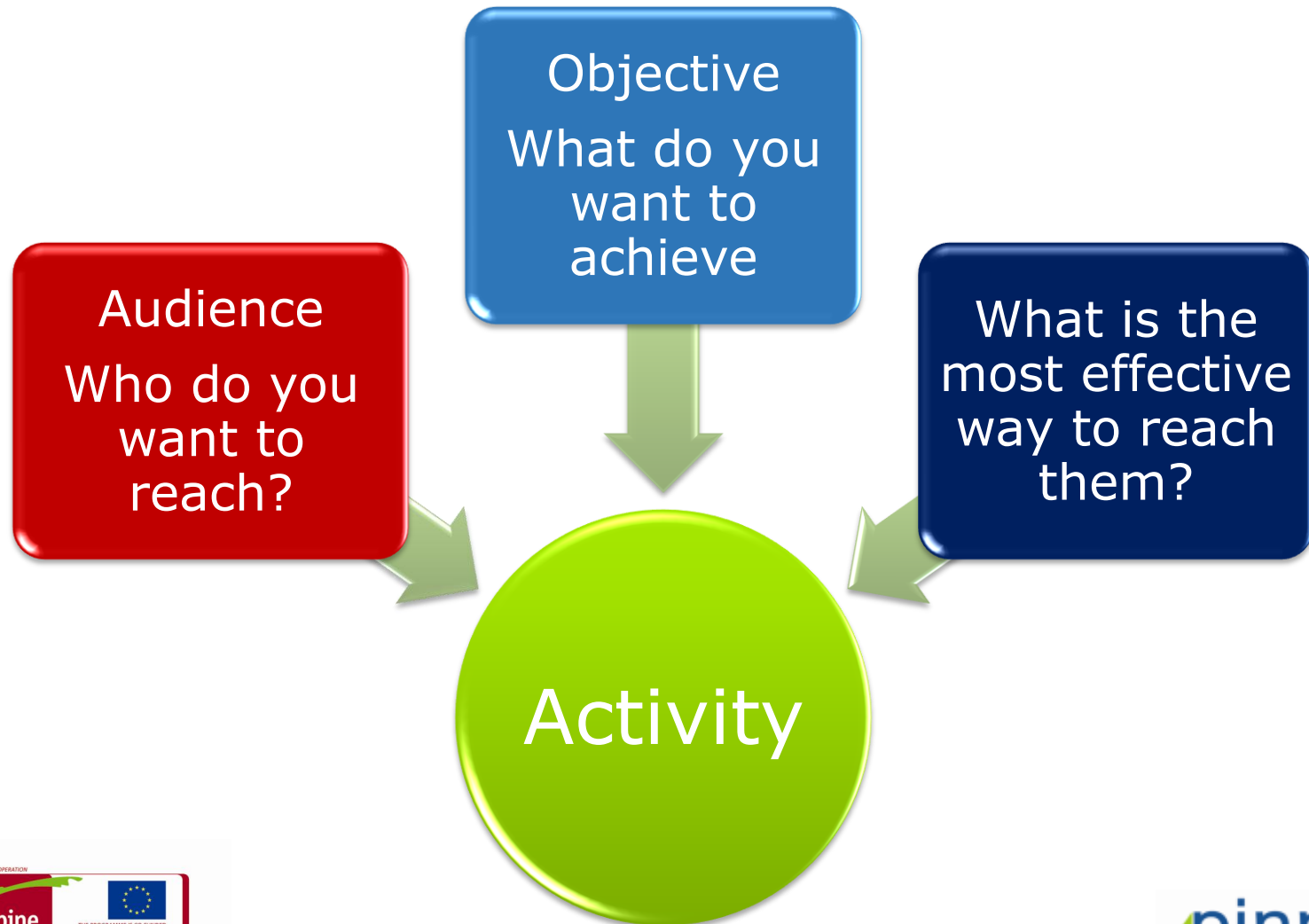
# Communications tactics



The aim of this session is to examine other non-media activities that you can use to publicise your project

- Visibility – brochures, promotional items, images, photographs
- On-line tools
- Creative activities, campaigns

# Tactics



# Part 1 Visibility



# Brochures



# Brochures



- Internal & external uses
- Should contain messages
- Easy to read and understand
- Good clean design
- Photos that illustrate your project

# Promotional items: Questions to consider



# Promotional items: Questions to consider



- How do these support the promotion of your project?
- What message do they carry?
- Is the format and layout appropriate?
- Who are you going to give these to?

# Photographs and images



# Photographs and images



- Be creative
- Make your photos interesting
- May generate extensive news coverage
- Avoid using the publicity photo clichés
  - One person passing a cheque to another
  - Someone breaking ground with a shovel
  - Two people shaking hands
  - Someone cutting a ribbon
  - One person passing an award to another



# Photography



# Photography



# Photography



What sort of photographs will editors use?

- Keep groups small – 3 or 4
- People – faces in particular
- People doing something
- Avoid clutter backgrounds
- Fill whole picture
- Use strong colours – reds or yellows
- Interesting angles, lighting

Ask a photographer! Look up award winners for inspiration!

# Workshop 1



## Visibility Task

- 1 photography idea and why?
- 1 promotional idea and why?
- Printed publications:
  - What might your project use? Why?
  - Who are they for? When and how are they distributed?
  - What kind of images or photography are used?
  - What tasks do you outsource and which ones to you do in-house?

# Part 2 Online



- Your audiences...
  - ...are sourcing their information online
  - ...are communicating online



# That little thing called the internet...



135 million websites

- 27 billion web pages
- 1.5 billion users
- 70 million blogs
- 27% share of media time



Used by 98% of journalists daily

- 92% for article research
- 76% to find new sources
- 73% to find press releases
- 51% use blogs regularly





# Have a good website

Track what people are looking at

- Install Google site analytics
- [www.google.com/analytics](http://www.google.com/analytics)
- It's free

Add a news section to your site

- Install [wordpress.org](http://wordpress.org)
- Update news regularly
- Link news to other areas in your site and other sites

Make it easy for people to use

- Make images, videos, documents available for download
- Make PDFs into links for easy passing via email

# Monitor what others are doing



- List key terms to monitor
- Key organisations, industries, people, trends and issues
- Free - Google Alerts
- Paid – fast, automatic analysis
- Sentiment indexing, metrics

Google Alerts

CISION  
Media Intelligence. Communication Insights.

ATTENTIO

Brandwatch™

radian<sup>6</sup>

Nielsen  
BuzzMetrics

onalytica



pinnacle  
PUBLIC RELATIONS

# Develop an online newsletter



## Make it interesting

- Relevant to target readers
- Category news, insights, trends



## Use

- [icontact.com](http://icontact.com)  
\$9.95/mth
- [constantcontact.com](http://constantcontact.com)
- [campaignmonitor.com](http://campaignmonitor.com)

1. Only send to those who opt-in
2. Send it consistently
  - Tues-Thurs
  - 9-10am business
  - 5-8pm home
3. Improve deliverability:
  - To ensure receipt please add our email to your address book
  - Make it personal
4. Tick the box to allow plain text or HTML version
5. Don't personalise - Dear X people know it's not personal

# Tell online influencers about your work



Look for “online influencers” - people and sites with a high Google ranking on your keywords

Identify by Googling each keyword monitored

Online journalists / bloggers, forum hosts, e-zine editors, Twitter users

Add them to your contact / outreach lists



# Blogging issues



- Time consuming
- Requires open culture
- Flogs - fake blogs
  - Promotional blog by fictitious person
  - Eg. Sony's All I Want For Xmas Is APSP flog
- Astroturfing
  - Manufactured grass roots PR campaign
  - Eg. Microsoft's attempt to get people to post biased entries to Wikipedia



ALL I WANT FOR XMAS IS A PSP  
**Meet The Douchebags Behind The Sony PSP Flog**



**CBS NEWS**  
**Microsoft Violates Wikipedia's Sacred Rule**  
Software Giant Offered Blogger Money To Change Postings On Encyclopedia Web Site

# Wikis



- Fast and easy way to create documents with multiple contributors
- Teams, partners...
- Harnesses collective intelligence
- One central document updated online with web browser
- Users can edit, write and save changes, create new pages and link them
- Edits can be accepted or rejected by other users

# Facebook



- Most popular social networking platform
- 200M+ people
- Groups
- Events

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font on a dark blue rectangular background. A registered trademark symbol (®) is located at the end of the word.

# Catch their attention!



Google™

digg™

slideshare BETA

YouTube  
Broadcast Yourself™

LinkedIn

Technorati™

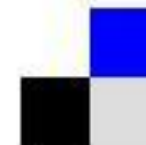
flickr BETA™



facebook

twitter

WIKIPEDIA



del.icio.us

# Workshop 2



What on-line tools could you use for your project?

## Task

- Select the 3 or 4 that are useful and want to use
  - Why have you chosen them?
  - What are next steps?
  - What are the barriers and how will you overcome?
- Select 3 or 4 more that require more planning
- Which tools would not work for your project?

# Part 3 Creative activities



# Creative thinking



- Project to investigate ways to improve transport links with other regions
- How will this affect people's lives in the region?
  - Help businesses transport their products to other regions
  - Improve the economy
  - Impact create jobs in the area

# Stunts



***Goldfish bank launches in the UK by sending goldfish in a bowl to all financial journalists in London***



***Keep Sweden Tidy Foundation picks up litter from Stockholm streets and identifies the top 10 worst "multinational" garbage offenders***



# Stunts



- Can generate huge amounts of coverage
- Not suitable for all occasions, use your judgement
- Think about how it will be perceived by everyone



# Case study



Thames Water in UK

Water supply and sewage

Wanted to build reputation  
and enhance relationships  
with politicians and opinion  
leaders



# Surveys



- Do your own survey
- Must relate to your project
- Ideas
  - X% of people in x town would use their bikes rather than drive if there were better cycle lanes in their town
  - X% of people living near rivers or the sea do not know if their homes are in flood zones
  - X% of people feel their voice is not heard in the development of their local community

# Reports



- Academic study
- New findings
- Desk research
- Ensure write-up has sound-bites
  - “Seabirds turned into living dust-bins”
  - Research done by Save the North Sea campaign that showed 95% of birds had rubbish in their stomachs



# Speaking opportunities



Schools /  
universities

NGOs

Business  
groups

Trade  
associations

Conferences

Councils /  
communes

# Other ideas



- Use hooks
  - Create/hook onto a day
  - Calendar events
  - Anniversaries
  - Political/economic events or trends
- Viral
- Competitions

# Workshop 3



What campaigns could you run?

## Task

Work with your project partners

- Choose one issue / topic that is central to your project.
- How does it affect the public or your other stakeholders?
- What creative campaigns / activities could you run to promote this to your stakeholders?