

# Interact

## Digital Storytelling

Bilbao 28-29.11.2017

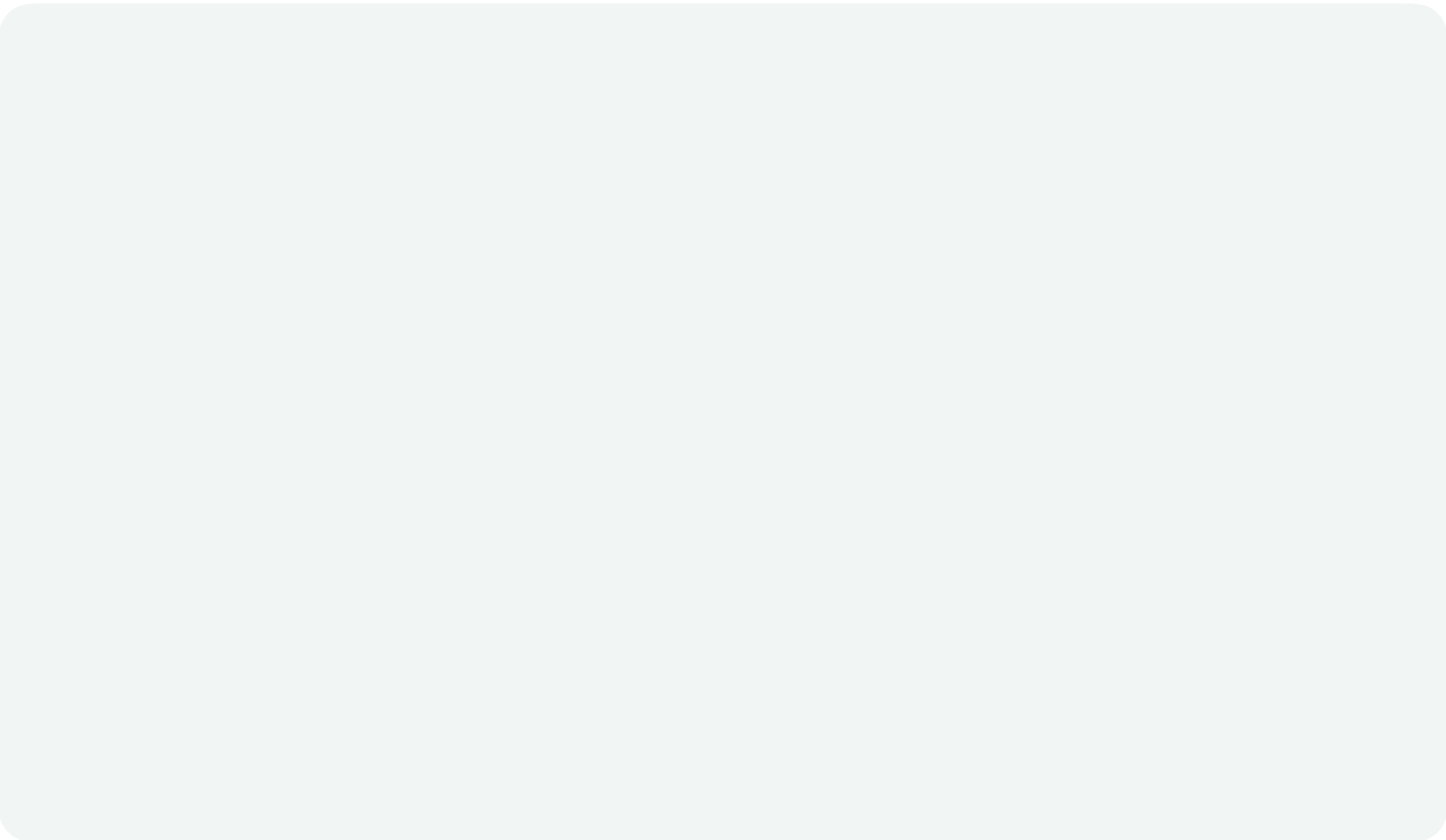


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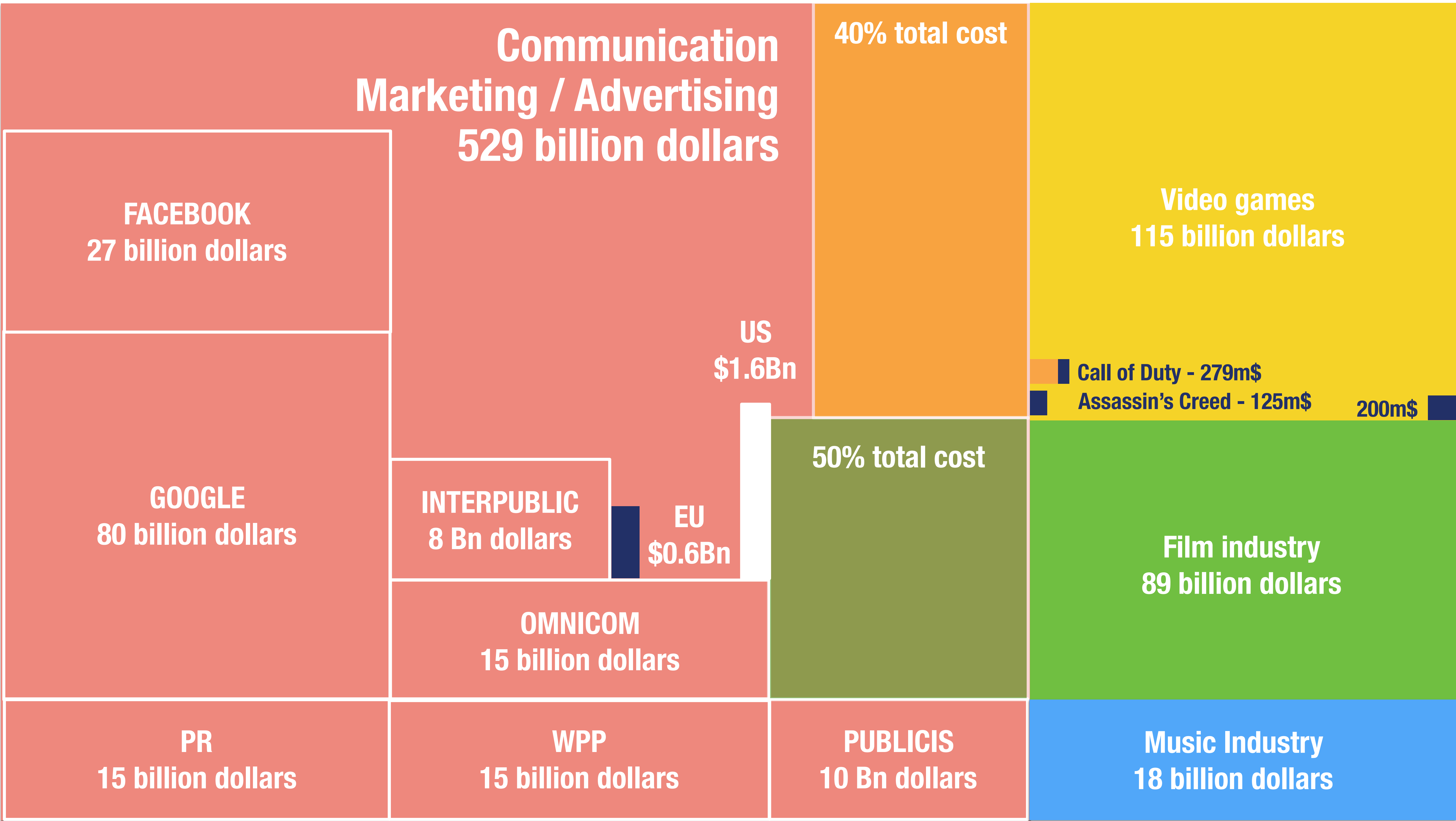
### My definition of your mission

We communicate about EU Interreg programmes and projects so that motivated entrepreneurs and associations come up with projects to solve real people problems, and help millions in Europe in a more direct and precise way.

### Your definition of your mission



117 programmes      11700 - 17000 projects      circa 11.000.000 - 17.000.000 people





## 2. Influencing behaviour



**€10.1Bn**  
**2014-2020**

**\$63 Bn**  
**solidarity via EU projects**

## 3. Following a story

1. the capacity to draw us in another universe which is credible in itself **Narrative transportation**
2. the capacity to mirror what the characters are doing **Emotional gravity**
3. the possibility to be a witness of the story and draw our own conclusion **2+2 vs 4**



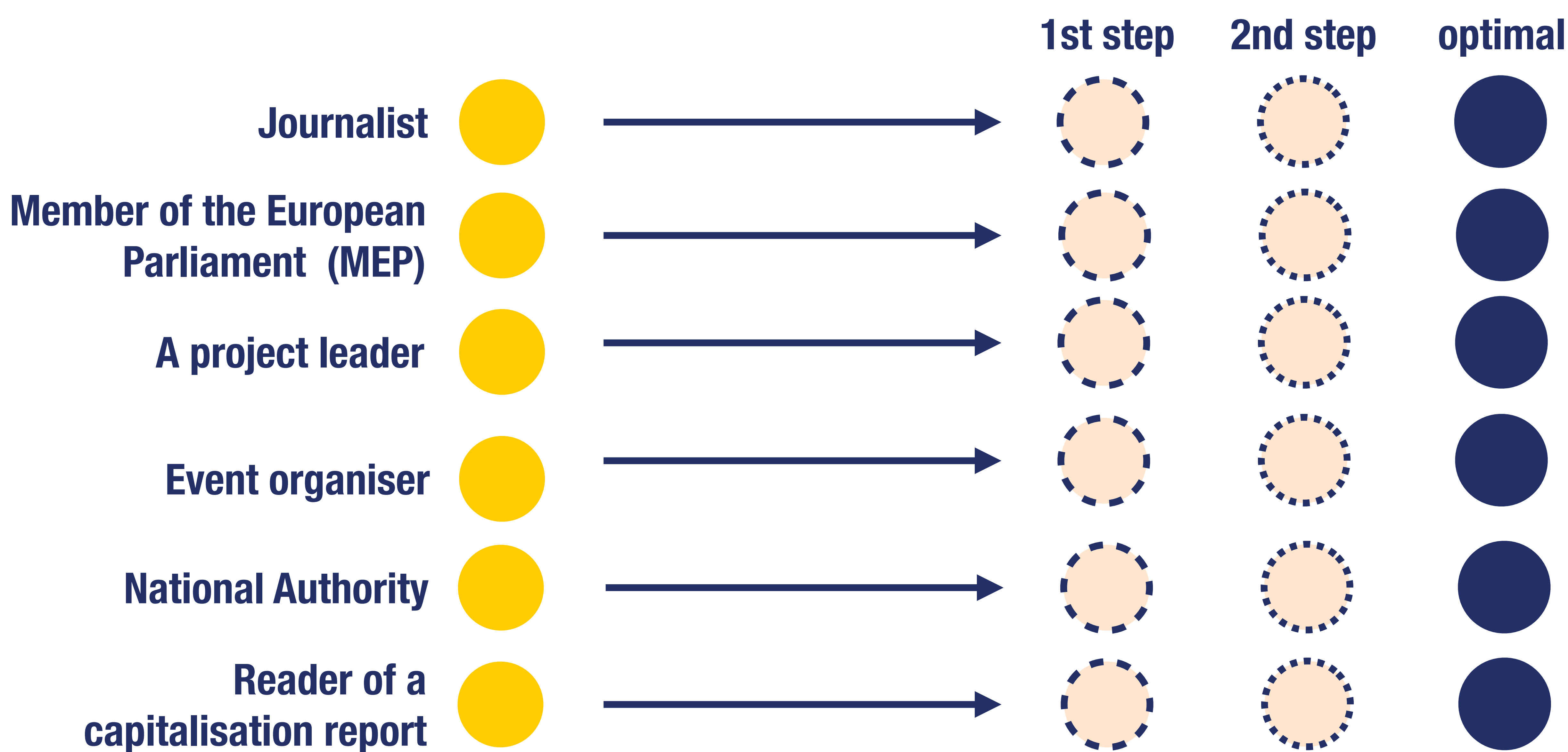
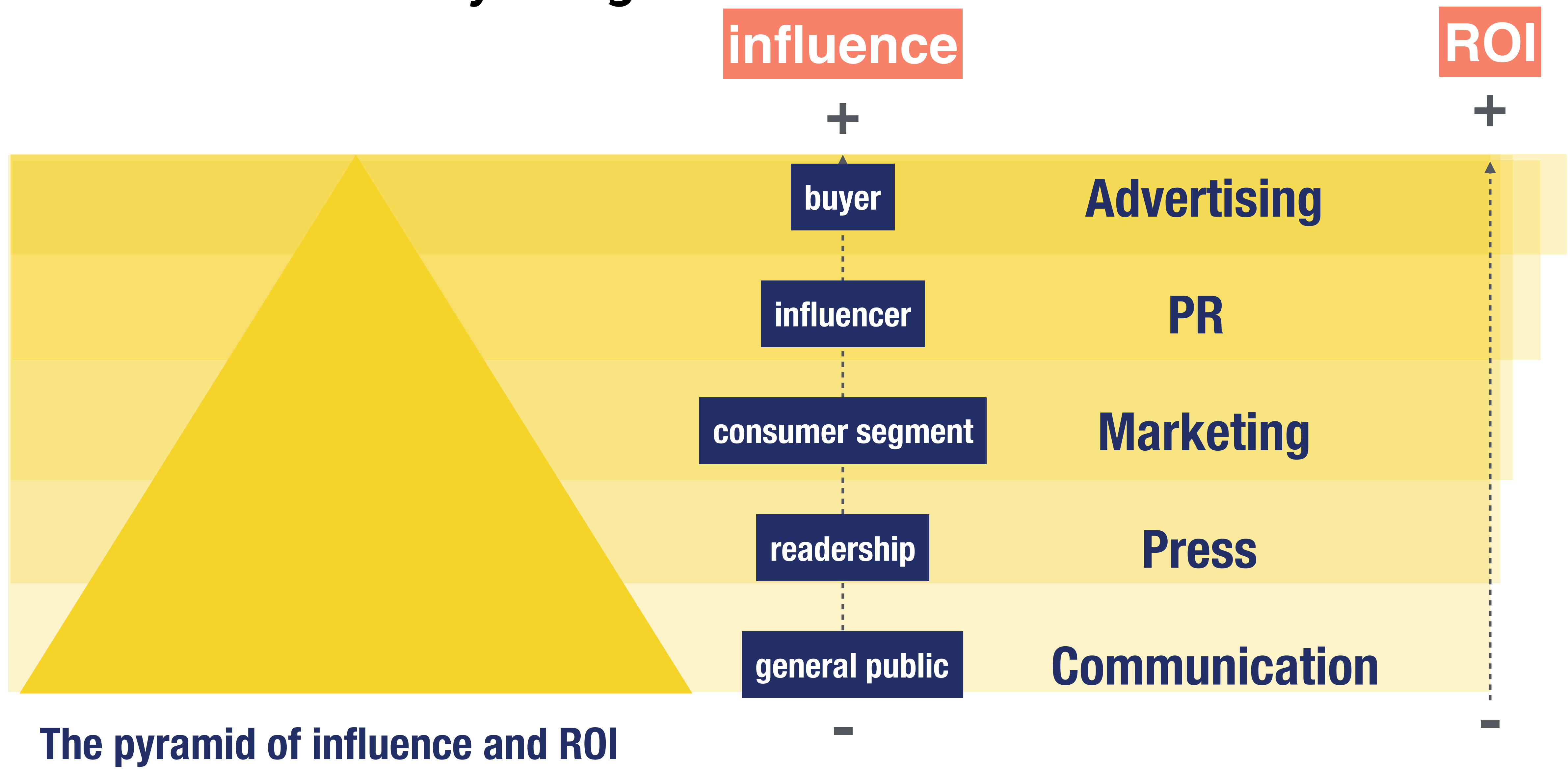
**Narrative transportation**



**Emotional gravity**



4. How to communicate anything?



WHAT DOES GENERAL PUBLIC ACTUALLY MEANS?

Ordinary people in society, rather than people who are considered to be important or who belong to a particular group. “The meeting is not open to the general public”

WHAT DOES RAISING AWARENESS ACTUALLY MEANS?

the state or condition of being aware; having knowledge; consciousness: The object of the information drive is to raise awareness of what spreads HIV/AIDS.

Examining the Relationship Between Knowing and Doing: Training for Improving Food Choices

(Knowing - Doing gap)

The relationship between knowing and doing is complex, and knowledge does not always lead to its intended action. For example, roughly 46.6 million American adults smoke cigarettes despite the fact that 8.6 million live with a serious illness attributed to smoking (aCenter for Disease Control and Prevention [CDC], 2011a). Perhaps one way to decrease the gap between knowing and doing is to promote a deep level of understanding, one that promotes both long-term retention and transfer of knowledge.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4019380/>

URBAN DICTIONARY DEFINITION

"Raise Awareness" is a buzzword meaning "Doing something that I think solves the problem to look good, but in reality doesn't actually solve the problem"

<https://www.urbandictionary.com/define.php?term=Raising%20awareness>

BRAND AWARENESS

**Brand awareness** refers to the extent to which customers are able to recall or recognise a **brand**.

Brand awareness is a key consideration in consumer behavior, advertising management, brand management and strategy development. The consumer's ability to recognise or **recall a brand** is central to purchasing decision-making.

[https://en.wikipedia.org/wiki/Brand\\_awareness](https://en.wikipedia.org/wiki/Brand_awareness)

DIRECT RESPONSE

**Direct response marketing** is a type of marketing that elicits a specific, measured response resulting from a consumer's direct response to a marketer.

Direct response marketing facilitates the delivery of a call to action and outcome via **direct or online interaction for immediate feedback and response**.

<https://www.techopedia.com/definition/26411/direct-response-marketing>



Exercise: Owned / Earned and Paid

**OWNED MEDIA**

when you create your own media space for your own content

**PAID MEDIA**

when you pay to use the community of someone else “owned media”

**EARNED MEDIA**

when others let you use their community for free, consciously or not.

**Exercise:** Find a minimum of 5 cases for each of the media-mix categories

OWNED

PAID

EARNED

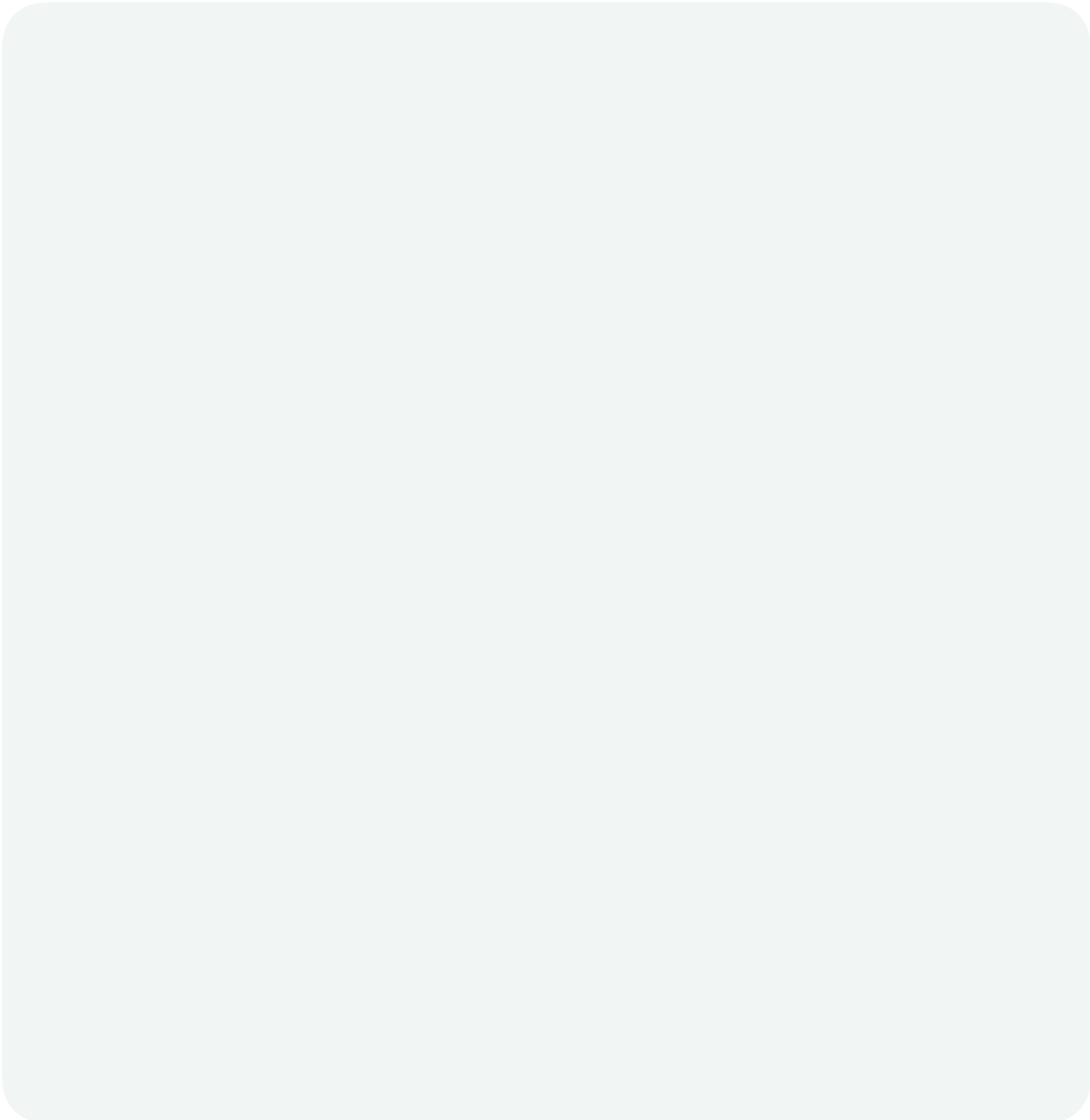
Exercise: Which type of media is this tool related to?

#	Product / media	owned media	paid media	earned media
1	Outdoor billboards			
2	Newspaper full page advertisement			
3	Newspaper article in The Guardian			
4	Magazine of the industry (ex. Danube mag)			
5	Brochures about the programme			
7	Packaging (container for a product)			
8	Direct mail in mailbox			
9	Exhibition stands at an event			
10	Postcards			
11	Annual report			
12	Forms / Quizzes online			
13	web-documentary on the life of someone			
14	Interactive Infographics (web)			
15	Microsite with stories of people			
17	General magazine (ex. Vogue)			
18	USB Stick / Pens / Umbrellas / tote bag			
19	Member of the EP / telling a story of yours			
20	Moving infographics (video animation)			
21	Linkedin (article)			
22	Facebook (post)			
23	Twitter (message)			
24	Youtube (video)			
25	Vimeo (video)			
26	Static paper Infographics			
27	Cocktail / Breakfast / Conference			
28	Datavisualisation in a newspaper			
29	Euronews reportage			
30	Documentary produced by a student			
31	Photo competition for people			
32	Poster / event / invitation to EU Open Days			

TIME / COST			ROI		
LOW	MED	HIGH	LOW	MED	HIGH
	X			X	
	X		X		
		X			X
	X			X	
	X			X	
	X		X		
	X			X	
		X		X	
	X		X		
	X		X		
	X			X	
		X		X	
	X	X		X	X
		X	X		
	X		X		
	X		X		
	X		X	X	
	X			X	X
	X	X		X	X
		X		X	
X	X		X	X	



# Persona



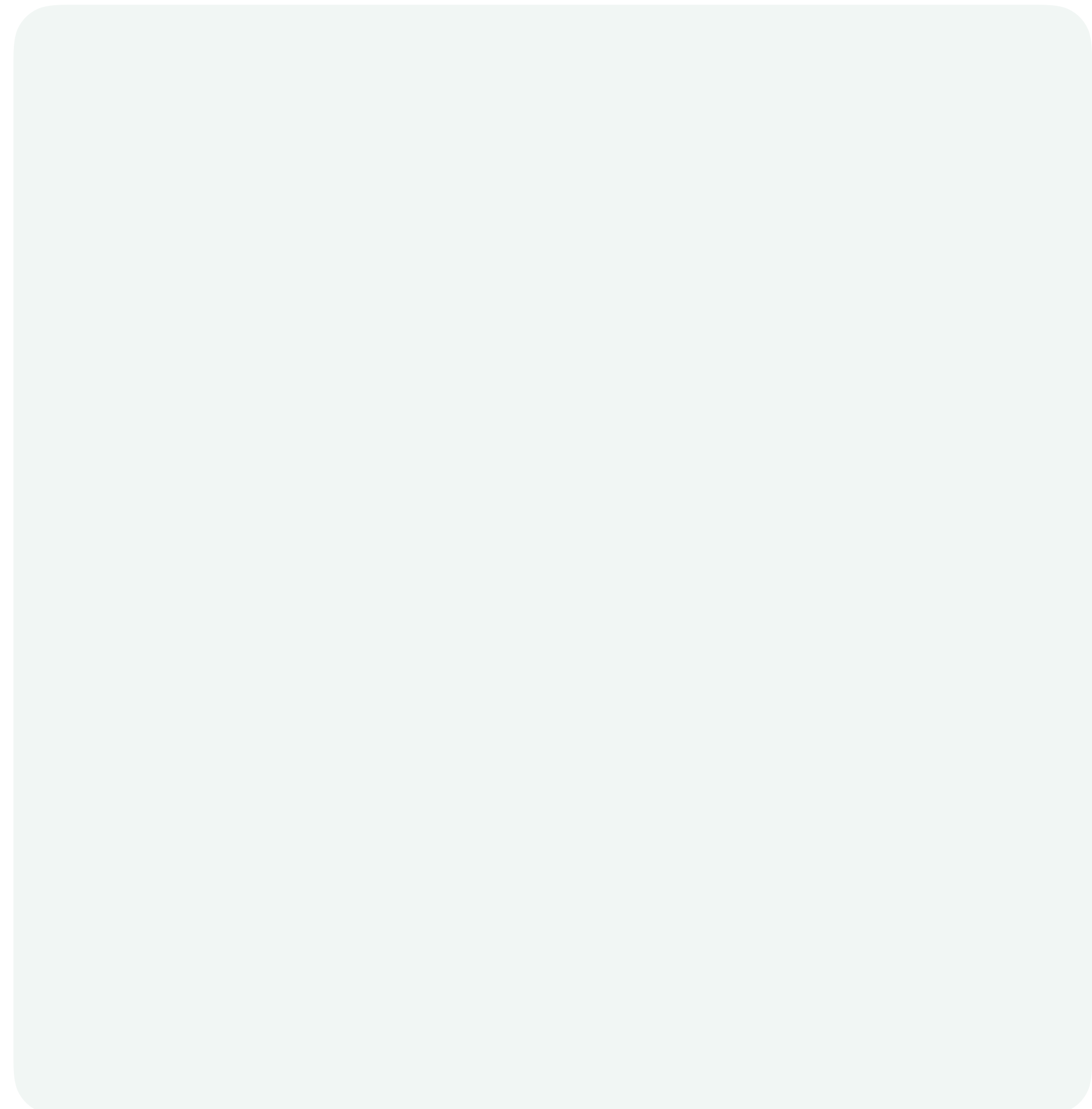
**Name:**  
**Age:**  
**Profession:**  
**Family:**  
**Education level:**

**What does this person dreams about?**

**What is this person afraid about?**

**How does our service helps?**

# Persona



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**Age:**  
**Profession:**  
**Family:**  
**Education level:**

**What does this person dreams about?**

**What is this person afraid about?**

**How does our service helps?**



- Gauthier**
- 31 ans - 1 kid (1yo) - married
  - from France, Lille (north)
  - went in Erasmus
  - Founded his company in 2013
  - Bought a flat in 2016
  - 7 employees / Public Communication
  - No entrepreneurs in his family

No matter how successful the company, Gauthier thinks it is going to crash, and he will not receive any more calls from clients. He dreams about it at least once a week and his mentally rehearsing scenarios about firing everyone

**Intro + Problem**

The big picture / The context - **BUT** - This region has a problem

**Problem specific**

Concretely people could not do that because of the previous problem

**Insight about people**

But we know people actually did that ...

**Solution**

So we created ....., which is the first / the best / a long-term solution to

**How the solution works**

It works this way (3 features max)

**Proof it works**

Thanks to ..... we managed to reach .... and transform the lives of... for only .....

**Vision & Brand**

By helping people this way we are pushing forward for... This is what INTERREG can do...