



# Communications 2007-2013

– On Plans, Videos and Messaging

[Lead Beneficiary II]

4-5 February 2009, Lübeck, Germany

Henrik Josephson & Stefanie Bischof  
North Sea Region Programme 2007-2013

## This session will address the following

### **Part 1: BACKGROUND TO EFFICIENT COMMUNICATIONS**

Act strategically, think long term and be patient...

### **Part 2: COMMUNICATION PLAN**

Not because we say so, but because you really need it!

### **Part 3: BRANDING**

There is a ladder in the mind for everything!

### **Part 4: MESSAGING**

Selling a project between floors in an elevator.

### **Part 5: VIDEOS**

The revolution was televised, now available on YouTube.

# 1. Background to efficient communications

- **LONG TERM**

It takes time to build a brand and make people aware of and interested in the things you have to say.

- **PLAN IT AND MAKE SURE YOU HAVE A STRATEGY**

A map tells you where to go and when to turn, the plan is that map for you in communicating the project.

- **REMEMBER: COMMUNICATION ADDS VALUE**

Communication is a way to add value to an organisation – a well communicated organisation will get more money and attract talent.

## 1.2. The regulations...

- **EC No 1828/2006**

This is where you find the Commission requirements relating to communications and publicity.

- **YOU NEED TO WRITE AND SUBMIT A COMMUNICATION PLAN**

Please do not try to change the world – be relevant and realistic in relation to the project and the budget.

- **IN MEDIA THINGS CHANGE AT HIGH PACE – REVISE AND UPDATE**

The conditions change fast, evaluate and adopt.

## 2. A Plan will make all the difference

- Communications = long term commitment
  - How can communications help to achieve the overall aim of the project?
  - A Communication Plan helps to
    - Structure the day-to day work
    - Set priorities
    - Keep control
    - Give credibility
  - Defining a clear message – including a graphic profile, a logo and a message/tagline – ensures recognition
  - A Communication Plan should go beyond information
- develop a Plan at early stages and stick to it

## 2.1 What is a Communication Plan?

**The Plan should at least deal with the following:**

- Background
- Aim and Objectives
- Target Group(s)
- Strategy
- Methods
- Measures
- Budget
- Responsibilities
- Evaluation

**! Remember to connect the different parts of the Plan !**

## 3. UNDERSTANDING BRANDING

### **THE BRAND IS THE COAT HANGER AND THE MESSAGE IS THE COAT IN THE MIND OF THE PROSPECT**

Four inconvenient truths about branding (and marketing):

1. Everything is a brand in the mind of the prospect, whether you like it or not,
2. It is very hard to change how people feel about a brand once it has been established,
3. Content is over-rated – it is not about the actual quality but about how people think about quality in relation to the brand (the concept of bench marking is essentially a fraud),
4. The feeling will always win over the rational.

## 3.1 BRANDING: USEFUL CONCEPTS

**DO YOU HAVE ANY IDEA OF WHO YOU ARE IN THE MIND OF YOUR CUSTOMER? WHO WOULD YOU LIKE TO BE?**

- Profile / Image – Are you who you think you are?
- Message / Product – Does the message fit with what you offer?
- Vision / Potential – Where would you like to be, can you get there?



## 3.2 EXAMPLES FROM THE REAL WORLD

### THERE IS ALWAYS A LADDER AND WE ALL HAVE OUR PREFERENCES

- Which do you prefer: Coke Light or Coke Zero?
- Think of toothpaste: what brand comes to mind?
- Name 3 budget airlines in the order they came to mind.
- Freedom and Liberty – what country do you think of?

What concepts could the EU take ownership of? What could the EU 'be' in the mind of its citizens?

## 4. Videos

- New media offer new ways to communicate project results
- E.g. web videos
  
- Opportunities:
  - New target groups, accessibility, easy distribution
- Challenges:
  - Cost-intensive, time consuming, find the right story and tone, language
  
- Many issues need to be considered to reach effective results!

**Interested? Learn more in the workshop tomorrow!**

## 5. Messaging

A message is (essentially) a one-liner about your project that get the attention of the people your are talking to.

- Make the message part of overall plan and communications,
- Inform and educate the entire project network,
- Make sure the same message is used all over the project (minor regional adjustments might apply, but be careful),
- Stick to the message – consistency is key,
- Develop a message for 10 seconds, 1 minute and 10 minutes.

## Main points

1. Communications can (and will if done right) add value,
2. You need to draw up a Communication Plan (if you do not already have one),
3. Thinking in terms of a brand will help you to understand how you need to act
4. New Media is the way forward, but challenges apply!
5. A message will help you to speak in a unified voice and get the project across to the audience.

European Union



The European Regional Development Fund

**The Interreg IVB  
North Sea Region  
Programme**



# Contact

[www.northsearegion.eu](http://www.northsearegion.eu)

*Investing in the future  
by working together for a  
sustainable and competitive region*