



EU corporate communication

Mikel LANDABASO

Director

Strategy and Corporate Communication

DG Communication A

10/11/2017

EuropCom 2017

Communicating the results of the work of the Juncker Commission

Main campaigns features:

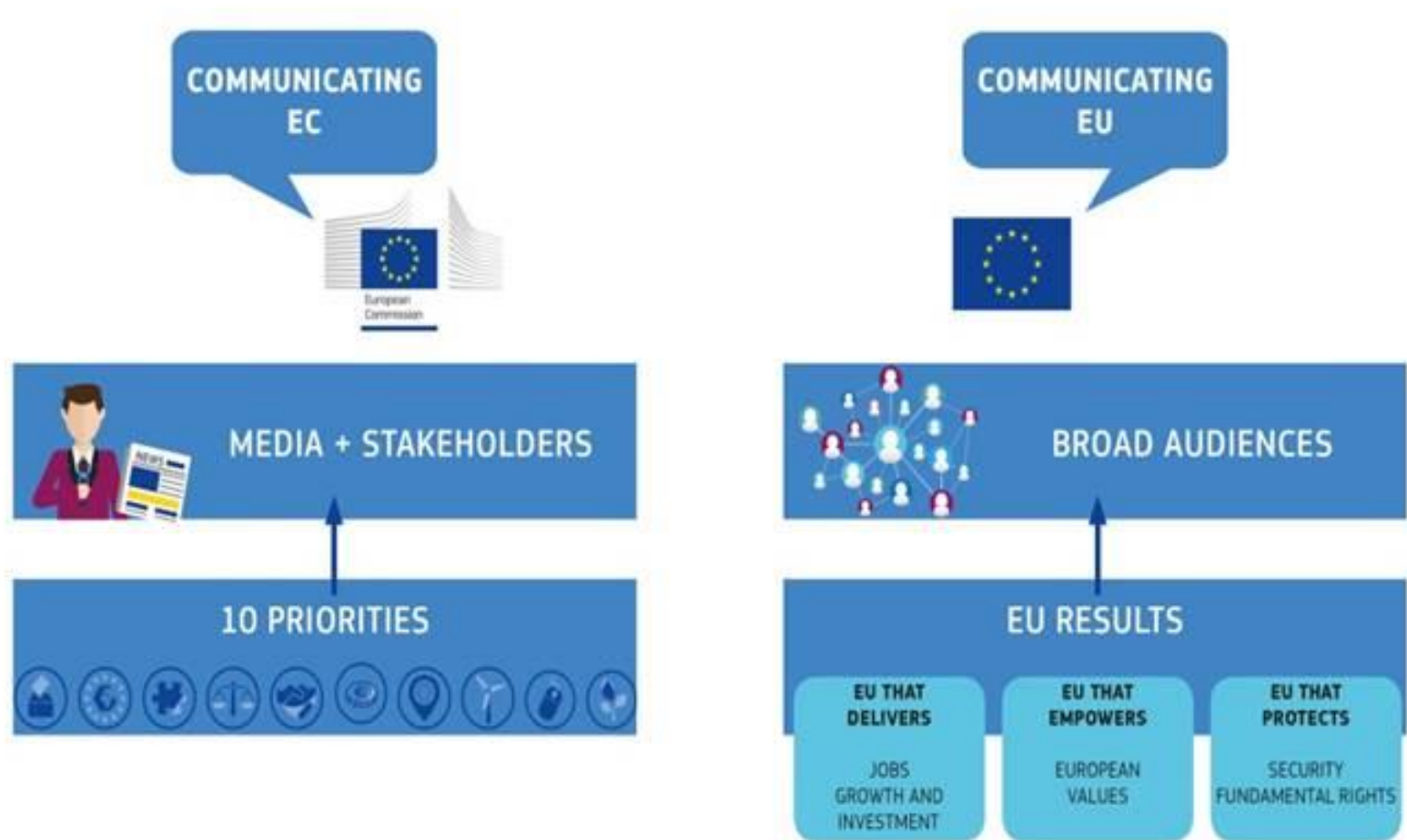
- 3 narratives encapsulating the 10 Juncker's priorities
- Targeting citizens (not policy stakeholders) to reconnect with EU
- Focus on ambivalent individuals and especially the young
- Presenting real people, real projects and showcasing real impact
- Evoking emotions and focusing on tangible results
- Based on 3rd party endorsement



Communicating the results of the work of the Juncker Commission

Main campaigns features:

- Acronym-free campaign, using simple language under EU banner
- DG COMM leads with support of DGs on relevant narratives
- Contextual and localised – REPs are adapting messages and channels to reach broader audiences in the field
- Use of appropriate tools with focus on social media and A/V material



The Objective

What?

Listen, engage and exchange with citizens on what EU stands for, its main challenges, opportunities and how to best face them together.

Why?

Raise public awareness about the EU as a whole, its role, values, political priorities and its work to address current issues.

The Campaigns



EU THAT DELIVERS

What? EU delivers on jobs, growth and investment

Why? To demonstrate local relevance and impact of EU funding

How? Showing real local stories and beneficiaries of EU-funded projects.



EU THAT EMPOWERS

What? Life changing opportunities that the EU offers its citizens

Why? To reconnect Europeans with EU values

How? Showing personal stories and interrelating symbolic milestones and initiatives: 60th Anniversary of Rome Treaties, Social Pillar, 30 years of Erasmus etc.



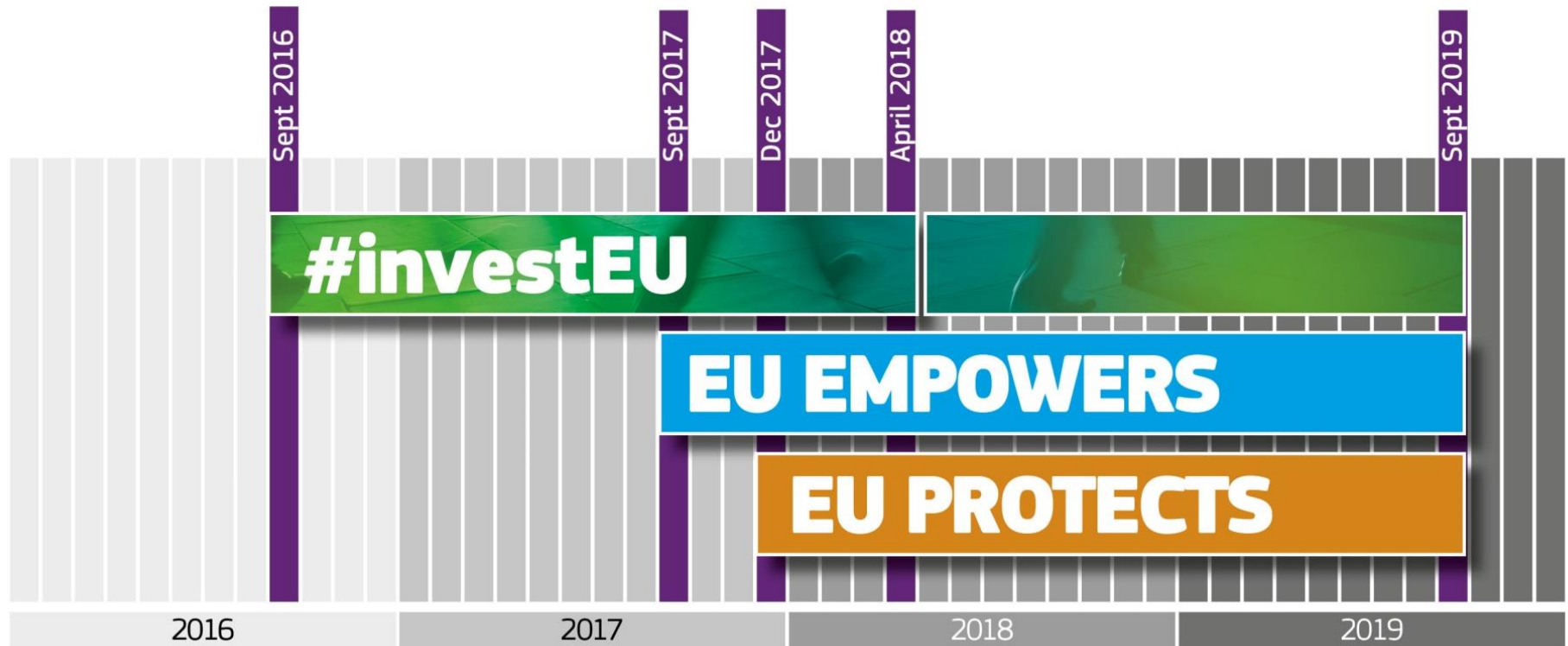
EU THAT PROTECTS

What? Collective EU solutions to tackle global challenges, such as migration, security and defence

Why? To reassure people the EU is taking action to address their concerns

How? Highlighting people in action working on the ground for the protection of EU citizens and broader stability in the world.

The Campaigns' Timeline



Invest EU - Campaign Overview



- **Present EU funding at large** by showcasing emblematic projects funded by the EU
- **Targeting ambivalent Europeans**
- Mix of paid, earned and owned **media**, third party **endorsements** and **events**

Real projects. Real stories

- *Human stories*
- *Tangible impact*
- *Responding to end-users' key concerns*
- *Contributing to the EU economy*
- *Reflecting the diversity of EU funding*



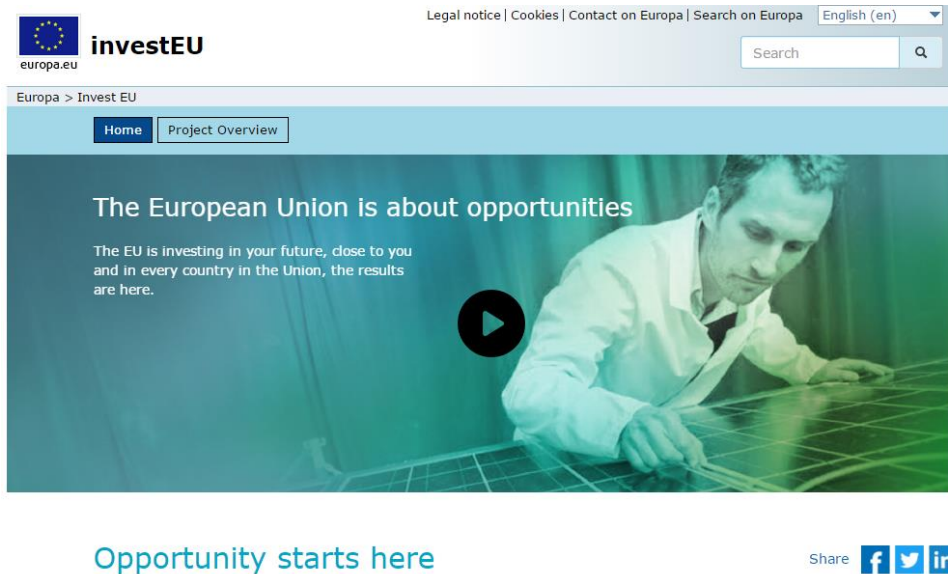
Social Media Video Project - Belle Vue Hotel (Belgium)



Campaign Toolkit



The Website and Download Centre



Legal notice | Cookies | Contact on Europa | Search on Europa English (en)

investEU
europa.eu

Europa > Invest EU

Home Project Overview

The European Union is about opportunities

The EU is investing in your future, close to you and in every country in the Union, the results are here.

Opportunity starts here

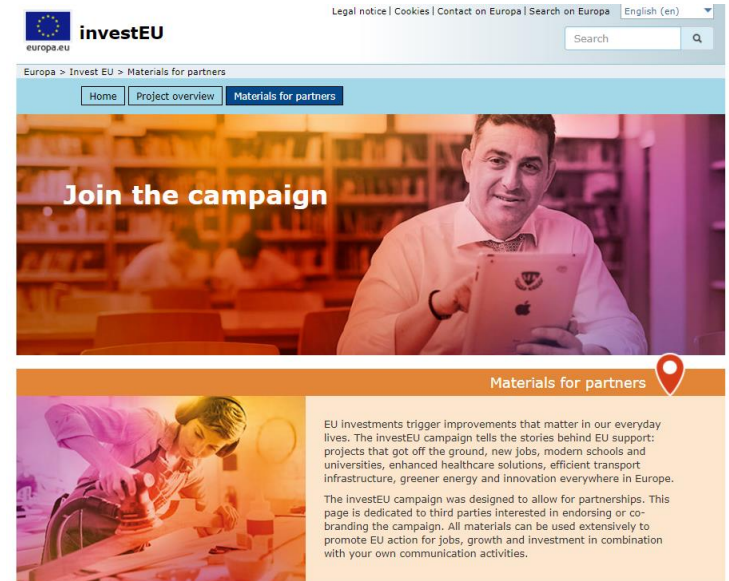
Share f t in



EU investments create opportunities

Support to get projects off the ground, tailored grants and schemes available at all stages and ages of life, smart lending to trigger additional investments, targeted funding to modernise, develop and interconnect... The European Union is about opportunities that deliver concrete benefits, boost job creation and make a difference locally.

europa.eu/InvestEU



Legal notice | Cookies | Contact on Europa | Search on Europa English (en)

investEU
europa.eu

Europa > Invest EU > Materials for partners

Home Project overview Materials for partners

Join the campaign

Materials for partners

EU investments trigger improvements that matter in our everyday lives. The investEU campaign tells the stories behind EU support: projects that got off the ground, new jobs, modern schools and universities, enhanced healthcare solutions, efficient transport infrastructure, greener energy and innovation everywhere in Europe.

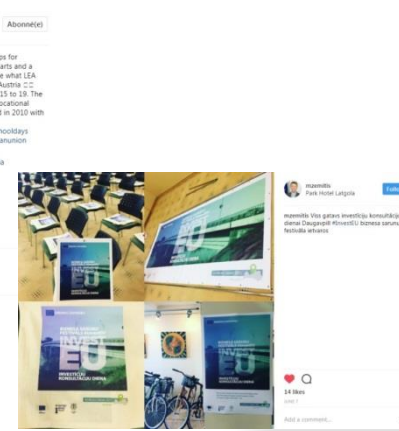
The investEU campaign was designed to allow for partnerships. This page is dedicated to third parties interested in endorsing or co-branding the campaign. All materials can be used extensively to promote EU action for jobs, growth and investment in combination with your own communication activities.



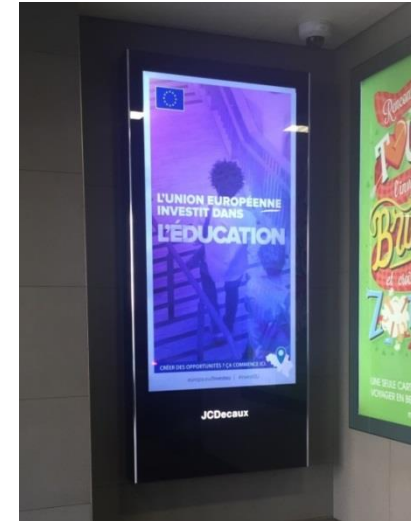

Key features

The elements that constitute the campaign branding are adaptable to your needs, products and communication activities. Special attention has been paid to making the branding locally relevant, adaptable to various topics, and flexible in its application. The branding elements are available in all official EU languages. There are two options available for the co-branding: the first is to apply the campaign signature directly to your own communication products. Co-branding options include adapting and embedding the campaign's signature as part of your communication deliverables, incorporating your logo into existing visuals and using available materials in a tailored way.

#InvestEU on Social Media



The campaign on the ground



Campaign Results

April 2017 – September 2017

1.600 ads



17

MILLION

PEOPLE REACHED

**600 pieces of
media coverage**



REACHED OVER

35 MILLION PEOPLE

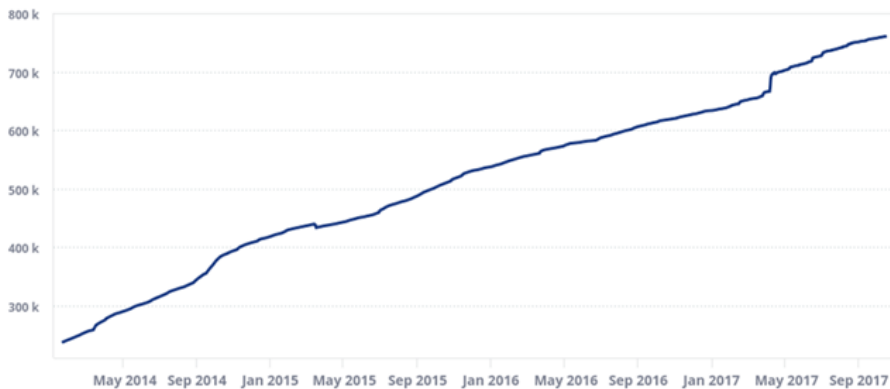
40

EVENTS

ON THE GROUND

The Results – social media

Total Fans Jan 20, 2014 - Oct 17, 2017 Total Followers Jan 20, 2014 - Oct 17, 2017



Facebook
x1.5 more followers
since 2014

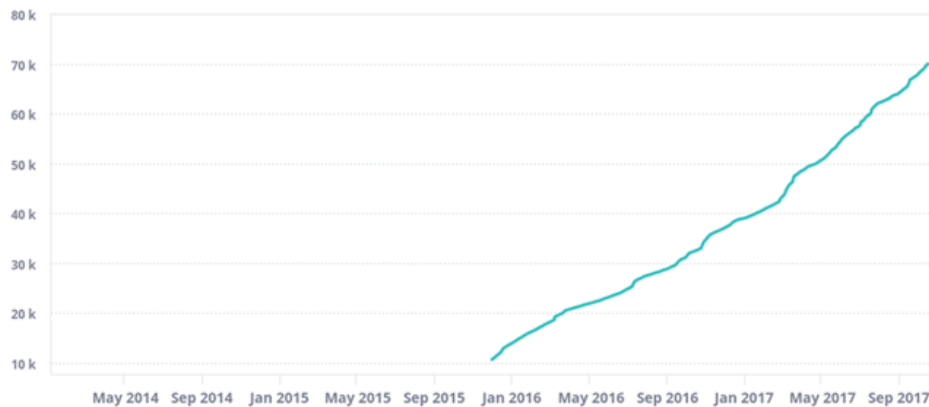


Twitter
x2.5 more followers
since 2014

The Results – social media

Total Followers

Jan 20, 2014 - Oct 17, 2017



Instagram
x5 more followers
since 2014

SMARP

2.000 active EC
colleagues, 1.000 EC
content items for SM
shared over 41.000 times
and creating almost
100.000 additional clicks
to EC websites

LinkedIn

No1
Institution/Government
account in followers
globally

**IN TOTAL WITHIN 6 MONTHS
WE REACHED**

**85 MILLION
EU CITIZENS**

14 COUNTRIES & 17 LANGUAGES



EU that Empowers– Upcoming

**An EU Commission
campaign on **European
values** and
opportunities offered by
the **European Union**.**

Campaign Overview

- **Targeting 17-35 y.o. Europeans neutral towards EU**
- **Objective:** Demonstrate the **practical added-value** of Europe in young people's daily lives often taken for granted, ignored or not considered as an EU initiative.
- **The strategy:** Focus on **social media** channels and key **events** with high youth presence.
- The campaign **messaging** will revolve around the five main '**empowerments**' (opportunities) available to Europeans thanks to the EU.

The Empowerments

Mobility

Rights

Skills for
jobs &
business

Sustainability

Digital

- Each 'empowerment' will serve as the main topic for a **short film** directed by **famous European film directors** and released during Europe Day 2018
- A **short film competition** for young filmmakers will follow before Europe Day 2019

EU that Protects– Upcoming

- Migration
- Defence
- Security
- Social protection



- Financial stability
- Environment, climate change
- Civil protection
- Health and food safety

