



# **SH**ared automation **O**perating models for **W**orldwide adoption

## **SHOW**

**Grant Agreement Number: 875530**

**D15.2: Dissemination material and mechanisms of  
the project**



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## Executive Summary

The current deliverable presents the project's dissemination material (logo, website, templates, leaflet and roll-up poster) created by the Task leader (ERTICO), in cooperation with the whole consortium, as key part of the SHOW visual identity to support the promotion of the project throughout all planned communication and dissemination activities, online and offline.

The document includes as well a chapter regarding the social media multiplication strategy and tools, led by ITML that will be used to maximise the impact and the communication of SHOW outcomes. The multiplication strategies and tools will focus, particularly, on Twitter, LinkedIn and Facebook.

## Document Control Sheet

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1.0	18/06/2020	Final version sent for submission.	Dalila Coviello (ERTICO)
2.0	29/06/2020	Final changes before submission	Irina Patrascu (ERTICO)

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## Abbreviation List

Abbreviation	Definition
WP	Work Package
A	Activity
EC	European Commission

# 1 Introduction

## 1.1 Purpose of the document

The purpose of this document is to present a comprehensive summary of the SHOW dissemination brand identity and material (logo, website, templates, leaflet and poster) and mechanisms that have been designed for the project and that are a key part of SHOW Communication and Dissemination strategy.

Together with the presentation of the logo, visuals and templates, website and printed material, developed in line with the project visual identity, this deliverable includes also the presentation of the Social Media multiplication strategy and tools (A15.3), providing an overview to the reader of the monitoring techniques that have been developed and will be applied to SHOW social media channels to maximize the impact of each communication action that will be implemented by the whole consortium.

## 1.2 Intended Audience

The dissemination level of D15.2 is public. The intended readership of this document includes both the project's Consortium but also external stakeholders. The document will act as a summary of SHOW visual identity and all available dissemination material and channels for the implementation of its dissemination strategy throughout the project, and a specific overview of the social media strategy and multiplication mechanism that SHOW consortium will put in place.

## 1.3 Interrelations

The project logo, website and dissemination material (leaflet and poster) and social media accounts constitute a key part of SHOW brand identity and communication strategy and, as such, are crosscutting to all project activities. This present deliverable is interrelated with Deliverable D15.1 *Dissemination and Communication Plan*.



## 2 SHOW Visual Identity

### 2.1 Logo

Designed during the project's kick off phase, SHOW logo is the first representation of the project and has been developed along the brand and visual identity that will be kept consistently on all project's products (website, printed material etc.) to ensure SHOW is clearly recognisable by the audience.



Figure 1: SHOW logo

SHOW logo consists of two key elements: the icons and the written part. The icons represent the automated vehicles and their integration into the urban public transport infrastructure. The bigger symbol (three curved lines and a dot) represents the Wi-Fi network.

The written part includes the project's acronym and a tagline that summarises the main objective of SHOW: the integration of automated mobility in the urban landscape.

The logo is available in several variations (positive and negative included) for different uses, as outlined in these guidelines, for different reproduction purposes (presentations, brochures, roll-ups, website etc.).

### 2.2 Colour palette and font

The primary colours of the project are Violet and Green.

Green, which is also one of the logo's accent colours, suggests the idea of eco-friendly solutions and sustainability, one of the core ideas behind SHOW.

Apart from the core colours, two additional secondary colours (yellow and dark grey) have been chosen to neutrally compliment the primary ones.

The full SHOW Brand identity and guidelines document is attached as Appendix I of Deliverable 15.1.

## **2.3 Templates**

Following the above-described visual identity, the consortium has developed several templates to ensure that each piece of content or communication activity implemented by the partners is depicted/supported by visuals in a consistent manner. The templates have been made available to the SHOW consortium on the online [Cooperation Tool](#).

### **2.3.1 Word format templates**

SHOW templates created in Word format are the following:

1. Deliverables template;
2. Internal reports template;
3. Meeting agenda template;
4. Meeting minutes template;
5. Peer review report template.

### **2.3.2 PowerPoint**

A PowerPoint template has been developed, according to the established project's visual identity, to present SHOW or some of its relevant activities/work packages during consortium meetings, conferences or other events that will be identified throughout the project's lifecycle.

Appendix I of this document includes screenshots from the PowerPoint template.

## **2.4 Printed material**

### **2.4.1 Leaflet**

SHOW leaflet is one of the key dissemination tools, to be used both in digital and printed version, for the presentation of the main facts and figures of the project during the relevant events or webinars.

The leaflet will act as an informative summary, to give the readers/audience an overview of most relevant SHOW-related information.

As shown in Figure 1 below, the leaflet is in A4, recto-verso format, in colours. All graphics and visuals comply with the project's brand identity and the product acknowledges the EC funding programme, as per the EC requirements.

This is a first draft of the leaflet. The consortium is currently working (M6) at an updated version of the product, with a specific illustration that will be developed to better depict the essence of SHOW but also the different actor involved.

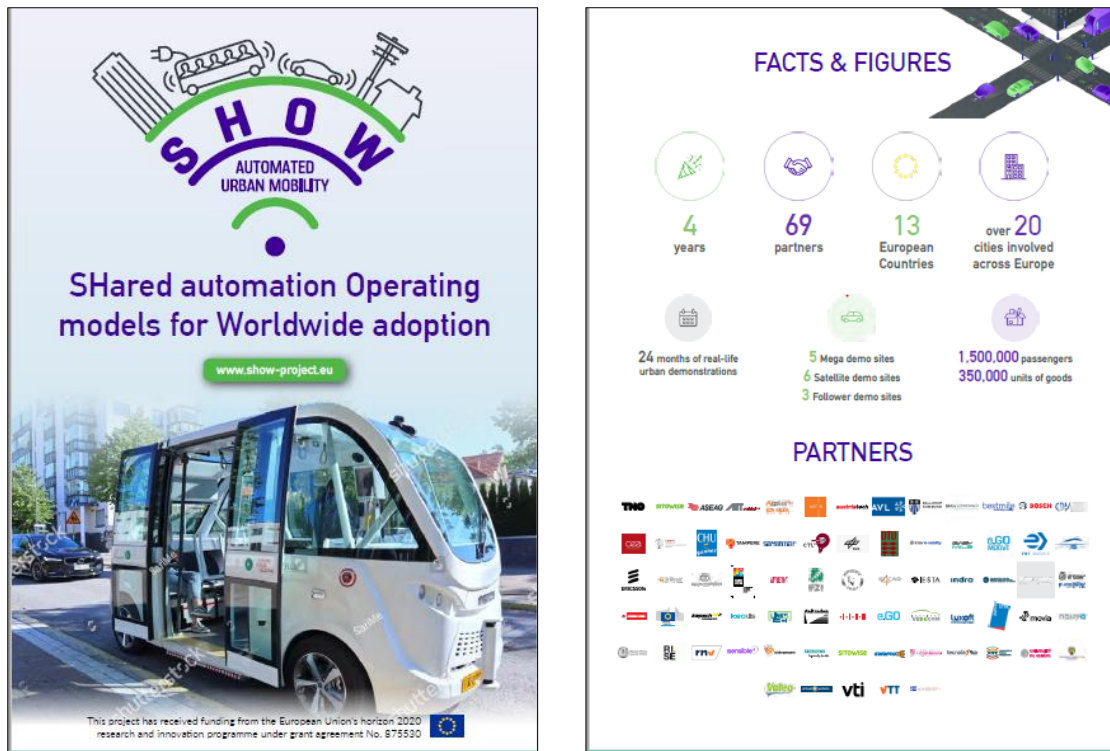


Figure 2: SHOW leaflet - first draft, left: recto, right: verso

## 2.4.2 Roll-up banner and poster

Following the same concept and brand identity, SHOW consortium has developed a roll-up banner and a poster, with the same look and feel, to be used during relevant events and conferences to showcase the project and visually communicate SHOW's mission and vision through its graphic identity.

The main elements of the products are:

- SHOW logo and tagline (full project name);
- EC flag and disclaimer, as per the European Commission's requirements about dissemination;
- Visuals developed ad hoc, using the project's colour palette, to express the core idea and objective of the project: the integration of automated vehicles in the urban environment.



Figure 3: SHOW roll-up banner



Figure 4: SHOW poster

## 2.5 SHOW Website

### 2.5.1 Purpose of the website

The domain of the SHOW website is [www.show-project.eu](http://www.show-project.eu).

SHOW website has been created, using the project's brand identity and established visuals, to ensure SHOW online reputation and recognition and to act, for the consortium and the external audience, as an information hub providing the users with all relevant information regarding the project, its partners, its pilot sites and the evolution and results of SHOW throughout its lifecycle.

The website will be active for the entire project's duration and beyond, presenting the consortium, the scope, the objectives and the pilot site (static content) as well as the latest news and attended/planned events (dynamic content).

The hub section will include a library to gather all the material produced around the SHOW project, including (but not limited to) printable dissemination material, deliverables, presentations, media clips.

The website will also be linked to the official project's social media accounts, to ensure a maximisation of SHOW impact and exposure and the continuous engagement with the different target groups.

### 2.5.2 Content

The website runs on the WordPress Content Management System platform, which is user-friendly and allows simple management, document upload and content publication.

The 'look and feel' that has been developed follows SHOW brand identity.

The project coordinator (UITP), with the support of the Task Leader (ERT), will manage the content upload; all partners will contribute with relevant or useful material to disseminate the progress of the project and general ITS information and news.

The content creation will follow the European Commission's requirements, SHOW brand identity guidelines and the Dissemination procedures that the consortium has put in place.

The website is directly linked to the project's social media accounts (Twitter and LinkedIn) to widen the interactions and the audience reached.

### **2.5.3 Structure**

#### *2.5.3.1 Website guidelines*

The content that will be published on the website includes the following:

- News directly related to SHOW, its activities and outcomes;
- News relevant/connected to SHOW topics and goals;
- News of interest for the consortium' partners;
- Events organised by the project, or related to SHOW topics, or in which one or more partner(s) will participate to promote/present SHOW;
- Media clips (news from other sources in which the project is mentioned).

The content will be clear and understandable, reflecting neutrality and with explicit mentioning of the authorship.

When possible, the content will be accompanied by pictures; each article, post or news will clearly include links to external sources, if needed or useful to boost the SEO (Search Engine Optimisation), and tags to partners/stakeholders/other actors engaged in the activity, if they are mentioned.

If the post or article is related to an event, the date, location and title of the event will be clearly mentioned, and a link or reference to the external source (organiser, host etc.) will be included.

#### *2.5.3.2 Website structure*

SHOW website is built as follows:

- Homepage, presenting a short description of the project, the main facts and figures, a link to the news section and the active social media accounts;
- Objectives: more detailed information about the project and its primary objectives;
- Consortium: includes all the logos and profiles of SHOW consortium partners;
- Pilot Sites: provides specific information for each Mega site, Satellite site and Followers site of the project;
- Stakeholder forum: information about the stakeholder forum and direct sign-up form;
- News: a dedicated section for uploading the relevant news regarding the project;
- Events: a repository gathering all past and upcoming relevant events in which SHOW has been/will be represented;
- Information hub: the hub includes separated subpages for public deliverables (to be published when approved), presentations and publications, video material, pictures and media clips that will be gathered throughout the project's lifecycle;

- Contact us: this page includes the main contacts from the consortium and a direct contact form;
- Newsletter sign-up form: for subscription to the SHOW yearly newsletter.

The website may be subject to layout/structure updates in the upcoming months, according to the consortium's decisions and the project's needs.

Screenshots from the current version of website are included in Appendix II of this deliverable.

## 3 SHOW Social Media

With the use of social media SHOW aims to raise awareness about the project's progress and findings which can assist in targeting important audiences, generating discussions and channeling of scientifically and probably commercially significant results within the Transport & Mobility domain. Towards this end, SHOW's social media dissemination objectives that are aligned with the main dissemination objectives of the project are the following:

- To facilitate the maximisation of the dissemination and the communication of SHOW progress and outcomes to the wider ecosystem.
- To ensure the wider dissemination of the project's results to all potential interested parties and share the best practices of the project.
- To present the project progress, technologies and results outside the scope of the SHOW consortium, ensuring large awareness amongst a broad range of external stakeholders.

The awareness tactics that are deployed by the team and the impact expected are outlined in section 2.5 of Deliverable D15.1 *Dissemination and Communication Plan*.

### 3.1 Twitter & Facebook

Twitter and Facebook are useful to inform and engage our target external audience groups and their respective communities. Building a community/being part of an already existing community is crucial for dissemination via these Social Media platforms. Information about the latest updates on the website, new events, discussions and news will be provided via Twitter and Facebook.

In order to connect to already existing communities and build our own, SHOW is going to use the available hashtags such as #automatedmobility, #sharedautomation, #autonomousvehicles, #transport, #MaaS, #CCAV, #CCAM, etc.. Once a notable number of followers is established, the team will build the project's own hashtag (e.g. #SHOW\_H2020).

Via the SHOW Twitter and Facebook social media channels will be easier for followers to engage with the SHOW project, either by following, mentioning, retweeting/sharing, commenting, or interacting with tweets and posts.

A more in-depth look at the social media channels, the tactics used and the ways impact is measured are outlined in section 2.5.1 of Deliverable D15.1 *Dissemination and Communication Plan*.

### 3.2 LinkedIn

LinkedIn is a Professional Network through which SHOW can address very specific, professional target groups. It is mainly functional for targeted networking and to create a sustainable SHOW network in which the status of the project but also project outcomes can be shared. The SHOW page in LinkedIn has just been set up and currently there are 115 followers. The profile will be filled-in with additional details and content over the coming months, building more connections with people within the research group and beyond. It will also be used to syndicate the articles/blog posts written for the SHOW website.



### 3.3 Multiplication strategies and tools

For maximising the dissemination of project outcomes in social media, both the content creation mechanisms and the user selection mechanisms should communicate in a bidirectional way, by creating user personas that will inform the creation of the social media post, and by updating these personas using the feedback from the previous posts reached the target audience.

The content creation mechanisms intend to use both a set of user-personas as well as specific individualities of the targeted social media channels. Simply replicating the same content in multiple social media channels just will not work. Different platforms call for different content and will depend on the audience the project targets. For example, for targeting audiences in LinkedIn, based on the posts on visual content (e.g. photos, videos) is not a suitable strategy, as the users are more inclined to consume long-form textual content, in the form of articles or blogs. However, the same post will not be suitable for Twitter, as long-form text is outside the scope of this channel. Thus, it's really important to understand the specifications for content on each platform – image sizes, video length, text restrictions etc. – to ensure that when you're ready to launch a campaign, you have a full arsenal of assets at your disposal.

Moreover, the dissemination of content must be done in a way that feels native in the environment of the social media channel and minimises the “clicks” (specific actions) that a user must perform to consume the post. For example, a Facebook post that simply copy-pastes the LinkedIn blog post mentioned before, will not appear whole in a user's newsfeed, and the user must access it, either by maximising the post, which takes him out of his newsfeed, or by accessing the blog itself, which takes him out of Facebook altogether. This means that for each targeted social media channel, the project will compose a set of KPIs that the post/media couple must cover, as well as a set of guidelines in creating this post.

Moreover, for the content creator it is useful to have a specific set of user personas to be able to visualise the targeted user and customize the message to address him specifically. Personas are created by designers to act as "fictitious, specific and concrete representations of target users"<sup>1</sup>. Personas are not real people, but they are based on the behaviors and motivations of real people we have observed and represent them throughout the design (content creation) process<sup>2</sup>. Personas and social media profiles developed in parallel and influenced each other. The personas that Cooper and others used in the late '90s and early '00s are visually distinct from social media profiles. However, Wodtke and Govella<sup>3</sup> show a template that looks very similar to a MySpace profile. More recent templates seem to draw from the designs of Facebook and LinkedIn. Due to these similar structures, data from social media profiles can very easily be used to inform and build these kinds of personas without the costly (but crucial) work of interviews.

Finally, a content-centric strategy will also be applied. This strategy will monitor the ways a post is disseminated, marking its lifecycle and identifying the user's that showed interest in this. Using the available data from the selected social media platform and by employing clustering techniques we will create user templates, correlating the content with the type of user that showed increased interest. This

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<sup>1</sup> Pruitt, J & Adlin, T 2005, *The persona lifecycle: keeping people in mind throughout product design*, Morgan Kaufmann, San Francisco

<sup>2</sup> Cooper, A, Reimann, R & Cronin, D 2007, *About face 3: the essentials of interaction design*, John Wiley & Sons, Indianapolis

<sup>3</sup> Wodtke, C & Govella, A 2009, *Information Architecture: Blueprints for the Web*, second edn, New Riders, Berkeley, CA

clustering will then inform the aforementioned user personas, adapting them to mirror the received feedback. The adaptation of these personas will in turn inform the content creator to adjust the way that the post is composed, in order to reach more similar users and target specific sets of user characteristics.

### 3.3.1 Social Media Guidelines and KPIs

To assess the result of the project's social media strategy there is a need to establish a particular set of metrics to identify the posts "popularity". To this end the team will monitor the following indices for every post made by the project:

1. **Clicks:** Clicks are particularly reflective of the quality of the title and the image included in the post. This provides a measure of engagement.
2. **Likes/Shares:** These metrics are reflective of the quality of the content. "Like" is a passive way used by the social media users to approve the content, while a share indicates the actual dissemination of content to additional users' connections.
3. **Comments:** Similarly to Shares, Comments indicate the active engagement of the user, but the post is not furtherly disseminated, thus in contrast with shares, comments do not have an effect towards the post's reach.
4. **Followers:** The total number of people following the content. Moreover, an active follower is someone that has interacted with our content within the past month.
5. **Impressions:** Indicates the number that an individual post has showed up in individual newsfeeds.
6. **Website Traffic Data:** Measures the traffic that is redirected to the website from social media post. It is a good indication of the posts quality.

These KPIs will be used for the engagement and reach of our social media strategy. Moreover, the identification of active followers and interactions with the content will inform the set of personas described in a following subsection.

More than KPIs a set of guidelines for the creation of the post will be used in the creation of the message. Regarding the structure of the project's social media profiles the following guidelines will be used:

1. An easy to remember username.
2. A recognizable photo/brand logo.
3. Keyword-rich descriptions (that still sound natural).
4. A trackable link back to the project's website.

Moreover, in the case of multiple posts, e.g. during a project demo, or the participation to a large event, instead of one big post, or multiple consecutive posts, the project will opt for breaking down the event into multiple concise posts, disseminated a couple of hours apart. Furthermore, team will also target posting in the hours that have the maximum effect. Looking at research data, these are generally the best times that content should be posted:

1. **Facebook** – (Thursdays/Fridays) between 1pm and 3pm
2. **Twitter** – (weekdays) between 12pm and 6pm
3. **LinkedIn** – (Tuesday – Thursday) between 7am/8am and 5pm/6pm

Additionally, specific guidelines should be followed for each social media platform. These can be viewed below:



**Figure 5. Social Media per platform purpose and strengths<sup>4</sup>**

Finally, the project’s consortium partners will be encouraged to create educational blogs and videos. This will allow the dissemination of educational content in parallel with project promotion, while the educational material can have a very positive effect in increasing engagement.

### **3.3.2 Social Media Personas**

The metrics that were described in the previous section will be used to identify the project’s audience. To intuitively integrate them in the post creation, team will create a number of personas that best reflect the engaged audience. Gender, age, and ethnicity will be taken into account, and may even drive the generation of posts in more languages beyond English.

The idea here is to create a profile for the typical user engaged as if he or she were a real person, so that we can craft targeted messages to him/her. These messages

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<sup>4</sup> <https://coschedule.com/blog/social-media-best-practices-for-business/>

should use the right tone of voice and address the specific needs and desires of the user.

Since different groups of people may engage for different reasons, team should create more than one persona. Each persona will include basic demographic details, behaviours. Knowledge about the social media's average user will also inform this persona (beyond the actual statistics). Finally, based on the demographics relevant names, photos and occupations will be used to furtherly increase the substance behind the targeted user. A final persona will be created to address users that the consortium considers as relevant audiences, but the engagement KPIs indicate small engagement.

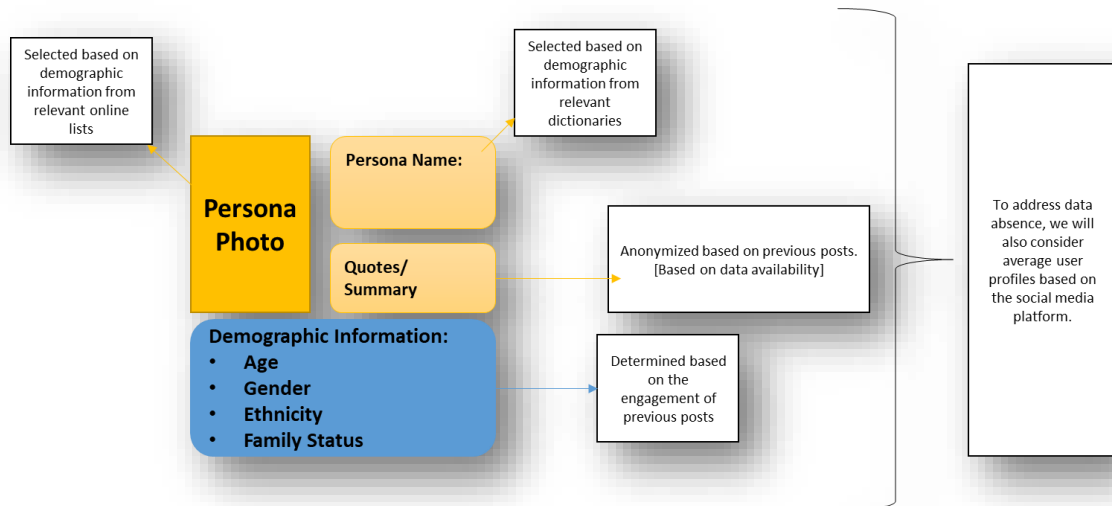


Figure 6. Template of the used personas

## 4 Scheduled updates and next steps

SHOW Dissemination material and mechanisms will be subject to one further update in M24 (D15.5), to report additions (if any) to the promotional material produced and adjustments (if any) to the social media tools and multiplication strategy, according to the established dissemination plan.

## Conclusions

Deliverable 15.2 is complementary to the Dissemination and Communication Plan (deliverable 15.1). The purpose of this document is to describe SHOW promotional material, with reference to the project's brand identity, together with the project's website, to be used as a dissemination tool and an information hub, and SHOW social media accounts to maximize the impact and wideness of its promotion.

The full project's brand identity, the detailed communication KPIs and the whole Communication strategy for SHOW are included and detailed in D15.1.

# Appendix I – SHOW PPT Template

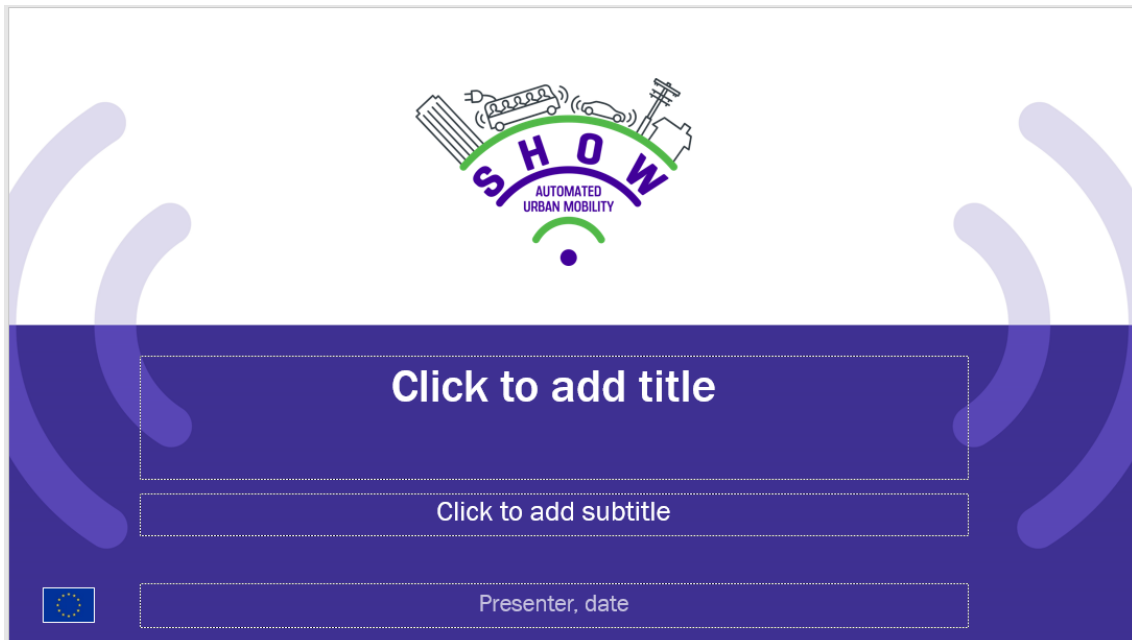


Figure 7: Cover page

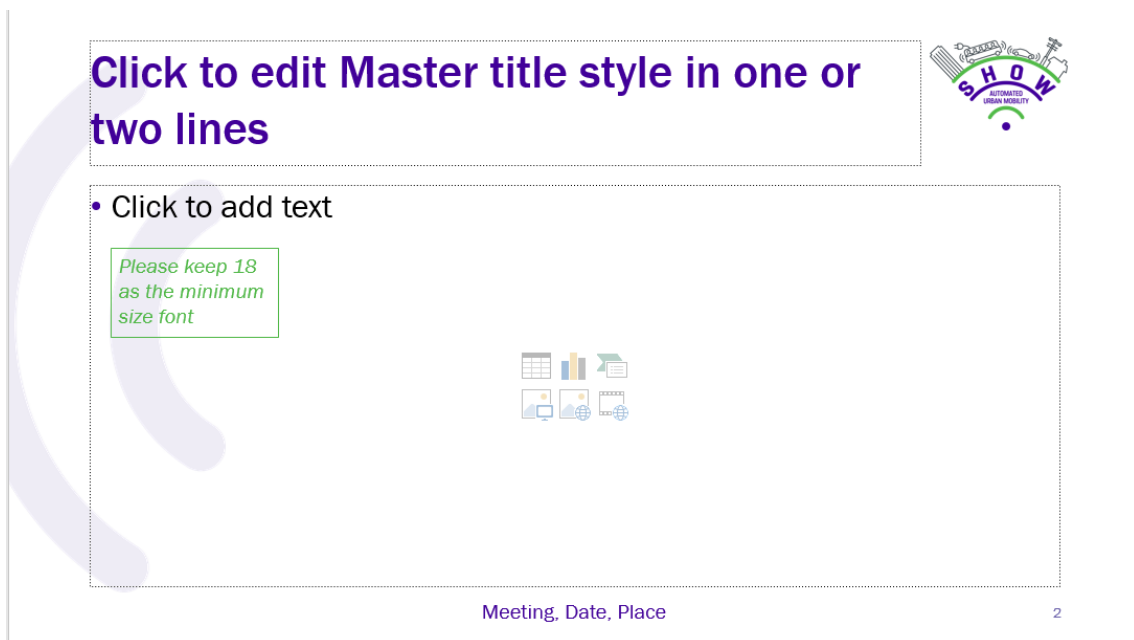


Figure 8: Content page 1

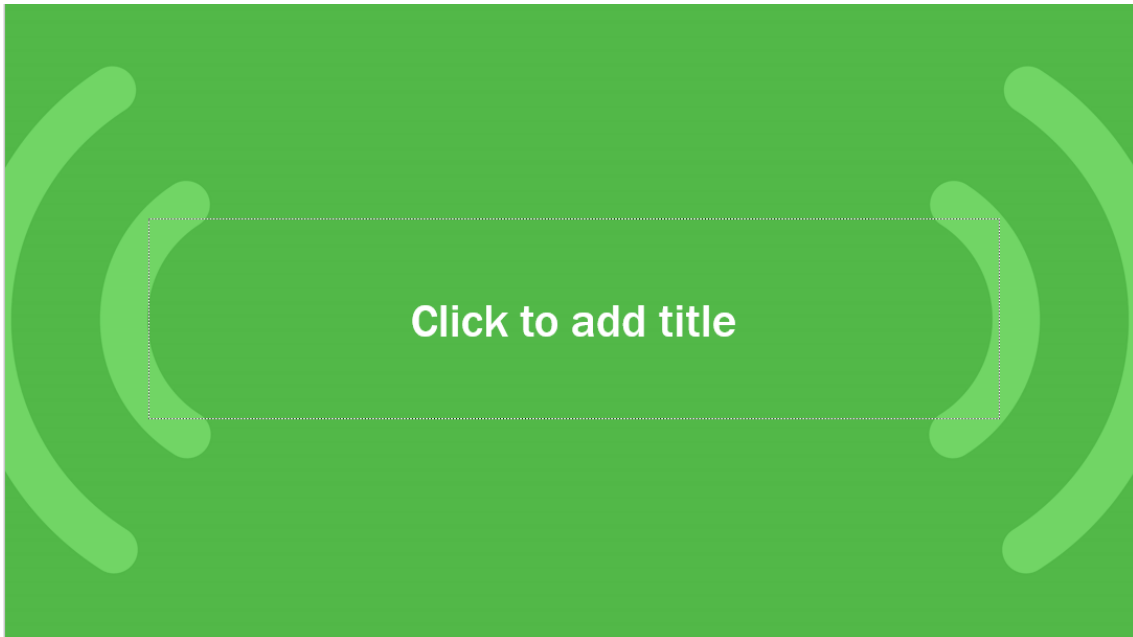


Figure 9: Content page 2

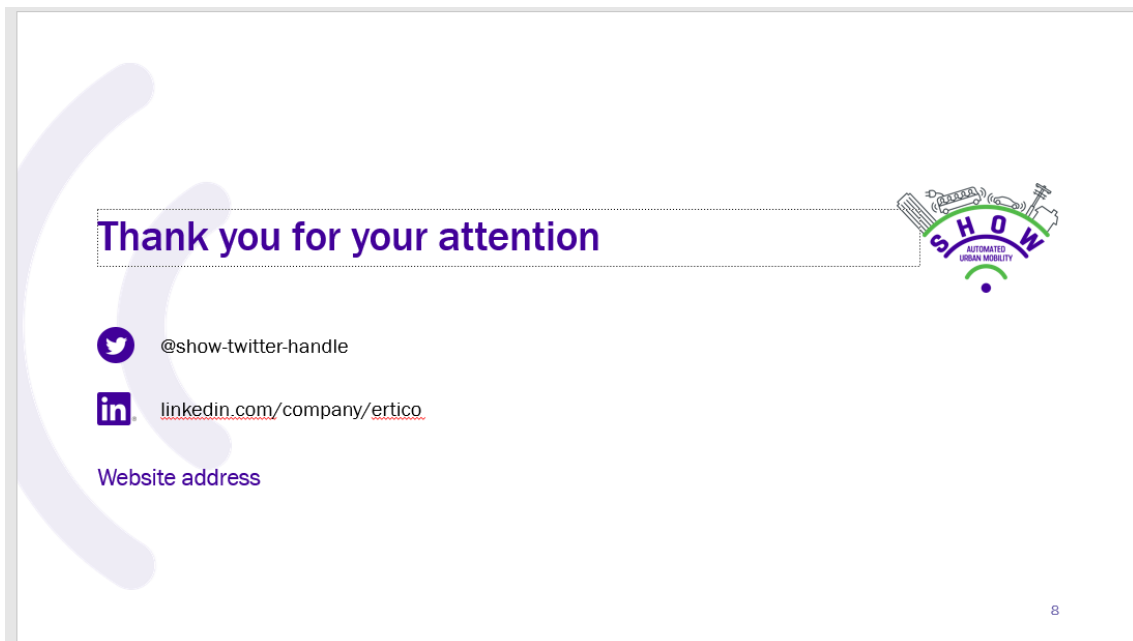


Figure 10: Closing page





**Figure 11: Back cover**

## Appendix II – SHOW Website

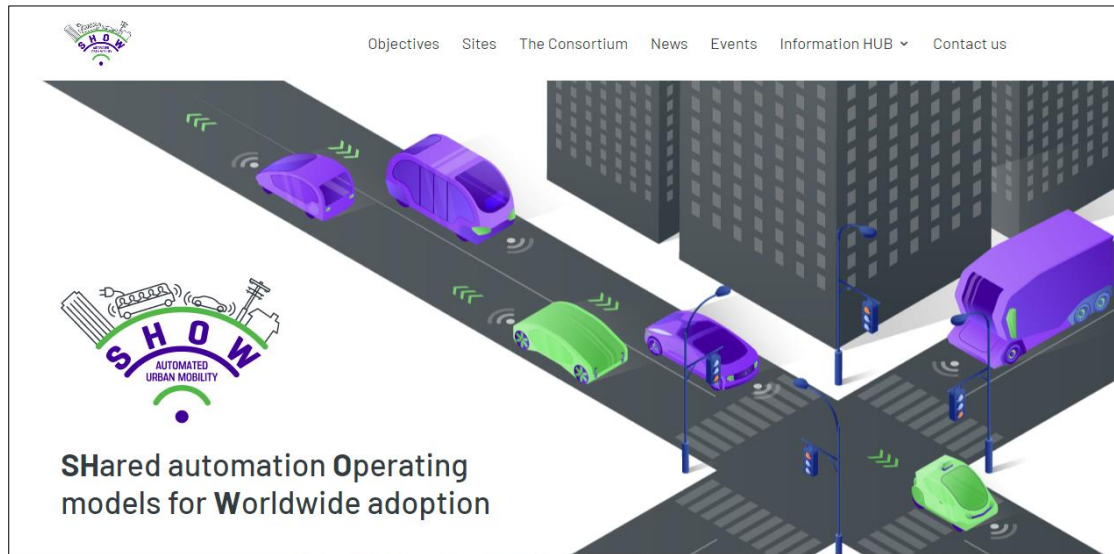


Figure 12: SHOW website- homepage & main menu

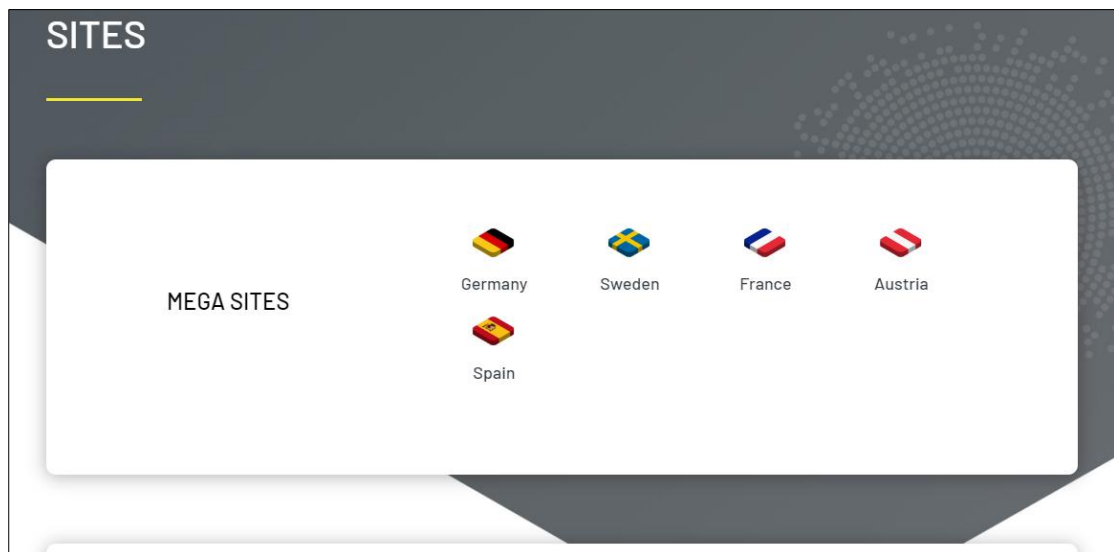



Figure 13: SHOW Pilot Sites page

# THE CONSORTIUM


gathers 69 partners from 13 EU-countries, covering the whole urban mobility chain



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Figure 14: SHOW Consortium page

# NEWS

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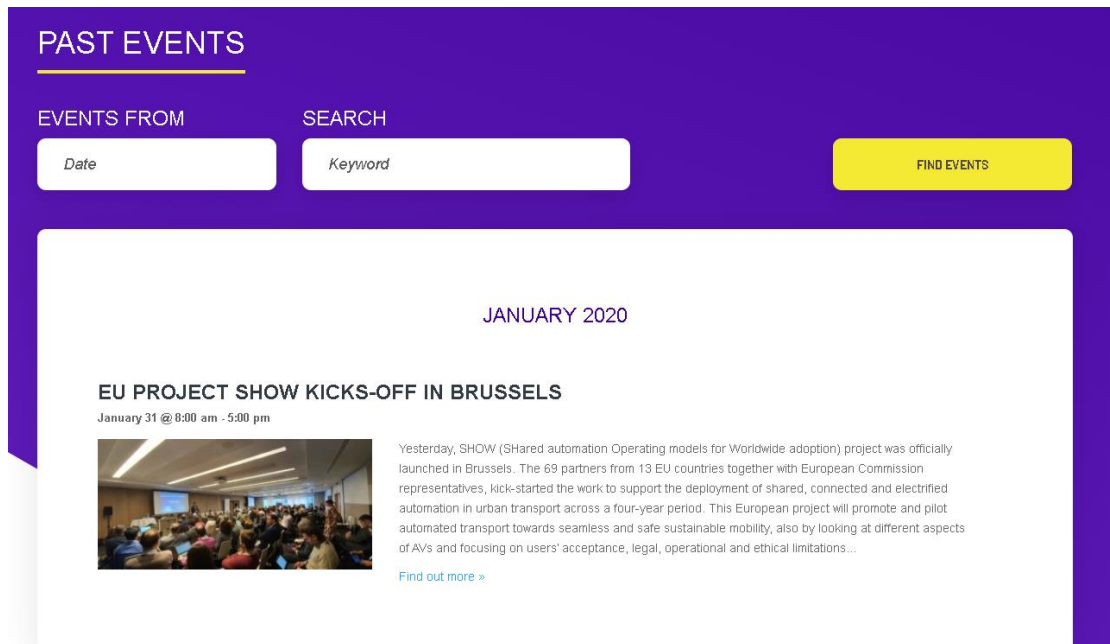


**SETTING A NEW MILESTONE FOR AUTOMATED TRANSPORT AND CITIES**

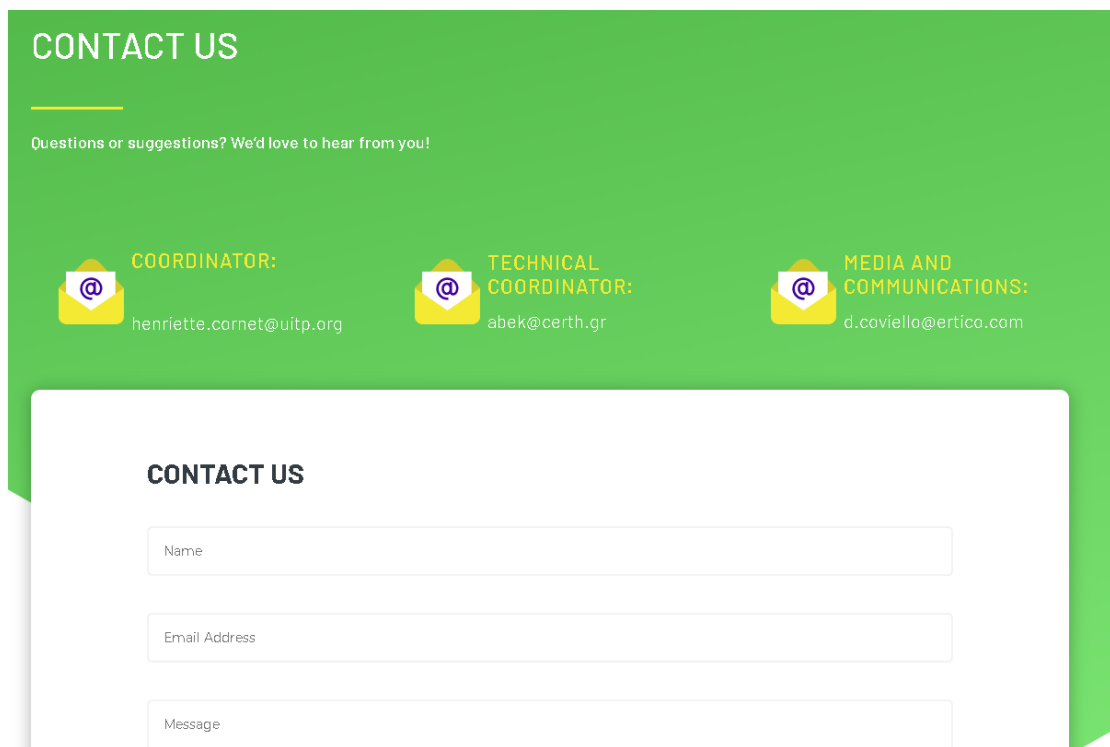
Feb 3, 2020

A major milestone for automated vehicles (AVs) was reached last week with the launch of the SHOW (SHared automation Operating models for Worldwide

Figure 15: News section



**Figure 16: Events section**



**Figure 17: Contact page & form**