

D.2.2.2 MULTIMEDIA CAMPAIGN REPORT

InnovaMare project

Blue technology - Developing innovative
technologies for sustainability of Adriatic Sea

WP2 – Communication activities

Project References

Call for proposal 2019 Strategic – InnovaMare

Project number: 10248782

Work package: WP2 Communication activities

Activity title: A2 Digital activities including social media and multimedia

Deliverable title: D.2.2.2. Multimedia campaign report

Expected date: 30/06/2023

Deliverable description: promotional and success story-telling videos are produced and distributed on dedicated social media channels.

Partner responsible for the deliverable: ARTI Puglia

Dissemination level: CO - Confidential

Status: Final

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INTRODUCTION

Multimedia (such as “communicating or sharing information in the form of sound, pictures, and video as well as text”-Cambridge dictionary) dominate the digital communication landscape and are great tools to convey complicated messages to various target audience. Most modern users have limited attention, limited time and are very selective: videos and pictures can be key communication products in such an environment, as they can pass on crucial messages or information in few seconds, in a visualized way.

InnovaMare made extensive use of multimedia content throughout the duration of the project and on the occasion of the video report it was decided to give maximum visibility also through an advertising campaign on social media.

This deliverable reports on the performance of the advertising campaign launched on Facebook and related to the project video reportage.

INNOVAMARE MULTIMEDIA CAMPAIGN ON FACEBOOK

Advertising on social networks is an interesting opportunity to maximize project visibility and raise awareness of a wider audience, difficult to reach with traditional communication and dissemination activities.

For this reason, on the occasion of the presentation of the InnovaMare video reportage, a specific advertising campaign was launched.

The campaign was based on a 9-minute video on the legacy of InnovaMare project, where each partner expressed its point of view in terms of expectations and concrete results. Launched on May 30, the campaign lasted 10 days.

The target of the campaign was defined according to the following criteria:

- Age: 25-60
- Country: Italy and Croatia
- Interests: research and development, ONG, robotics, universities (marine biology, archeology, engineering), companies.

InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Progetti Cube · 30 maggio alle ore 14:47 ·

Through InnovaMare strategic project we have built an ecosystem of experts, where researchers, public institutions and companies work together on specific issues related to blue economy.

The result is the Digital Innovation Hub, born thanks to the fruitful cross-border cooperation, aimed at transforming the Adriatic Sea into a center for testing and validation of marine technologies.

Want to know more about the legacy of InnovaMare project? Listen to the partners points of view: <https://www.youtube.com/watch?v=HBclCvGa39M>

Follow us, dive into the depth of opportunities! www.mairos.org



Source: InnovaMare Facebook fanpage

The post generated **112,431 interactions**, i.e. the total number of actions performed by the people involved in the ads, growing more and more as the days go by.

Copertura (totale)

112.431

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Importo speso ⓘ

€ 250,00

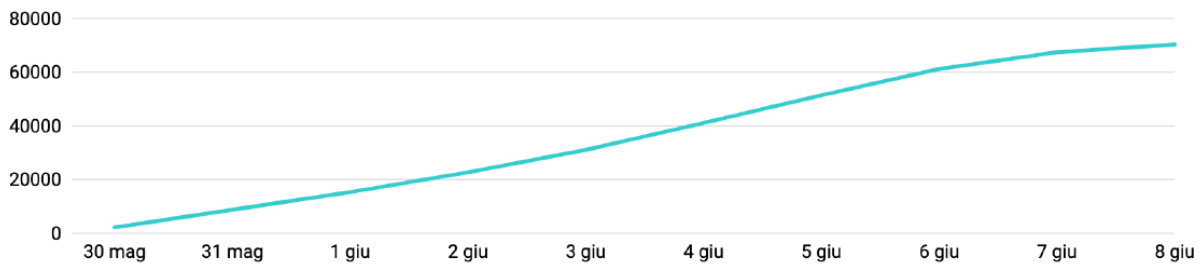
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Per interazione con i post ⓘ

€ 0,12

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Copertura (totale)



Source: Facebook ADS manager

Impressions, i.e. how many times the content has been viewed by a single user, amount to **222,179**, in cumulative value.

The **frequency** (the average number of times each person has seen our advertisement) recorded is **1.97**. This means that over time each user has seen the sponsored post around 2 times.

Impression (valore cumulativo)

222.179

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Frequenza (cumulativa)

1,97

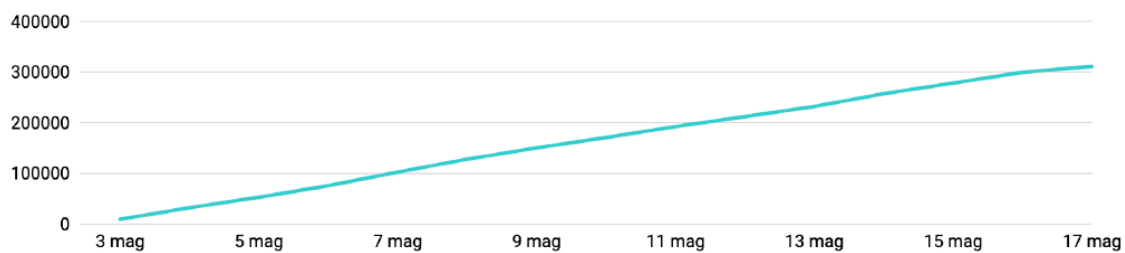
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CPM (costo di 1000 impression) ⓘ

€ 1,08

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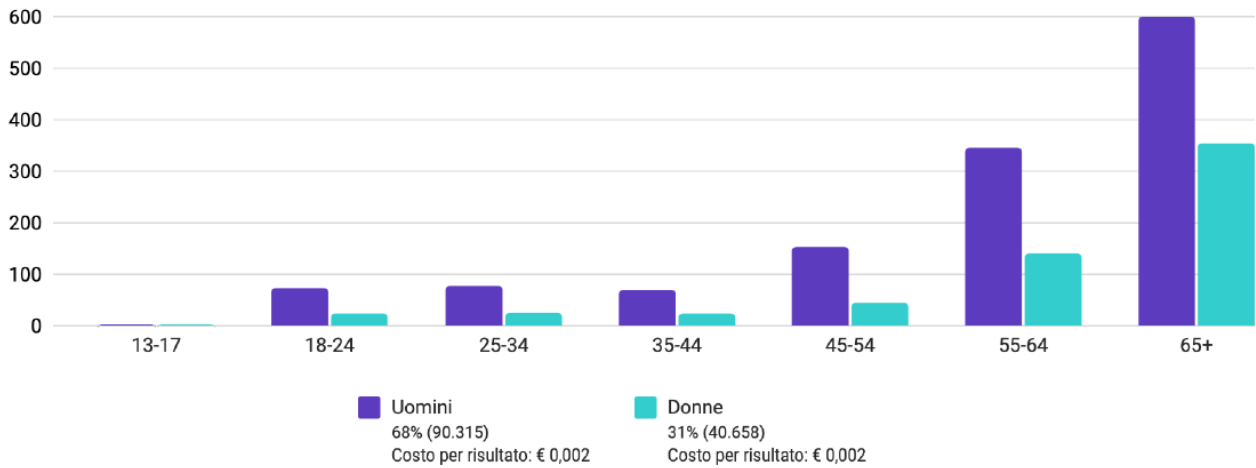
Impression (valore cumulativo)



Source: Facebook ADS manager

The **estimated coverage metric**, i.e. the number of people who viewed InnovaMare's content or page, in the indicated period is **112,431**. The **total interactions** (likes, shares, comments, reactions) reached are **5,204**.

As regards the target, the advertising campaign reached a total of **130,973 users**, of which 68% men and 31% women, mainly aged between 55 and 65+.



Source: Facebook ADS manager

On May 24 another video was published and related to the InnovaMare Academy and final conference. The video was not advertised, but the performances can be summed up as follows:

- 127 people reached
- 23 interactions
- 9 likes, 13 clicks on the post
- 148 total impressions



InnovaMare Project - Interreg Italy Croatia

Pubblicato da Jasna Pletikosc · 24 maggio ·

The first #InnovaMare Academy is successfully delivered and the first generation of students was ceremoniously awarded certificates of completion of the academy in the final conference of the InnovaMare project.

How was it, check here <https://www.youtube.com/watch?v=9hLuOSi53v0>

The InnovaMare Academy is the pinnacle of the InnovaMare strategic project and we will give our best to position Academy as an essential place in education in marine technologies and innovations in the future and contribute to the development and education of new young professionals.

Hrvatska gospodarska komora, Unioncamere del Veneto, Università degli studi di Trieste, ARTI Puglia, CNR Consiglio Nazionale delle Ricerche, OGS - Istituto Nazionale di Oceanografia e di Geofisica Sperimentale, CNR - INM, CNR - ISM Istituto di Struttura della Materia, Institut Ruđer Bošković, FER, LARIAT-Laboratory for intelligent autonomous systems, Laboratory for Underwater Systems and Technologies (LABUST), Sveučilište u Dubrovniku, Sveučilište u Rijeci / University of Rijeka, Odjel za Biotehnologiju, Šibensko-kninska županija - Službene stranice

#InnovaMare #Interreg #MadewithInterreg #EUinmyRegion #adriaticsea #bluegrowth #crossborder #cooperation #innovation #underwater #seapollution #robotics #sensors



YOUTUBE.COM

InnovaMare Final Conference and Innovamare Academy - 12.05.2023

Italian and Croatian partners presented in Šibenik the main achievements of cross-border coo...

Source: InnovaMare Facebook fanpage



CONCLUSIONS

As shown in this deliverable, advertising on social networks is an interesting opportunity to maximize project visibility and raise awareness of a wider audience, difficult to reach with traditional communication and dissemination activities.

It is an extremely convenient activity, both in terms of budget to invest (drastically smaller than the investments necessary for advertising campaigns on traditional media) and in terms of effectiveness of the action.

When the advertising object is multimedia content, success is even more assured, given that visual content is much more appreciated by social media users.