









## D7.3.2 Dissemination Strategy

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Project PLAYTIME

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# 1 Executive Summary

As PLAYTIME is considered to be an innovative technology, with an important value for society, there is a relevance to share the knowledge about the PLAYTIME project and product to the greatest extent. The importance of reaching a broad mass of the targeted audience is a crucial success factor for PLAYTIME.

For these reasons, the PLAYTIME dissemination strategy was created to secure maximum attention and increase awareness for the project and product. The dissemination of acquired knowledge is also a constituent element of this strategy.

The dissemination strategy is to be understood as a living document which will be enhanced every project year, e.g. with more details on the various dissemination activities. The present document reflects the status of project year 1.

## 2 Introduction

This dissemination strategy should be used as supporting measures, using various channels to attract a considerable attention to the project and product. With the following elaboration of strategy, a guidance manual has been developed, which clarifies the significant factors, to ensure an appropriate dissemination in consideration of the relevant target groups. As this project strive for product launch and is seen as a technological innovation, a commercialization should be aimed at, besides the interest in scientific findings and the motivation to achieve and impart knowledge.

In this respect, the dissemination plan is geared to two directions, the marketing activities on the one hand and recognition of the project outcomes in the scientific sector on the other hand.

The dissemination strategy is to be understood as a living document which will be enhanced every project year, e.g. with more details on the various dissemination activities. The present document reflects the status of project year 1.

Following questions will be addressed and clarified:

- Why is there a need for dissemination?
- What will be disseminated?
- Who is the dissemination aimed at?
- How and when should the dissemination take place?
- How to identify and measure the impact of the dissemination?
- Which requirements must be fulfilled?

The strategy takes two dimensions into account:

### 1.) Vertical

The vertical dimension describes all activities concerning the information transfer with regard to the desired target groups.

### 2.) Horizontal

All internal processes are described in the horizontal dimension, i.e. processes of dissemination in order to support communication and an adequate flow of information between the Project partners.

## 3 Dissemination

### 3.1 Vertical dimension

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The vertical dimension will cause the lion's share of the dissemination plan, which concerns all formal and informal efforts to ensure a wide dissemination of knowledge from the project and product, related to a target audience.

#### 3.1.1 Objectives

The dissemination should focus on following objectives:

##### 3.1.1.1 Long-term goals

- Establish a positive and appropriate image among the target audience concerning the project and the product.
- Attain the widest dissemination of knowledge from the project and the product.
- Ensure a transparent information transfer, in order that the research findings, achieved knowledge and product related information reach the desired target groups by appropriate means.
- Achieve an optimal recognition value.
- Make a mark and achieve a solid position in the market.

##### 3.1.1.2 Short-term goals

- Raise awareness for the project and the product.
- Keep the target audience informed about ongoing project and product progress, to maintain their interest.

#### 3.1.2 Content

As there are three European regions involved in this project and the demonstrator is available in German, English and Dutch, the dissemination should take place in these three languages.

To fulfil the established aims, the dissemination should cover the following contents:

- **The project mission and message:**

Describing the motivation and mission of the project and product in order to communicate the project idea and to clarify the USP of the PLAYTIME solution.
- **The research outcomes and achieved knowledge:**

Ensure a transparent information flow of the research findings in order to let as many people as possible share in the innovations and gathered knowledge.
- **The project process:**

Allow the target groups to follow the project processes by keeping them informed and up-to-date.

- **General information on the project:**
  - participant organisations and partnerships
  - objective
- **General information on the product:**
  - PLAYTIME:
    - Usage
    - Advantages for the users
    - Availability
    - Costs
- **Relevant events:**
  - Workshops
  - Conferences
  - Fair exhibitions
  - Demonstrations

### **3.1.3 Target groups, beneficiaries and stakeholders**

The dissemination should ensure that the project is communicated effectively to a broad international, Europe-focused academic and non-academic audience. The identified target groups are divided into two sectors, the primary audience includes all groups, beneficiaries and stakeholders which have a higher significance concerning the developed dissemination objectives:

#### **3.1.3.1 Primary audience**

- People suffering from dementia as specific end user target group
- Relatives and informal caregivers
- (MAS) Professional trainers
- Professional care givers

#### **3.1.3.2 Secondary audience**

- Representatives of the scientific sector
- Care giving organizations
  - nursing homes,
  - hospitals
  - and other health care institutions
- Companies and organizations that can enhance the impact of the project through other channels



### 3.1.4 Means of communication

The usage of various communication and multimedia channels allows reaching the desired target audience. A broader dissemination can be achieved through following modern communication tools:

#### 3.1.4.1 Face-to-face activities

- Conferences
- Fair exhibitions
- Demonstrations
- National and international Workshops
- Final project workshop to present the project results
- Other public events

#### 3.1.4.2 Media-based activities

- **Paper-based:**
  - Promotional folder and brochures
  - Press
- **Electronically-based:**
  - Project website -> <http://aal-playtime.eu/>
  - Newsletter
  - Scientific dissemination (AAL forum, Alzheimer Europe, etc)
  - Social Media:
    - *Facebook*
    - *Twitter*
    - *YouTube*

### 3.1.5 Efforts

It is crucial to keep the target audience informed and up-to-date by providing the latest news concerning PLAYTIME through multiple methods and channels of dissemination:

#### 3.1.5.1 Website

The project website is accessible via <http://aal-playtime.eu/> and should be accurate and up-to-date, information about participation in relevant events, dates of upcoming events, project progress and product improvements should be published through these modern communication tool.

#### 3.1.5.2 Newsletter

Keeping the target groups up-to-date by sending relevant information via newsletter. This useful electronic tool allows to reach a broad mass of identified target audience.

#### 3.1.5.3 Workshops

As a highly relevant and innovative aspect, international and national workshops will be held to support the dissemination of PLAYTIME, see description of work, chapter 3.9:

- *International workshops on Intelligent User Interfaces (IUI): JRD is initiator of the IDGEI (International Symposium on Intelligent Digital Games for Empowerment and Inclusion) series and will therefore organize a separate workshop that would have a focus on serious games for dementia.*
- *Summer School on serious games and IUI: this summer school will have an impact on students, technology developers and professional caregivers to understand the opportunities and the currently available technology in the field.*

#### 3.1.5.4 Facebook

- **A Facebook project-site** will be created with basic information on the project and the participant organizations:
  - Joanneum Research Forschungsgesellschaft mbH
  - Famel GmbH
  - Sozialverein Deutschlandsberg
  - Geestelijke Gezondheidszorg Eindhoven en de Kempen (GGZE)
  - Tilburg University
  - Mcroberts BV.
  - Mindbytes
  - Ghent University
- **Link** to the project website should be displayed.
- **Intend to connect** with all participant organizations and all potentially interested organizations like hospitals, nursing homes, other health care institutions and groups related to dementia. Therefore, an investigation for potential organizations should be done in the target countries (DE, AUT, CH, NL).
- **News** concerning upcoming events, project progress and product improvements will be published on Facebook project-site frequently with reference to relevant participants.
- For publishing news, the Facebook Ads Manager will be used, with the possibility to select campaign parameters such as objective and audience.
- Published news will be shared on all walls of participant organizations Facebook pages to reach wider audience.
- Since the target group also includes non-academic audience, the content should be informative, well-structured and easily legible without quality loss. Information transfer should be implemented by using audio-video and graphic and/or text based material.

#### 3.1.5.5 YouTube

- A YouTube channel will be created for the project which allows disseminating footage concerning relevant PLAYTIME content.
- This instrument enables publishing and collecting videos with the possibility to share the material additionally via Facebook and Twitter.
- Therefore diverse video content will be created to illustrate the product usage, steps of procedure, participation on events and further informative content. The support of every PLAYTIME team member is required.
- PLAYTIME YouTube channel and web content will be created in a symbiotic relationship. A customization of PLAYTIME's YouTube platform will help to raise the

recognition value of the project and product. Subsequently, the elaborated and published videos will be embedded on the project website.

### 3.1.5.6 Twitter

- Creating a project Twitter page with an attractive biography which contains basic information on the project and a link to the project web-site.
- A customization of the Twitter project profile will be done to adapt the appearance and colouring, appropriate to the corporate design of PLAYTIME.  
The PLAYTIME logo will be used as background image.
- Twitter entries, so-called “Tweets” will be published frequently.
- Graphic content should be added to every twitter post to attract more attention.
- Tweets will contain short, and easily legible information which helps to provide information quickly.
- Starting a Twitter Chat about interesting and dementia related topics to inspire user interaction.

### 3.1.6 Timing

- **Newsletter**
  - The newsletter will be send out semi-annual.
- **Social media**
  - Publishing news through relevant Social media channels (Facebook, YouTube, Twitter) should take place frequently, minimum once a month or more often when required (if there are some important news).
- **Evaluation**
  - In order to evaluate the success of the electronically-based dissemination, a documentation of relevant performance indicators (see 3.1.9) will be carried out, once a month.

### 3.1.7 Responsibilities

Dissemination activities are realized by all project partners and steered and monitored by the project management.

### 3.1.8 Budget

Budget for dissemination activities are included in the project partner´s budgets.

### 3.1.9 Evaluation

There are several tools available to evaluate the impact of Facebook, Twitter, Youtube and website, which are described in the following.

- **Facebook**

To check the page success, Facebook Ads Manager, for statistics and further helpful, free tools like the Agorapulse Barometer (<https://barometer.agorapulse.com/>) will be used.

- Frequently documentation of the percentages generated from Agorapulse Barometers:
  - Fans reached
  - Engagement
  - People Talking About
  - Negative feedback

Measure the ad performance through the Facebook Ads Manager:

- A frequent documentation of the Facebook real-time ad reporting will be done to evaluate the ad performance on this platform:
  - Reach
  - Frequency
  - Amount Spent
  - Impressions
  - Link Clicks
  - Age and Gender

#### ▪ **YouTube**

There will be a frequent documentation of YouTube performance indicators:

- Views
- Likes/ Dislikes
- Comments
- Subscribers

A special attention will be paid on dislikes and negative comments to analyse the reasons in order to avoid the repetition of any such faults in the future.

There are three Ratios to measure the success of dissemination through YouTube:

- Comments to Views

This ratio describes the amount of engagement:

**comments : views** -> should be over 0.5%

- Likes to Views

The “Likes to Views” ratio shows the popularity of the published video:

**Likes : views** -> should be > 4%

- Views to Subscribe

Views-to-Subscribe-ratio provides information how well the channel is growing:

**Views : subscribers** -> average ratio = 14 %

#### ▪ **Twitter**

In order to evaluate the dissemination success through Twitter, the tool “Twitter Analytics” will be used and important performance indicators will be documented:

- **Account home** -> provides high-level statistics:
  - Tweet volume
  - Views
  - Number of followers
  - Number of Tweets mentioning PLAYTIME
- **Tweet activity dashboard** -> shows key indicators for every single Tweet:
  - Likes
  - Comments/ Replies
  - Retweets
  - Number of impressions
  - Number and rate of engagements
  - Video views
  - Photo or video clicks
  - Link clicks
  - Profile clicks
- **Audience insights dashboard** ->describes the audience who follows the PLAYTIME Twitter activities
  - Follower growth
  - Follower interests
  - Demographics -> language, gender, location

#### ▪ **Google Analytics**

For the evaluation and measurement of the success of the dissemination through the project web-site, the tool “Google Analytics” will be used.

Google Analytics provides a huge amount of performance indicators which will be documented :

- New visitors
- Returning visitors

- Demographics concerning visitors -> location, content viewed

## **3.2 Horizontal dimension**

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The horizontal dimension of dissemination will ensure an adequate communication and flow of information between all PLAYTIME partners.

Related communication activities and all agreements are described in the project manual (see D7.1.1),

## **3.3 Requirements and recommendations**

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Following requirements and recommendations will be important to guarantee the successful implementation of the dissemination plan:

- Each conducted activity will be immediately recorded by the responsible person.
- Output quality:
  - Output should always follow the Corporate Design Guidelines of the project and product, concerning the:
    - PLAYTIME logo
    - Colour scheme (colour coding)
    - Typography
  - Produced content need to be of a very high quality and up-to-date and appealing to the target groups.
  - Output has to meet governance and ethically requirements.

## **4 Conclusions and Outlook**

The implementation of this strategy has already started with the website and several scientific dissemination activities. It will be intensified in autumn 2018 with social media activities.