

A VISUAL APPROACH TO COMMUNICATING RESEARCH RESULTS

Client: **FESPA**
 Client since: **2001**
 Campaign market focus:
Speciality print
 Activity: **Visual content**
 Executive Summary



THE BRIEF



The visual content assets created around the Print Census project have really seen a step-change since the previous iteration in 2015. The infographic video is highly engaging and has been presented in numerous different countries over the past 6 months, receiving consistently excellent feedback. The AD Communications team brought innovative ideas to the table and executed them to an extremely high standard both on time and on budget.

Sarah Farrell,
 Head of Marketing, FESPA

Every three years, FESPA undertakes a piece global of research – namely the 'FESPA Print Census' – to understand developments in the wide format, screen and digital print industry. The results, available as both top line insights (shared publically) and a full 40-page report (made available as a paid-for publication), support the print community in meeting the challenges of the market and exploring relevant opportunities.

From close interaction with members of the industry it serves, FESPA determined that the channels used to consume information from the organisation had become very diverse and, as such, it needed to re-think how the outcomes of the Print Census could be communicated more effectively.

AD Communications worked with FESPA to scope out a full brief for the project, from understanding which owned channels would be available for content propagation and how the intended audience typically engages with FESPA via these platforms, to what the intended call to action should be for a viewer after engaging with an initial piece of content.

The resulting brief was fourfold:

- 1) To share an overview of research results to guests at a VIP launch event prior to the findings being made public
- 2) To produce a bank of content that could be shared at regular intervals over a 12 month period via relevant communications platforms
- 3) To build video content into a more integrated communications mix
- 4) To use social media as a vehicle to both engage the audience and drive them to deeper content

THE STRATEGY



AD Communications proposed a comprehensive bank of design, video and written content, as well as a map of suggested timings for propagation of content across FESPA's owned, earned and shared media platforms.

The proposal involved dividing the research findings into six key 'trend' areas to enable easily digestible chunks of content as well as attention-grabbing soundbites that appealed to those interested in more niche segments of the industry.

Following research into FESPA's content channels at the briefing stage, it was decided that the primary delivery vehicles for Census content would be YouTube, Twitter, Facebook, LinkedIn, fespa.com, FESPA's global events and across FESPA's e-marketing activity.

Importantly, the proposed content would be released in stages and contain navigational content that could drive the audience from one online platform to another (or from print to online). It would also give FESPA a bank of multimedia content that would take its video production to a new level and tell a complete and seamless narrative across platforms.

THE TACTICS



The core pieces of content that comprised the first stage of content development included a six-part static icon-led infographic and an eight-page A5 VIP executive summary (designed for both print and digital sharing). Both elements used the six trend areas with the infographic making up the centre page spread of the executive summary document. The document also contained an introduction from FESPA's Executive Director, offering an overview of the Print Census, along with dedicated half-page sections on each of the trend areas. The main infographic was then divided into six individual images for social sharing with each social post leading to respective blog content.

The second stage involved animating the infographic into a dynamic three-minute video as well as capturing interview footage that delved further into each trend area. Again, this allowed the content to be split into sections for social amplification and enabled the production of self-contained videos incorporating both animation and interview footage to give context to each trend area. By creating a video 'sting' for the Print Census (a branded identifier used at the beginning and/or end of video content), all video assets remained consistent and recognisable as part of a series.

The final stage was to bring all of the design and video content together in one place and make it accessible online. To do this, the executive summary was converted into a webpage that sat on FESPA's website – allowing FESPA to direct its audience to a single hub of content directly from social platforms, e-marketing and newsletters. All images used in the print-ready executive summary were replaced with the corresponding videos and the written introduction from FESPA's Executive Director was accompanied by a video Q&A.

WANT TO KNOW MORE?

Please contact Helen Tolino

EMAIL htolino@adcomms.co.uk CALL +44 (0)1372 464 470