

MOBI

PROMOTING
SMART
MOBILITY
TO
EMPLOYEES

Public Official Launch - strategy

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1 Introduction

One of the objectives of the MOBI-project is to upscale the success of F5T4 to a European-wide level. In first instance, the 6 partner countries are targeted, but also countries outside the consortium should be aware of the benefits that a gamification approach can bring to their companies or campaigns. Next to that, interested parties outside the consortium may be interested to become players as well.

Therefore, it was proposed and decided that the campaign and the game should have an EU-wide public launch. Unfortunately, there was a slight delay in the development of the game, therefore the public launch on European level has not yet taken place.

In this deliverable we would like to present our approach and strategy how to organise and handle such a public launch. That way, we will be ready for action when the game gets finalised. As work package leader for communication and dissemination, Mobiel 21 is responsible to carry out this task. Partners will of course be involved where en when it may be appropriate.



2 Approach

2.1 Press event

For the international launch of Mobi, Mobiel 21 is planning a big press event at the end of February, beginning of March in Antwerp or Rotterdam. At the moment these are the biggest and most promising cities in our database. Antwerp and Rotterdam are also well known throughout Europe and this may benefit European interest in the event.

As a location, we will search for a participating company with enthusiastic employees and a spontaneous manager. Press will be invited to see and experience Mobi in a company, to ask for the experiences of the employees and to talk to the manager about the results and/or targets. A big Mobi will perk up the scene and the game will be shown on screen.

2.2 Online competition

For the press event we aim to reach the local, national and international press. But to make the kick-off more international, we will launch, the same day, the online *Move your Mobi*-competition. The purpose is to make a photo of your sustainable trip, to download a picture of Mobi and to paste him into the photo. This way it looks like Mobi is travelling together with you. For a few months, people can post these pictures on the Mobi Facebook page and in the end the most original wins a price, the three with the most likes, get a Mobi gadget.

2.3 Social media approach

The online competition will draw traffic to the Mobi Facebook-page which gives us the opportunity to inform and engage with new followers. During the competition, we will intensify our posting frequency to 1 post per day. Postings can consist of a status update, an intervention by Mobi, a photo, a quote, a testimonial, a video, ...

To further propagate the Mobi-story, Mobiel 21 will create a Twibbon. A Twibbon is like a bumper-sticker for your Twitter or Facebook avatar. In this case, the Twibbon will represent Mobi who you can put on your Facebook or Twitter profile picture and in that way show your support or participation. The Twibbon is free to download and will be available on the website, Facebook page and Twitter account.

The LinkedIn-profile of Mobi will be frequently updated. An invitation to attend the event and participate in the online competition will be posted and highlighted.

2.4 Partner countries

To make a similar event possible in the other partner countries, Mobiel 21 will edit a manual for our partners with a standard press release, a script of the day and some ideas to support the *Move your Mobi* – competition in their country.



3 Communication channels

To spread the word about the event and about Mobi, we will make a communication plan, where we describe our approach, strategies and communication channels. We will describe every channel that's possible before, during and after the event.

- Press release
- Personal press contacts of partners
- Epomm E-update, Eltis news website, CIVITAS.eu,
- Local press: audio, print and television
- National Magazines such as De Verkeersspecialist, Verkeersnet, Verkeerswereld, ...
- National Organizations such as VOKA, BBL, ..
- International press, magazines and newsletters such as the EUObserver.com, Presseurop.eu, Managenergy, Eltis Mobility Update, Agenceeurope.com, CIVITAS Move,
- Social media: Twitter, Facebook, LinkedIn



4 Reporting

All the experiences, activities and actions taken for this launch event will be reported in the dissemination report. Partners will be asked to contribute.

Indicators for the evaluation of the public launch will be:

- Number of events taken place
- Number of articles in national online and offline magazines
- Number of articles in international online and offline magazines
- Number of new contacts gained through the public launch
- Number of new social media followers

