

6th EUROPEAN ASSOCIATIONS DIGITAL REPORT

The Most Creative Campaigns.

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Introduction.

As we have seen since the pandemic hit, the Brussels bubble has operated an accelerated shift to digital, both in its communications and advocacy efforts. Often imposed out of necessity, this digital impulse has pushed European associations to become much more mature in their online strategies, begging the question: how can they effectively engage with their target audiences online?

In this report, we have selected our top pick of digital campaigns among the 50 most influential associations in Brussels. Why campaigns? Because this has become the best medium for associations to share targeted messages with targeted audiences in an online space that is increasingly crowded.

With shrinking attention spans and expanding online content, the challenge is to be able to cut through the noise. This means getting creative. The visual expression of ideas ranges from sophisticated videos and animations to customised webinars and other fun and catchy formats. Quote cards and 3-minute videos just won't cut it anymore.

And just like that... we see that what people are responding to is human-to-human communication. Long gone are the days of anonymous videos and faceless organisations: people want to learn from experts, be inspired by leaders, hear stories from those who have lived through them. This means employees, customers, patients, or leaders are taking centre stage. Seeing a 'real person'

talk about, or on behalf of, an industry instils a sense of reassurance and builds up an association's profile and reputation.

It is not simply to show face. Content of course remains queen (or king!), but so do purpose and societal awareness. People respond to organisations that care. Topics like climate, sustainability and diversity, equity and inclusion have therefore become much more central to the conversation and associations have followed suit. An increasing amount of content – including some of the campaigns cited in this report – has put these topics at the heart of communications efforts, voicing support and positions on topics that just a few years ago were barely on the radar.

In this 6th edition of the Digital Associations Report, we hope you will find inspiration through these campaigns on how to hit a digital home run. Enjoy the read!

Methodology.

The findings of the European Digital Associations Report are based on an analysis of the social media channels of Brussels-based industry associations from 1 January 2021 until 31 December 2021.

In terms of methodology, the research started with the analysis of the social media presence of 575 European industry associations representing a wide range of sectors, from energy to technology, pharmaceutical to agriculture, and more.

The quantitative analysis determined the presence and influence of these associations (based on number of followers, frequency of posting, social influence score) and shortlisted around 50 of the most influential associations.

Looking at the top 50 most influential associations, the report then focuses on the top digital campaigns identified on Twitter, thus showcasing associations that are digital champions and who use innovative practices, formats and concepts. The top digital campaigns in the report are presented in no particular order.

Non-European and international trade associations, NGOs and other non-industry bodies were excluded from this report.

SEC Newgate EU – formerly Cambre Associates – has carried out an analysis of the digital presence of European Associations since 2015, building on previously gathered in-house data to provide comparisons and insights.

INSPIRING DIGITAL CAMPAIGNS.

#FoodFuture by FoodDrinkEurope

SUSTAINABILITY | FOOD & BEVERAGE MANUFACTURERS



Highlights.

FoodDrinkEurope's 'Our Food, Our Future' campaign, which reached more than one million people online, aimed to start a meaningful conversation about the future of food systems in Europe with EU stakeholders and consumers.

'Our Food, Our Future' aimed to position the food manufacturing industry as a solution provider in tackling Europe's food system challenges, boldly exploring the issue of sustainable food systems.

As part of the campaign, it also organised the #FoodFuture Exhibition, turning it into a meeting hub with key EU stakeholders, combining both online & offline touch points.

Finally, FoodDrinkEurope hosted the Foodies Awards, rewarding three SMEs for their support in achieving a greener planet, healthier living and a thriving economy – echoing the key messages of the 'Our Food, Our Future' campaign. The Awards were hosted fully online - from promotional videos to a live-streamed ceremony held in September 2021. Through the events, street exhibitions and #FoodFuture surveys and focus groups, FoodDrinkEurope spoke directly to over 2000 people.

Why it matters.

- A creative, cross-channel approach combining online & offline.
- Solid visual identity with high quality content shared throughout the year.
- Leveraged pop culture to connect with EU audiences in a 'modern' way, using food trucks and Foodies promotion.
- Significant online reach.

Extract from 'Our Food, Our Future' campaign.



FOODDRINK
EUROPE

secnewgate.eu

#CleanFuelsforAll by FuelsEurope

SUSTAINABILITY | FUELS MANUFACTURER INDUSTRY



Highlights.

In 2020, FuelsEurope launched #CleanFuelsforAll, an umbrella campaign that reflects the industry's potential pathway to climate neutrality by 2050. This has become a flagship, multi-annual campaign, which ran throughout 2021, and continued to expand both online and offline.

Under the #CleanFuelsforAll umbrella, FuelsEurope held a series of webinars which aimed at communicating the role of low-carbon liquid fuels in enabling climate-neutral transport. The association also commissioned a number of studies. And recently, FuelsEurope launched two new animations – one explaining the benefits of low-carbon liquid fuels and the other one on how the internal combustion engine can become climate-neutral.

Interestingly, as part of the campaign, FuelsEurope also partnered with the Pau Motors Festival for the historic Grand Prix de Pau, a city in France. By participating in such a unique event, FuelsEurope demonstrated that low-carbon technologies and clean fuels are available and can be easily used in existing, even high-powered vehicles. The campaign came with a dedicated website and also ran on FuelsEurope's social and digital channels.

Why it matters.

- A multi-annual campaign platform that is broad enough to expand and evolve over time, but also clear enough in what it is about. The campaign is in line with EU policy priorities and consumer-friendly, all at the same time.
- Leveraged popular sports events to raise visibility about its key campaign messaging, and visually showcasing its low-carbon solutions to key audiences and the media.
- Combines science-driven communication with the launch of several studies with more accessible and 'fun' content through sports events and visual materials.
- Deploys a large and diverse group of spokespeople and other like-minded organizations.
- #CleanFuelsforAll has its distinct visual identity and multi-format content.

Extract from #CleanFuelsForAll campaign.

WHAT are LOW-CARBON

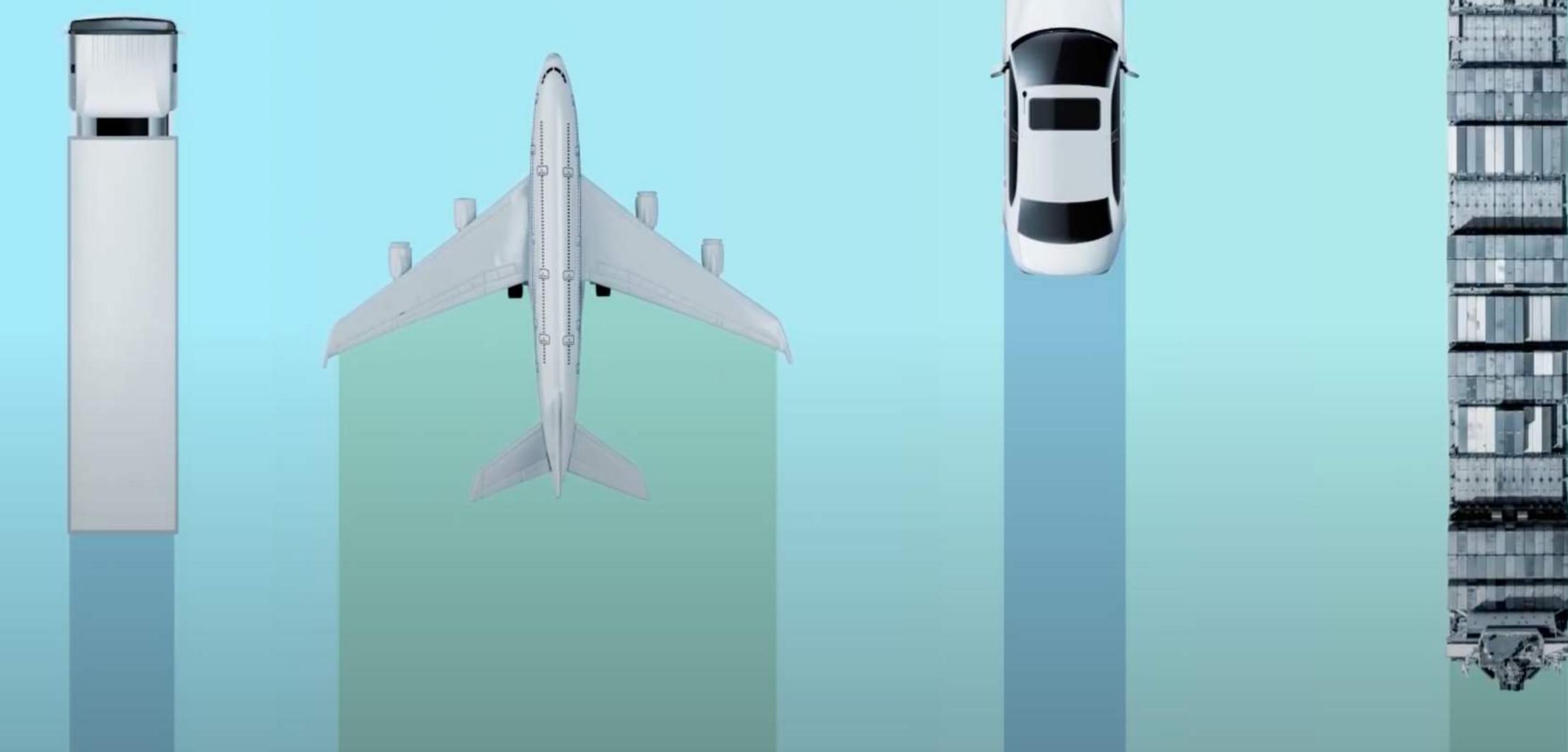
liquid  fuels



COMPATIBLE



Climate Neutrality *by* 2050



#WelcomeToMyForest

by Copa-Cogeca, CEPF & ELO

SUSTAINABILITY | FARMERS & AGRI-COOPERATIVES



copa*cogeca
european farmers
european agri-cooperatives

CEPF
Confederation of European Forest Owners

ELO
European Landowners' Organization

Highlights.

#WelcomeToMyForest is a joint information campaign of the Confederation of European Forest Owners (CEPF), Copa-Cogeca and the European Landowners' Organisation (ELO) aiming at increasing knowledge of the public and policy-makers on forests and forest owners.

In a series of video clips, forest owners from multiple Member States invite viewers to their forests to hear what being a forest owner is like, what challenges they face, what their objectives are when it comes to forest management and what keeps them motivated. A reality far from the polemics and generalisations that are prominent in the media. After viewing the first 10 testimonials, it is clear that forest owners are not a homogeneous group and there are as many different forests as there are forest owners.

Why it matters.

- Dedicated landing page.
- 'Personal' approach to campaigning for the cause, use of testimonial videos.
- Diversity of speakers, showing how different forests across Europe need different management solutions.

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Extract from #WelcomeToMyForest campaign.



#DigitallyEnlightened by DIGITALEUROPE

TECH | DIGITAL TECHNOLOGY INDUSTRY

DIGITALEUROPE



Highlights.

#DigitallyEnlightened is a series uncovering the real-life stories of innovators, big and small, who are transforming Europe, using the power of digital to drive positive impact in their community and across our continent. The campaign is part of DIGITALEUROPE's paid partnership with BBC StoryWorks, the creative studio of BBC Global News. Through a series of short documentary-style films, it showcases how digital solutions are providing us with a lifeline in a post-Covid-19 world, improving digital security and safety, helping people get the digital skills they need to reinvent their life, and accelerating the digital transformation of companies across Europe.

#DigitallyEnlightened gives voice to diverse perspectives from around the EU. It sheds light on individual stories of strength and positive innovation that have emerged during the pandemic and that are shaping our common digital future. These include the role of digital innovation in unlocking net-zero, helping small businesses to fight cyber-attacks, and changing our ways of working and living through sustainable digital transformation.

On social media, #DigitallyEnlightened content had 3.05 million impressions, 1 million video views, 770,000 engagements and over 25,100 link clicks.

Why it matters.

- A human-to-human approach to showcase digital innovators and their contributions to society through a series of video interviews with real people from across the continent.
- Media partnerships with a legacy media outlet to expand reach beyond the Brussels 'bubble'.
- An entirely online programme, accessible everywhere, any time.

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Extract from #DigitallyEnlightened campaign



#Housing2030 by Housing Europe

AFFORDABILITY & SUSTAINABILITY |
PUBLIC, COOPERATIVE & SOCIAL HOUSING



Highlights.

#Housing2030 is a joint initiative led by Housing Europe, UNECE and UN-Habitat, a rich network of housing experts from over 56 governments, 43,000 affordable housing providers and neighbourhood developers. It aims to improve the capacity of national and local governments to formulate policies that improve housing affordability and sustainability. #Housing2030 shows how policymakers can improve affordable housing outcomes while addressing climate change and stimulating the social and economic recovery in the wake of the pandemic.

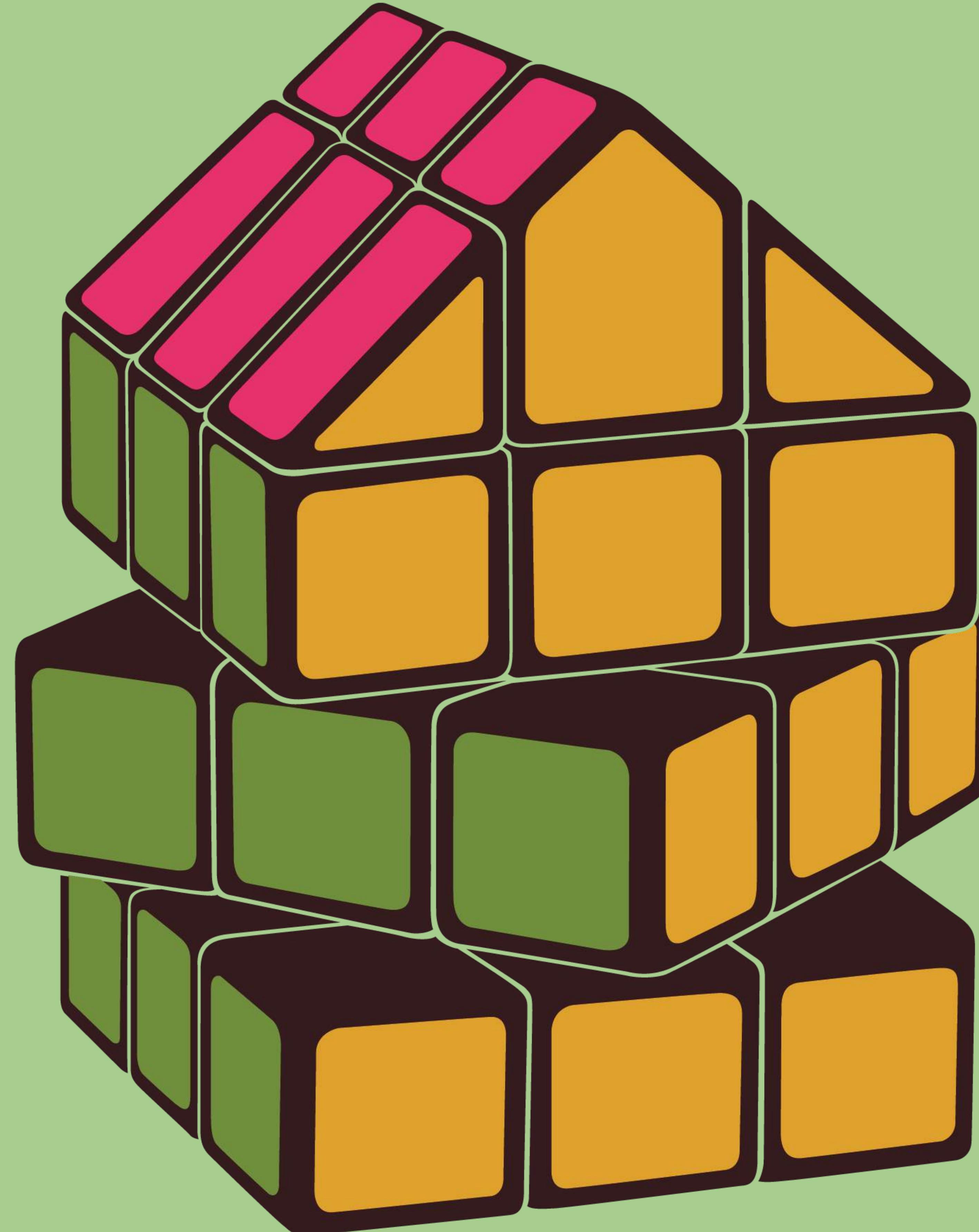
#Housing2030 also provides a 'tool kit' rather than a universal 'blueprint', to respond to the different and changing demands of member states and regions. The publication '#Housing2030: Effective policies for affordable housing in the UNECE region' that was launched at the UN Headquarters in Geneva draws on the experience of over 100 researchers, policymakers and housing providers from across the UNECE region and beyond. This report is also accompanied by the Housing2030.org website of resources, including thematic podcasts and good practices.

A compilation of over 160 tried and tested practices were in the hands of UNECE Housing Ministers and the publication made it to COP26 in Glasgow. The initiative will soon travel to other key major events, such as the World Urban Forum or the International Social Housing Festival.

Why it matters.

- Innovative way to present a report, in an accessible and helpful format that makes clear what affordable housing entails, followed by ongoing digital communications.
- Diverse communication on social media, showcasing people, statistics, live-tweeting during conference.
- Housing Europe published 13 podcasts so far that have been listened to over 2,500 times. The new season of podcasts will enhance knowledge about the policy design, implementation outcomes, and how different financial flows and housing outcomes can be achieved.

Extract from #Housing2030 campaign.



#Hydrogen4EU by Hydrogen for Europe

SUSTAINABILITY | ENERGY



Hydrogen4EU
CHARTING PATHWAYS TO ENABLE NET ZERO

Highlights.

The Hydrogen for Europe study is the result of a holistic, joint industry research project charting potential pathways for hydrogen to contribute to the EU's goal of net zero GHG emissions, based on actual European targets and open modelling frameworks.

The study, once published, was promoted through a multi-channel campaign that included the creation of Twitter and LinkedIn channels, a dedicated minisite, media outreach and a high-level policy event, all of which were complemented by the development of various materials, from videos, to infographics, factsheets and more.

The campaign resulted in 81 published media articles and over 1.67 million social media impressions.

Why it matters.

- A great example of industry collaboration, from companies to trade associations from the entire energy sector (solar, hydrogen, fossil fuels).
- A comprehensive campaign that took place on and offline: report, website, social media channels, but also events, meetings, and media outreach.
- The videos promoted online gave visibility to the research partners and put a human face on the study, helped contextualise it and helped amplify their messages through their spokespeople across the industry.

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Extract from #Hydrogen4EU campaign.

#ConnectingTheDots by MedTech Europe

HEALTH | MEDICAL TECHNOLOGY INDUSTRY



Highlights.

MedTech Europe launched an online video series which explores how medical technology connects the dots, from diagnosis to cure, through stories of resilience, vision and potential. Seen through the eyes of the patients, innovators & health professionals, #ConnectingTheDots showcases some of the most pioneering devices, diagnostic solutions and services that are improving outcomes for patients and transforming entire systems of care.

Stories are as diverse as the health challenges our society faces – from heart arrhythmia to sickle cell disease and from diabetes to myeloma. But many innovations give reason to be optimistic as new medical technologies emerge.

This is a paid partnership with BBC Storyworks Commercial Productions – the commercial content division of BBC Global News.

Why it matters.

- A positive collection of human stories that is both uplifting and inspiring.
- A smart campaign which showcases the value that innovative medical technologies are bringing to patients, healthcare professionals, healthcare systems and society as a whole.
- A series of high-quality videos and a well curated and user-friendly dedicated page.
- Partnership with a legacy broadcast media outlet to expand reach beyond the 'Brussels bubble'.

Extract from #ConnectingTheDots campaign.



#Transatlantic2021

by AmCham EU

TRADE | CHAMBER OF COMMERCE & INDUSTRY



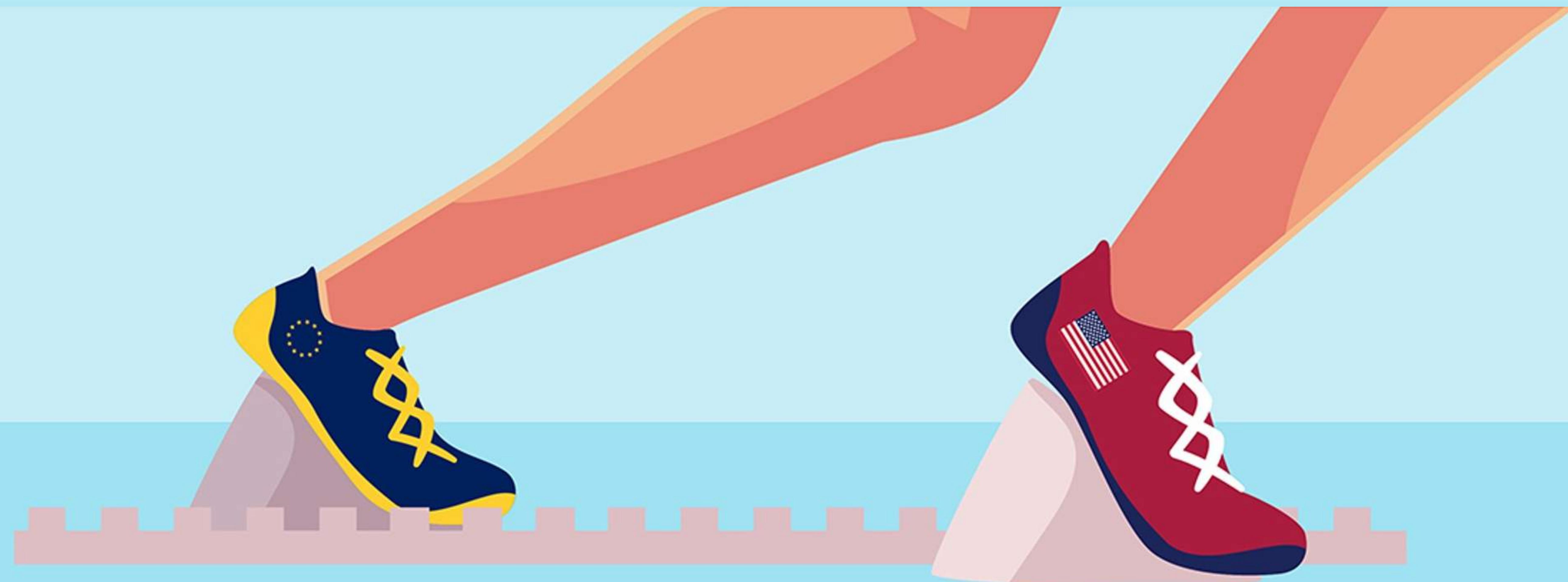
Highlights.

With a new administration in the White House featuring an ambitious agenda, and renewed optimism on the transatlantic relationship, AmCham EU looked to bring leaders from the EU and US together for a reminder on just how much the two can achieve when they work as partners. Enter #Transatlantic2021: a fully virtual edition of their flagship conference paired with the launch of the annual Transatlantic Economy report, which presents the most up-to-date facts and figures on EU-US jobs, trade and investment. The campaign emphasised how the transatlantic relationship drives shared prosperity and security across the Atlantic. It featured unique content to amplify that message, including motion design video, infographics, blogposts, video interviews and more. It stretched across several months using a wide number of platforms including social media, website, media and third-party partnerships, email outreach and more. The virtual conference reached over 600 participants in 45 countries.

Why it matters.

The #Transatlantic2021 campaign did not focus on one sole communications tool, but rather looked at diversifying platforms and channels to reach the maximum audience possible. By using a wide range of content, the shelf life of the campaign stretched over a period of months rather than weeks. It also met a unique moment in time for the transatlantic relationship and the need for all stakeholders to speak up for its continued relevance in the global economy. The campaign culminated with the EU-US summit in June 2021, a milestone of transatlantic cooperation in recent years, where both sides agreed to strengthen their relationship, including through the creation of the Trade and Technology Council.

Extract from #Transatlantic2021 campaign.



AmCham EU
SPEAKING FOR AMERICAN BUSINESS IN EUROPE

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#SolarWorks by SolarPower Europe

SUSTAINABILITY | SOLAR ENERGY PRODUCERS



**SolarPower
Europe**

Highlights.

The #SolarWorks campaign aims to promote jobs in the solar sector through a series of short videos of workers from across Europe. The aim is to showcase the growth of the sector and the need for motivated people to join the industry. The profiles showcased are very diverse, from engineers, to project managers, technicians or sales specialists, the series provide a holistic picture of the available roles in the solar industry, educating audiences on what working in solar power means. The campaign was supported by Grow With Google and launched during EU Green Week 2021. With this campaign they wanted to reach graduates and job seekers, but also people looking for reskilling opportunities. All videos were advertised on Facebook and LinkedIn to our target group, and the European video was also advertised on Twitter, targeted towards policy makers. The campaign reached a total of 532,968 users across all three platforms (LinkedIn, Facebook, Twitter).

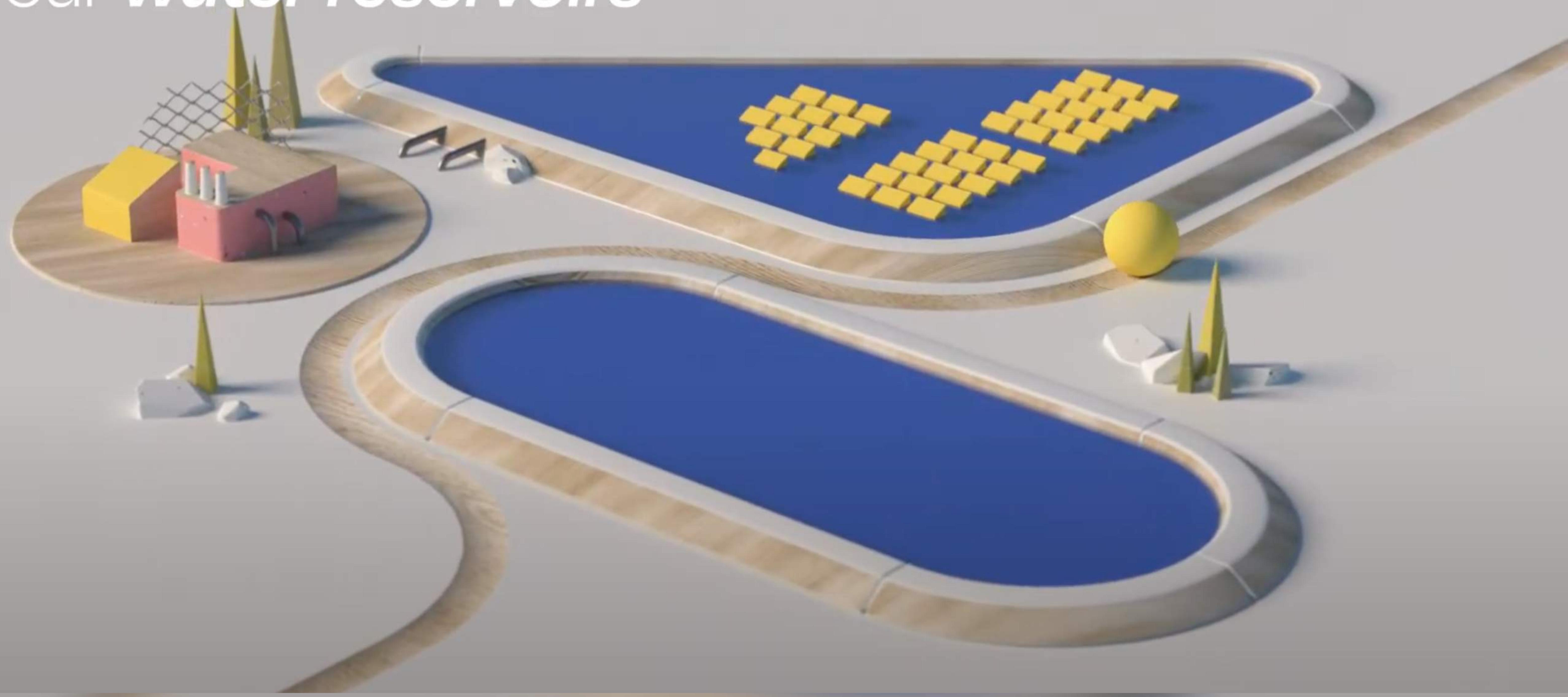
Why it matters.

- This is a great example of employer branding and recruitment campaign for a whole industry. This is particularly true thanks to the diversity of profiles shown in the video series, also serving as an educational campaign on all the “solar jobs” that exist.
- The campaign “gives a face” to the industry.
- With different videos done in local languages, this ensures reach among younger local audiences.
- Making this into a partnership with Google of course also ensured visibility and targeting as well as consideration.
- The timing of the launch – around EU Green Week – ensured visibility at a time when topics around renewable energy were high on the EU agenda.

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Extract from #SolarWorks campaign.

Installing solar on just 10%
of our **water reservoirs**



SolarPower
Europe

secnewgate.eu

HONORABLE Mentions.



secnewgate.eu



#FarmLikeZ

By Fertilizers Europe

For Global Fertilizer Day, Fertilizers Europe sought to showcase the role that a younger generation of farmers and fertilizer producers (GEN Z) have in enhancing a productive, sustainable, and resilient agriculture in Europe.

The campaign brought a new angle to farming, linked to youth and young farmers – a clear EU priority -and used Global Fertilizer Day as an opportunity to get their messages amplified by their partners and members. The campaign brought freshness to the digital landscape with young influencer involvement and local engagement.

#WomenInScience

By European Plasticisers

On the International Day of Girls and Women in Science, European Plasticisers put forward testimonials from women in the industry explaining why they entered the world of STEM, what they find exciting about their work, and what advice they would give to young women who want to enter the field.

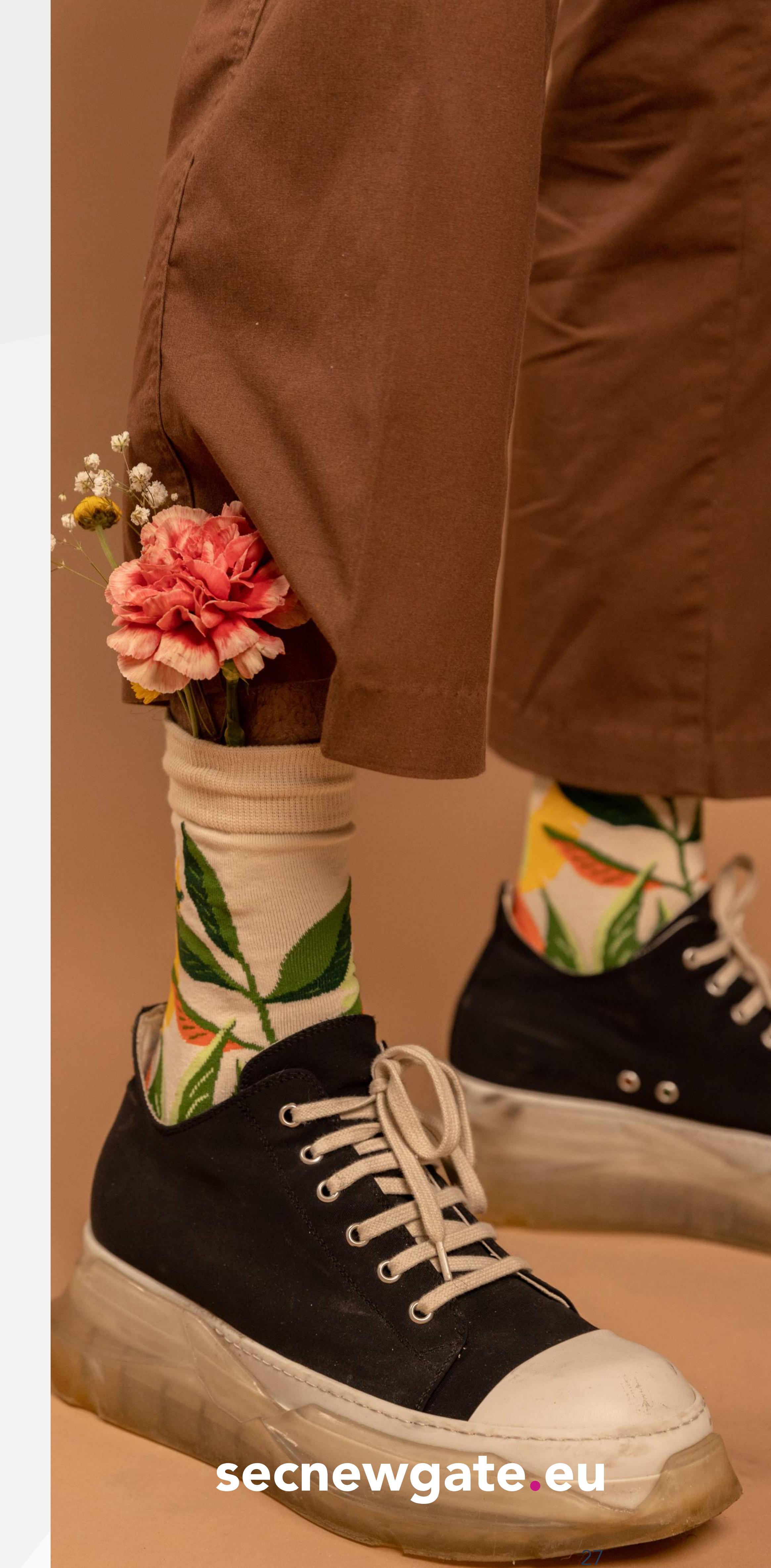
This short campaign was a nice way to leverage a global milestone all the while putting a face on the organisation and promoting equality values on behalf of an industry. The profiles were also diverse (student, PhD candidate, employees) to also link it back to the younger generation.

#Greensource

By ACE, Cepi, EPIS, & ProCarton

Greensource is a social media campaign led by four organisations. From pulp and paper to packaging, Greensource promotes the positive awareness of the industry and showcases its many contributions to society, in light with the priorities of the EU Green Deal. This is a creative example of an industry coming together and communicating as a common voice.

Greensource was created in 2020 as a European-wide effort to explain how the forest-fibre industries can make the 2050 climate neutrality target a reality. As an ongoing informative educational and fact-based campaign, Greensource showcases the progress the forest fibre-based industry has been making to sustainability and circularity, in line with the objectives of the EU Green Deal. The amplification it gets through its co-leaders and members is also a great example of how to leverage your channels for better visibility. The potential reach of #Greensource content on Twitter in 2021 was around 1 million!



#7Wonders

By Epoxy Europe

#7Wonders was a social media campaign showcasing the seven wonders of the sustainable world and how epoxies contribute to renewable energy. The series included short animations showcasing these ‘wonders’ – from the most powerful tidal turbine to the world’s first high altitude floating solar farm – as well as quizzes related to these locations.

The #7Wonders campaign was a creative concept to introduce epoxies in renewable energy by using a relatable reference of seven world wonders. Introducing Twitter and LinkedIn quizzes to the mix also made the initiative interactive and fresh.

#MorningTalks

By BusinessEurope

#MorningTalks is an initiative by BusinessEurope that through a series of a 30 minutes long webinar where International and business issues are the main discussion point. #MorningTalks covers topics ranging from trade policy and international affairs to women empowerment and gender balance.

This is an interesting concept using the coffee culture morning discussion in a webinar format. Even the phrase ‘Morning Talks’ is an ear catching hook that brings together experts in the field with the audience. The regularity of the format also builds loyalty and expectations within their audience.

#DeliverOn

By FEFCO

FEFCO decided to play the long game by curating all its content around an overarching campaign called #DeliverOn which highlights all the ways in which corrugated cardboard packaging supports our daily lives. Built around a series of short videos and visuals, the campaign aims to inform and educate on the advantages of corrugated carton in a cohesive way.

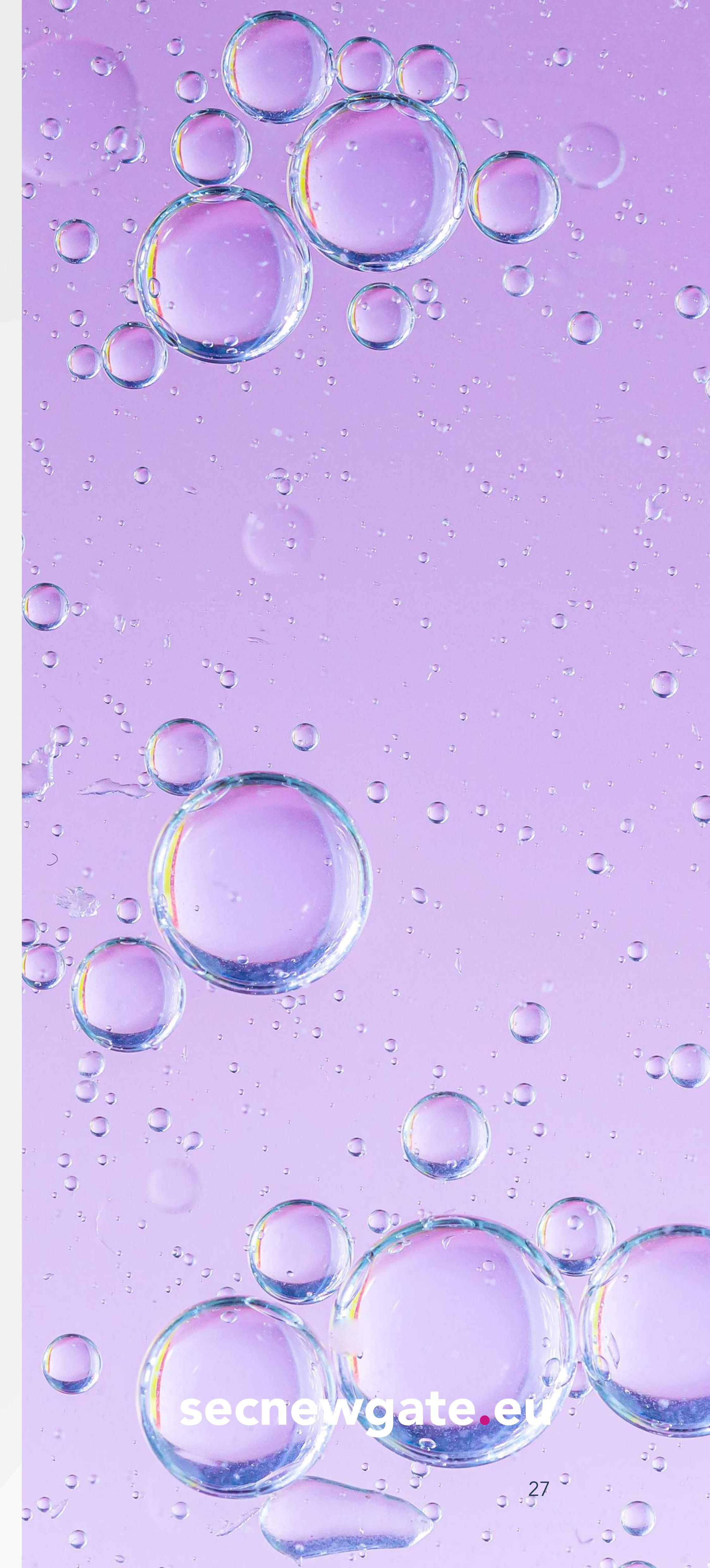
Having a dedicated hashtag that is owned and used to identify FEFCO’s content is a great way to keep track of what they’re publishing as well as to have an overarching umbrella campaign that is then rolled out to various topics consistently.

#LeadHer

By EBAN

#LeadHer is a community where women investors connect and network in view of potential investment opportunities in the early stage ecosystem. The aim of the campaign was to attract women entrepreneurs from all over Europe to engage and share their profile with EBAN so that the organisation could serve as amplifier by sharing their profile throughout their network.

With this campaign EBAN used different digital methods – webinars, social media & website – to showcase their accomplishments and to bridge together different entrepreneurs and investors. This is also a great example of an industry encouraging and supporting gender equality in a male dominated field.



#OpenUpToEurope

By European Travel Commission

The #OpenUpToEurope campaign is a collaboration between the European Travel Commission, the European Union and the tourism industry to inform and inspire Europe's citizens to travel again. The aim of the campaign was to renew confidence in travelling by informing citizens of the travelling situation across the EU, highlighting the relevant health and safety measures in each country. Destination stories were also included in the campaign to inspire people to travel differently and #OpenUpToEurope.

The campaign was very timely and therefore resonated with people. It was also a very practical campaign, sharing tips for safe travelling during and after the pandemic. The campaign is also a great example of getting people involved – providing free-to-use downloadable materials, toolkits and assets (visuals and videos). The dedicated hashtag also allowed people to get more involved and promote their travel destination by using the hashtag.

#CEERSummerRecap

By Council of European Energy Regulators

The Council of European Energy Regulators (CEER) ran a short campaign over the summer to recap their achievements of the year and positions on energy policy through a series of quotes from CEER staff and members.

This is a great idea to showcase your achievements and give visibility to your internal audiences. The campaign also made use of the summer break and built up the presence of CEER during this typically calm period.

#25yearsofinnovation

By EuropaBio

2021 marked 25 years since the foundation of EuropaBio and they launched a year-long celebration of biotechnology advances over the last quarter century.

#25yearsofinnovation was a social media campaign showcasing innovation in the industry. This was done through videos of industry professionals talking about these innovations.

The concept of showcasing highlights of the industry in a visual and clear way resonates with people even outside the industry. This is also a great example on how to leverage an anniversary. The visual assets include videos of experts in the field as well as eye-catching animations and videos.



#ShiningALight

By MedTech Europe

The positive campaign shines the spotlight on medical technologies which help prevent, diagnose, treat or cure health conditions that affects patients and societies around the world. Through a story-telling approach #ShiningALight highlights how medical technologies are transforming the lives of patients, at home, in care facilities or hospitals in a humane and uplifting way.

The campaign has a positive and optimistic approach by showcasing stories seen through the eyes of patients. This inclusive approach features young and old patients that reflect today's society as well as highlights clearly how the European medical technology industry is contributing to the fight against Covid-19 and is helping healthcare systems take a giant leap in making healthcare better, faster and available for everyone. The campaign also provides an interactive quiz and a number of visuals which are available for download by anyone interested in promoting the value of medical technologies.

Green Production Tips

By European Broadcasting Union

The European Broadcasting Union ran a series of short videos around green production tips from some of their more senior members. The campaign ran on Twitter and was also uploaded to the sustainability hub of the EBU website for longer versions of the videos for members.

The personal aspect of the campaign, involving people from across the sector, is a great way to give a face to the industry. Having teaser versions of the content for members is also a great method to create a sense of expectation and increase engagement with members... and beyond.

#AirlinesSocialRating

By European Cockpit Association

The European Cockpit Association rated their airlines' working conditions, work-life balance and contractual arrangements. Based on the rating, airlines were assigned to one of the top 5 categories: social excellence, social partner, social snail, social misfit and social junk. The results were showcased through an interactive dashboard to dive into the results.

The way the results of the survey were presented is innovative and creative. The interactive dashboard allows users to follow the narrative easily and snippets of the dashboard were also shared on social media to make the results of the report more digestible. The campaign addressed timely questions like better work-life balance and better working conditions in general (specifically for the industry).



Cefic News App

By Cefic

The Cefic News App brings together different formats from newsletters and podcasts to webinars. The app is meant to simplify navigation to relevant content in an otherwise complex digital environment.

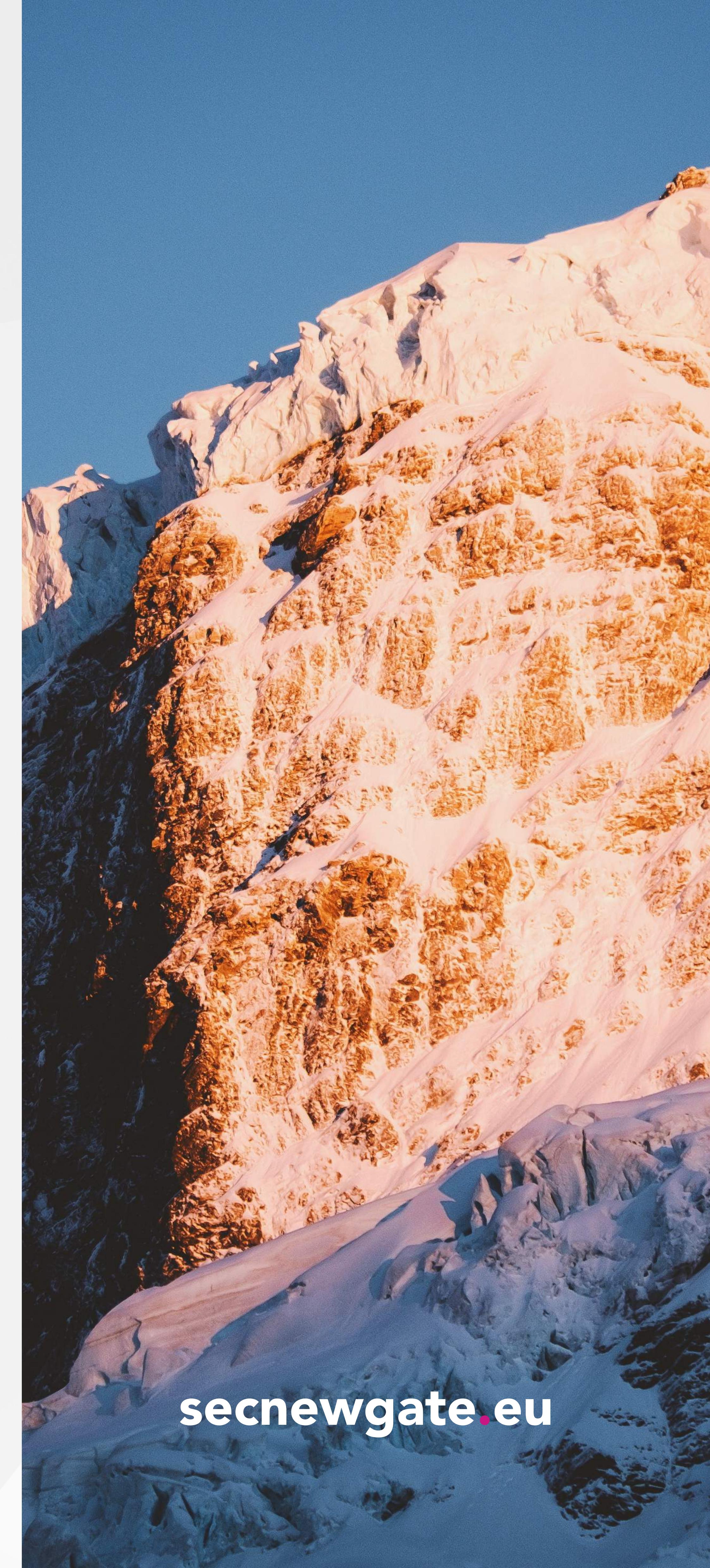
Those who download the app will have access to the latest developments in the EU policy arena in relation to chemicals. The Cefic News App is a great example of centralizing digital communications and bringing together different formats into one. The app is customisable for users with for example the option to subscribe to specific alerts of interest. The interface is well design and user-friendly. To ensure visibility Cefic is also leveraging their social channels to promote the app.

#DigitalThursdays

By European Banking Federation

#DigitalThursdays is a series of online events exploring key developments and European regulatory initiatives in digital finance from cyber resilience in banking to discussions around rethinking the financial ecosystem. The events took place on Thursdays and the topics revolve around the top tech discussions.

#DigitalThursdays brings together experts from the industry, policymakers and supervisors to share their insights on key developments in digital finance. The variety of topics and regularity of the talks attracted a loyal audience and the webinars were visually clean and more appealing than a simple Zoom webinar.



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THEIR TESTIMONIES.



Pekka Pesonen
Secretary General

"Copa and Cogeca are very happy to see the #WelcomeToMyForest campaign is featured in 2021 European Associations Digital Report. Sometimes it feels that our forests and the work of our forest owners is far from the view of those in Brussels and we hope that with this campaign we have managed to bring them closer. The campaign aimed at showcasing and celebrating the diversity of European Forests, as well as the importance of sustainable forest management for the green future of us all."



Fanny Pomme Langue
Secretary General

"We are very pleased that #WelcomeToMyForest campaign is featured in 2021 European Associations Digital Report. With this campaign we wanted to bring forests and the people behind them closer to the EU policy-makers and general public, and to showcase the reality and diversity of forests and forest owners, who all want to take the best possible care of their forests for the future generations."



Tanja Valentin
DG External Affairs

"With these two communications campaigns, we wanted to showcase the incredible variety of medical technologies available and how they can improve patients' wellbeing and healthcare delivery overall. ...And we wanted to do that in a fresh and innovative way! We are delighted that they resonate so well and to receive this outstanding recognition!"

THEIR TESTIMONIES.



Cecilia Bonefeld-Dahl
Director General

"We are proud to present a series that brilliantly highlights the digital transformation we are seeing across Europe today. Understanding the commitment and drive that's required by digital innovators to solve society's challenges will hope-fully increase awareness and encourage us to provide the right environment for innovation and collaboration to flourish."



Walburga Hemetsberger
Chief Executive Officer

We are delighted to see #SolarWorks recognised as a top campaign in SEC European Associations Digital report. With this campaign, we highlight the enormous job opportunities in the solar sector through storytelling. Solar is the energy sector's largest job creator and a major contributor to local and socioeconomic development that can support a Just Transition and Green Recovery. Currently, we see a lack of skilled EU workers in clean energy technologies, which is quickly becoming a critical bottleneck that could hamper the deployment of solar and renewables. With this campaign, we want to show that there is a career for everyone in solar and help those interested find their new sustainable mission.

THEIR TESTIMONIES.



Dr Claire Skentelberry
Director General

I am thrilled that #25YearsofInnovation was featured among the top campaigns in the SEC European Associations Digital report. Our 25th anniversary was the perfect opportunity to showcase concrete examples of how biotechnology impacts our lives for the better. Behind every headline product, are decades of scientific advance from researchers and innovators in the public and private sectors. Biotechnology impacts across all sectors and it's a transformative power.



AmCham EU
SPEAKING FOR AMERICAN BUSINESS IN EUROPE

Susan Danger
Chief Executive Officer

"At a time when the EU-US relationship needed to be rebooted, we wanted to use digital tools to build bridges across the Atlantic. By creating a diverse library of content and engaging with new partners, we were able to tell the powerful story of the transatlantic partnership to a global audience in creative ways."

Our Digital Offer.

Our approach is simple: listen, strategise, execute, measure, analyse and evolve. We develop smart data-driven digital strategies to turn complex issues into compelling campaigns that shape opinions, drive advocacy and earn influence.



Our Digital Offering.

LISTEN

Social & digital insights
Audience mapping/research
Competitor benchmarks

STRATEGISE

Social data-driven strategy
aligned with business strategy
& political agenda

EXECUTE

Content development &
Community management

AMPLIFY

Cross-channel integration
Paid advertising
Influencer engagement

OPTIMISE

Measurement/ analytics
Test/evolve/adapt

Our Multimedia Digital Offering.

Videos	Animations	Websites	Apps	Newsletters
Templates	Posters	Infographics	Reports	SEO



EUROPEAN ASSOCIATIONS DIGITAL REPORT 2021

Get In Touch.

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