Europeana – Core Service Platform

MILESTONE

MS11: Channels development and campaign plan

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REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision No.	Date	Author	Organisation	Description
1	1 October 2015	Harry Verwayen, Eleanor Kenny, Aleksandra Strzelichowska	Europeana Foundation	Initial version
2	30 October	Harry Verwayen, Eleanor Kenny, Aleksandra Strzelichowska	Europeana Foundation	Final version

Statement of originality:

This milestone contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Introduction

This milestone covers the campaign plan for the launch of the new portal (called 'Europeana Collections') and its most prominent sub-site Europeana Art History Collections / Europeana Art 280 in the period October 2015- June 2016. While part of Europeana DSI activities, this plan does not detail the launch activities of Europeana Music as this is covered under the project Europeana Sounds, nor of Europeana Fashion Collections. The latter will be covered in the next version of this plan in Q2 2016.
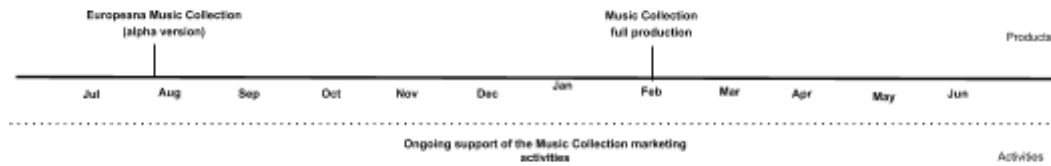
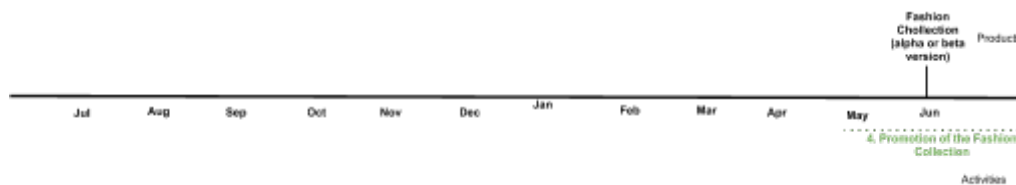# Product development roadmap

Europeana Collections

Art History Collection
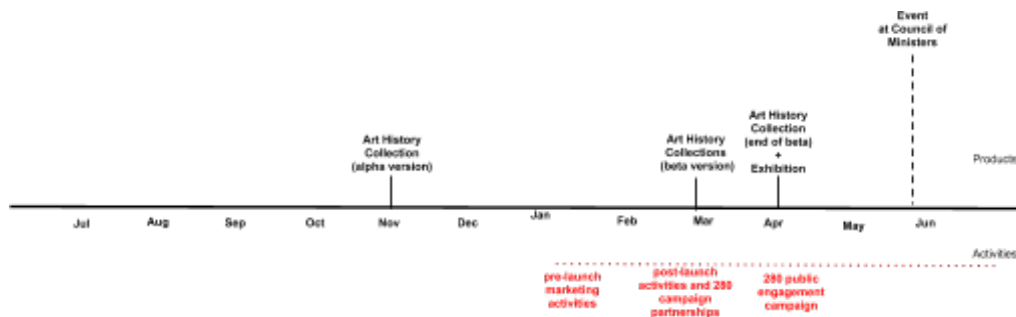
Music Collection

Fashion Collection

Major milestones

Europeana Collections:
- August-December 2015: public alpha testing
- First week[1] December 2015: launch beta version[2]
- February 2016: end of beta version, the portal is feature complete
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Europeana Art History Collection:
- November-February 2015: public alpha version
- February 2016: beta version
- End of May 2016: launch
    2.1 280 public engagement campaign:
- April- October: Public engagement campaign
- February 2016 - June 2016: partnership activities (Daily Art, Artstack,...)
- End of March 2016: Virtual Exhibition
- March 2016- end of April 2016: Wikimedia 280 translations campaign
- End of May: Ministerial event

1.Europeana Collections

What

The marketing activities around the launch of Europeana Collections are meant to familiarize the users and stakeholders (end users/data partners/network and political stakeholders) with the new UI and improved features of the site and generate interest. The launch (switch of the Europeana domain from the old site to the new one- while keeping the old site as backup) is planned for the first week of December. In order not to create a peak overload of the site communications about this launch will be spread out: the European Commission and data partners will be informed beforehand, end users will be informed about new features on the new site, but press release and end user outreach will start 10 days after the launch. This will continue with communication 'bursts' when new features are added until end of February when we are 'feature complete'.

Key areas of improvement

The new (user-driven) design: a state of the art, responsive and visually appealing design enables to present the content in an attractive way. The flexible tiles linking to thematic

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[1] This date is what we strive for but may be deferred a week or two to give us the flexibility required
[2] URLs redirected to old.europeana.eu and site blocked from search-engine crawlers.

collections, exhibitions, news and social media permit to highlight the most interesting content and putting it in a context. This providers the users with more learning opportunities and encourages them to come back to the website. For the data partners, this approach means more possibilities for their quality content to be seen and explored.

Improved search function: new filters enable new ways of content research, for example by colour, which gives better search results and increases the number of ways in which the content can be discovered and used. Moreover, the revamped search result pages and item pages facilitate finding the information and downloading re-usable content.

Improved rich media access: permits the users to access documents in different formats (audio, video, pdf) and enables an easy preview of the items containing multiple pictures which makes easier for the users to work with documents.

Thematic collections showcasing high quality content around a theme (Art History, Music, Fashion). The creation of the collection is a way to support content discovery through browsing rather than only searching. It is also a chance for the partners to not only share their content, but also their knowledge and expertise. All this, in an approachable and attractive way.

Who

The campaign is aimed at different target audiences:

End users:
- Culture vultures: this group includes cultural heritage professionals, involved in learning, researching or the teaching of arts and humanities, 'expert amateurs' in some subject of cultural heritage, or people who are interested in culture and cultural heritage more than most;
- Culture Snackers: citizens who are not actively seeking for heritage content but like to see or interact with engaging items, for example in their social media platforms.

Stakeholders:
- Data Partners: Institutions providing Europeana with their content
- Europeana Network: a community created around Europeana, interested in shaping and promoting good practice in the world of digital cultural heritage
- Policy makers: European Commission, Member States

Where & when

Pre-launch activities:

The pre-launch activities are planned to prepare the users to see the new design and become aware of the upcoming functional enhancements.

Time	Message	Platforms	Target audience
November 2015	Social media updates announcing Europeana Collections	Facebook Twitter Google+	culture vultures culture snackers
November 2015	Updates to inform the providers that their content is being presented in an improved form	direct mail Aggregator Basecamp	Data Partners
November 2015	Updates announcing the new design	Pro Blog Twitter Pro Newsletter direct mail	Europeana Network

Launch:

The launch moment the first week of December 2015[3] means switching the new design's domain from test.europeana.eu/ to http://www.europeana.eu/. During first 10 days, we plan to evaluate the website's stability. We will inform the users about the change by walk-through pop-ups showing on the website and onboarding videos with an overview of the new and improved features. Moreover, for December we planned a test round that would give us a possibility to collect more feedback and implement the necessary modifications before the end of beta in February 2016.

Post-launch activities:

Once the portal is launched, we would like the users to visit it and take advantage of the new possibilities that it offers. The new features will be promoted in a variety of ways: text posts, video, examples of use.

Time	Message	Platforms	Target audience
Q4 2015 onwards	Social media posts with hashtags #TransformationTuesday and #TT presenting new features of the new portal and the way to use them	Facebook Twitter	culture vultures culture snackers
Q4 2015 onwards	Updates to inform the providers that their content is being presented in an improved form, explaining new features and possibilities	direct mail Aggregator Basecamp	Data Partners

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[3] This may be delayed a week or two depending on progress.

2. Art History Collection

Timeline showing products above the line and activities below:

Products:
- Art History Collection (alpha version) — Nov
- Art History Collections (beta version) — Mar
- Art History Collection (end of beta) + Exhibition — Apr
- Event at Council of Ministers — Jun

Months: Jul, Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun

Activities:
- pre-launch marketing activities
- post-launch activities and 280 campaign partnerships
- 280 public engagement campaign

What

The Art History Collection draws on and presents the huge width of art collections from European cultural institutions. It features over 2 million pre-selected items: artworks and related media from the classical, medieval, renaissance and baroque, nineteenth-century, modern and contemporary periods. Available material includes books, manuscripts, and videos about art movements (including architecture, sculpture), specific artists and artworks. The content will be organized around the browsing entry points, featuring movements, artists or themes. This way, we encourage the content discovery by giving the users one-step access to curated quality material on a specific topic.

Marketing/communication activities around the Art History Collection are meant to build the users' and stakeholders awareness of this new product as well as to familiarize them with its features. The beta launch of the Art History Collections is expected in late February, adding functionality and content and requesting user feedback between that time and the formal launch at an event at the end of May.

In parallel, we will be running the 'Europeana 280' campaign. This campaign very closely related to the launch of the Art History Collection and will be composed of several strands of work (notably: 1) collecting 280 high quality art works from member states, 2) creating a virtual exhibition, 3) conducting a highly visible end user engagement campaign, 4) initiating several partnerships (Daily Art, Artstack, Wikidata) and culminating in 5) an event where the Europeana Art History Collection will be formally launched.

Who

The target audiences of the Art History Collection correspond to the audiences of Europeana Collections with the Art History being their area of expertise or interest. (the detailed description of these target audiences and the specific personae can be found in D2.1 Marketing and Social Media plan for end-users 2015-2016)

Where & when

Pre-launch activities

The pre-launch activities related to Art History Collection are planned to familiarize the users with the existence of this new way of discovering the Europeana content. During this time, the users would be encouraged to visit and explore the website and keep on providing us with feedback in order to make the user experience optimal at the moment of launch.

Time	Message	Platforms	Target audience
Q1 2016	Social media posts announcing the Art History Collection and thanking users for their feedback	Facebook Twitter	culture vultures culture snackers
	Multilingual messages announcing the Art History Collection	Facebook Twitter	culture vultures culture snackers

Launch

The launch of the beta version of the Art History Collections will take place at the end of February 2016. From this moment, the end users will be able to view content in a new way, take advantage

of the browsing entry points and improved search. Between end of February and end of May, we'll keep on improving the website and populating it with the content. The Art History Collections will also be a place where the content from 280 campaign is exposed. In this way, we will be able to gradually build up the attention around the 280 artworks, at the same time exposing the Art History Collections website. The launch event at the end of May will mark the finish of the beta and present the optimized website with a lot of new content available to be explored by the users.

Post-launch activities

As a part of post-launch activities, we would like to encourage the users to visit, explore and take advantage of the new ways of content discovery offered by Art History Collection.

Time	Message	Platforms	Target audience
Q2 2016 onwards	Updates explaining the way the Collections work and how it's helpful to its users	Facebook	culture vultures culture snackers
	Posts presenting different features of the Collections	Facebook Twitter	culture vultures culture snackers
	Articles written around the browsing entry points in order to encourage the discovery of the curated content by users	Europeana Blog Medium (promoted via Facebook and Twitter)	culture vultures culture snackers
	Guest blogs by institutions and partners	Europeana Blog Europeana Pro blog	culture vultures culture snackers
	Blog about the new Art History Collection for partners	Pro blog	Network members etc
	Boards featuring the content from the Collections	Pinterest	culture vultures culture snackers
	Introduction of the new Art History	Art Magazines Art websites/blogs	culture vultures

	Collection and features		

2.1 Europeana 280

To support the development of the Art History Collection and to communicate its value to European Culture Ministries and EU Institutions, Europeana has conceived a pan-European campaign that will engage both these target groups as well as cultural institutions and end-users with Europeana at key stages of the campaign, extending our reach to both institutions and end-users.

The campaign will encourage awareness of and engage citizens with the art treasures held in each country and across the European member states in the context of Europe's rich shared cultural heritage; it will facilitate new cooperation with cultural institutions and will generate new content for the Art History Collection as well as encouraging higher quality content.

Europeana 280 campaign

The campaign has 5 key components:
  1. Content collection
The premise of the *Europeana 280* campaign is that each of the 28 Ministries of Culture in the European Union is invited, with the assistance of their national cultural institutions, to select 10 pieces of art held in their country that have contributed to or created a European art movement.

At this stage 28 countries (27 EU Member States plus Norway) have accepted the invitation to participate in *Europeana 280*. the 280 campaign. To date 17 countries have started to submitted content - this is an ongoing process. The digital artworks being submitted cover a range of art movements and mediums that reflect member state heritage, will support broad engagement across end-users and should facilitate creative social media approaches. Digital submissions to date include paintings (oil, tempera or watercolour on wood, paper, parchment or canvas); drawing (charcoal, pencil, pen, ink or pastel on paper); illuminated manuscripts; printed materials (lithographs, posters, prints, etchings); and frescoes.

To provide maximum benefit to contributing institutions by fully showcasing the content submitted, and to optimise the public engagement and partnerships described below, content licences of at least CCbySA are required. The campaign encourages institutions to recognise this in their contributions.

2. Virtual Exhibition

A Virtual Exhibition is a way to present the artworks from the 280 campaign in an accessible and engaging way. Selected artworks will be centred around a common theme and contextualized by an appointed curator. New media such as videos of curators discussing an artwork will be created. The exhibition allows users to explore the content in a variety of media (image, text, audio, video). The attractive form, combined with elements of storytelling, create an enriching interactive experience and foster a more in-depth understanding of the subject.

3. Public Engagement

The precise nature of public engagement activity for Europeana 280 is currently being explored and developed. The concept will be finalised during the fourth quarter of 2015 and the activity developed during the first quarter of 2016 but it will include transmedia interaction with the artworks in a number of cities across Europe. In addition we will aim to maximize the leverage of working with external platforms, such as Twitter and Facebook, in 280 public engagement. Which channels are employed to do so will depend on the final nature of the engagement currently being developed. However we will call on the Ministries and cultural institutions who have contributed to 280 to amplify Europe-wide engagement through their own profiles on the relevant external channels.

4. Partnerships

Partnerships are meant to increase the reach and impact of the 280 artworks by presenting it to new audiences on external platforms. Thanks to the cooperation with the mobile app DailyArt, the selected artworks with accompanying stories will reach mobile generation of culture snackers. ArtStack, a service gathering together a creative community, will give the 280 items a chance to become a source of inspiration for artists and makers.

We believe that further development of the Collections and increasing attractiveness of Europeana offer and features will be a reason to successfully continue these partnerships after the campaign is finished as well as start new ones.

DailyArt

In the run-up to the public launch of the Art History Collection in early 2016, a selection of works coming in via the Europeana 280 campaign will be disseminated via DailyArt, a free app that publishes one piece of fine art every day. This app has over 180,000 users worldwide. Every week one work of art is provided to the user, together with more information and links to the source.

DailyArt - your daily dose of art.

ArtStack

Coinciding with the soft launch of the Art History Collection selected pieces will be placed on ArtStack (www.artstack.com), a service which describes itself as 'Your online museum: create your own collection from 800,000 of the world's favourite artworks'. An engagement campaign will be launched to encourage audience interaction with the campaign artworks. The element of voting might be used in order to inspire reflection about the provided artworks and add another layer to the choice made by the institutions.

- In January, Europeana uploads the openly licensed 280 content;
- The users can see and 'stack' their favourite artworks and use them as inspiration for their own creative work;

Wikimedia

A a pan-European competition on Wikipedia and Wikidata will be held in March and April to support the 280 campaign. We aim to create around 8000 Wikipedia entries in around 30 languages, what will make this project the largest translation campaign in Wikipedia's history and the first cultural outreach campaign to focus on Wikidata. At least 10 "editathon" events will be organized across Europe, engaging both institutions and local volunteer communities. The

competition will be concluded on May 30th, during the Europeana Art History Collections launch event. More information can be found in MS9.

5. Event

A high level event to formally launch the Art History Collection during the Dutch Presidency will be part of the 280 campaign. The launch event will impress the importance of culture to the fabric of the European Union, and it will allow ministers to celebrate their country's contribution.
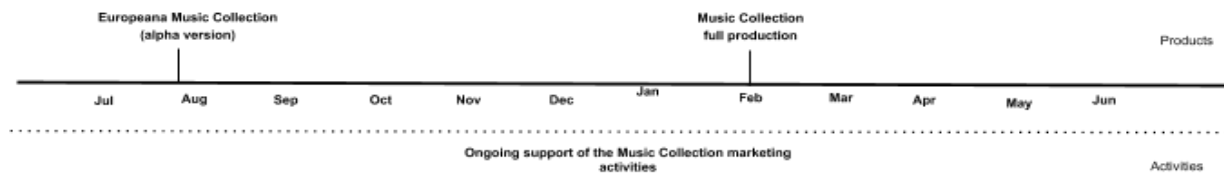
Marketing Activities

Pre-launch activities

Time	Message	Platforms	Target audience
Q1 2016	Social media posts featuring the background and objectives of 280 campaign	Facebook Twitter	culture vultures culture snackers
	Announcement of calendar of the public engagement activities	Facebook Twitter Blog	culture vultures culture snackers

Post-launch activities

| Time	Message	Platforms	Target audience
Q2 2016 onwards	Presentation of artworks of each country (slideshow, short videos created with software such as Stupeflix or Animoto) – to present the artworks to a wide public in an attractive way	Facebook Twitter YouTube Vimeo Blog Medium	culture snackers
	Quizzes and interactive games around the artworks (prepared with software such as https://www.onlinequizcreator.com/)	Facebook Twitter Blog	culture snackers

	Posts promoting the public engagement activities	Facebook Twitter Blog	culture vultures culture snackers
	Board(s) featuring selected artworks from the exhibition	Pinterest (promoted further via Facebook and Twitter)	culture vultures culture snackers
	We will be using the launch of the Art History Collection, and associated '280' project, as the opportunity to run an outreach campaign focusing on Wikidata for the first time.	Wikidata	Wiki community

3. Music Collection

Majority of the marketing of the Music Collection will be carried out within Europeana Sounds, Europeana will support these activities and provide advice when necessary.

4. Fashion Collection
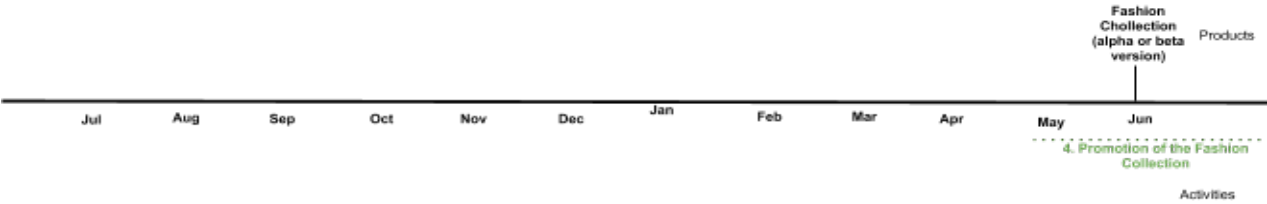
Majority of the marketing of the Fashion Collection will be carried out, based upon an evaluation of the previous special collections campaigns. Therefore, we do not provide any information in this document of this collection yet.