

**RESERVE****D7.1 V1.0*****Report on Marketing Tools***

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Abstract

This deliverable reports on the initial development and creation process of the communication material for the project.

Keyword list

Corporate design, project logo, key slogan, advertising material, communication mix, target groups

Disclaimer

All information provided reflects the status of the RESERVE project at the time of writing and may be subject to change.

Executive Summary

In the first 12 months of the project a set of marketing material was developed in cooperation with a design agency.

Taking into consideration that the target groups of RESERVE are very heterogeneous, the project partners decided to implement an open design which will give us the opportunity to attract a wide range of groups.

The key slogan “Fast, Safe, Sustainable” perfectly reflects the vision of the RESERVE project to support our increasingly ICT-enhanced life styles with a stable and safe power eco-system maximizing the use of renewable sources of energy.

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1. Marketing Strategy

The marketing strategy determines how to bring messages to target groups to achieve the strategic goals of RESERVE and is necessary to bring the strategic goals and objective into a concrete work plan. All concrete measures and implementation are closely related to this strategy.

The first step is to work out the marketing objectives and the special targets for the RESERVE project derived from the strategic goals. In order to bring the objectives to a suitable circle of interest groups, the different stakeholders have to be identified and the main target groups have to be defined out of them.

In order to do that, a strategical approach is chosen and specific, attainable, relevant and time-bound targets are determined. Specific core messages are developed and linked with suitable channels of communication. Each target audience has formal and informal channels of communication and therefore it is also necessary to be aware of style and tonality in communication.

This part contains a full description of the results of the anticipated work and can be distributed to a reduced audience if so classified.

1.1 Target Groups

The RESERVE project plans to address related scientific and strategic business audiences (including audiences from the energy and the communication sectors) and strategic decision makers. Six stakeholder groups were identified:

- Energy providers (including organisations like ENTSO-E and ACER)
- Manufacturers
- Energy and ICT standard setting groups
- Energy and ICT research communities
- Public administrations
- Professionals and Students

They will be directly or indirectly involved in the implementation process and informed about the results of the RESERVE project.

Beyond that, further stakeholder groups of general interest are identified, who are not directly involved in the RESERVE project but could benefit from its results (e.g. potential users), serve as multipliers for information spread (e.g. media) or otherwise influence the work of RESERVE.

1.2 Marketing Mix

Based on the identification of targets and target groups, the communication tools and channels were chosen to get the wanted action by the target groups and to bring the right message to the right audience via the appropriate channel in a matching style and tonality.

2. Communication Material

The communication material was developed in collaboration with a design agency based in Aachen, Germany. Key points of choosing this agency was the high level of creativity shown in the portfolio and the price policy.

The first step was the development of a detailed briefing for the agency stating, which included:

- the objectives and visions of the RESERVE project
- a description of the target groups
- the key messages
- the target specific messages
- style and tonality
- a list of advertising material required
- In the second step, a face to face briefing meeting with the design agency took place.

The agency presented three different layout variations of the logo and the main graphic elements were discussed. As a result of this discussion the below described layout with a few adoptions was selected and presented to the partners.

2.1 Project Corporate Design

An overall project design was realised for the project in order to guarantee easy identification in all communication material. The current design was chosen because it reflects the RESERVE objectives to develop and field-test new techniques that can enable a fast and stable supply of purely renewable resources. By using a mix of pure technical pictures and colors combined with highlights, the idea is to give the viewers a good feeling of safety and ecological sensibility.

2.1.1 Project logo

The project logo is a combination of verbal and figurative components. The project name with a very strong bold typeface is reflecting the aspects of stability and safety. The use of the blue gradient color scheme is showing that the project is in a dynamic process.

The figurative mark is representing the parts of the work done in the project measuring and controlling.



2.1.2 Design elements

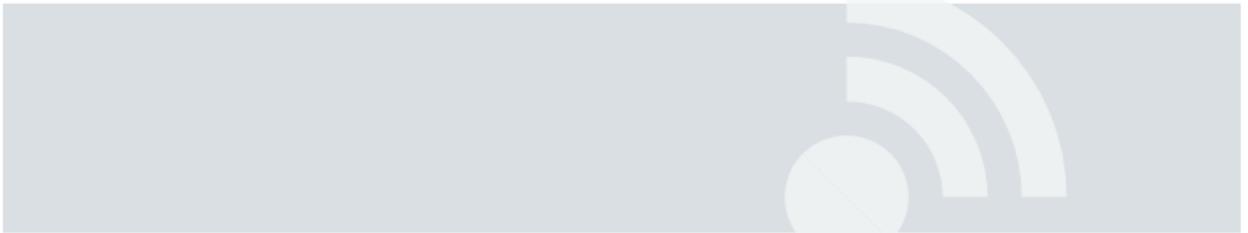
There are four main design elements which will be used mainly for the advertising material

DELIVERABLE D1.1 SCENARIOS & ARCHITECTURES FOR 100% RES AND ROLES OF SECTOR ACTORS

This deliverable provides an approach for designing **energy scenarios characterized by up to 100% of RES** penetration in the electricity generation. Considering as starting point the foreseen scenarios for the evolution of energy systems worldwide, we discuss the technical **challenges in terms of operation of power systems** under high share of RES and the **contribution from ICT technology**. Using a multidimensional framework we identify **7 different scenarios**, which are related to the **two main research questions** of the project (frequency and voltage stability) and to the **two selected use cases** (Romania and Ireland contexts).

[More](#)

Green-bordered boxes highlighting special statements



Grey boxes combined with icons

fast, safe, sustainable

Slogans with a blue gradient



Images with icons mapped on

2.1.3 Project colors

The project colors are a mix of different shades of the color blue and a bit of the color green.

Blue is associated with open spaces, freedom, intuition, imagination, expansiveness, inspiration, and sensitivity. Blue also represents meanings of depth, trust, loyalty, confidence, stability, and intelligence.

Green, the color of life, renewal, nature, and energy, is associated with meanings of growth, vision, stability, harmony, safety and environment.



Color Scheme

2.1.4 Imagery

The imagery used is a mix of cold and blue technical pictures and pictures showing people in everyday situations combined with icons.



Key Visual



2.2 Key Slogan

Taking into consideration that the target group is very heterogeneous, ICT on the one hand and the energy world on the other, and that both groups are very technically oriented, the main idea for creating a key slogan was to bring together both sectors with an emotional approach. In a brainstorming the ideas ended in the slogan

FUTURE GRIDS

fast, safe, sustainable

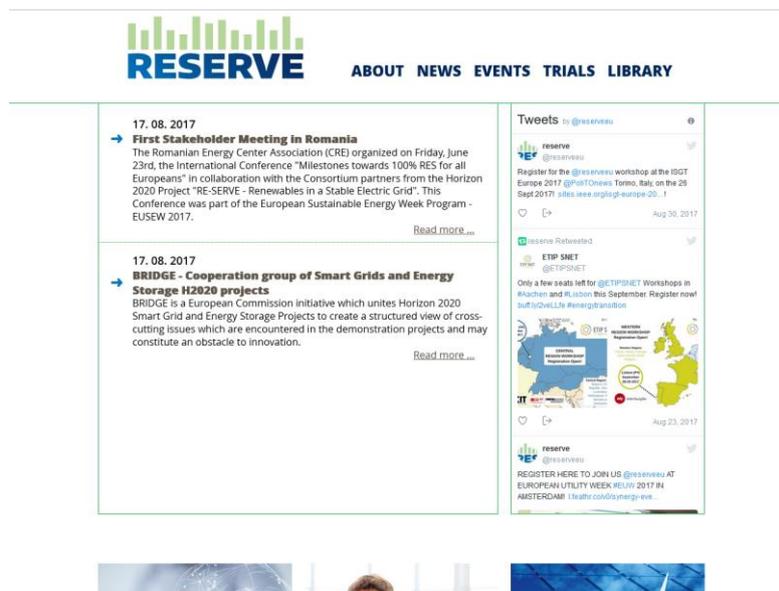
The other brainstorming ideas which might be used for special target groups are:

- .. and in the midst is the grid
- Future grid - smart and stable
- RESERVE – managing modern grids
- RESERVE - managing smart and stable grids
- Modern grids in motion
- Grids on the move
- Grids on the upswing
- Power purely from renewable energy sources
- RESERVE brings dynamic into the grid
- Smart – SAFE – STABLE
- Green Power –SAFE, FAST and STABLE

2.3 Advertising Material

2.3.1 Project website

www.re-serve.eu



Desktop and Tablet version of the web page



FUTURE GRIDS fast, safe, sustainable

To reduce CO2 emissions, consumers and utilities increasingly use renewable power sources, such as solar, wind, and biomass. But utilities face the challenge of maintaining stability of supply from weather-dependent and diverse generation sources. In the RESERVE project will develop and field test new techniques that can enable a stable supply of purely renewable resources.

WHAT?

The RESERVE project will develop and field test new techniques that can enable a stable supply of purely renewable resources.

[More](#)

WHO?

RESERVE brings together a balanced network of industrial partners, renowned universities and three SMEs. The partners are regionally

Mobile Version of the web page

Home	About	What
		Who
	News	News Archive
		News List
	Events	Innovation Events
		Advisory Board
		External Events
	Trials	Trial Romania
		Trial Ireland
	Library	Deliverables
		Project Videos
		Press Review
Imprint		
Disclaimer		

Web site structure

2.3.2 Roll-ups



FUTURE GRID
fast, safe, sustainable

- RESERVE produces a framework for stabilising energy systems with up to 100% RES integration by developing a set of new research concepts for fast voltage and frequency control.
- RESERVE defines network codes and ancillary services for the contribution of different RES technologies to a stable and safe power ecosystem in the best technical and economic way.
- RESERVE develops sustainable, ethical business models for the transition and operation of 100% RES-based energy systems improving market transparency.

www.reserve-energy.eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101019714.



WHAT?
RESERVE develops and validates in field tests new techniques and solutions based on SG technology that can enable a stable supply of purely renewable resources

WHO?
RESERVE brings together a balanced network of industrial partners, renowned universities and SMEs regionally distributed over 4 European countries.

HOW?

- balancing the voltage and frequency of the power grid;
- increasing the share of power generated by volatile RES;
- defining new network codes and ancillary services.

www.reserve-energy.eu

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2.3.3 PowerPoint template



3. Social Media

3.1 LinkedIn

The screenshot shows the LinkedIn profile of the RESERVE group. The group has 30 members and a 'Verwalten' (Manage) button. The main post is by Marina Maicu, Manager, dated 23 hours ago. The post title is 'RESERVE @ the Horizon 2020 Project Zone during the European Utility Week , Amsterdam, 3-5 October 2017'. The post content states: 'RESERVE will be showcased during the EUW 2017 at the Horizon 2020 Project Zone together with other Horizon 2020 Smart Grid and Energy Storage projects that are members of the BRIDGE Initiative. The EU Project Zone includes a presentation theatre where... Mehr anzeigen'. To the right, there is a description of the group: 'Über diese Gruppe: Future energy systems will use renewable energy sources to minimise CO2 emissions. Currently large generators powered by fossil fuel turbines maintain the stability and quality of energy supplies through their inertia. The inertia of these generator... Mehr anzeigen'. Below the description, there are 30 member avatars and a 'Weitere einladen' (Invite more) button.

3.2 Twitter

The screenshot shows a Twitter feed for the account @reserveeu. The top tweet is from 23 hours ago and says: 'Visit us @reserveeu at the EU Project Zone stand at European Utility Week 2017 #EUW17 in Amsterdam, 3-5 October! european-utility-week.com'. It includes a promotional graphic for 'European Utility Week 3 - 5 October 2017, Amsterdam' with the text 'we are exhibiting! join us in Amsterdam!'. The second tweet is from the same account and says: 'The second panel session of the day at #iGrid17 is starting now! @reserveeu'. It includes a photo of a panel discussion on a stage with a screen behind them displaying the text 'Enabling hard and soft technologies for the smart and sustainable energy system'.

4. Outlook for the next 12 month

Additional needed design material will be developed, including:

- A project image flyer,
- An invitation card 13x18 cm for events,
- A newsletter format, and
- Two different poster layouts.

Material for a project video has already been shot and the video clip is currently in the finishing process.

Google Analytics will be installed to monitor the number of page hits and the most popular pages on the web site.

The numbers of followers on LinkedIn and Twitter will be increased by inviting non-RESERVE people interested in the outcomes of RESERVE.

Annex

A.1 PowerPoint Presentation of the advertising agency