(Social) media campaigns and marketing plan

Version 1.0

Deliverable 5.5

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V0.1	12.1.2021	First Draft	Nina Mostegl
V1.0	25.3.2021	Inputs and Descriptions finalised	Gerlinde Kämmerer, Petra Gruber, Nina Mostegl

List of abbreviations

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1. Purpose of the document

The purpose of this document is to provide an overview of all activities related to the communication concept, brand personality and (social) media campaigns used to distribute and communicate the app and app contents in Austria and Sweden.

The document is closely linked to the deliverables

- 6.2 Community engagement plans, whose results partially build the basis for this deliverable,
- 6.4 User workshops and pop-up activities, which made use of the brand and communication concept, and
- 6.5 Pilot demonstration, which also build upon this deliverable.

2. Administrative Information

Basic information on the SimpliCITY project and the present deliverable:

Project title	SimpliCITY - Marketplace for user-centered sustainability services
Project coordinator	Salzburg Research Forschungsgesellschaft mbH (SRFG), Salzburg, Austria; project manager: Petra Stabauer BSc MSc
Project partners	Polycular OG, Hallein, Austria
	Stadt Salzburg (City of Salzburg), Austria
	Salzburger Institut für Raumordnung und Wohnen – SIR (Salzburg Institute for Regional Planning & Housing), Salzburg, Austria
	Uppsala Kommun (City of Uppsala), Sweden
	University of Uppsala, Sweden
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3. Introduction

The SimpliCITY project set itself very ambitious goals regarding the reach of the app and the associated website (Table 1).

Table 1. Target groups and reach of SimpliCITY results

Target groups	What / How	Reach
Smart city managers [direct target group]	Incentivisation method; training for engagement methods, guidelines, policy recommendations etc.	5 managers / 5 Smart city agencies responsible for cities with each 150.000 citizens
Smart city managers [indirect target group]	Dissemination activities, Eurocities network	50
Service providers [direct target group]	Included on platform / RSUS marketplace	20
Service providers [indirect target group]	Clinics, events, stakeholder engagement	80
Users / citizens [direct target group]	Platform users at the RSUS marketplace	10.000
Users / citizens [indirect target group]	Media reach and offline events (Awareness Sustainable Lifestyle)	60.000 views; 100 media clippings
% of users of digitally inclusive services	As percentage of active platform users and media reach	20% of city population

In order to reach these goals, the app required a professional brand personality and suitable social media campaign approaches and a marketing concept. This deliverable gives an overview of all media-related activities and concepts in Austria and Sweden, specifically developed for the app and website. The approaches in both cities were handled separately as the prerequisites (e.g., available brands, responsibilities, allocated third-party funds, etc.) differed. Hence, the following sections differentiate between the activities in both countries.

4. Methods

4.1   City of Salzburg

The city of Salzburg had no existing brand to which the new app could be attached or linked to. Hence, the development process required the design of a stand-alone, yet a - to the city's corporate design-related - brand, which included a personality as well as a suitable app name. As the city aimed to become the app operator, specific requirements had to be met for the app to be integrated into the city-owned app store. Those requirements are outlined below.

In addition, this section provides an overview of the methodological approaches to the agency briefing, the brand personality, the communication concept and the social media campaign.

4.1.1 City-based requirements

In December 2019, the project team met with the deputy head of the municipal department 01 Information Centre, Jochen Höfferer, responsible for social media, marketing and open government, and his colleague Stefan Tschandl, who leads the editorial office, citizen

participation and marketing. The following requirements for the brand and the name were determined together with the two representatives.

REQUIREMENTS OF THE CITY OF SALZBURG FOR THE APP LAYOUT

- The corporate design (CD) of the city must be clearly recognizable
- The city logo should be included in the brand and on the app
- The city's "red colon" needs to be integrated
- The colour scheme needs to be adjusted to the regulated colour spectrum - house colour is red. Grey and white can be used as side colours.
- If there is a deviation from the city's CD, the project consortium must clearly and timely communicate those changes to the MD01.

4.1.2 Subcontract agency briefing

In order to compile and formulate all relevant information in a meaningful and understandable way, a subcontract was awarded for the creation of an agency briefing. This agency briefing was used to select the advertising agency (which developed the brand personality and name) and the social media agency (which developed and implemented a social media strategy). The subcontract was awarded to Karin Herbst, who prepared the document between August 20, 2019, and March 30, 2020. Due to the narrow time frame, the work was already completed at the end of January 2020.

4.1.3 Brand personality and name development

With the advice of and in close cooperation with the municipal department 01 of the city of Salzburg, the agency briefing was discussed with two selected agencies. Subsequently, it was conjointly decided to commission the agency "Die fliegenden Fische" to develop the brand personality and the app name. Relevant criteria for selecting the agency included a deeper understanding of urban issues and the city-related CD specifications, many years of experience in the urban context (preferably with the city of Salzburg as a commissioner) and a verbal idea pitch of first ideas to the project team. The agency began the development in February 2020 and completed it in August 2020.

4.1.4 Social media marketing

Targeted social media marketing was deemed crucial to reach the two target groups of early adopters and early majority, as defined in the projects' objectives as well as in the agency briefing. A corresponding marketing strategy was therefore commissioned. A total of three bids were received for the planning and implementation of social media marketing. The contract was finally awarded to the Boom Creative Lab.

5. Results and conclusions city of Salzburg

5.1   Agency briefing

The agency briefing comprises eleven pages and provides a detailed overview of the SimpliCITY project as well as the envisaged goals, target groups and processes in the project. The briefing (in German) is included as **Annex I Del 5.5 SimpliCITY - Agency briefing.**

5.2   Brand personality

The brand personality outlines the ideals, values, positioning, community spirit, external presentation, language form, typography, colour scheme, initial name suggestions and the basis for pictograms, icons and infographics on five pages.

The app and platform are described as unique, comprehensive tools for sustainable living in Salzburg that go beyond the mere collection of helpful information and aim to become an active and central element of the scene. The app aspires to animate comrades-in-arms who want to live and expand their ideal way of life and reach people who have not yet dealt with the topic of sustainability. The "flying fish" describe the app in the first person as follows:

"I am agile, self-confident and determined. As a platform and as an app, I am experienced and young at the same time. I want to bring the idea of sustainability to life. I am the tool for all those people who see sustainability not as utopia, but the present. My users use me because they are convinced of this idea and eager to spread their enthusiasm. To make this city their personal living space. I connect everyone with their ideas, their wishes. I am you. And you are me. And together we are: WE. WE ARE. ALL TOGETHER." The full brand personality (in German) is included as **Annex II Del 5.5 SimpliCITY – Brand personality**.

In addition to the brand personality, the agency developed key visuals for the app and website, which were adopted the app's and websites' graphic layout. In addition, the key visuals were used in the following promotion materials:

5.2.1   App and platform posters (3 posters)

The posters were used for the poster campaign conducted by the city of Salzburg for the launch of the app in September 2020. A separate poster was dedicated to each topic in the app (bicycle mobility, social engagement, local supply and disposal). All three posters can be seen in Figure 1. Figure 19 shows an installed Bike mobility poster.
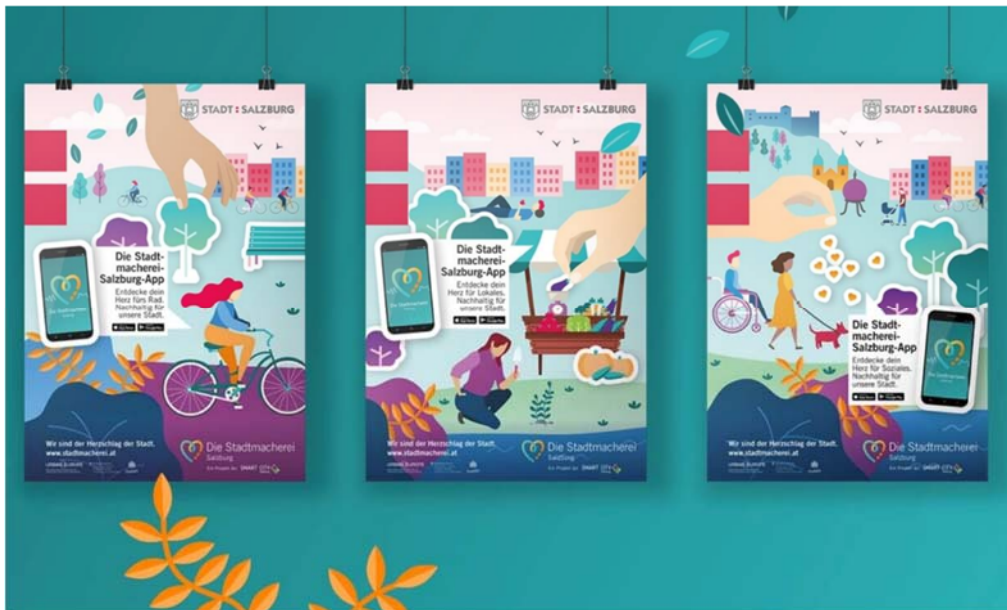
Figure 1. Poster campaign based on developed key visuals

5.2.2 Get-to-know-the-Stadtmacherei Poster

The first tour that all users should complete is the "Tour durch die Stadtmacherei". The completion of the tour is marked with a large poster that gives more information about the SimpliCITY project and the Stadtmacherei. In addition, a QR code refers directly to the website.

Figure 2. Final stop of the „Tour durch die Stadtmacherei", marked by a Stadtmacherei poster

5.2.3 Stadtmacherei Banners

The banners are elongated depictions of the posters in Figure 1. Figure 18 shows an attached banner on one of the bike bridges in the city of Salzburg.

5.2.4 App and project folder

See **Annex III Del 5.5 SimpliCITY - Stadtmacherei folder**. The folders were used as promotion material in all activities until October 2020.

5.2.5 Heart-shaped freecards

The free cards were used as promotion material in all activities until October 2020. The freecards are advertised by City Councilwoman Martina Berthold and Thomas Layer-Wagner (Polycular; middle) in Figure 4.

Figure 3. Heart-shaped freecards

Figure 4. City Councilwoman Martina Berthold, together with project partners Franz Huemer (city of Salzburg) and Thomas Layer-Wagner (Polycular), showcasing promotion material of the Stadtmacherei.

5.2.6   Bio-degradable buttons

The bio-degradable buttons were used as promotion material in all activities until October 2020 and show the Stadtmacherei heart. The buttons are depicted in Figure 5 advertised by Franz Huemer (on the left) in Figure 4.

Figure 5. Bio-degradable buttons

5.2.7   Stadtmacherei Cargo Bike (owned by the city of Salzburg)

The Cargobike represented the essential equipment of the Stadtmacherei information stand. This bike was to be used for participation in all events. The bike was designed and dimensioned to carry all necessary materials and stand equipment (for a less detailed image of the bike see Figure 17).

Figure 6. Stadtmacherei cargo bike

5.2.8   Dropflag (2 pieces)

The dropflags were used as promotion material in all activities until October 2020. One dropflag is depicted in the back of Figure 4.

5.2.9   Giant cell phone (3 options)

The giant cell phone was used for the Stadtmacherei promotion video and for the press conference organized by the city of Salzburg. The giant cell phone is depicted in22 Figure 4, Figure 9, Figure 13 and Figure 17.

5.2.10 Heartbeat bags

The heart shape of the Stadtmacherei was used in heartbeat bags – sustainable bio-cotton bags.

Figure 7. Heartbeat bags

5.2.11 Changes to promotion material

As a result of the operator transfer from the city of Salzburg to the project partner Polycular, all promotion materials that (as requested by the city) followed the city's corporate design could unfortunately no longer be used. The city explicitly requested this omission in the transfer process. Therefore, the consortium was no longer able to use the folders, freecards, cargo bike, giant cell phone, dropflags, posters and banners to promote the app and website. The heartbeat bags and the buttons did not follow the city's CD closely and are still in use. The key visuals on the app and on the website and the poster at the endpoint of the "Tour durch die Stadtmacherei" were adapted accordingly.

5.3   Communication concept

The communication concept built upon the the brand personality and on the social media campaign and is summarized in **Annex IV Del 5.5 SimpliCITY - Communication concept.** The concept was developed by Mag. Gerlinde Kämmerer, before joining the Salzburg Institute for Regional Planning and Housing, where she was responsible for implementing the concept.

In general, all communication measures implemented in the course of the project served to publicize the platform, position it as a sustainable living tool, and anchor its relevance to make it tangible. In addition, all measures should aim to communicate the achievements and services of the partners, capture and channel the sense of "we", raise public awareness for sustainable living, address sustainability and show media presence throughout the project period.

The concept provided for a variety of measures. In the following, these are compared with the implemented measures.

5.3.1   Editorial media work

5.3.1.1   Storytelling

The concept foresaw a focus on storytelling in addition to traditional media work, which should be used for both online and offline measures. This approach was integrated through the previously described key visuals in all developed advertisements, folders, roll-ups, posters, freecards, explainer videos, Stadtmacherei buttons, etc. In addition to these communication measures, dropflags, a giant cell phone, heartbeat bags, banners, a Cargobike and a long-term installed tour poster were also planned, produced and used during the course of the project. It can be concluded that the concept was fully implemented in this aspect.

5.3.1.2   Press kit

The concept called for the development of a basic press kit, including texts to introduce the platform, information about the SimpliCITY project, and all project partners, objectives, milestones, photos of the most important players, APP logo, icon, illustrations etc.. This information is available in file format as well as easily accessible on the SimpliCITY project homepage (https://www.simplicity-project.eu/projectdescription/) and the Stadtmacherei website (https://stadtmacherei-salzburg.at/).

5.3.1.3   Press conference

The concept called for a kick-off with a press briefing for all electronic and print media relevant in Salzburg as soon as the Corona crisis was less dominant in the media. Since the pandemic was associated with severe restrictions until 2021, only a small press briefing was implemented only selected regional press was invited. However, due to the day-to-day developments in the context of the pandemic, only one representative attended the press conference. Nevertheless, the journalist attending the conference wrote an article that appeared on the 1st of September in the Weekend magazine (Table 2).

5.3.1.4   Continuous press work

The concept anticipated continuous press work throughout the entire course of the project until March 2021 with different focus topics such as:

- Challenges: a journalist is the first to try out a new challenge.

- Partners

- (Celebrity) City-makers, opinion-makers, users

The media ORF -Guten Morgen Österreich, ORF/Radio Salzburg Mittagszeit, magazines relevant to the city of Salzburg, newspapers, etc. were named as the most important target groups.

Table 2 gives an overview of all written press releases that were initiated by the project team. Those releases featured the overall project as well as project partners.

Table 2. Overview of written press releases about the Stadtmacherei

News outlet	Date	Stakeholder	Reach (# person)	Link
Newsletter article City of Salzburg – Start of the platform	1.9.2020	Citizens of Salzburg	6190 recipients	https://www.stadt-salzburg.at/presseaussendungen/2020/stadtmacherei-salzburg-die-regionale-app-fuer-nachhaltigkeit/
Article in the Weekend-Magazin	1.9.2020	Austrian-wide magazine	798,000 readers reported in Austria, free magazine among Austria's biggest print products with 10.6% reach	https://www.weekend.at/bundesland/salzburg/salzburgs-app-fuer-nachhaltigkeit-stadtmacherei
Newsletter article City of Salzburg – Reaching the first 1000 heartbeats	30.9.2020	Citizens of Salzburg	6190 recipients	
Apropos magazine article (Nr.207)	December 2020	Citizens	Circulation 12,000 pieces	https://www.apropos.or.at/wp-content/uploads/2021/01/APROPOS_NR207_dezember_2020_ansicht.pdf
News article Salzburger Nachrichten	1.3.2021	Austrian-wide newspaper	70,207 daily copies sold, 65,509 daily copies subscribed to	https://www.sn.at/salzburg/chronik/von-der-roten-huette-bis-zum-gekroese-im-hause-mozart-auf-den-spuren-der-metzger-in-salzburg-97847467

However, due to the pandemic and its continued media impact into the spring of 2021, it was challenging to launch press articles. In addition, reporting on a legal opinion commissioned by the ruling party (under Mayor Harald Preuner, ÖVP) on the 2nd of October 2020, made it even more challenging to implement positive local communication measures. The press release (Figure 8), which had negative connotations, alleged that the app had a general, serious data protection problem and suggested that the app needed to be discontinued. As a result, the app was briefly placed in maintenance mode between October and December 2020 to clarify the appropriate next steps. The corresponding further steps can found in deliverable ….

A renewed lockdown of the entire country in December 2020 then prevented full media coverage and a broad relaunch. Press work was therefore not fully resumed until January 2021. The next press release was a report in the Salzburger Nachrichten on the AAI's partner tour entitled "Fleischgeschichten" (Stories about meat).

Neue Stadt-App hat ein Problem mit Datenschutz

HEIDI HUBER

SALZBURG-STADT. Anfang September hat Stadträtin Martina Berthold (Bürgerliste) eine neue Nachhaltigkeits-App präsentiert. Die „Stadtmacherei Salzburg" sollte Nachhaltigkeit sichtbar machen – über eine Auflistung von Angeboten und Initiativen zu klimaneutraler Mobilität, lokalem Konsum und sozialem Engagement. Dabei werden die Nutzer auch zum Mitmachen eingeladen, indem Touren gemacht oder Rätsel gelöst werden.

Doch diese App musste jetzt wieder eingestellt werden – seit Donnerstag ist sie auf „Störung" geschaltet.

Die Stadt-ÖVP hat unmittelbar nach dem Start eine schriftliche Anfrage eingebracht und wollte unter anderem wissen, wie es um den Datenschutz bestellt ist. Die Magistratsdirektion hat daraufhin eine rechtliche Stellungnahme vom Datenschutzbeauftragten eingeholt. Und diese fällt eindeutig aus: Es bestehe derzeit ein erhebliches Datensicherheitsrisiko. Es fehle außerdem eine ausdrückliche gesetzliche Grundlage für die Verarbeitungstätigkeit der „Stadtmacherei". „Im Ergebnis ist daher insgesamt dem Magistrat Salzburg zu empfehlen, den Betrieb mit sofortiger Wirkung auszusetzen", heißt es in der Stellungnahme. Zuerst müsste nämlich eine geeignete Rechts-

sicherheit, ausreichende Datensicherheit und Datenverantwortlichkeit hergestellt sein.

ÖVP-Klubchef Christoph Fuchs kritisiert die grüne Stadträtin: „Ausgerechnet die Grünen, die ansonsten so stark auf den Datenschutz setzen, haben hier sämtliche Bestimmungen missachtet."

Stadträtin Martina Berthold schildert hingegen, dass die App über Partner eines Forschungsprojekts entstanden sei und die Federführung nicht bei der Stadt Salzburg liege. Die Partner bzw.

> „Wenn ich wen eintunken will, dann finde ich überall was."

Martina Berthold, Stadträtin

Entwickler hätten die datenschutzrechtlichen Dinge auch vorab geklärt – hier gebe es eine juristische Stellungnahme dazu. Berthold: „Das muss jetzt einfach fachlich geklärt werden, aber mit ein bisschen gutem Willen wird das ja wohl möglich sein. Unsere Leute haben dem Datenschutzkoordinator alle Unterlagen geschickt, die er haben wollte." Am Montag gebe es einen Termin, um die Sache rasch zu klären. In Richtung ÖVP meint Berthold: „Wenn ich wo einen Skandal suchen und wen eintunken will, dann finde ich überall was."

Figure 8. Press release by the Salzburger Nachrichten, October 2nd, 2020

5.3.1.5   Adaptation to editorial measures

Due to these circumstances, the communication concept had to be adapted and focused on a singled-out target group and a more digital approach. Along the further attempts to place the app in the larger print media, school workshops and three theme workshops were planned and executed, the city caching online community was more intensively motivated to join the app, and the number of notifications to promote active users was increased to make-up for cancelled events.

5.3.2   Platform launch measures

5.3.2.1   Mozart statue

Mozart statue holds oversized cell phone with start screen of the APP.

Status: Delivered

5.3.2.2   Projection on the Mönchsberg (rock face)

Projecting the icon and the claim of the APP on the rock face of the Mönchsberg (mountain in the city).

Status: Discussed with MD01 - Not implementable due to conservation concerns (bird breeding area).

5.3.2.3   Ground projections

Apply chalk stencil images or stickers on the ground - APP and claim on highly frequented places.

Status: Discussed with MD01 - Postponed in favour of the proper execution of other measures

5.3.2.4   Poster campaign

Poster campaign on A-stands in the city

Status: Delivered

5.3.2.5   Folder

Distribution of folders of the platform to partners and through cooperation, such as the Altstadtmarketing, Gemeinwohlökonomie, etc. and at events, Schranne etc..

Status: Delivered

5.3.2.6   Freecards

Visually appealing, upbeat freecards of the app with funny slogans, implemented in a postcard format (ready for delivery); distribution to partners and cooperation, etc.

Status: Delivered

5.3.3   Ongoing measures for the active platform

5.3.3.1   Explanatory video

Development of a scrollytelling video advertising the app, the project and the topics of sustainability.

Status: Under development (final feedback loop) – expected publication May 2020

5.3.3.2   Digital scoreboard

Install a digital scoreboard for the heartbeats of the city at Mirabell Palace.

Status: Discussed with MD01 as well as different scoreboard providers. Ultimately, the costs were too high to be implemented.

5.3.3.3   Banners

Banners for advertisement on partners' websites.

Status: Delivered (included in key visuals)

5.3.3.4   Digital connectors – Stadtmacherei buttons

Stadtmacherei-Button on various websites of the project partners and cooperation partners to directly link the websites

Status: Partially delivered. Due to resource constraints, it was decided to integrate the Stadtmacherei through a direct link on the partners' websites.

5.3.3.5   Co-op FH Salzburg (Symposium Ethics & Sustainability, SME Day)

Status: Partially delivered. See dissemination deliverable for further detail on alternative cooperations and dissemination activities.

In conclusion, the communication concept is deemed suitable for engaging a large number of users and motivating them to become active in the app.

5.4   Social media campaign

The goal of the social media campaign from the Boom Creative Lab was to draw the attention of as many people as possible to the new app through a mix of organic and paid content. Specifically, ads for three target groups (pupils and students, families and seniors) were published on Facebook and Instagram in September 2020. In addition, the project partners received content templates that they published on their own social media channels in September. This was completed by all project partners on their own channels. The social media campaign (in German) is attached as **Annex V Del 5.5 SimpliCITY - Social media campaign** and the templates for the partner postings as **Annex VI Del 5.5 SimpliCITY - Partner postings.**

The consortium received a detailed final report after the social media campaign, which showed that the Boom Creative Lab issued ten more advertisements than outlined in the concept (25 instead of ten). These ads showed a range of 66.728 (users on Facebook or Instagram who saw the content), 396.888 impressions (user with visual ad contact) and 446 clicks (website traffic; redirected directly to the website). The best target group was families, followed by pupils and students. Seniors (in the case of the 50+ Facebook user campaign) reacted very little to the campaign. Further details regarding the range as well as specialized lessons learned can be found in the detailed report attached as **Annex VII Del 5.5 SimpliCITY - Final report social media campaign.**

5.5   Support from the city of Salzburg

5.5.1 Online / Social media support

The city used an omnichannel approach to support the launch of the app. In particular, the city distributed information and motivated participation through Facebook, Instagram, Twitter, LinkedIn and Youtube.

5.5.1.1   Facebook

On the 1st of September, the city launched an app promotion video that was commissioned by the city and featured the statue of Wolfgang Amadeus Mozart along with a giant cell phone. https://fb.watch/5umhp2C4jY/

Figure 9. Statue of Mozart with the giant Stadtmacherei cell phone

On the 3rd of September 2020, the city posted one of the three posters to motivate citizens to participate in the app and used the text supplied from the social media campaign.
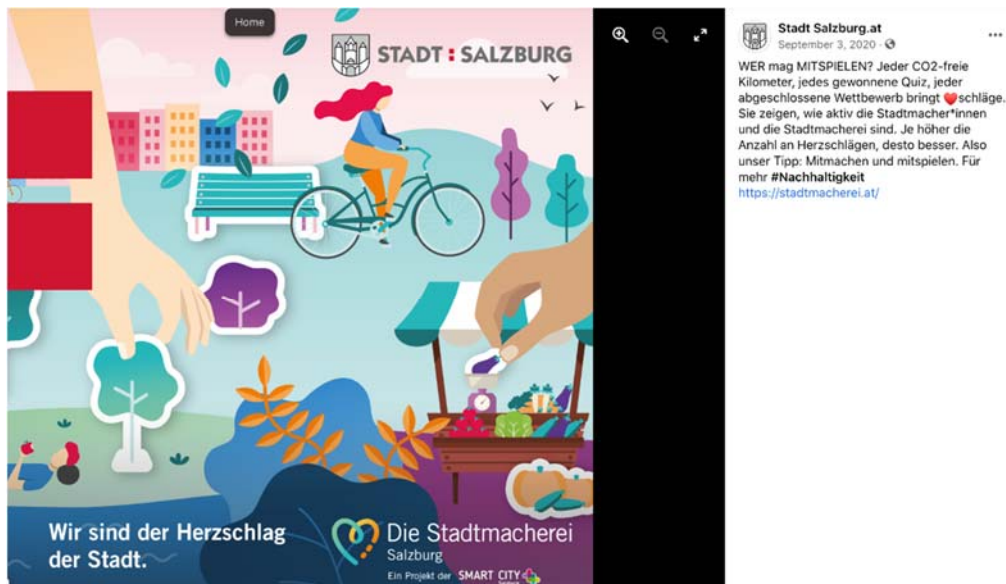

Figure 10. Facebook post from the city of Salzburg promoting the Stadtmacherei

On the 4th of September, the City Councilwoman Martina Berthold (Green party) advertised the app on the party's Facebook page. Martina Berthold leads the department in which the project is being developed.

Figure 11. Facebook post by the City Councilwoman Martina Berthold promoting the Stadtmacherei

On the 4th of September 2020, the deputy head of the municipal department posted a Facebook post on his private account promoting the app.

Figure 12. Private Facebook post by the deputy head of the information centre of the city of Salzburg promoting the Stadtmacherei

5.5.1.2   Instagram

The city shared the promotion video on their Instagram account.

https://www.instagram.com/p/CEmBf9DgDvA/?utm_source=ig_web_copy_link

Stadt:Salzburg
256 followers
9mo · 🌐

+ Follow

Die #STADTMACHEREI : Die Stadtmacherei-App macht Nachhaltigkeit in der Stadt sichtbar. Zum einen über die Auflistung unterschiedlichster Angebote und Initiativen zu klimaneutraler Mobilität, lokalem Konsum und sozialem Engagement. Zum anderen über spannende Touren, Rätsel und Aktivitäten, die mit der App gemacht werden. Damit geht die App auch in der Vermittlung von Nachhaltigkeit neue Wege.
Unser #Vorschlag: Runterladen, ausprobieren und gemeinsam #Herzerl sammeln. Mehr dazu auf www.stadtmacherei.at

See translation

00:25

Figure 13. Instagram video from the city of Salzburg promoting the Stadtmacherei

The city used one of the social media campaign posts to promote the app on their Instagram account.

Stadt:Salzburg
256 followers
9mo · 🌐

+ Follow

WER mag MITSPIELEN? Jeder CO2-freie Kilometer, jedes gewonnene Quiz, jeder abgeschlossene Wettbewerb bringt ❤️schläge. Sie zeigen, wie aktiv die Stadtmacher*innen und die Stadtmacherei sind. Je höher die Anzahl an Herzschlägen, desto besser. Also unser Tipp: Mitmachen und mitspielen. Für mehr #Nachhaltigkeit
https://stadtmacherei.at/

See translation

Figure 14. Instagram post from the city of Salzburg promoting the Stadtmacherei

5.5.1.3   Twitter

The city twittered about the app on the 1st of September 2021.

Figure 15. Tweet from the city of Salzburg promoting the Stadtmacherei

The deputy head of the municipal department twittered about the app on his personal account on September 16th 2020.

Figure 16. Tweet from the personal account of the deputy head of the information center, referencing the Stadtmacherei

5.5.1.4   LinkedIn

The city shared the promotion video on their LinkedIn account.
https://www.linkedin.com/posts/stadtsalzburg_stadtmacherei-vorschlag-herzerl-activity-6706539993067765760-AVP3

5.5.1.5   Newsletter

The city featured the app in two newsletters in September 2020: "Start der Stadtmacherei App" (Start of the app, 1st of September); "Die ersten 1000 Herzschläge sind erreicht" (reaching the first 1000 heartbeats, 30th of September).

5.5.2 Offline support:

The city does not advertise in traditional media but agreed to support the project through the following offline activities:

5.5.2.1   Press conference

On the 1st of September, the city invited local media representatives to a press conference with City Councilwoman Martina Berthold, in whose department the project is implemented. One media representative joined the conference and published an article (see section 6.3 for more details). Follow-ups with additional media representatives lead to additional articles.

Figure 17. Press conference with City Councilwoman Martina Berthold, together with project partners Franz Huemer (city of Salzburg) and Thomas Layer-Wagner (Polycular), showcasing the giant cell phone (back), the Stadtmacherei cargo bike (front) and the drop flag (back left).

5.5.2.2   Poster campaign

For the first two weeks of September 2020, the city of Salzburg launched a poster and banner campaign of all three posters developed by the "Die fliegenden Fische" agency. The city covered the printing and mounting costs.

Figure 18. Attaching one of three banners on a bike bridge in Salzburg.

Figure 19. Installed poster advertising the app – Bike mobility version

5.5.2.3   Event participation and support

In the meeting in December 2019, the project team and the information centre scheduled and determined the participation in the following events in the first half of 2020, where the app would be promoted. The city further offered to cover the photographic coverage of the participation.

- Neighborhood Month (May/June) (organized by the Residents' Service) – information stand and participation activity
- „City of Love" festival (June 6th) - information stand with special tour
- Promotion of the city's new bookmobile – promotion material (free cards, flyers, buttons)
- „Live in the park" festival (July) – information stand and participation activity. Potential special tour
- Bike networking meeting (July) – promotion material (free cards, flyers, buttons)
- Move events in the second half of the year were discussed (Table 3).

All events were cancelled due to the Corona pandemic. The city has not held any other suitable events since then.

5.5.2.4   City internal dissemination

In December 2019, the information centre offered to support the city's internal dissemination of the app and its functionalities. The following meetings and approaches were selected as the most suitable to disseminate the app within the city administration:

- Presentation of the app at the "Leadership platform" (80 department executives meet in March/April) or the "Executive platform" (which further includes all city-associated companies)
- Presentation of the app at a joint appointment with other relevant departments in the city (operational level) (May)
- Cooperation with and advertisement through the city-internal employee app – an interactive communication tool (mobile intranet) – which will be developed in 2020

Due to the Corona pandemic, neither of the meetings took place. In addition, the development of the employee app was postponed.

Overview of planned offline events supported by the city of Salzburg

Table 3. Overview of all planned external and internal events 2020

Event	Topic	Date	# participants	Contribution
Leadership platform	City intern	03/04 2020	80	App presentation
Executive platform	City & affiliated companis		> 100	App presentation
Bike spring	Bike mobility	24. & 25.4.2020	8.000	Launch of app; special tour
Sustainability days	SDGs, Jugend	05/06 2020	200	App presentation
Neighborhood month	Residents' Service	06/2020	Tbd	Information stand and activity
„City of Love"	Music festival	6.6.2020	1.5000	Information stand – special tour
„Live in the park"	Music festival	End of school year	>2.000	Information stand – potential picknick
City tours	Guided	All year	> 200	Cooperation
Walking Concerts	Music festival	Summer	> 500	Promotion material
Book mobile	Inclusion	Ongoing	Tbd	Promotion material
Bike network meeting	Biking	July 2020	100	App presentation
Bike dialogue	Biking	November 2020	100	App presentation
Promotion days – Forum 1 (local shopping centre)	All	Fall 2020	tbd	Information stand

5.5.2.5   Student promotion packages

The city offered to include promotion material from the Stadtmacherei in the "Welcome packages" for students. In September 2020, 1000 students received these welcome packages, which included the apps' freecard, flyer, and button.

5.6   Support from service providers

5.6.1   Die fliegenden Fische - advertising agency

The advertising agency "Fliegende Fische", which developed the brand personality and the name of the app, advertised the app in three Instagram posts and featured their project on two of their websites:

- https://www.diefliegendenfische.at/dff-projekte/detail/17-stadtmacherei/#1
- https://www.sarapleschounig.com/work/die-stadtmacherei

Figure 20. Tweet from „Die fliegenden Fische" advertising agency promoting the Stadtmacherei start screen visual
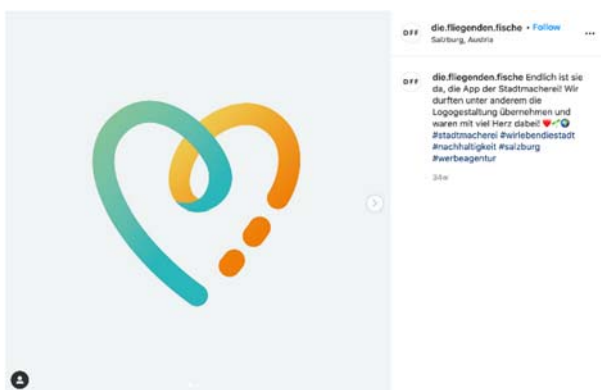
Figure 21. Tweet from „Die fliegenden Fische" advertising agency promoting the Stadtmacherei heart key visual

Figure 22. Tweet from „Die fliegenden Fische" advertising agency promoting the Stadtmacherei collective key visuals

5.6.2 City Caching Salzburg

City Caching Salzburg is the precursor initiative of the Stadtmacherei, which was also developed by Polycular. The digital scavenger hunt was discontinued in 2019, but the back then established Facebook website and community are still active. The City Caching administrators agreed to promote the app on the Facebook account. A project member posted in the group twice to advertise the app. Both posts were launched in April 2021, during the second demo phase of the app.

Figure 23. City Caching Salzburg promoting the Stadtmacherei

5.6.3 Afro-Asiatisches Institut (AAI) - Karte von morgen

The AAI, the publisher of the Karte von morgen and a crucial partner for the service listing in the app, tweeted twice about the app. The first was a general representation of the app and the second tweet concerned the projection of the Karte von morgen in the app. In addition to

the tweets, the AAI released a Youtube Video on March 10th 2021, featuring the tour "Fleischgeschichten", which was specifically developed for the app.

https://www.youtube.com/watch?v=v-XZ6ZBIRFw

Figure 24. Tweet from the Afro-Asiatisches Institut promoting the Stadtmacherei in September 2020

Figure 25. Tweet from the Afro-Asiatisches Institut promoting the Stadtmacherei in October 2020

5.6.4 The urban mobility lab Salzburg (uml)

The urban mobility lab Salzburg (uml), a cooperation partner of the project who was responsible for pop-up activities during the second pilot phase of the app, featured the app on the 1st of September 2020 on their Facebook page.
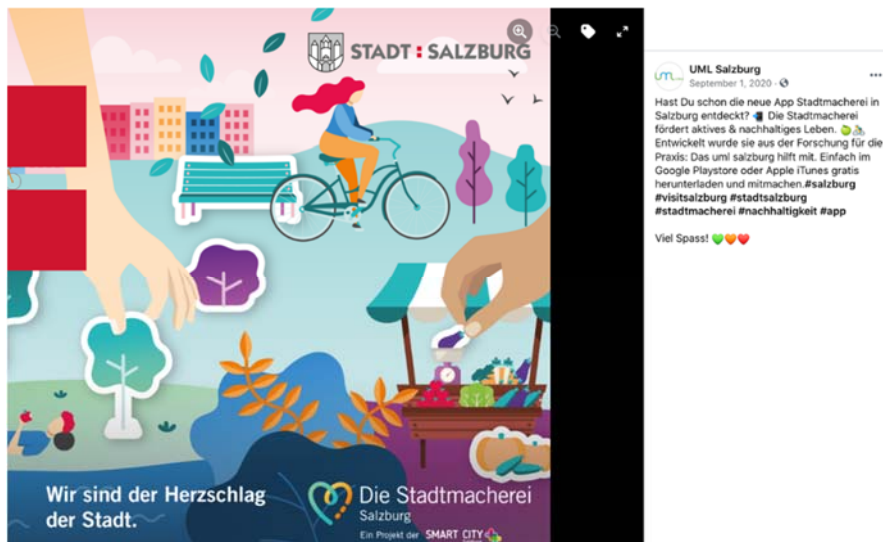
Figure 26. Facebook post from the uml Salzburg promoting the Stadtmacherei

5.6.5 PLUS Green Campus Salzburg

The PLUS Green Campus Salzburg - an initiative from the Paris Lodron University in Salzburg –, in cooperation with SÜDWIND - an association for developmental policy and global justice - issued a Facebook post on its sustainability challenge. The Stadtmacherei was featured as the first step.

Figure 27. Facebook post from the PLUS Green Campus Salzburg promoting the Stadtmacherei

6. Annex

Annex I Del. 5.5 SimpliCITY - Agency briefing

Annex II Del 5.5 SimpliCITY - Brand personality

Annex III Del. 5.5 SimpliCITY - Stadtmacherei folder

Annex IV Del. 5.5 SimpliCITY - Communication concept

Annex V Del 5.5 SimpliCITY - Social media campaign

Annex VI Del 5.5 SimpliCITY - Partner postings

Annex VII Del 5.5 SimpliCITY - Final report social media campaign

7. List of figures

8. List of tables