

INJECT

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**« Dissemination and communication plan,
including project website »**

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EXECUTIVE SUMMARY

This document aims to present and discuss in detail the INJECT project, the set of actions and activities planned and developed with an aim to deliver on the objective of the project, as well as successfully disseminate the project's results.

The deliverable starts with introducing the project, its purpose and intended use. The document then carries on discussing in detail the dissemination strategy, covering its three core stages: (1) Inform, (2) Excite & (3) Diffuse. Each stage is detailed to reflect its relevance to the plan's set objectives, as well as the relevant set of tactical activities, initiatives and channels necessary to roll out each stage successfully. Additionally, the document presents and profiles the target audience intended for targeting at each of the presented stages, stating their needs before moving to explaining how the plan is at every stage meant to address those highlighted needs through the set strategy.

In addition to the above, the document presents and discusses the brand characteristics, brand visual language as well as different options for how the brand can be expressed. The project then goes into detail about the planned tactical communications activities with special focus on the project's website, its evolution plan and the role the latter will play throughout the lifecycle of the project.

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1 INTRODUCTION

1.1 Purpose of the Dissemination Plan

This document is a part of Deliverable 3.1 entitled « Dissemination plan and project website » of the Horizon 2020 project INJECT which deals with innovative journalism and enhanced creativity tools. This project aims to create an advanced toolkit to help journalists by providing creative search techniques and explanatory background, fast and easy to use for enriched reporting. The set of tools are designed & developed *with journalists, for journalists*, and offer online queries beyond conventional search engines.

The present document, referred to as the Dissemination plan in the deliverable, will describe the set of actions to be carried out within the INJECT project to raise awareness of the objectives, activities and especially the results, which are going to be achieved during the project.

The overall goal of the dissemination plan is to empower and coordinate all partners to raise public awareness of the INJECT consortium and its ecosystem at all stages of the project (beginning, testing and launching) and to describe in detail these awareness raising activities.

1.2 Scope of the Dissemination Plan

The dissemination plan presents the project's objectives in order to communicate the INJECT concept and the dissemination details that the consortium members will perform as a result of the project development. It is foreseen to analyse the target audience categories and their characteristics, with the aim of maximising the effectiveness in the transmission of the results achieved for each of them.

The methodology is threefold:

- Describe a strategy of what the project sets out to achieve and in what timeline
- Describe a target audience that the project aims to reach
- Detail the set of initiatives, which will constitute the concrete action plan that we will undertake to achieve these objectives

1.3 HORIZON 2020 Guidance on Communication and Dissemination

In September 2014, the European Commission published the document "Communicating EU Research & Innovation – guidance for project participants", which offers helpful ideas and resources to effectively address communication, dissemination, and exploitation within EU Horizon 2020 framework.



Figure 1: communication and dissemination in H2020 framework

During the preparation of this Dissemination Plan, WP3 kept a close eye on these guidelines in order to guarantee the success of the project communication. In order to ensure good management, a whole Work Package and a leading partner (WAN-IFRA) has been dedicated to Dissemination. The choice of WAN-IFRA taking lead on this important Work Package is due to the organisation's considerable experience and outreach to the news media industry. A strategy and a timeline has been prepared by WP3 and each partner will be involved, especially to provide insights in their own field of expertise, and to share contacts in order to increase the information reaching external stakeholders. This dissemination evolves during the project depending on the message and the aim of the communication. Communication will continue through the duration of the project and will aim to make results known to various stakeholder groups (researchers, industry and other commercial actors, professional organisations, policymakers). Dissemination will also be part of the marketing strategy during the commercial exploitation of the INJECT products. Particular attention was devoted to defining our audience, which is key to any communication strategy. In order to understand our audience and its challenges, an *a priori* analysis of the market was conducted by the consortium (using the media partners within the consortium). We chose to divide our target audience into several categories depending on their roles and responsibilities in a media company or if they were freelance journalists. The dissemination plan also defines a strategy to monitor our target groups, by organising focus groups to better understand the needs of our audience and to test our message.

2 THE INJECT PROJECT

2.1 Description of the Project

Journalism is under pressure all over the world. Developments arising from digital and online technologies have threatened the business models of established journalism of both printed newspapers and (more recently) terrestrial television. INJECT aims to transfer new digital technologies to newsrooms and journalists to increase the competitiveness of European news and media organisations. INJECT will seek to increase this competitiveness through the diffusion of new digital services and tools to increase the creativity and the productivity of journalists – goals that if achieved can also contribute to increased good journalism in Europe.

Four of these new services and tools provide the baseline research inputs to this Innovation Action:

1. CRUISE, a software service that implements creative search algorithms to discover inspirational resources using a collective intelligence approach. It integrates natural language inputs with social media clues to explore information in repositories and the world wide web;
2. EDDiE, a software service that implements complex creative search algorithms to discover inspiration resources through the manipulation of natural language inputs to generate creative recommendations for users;
3. JUICE: a bespoke interactive creativity support tool for journalists based on a version of the EDDiE service that has been specialised to implement creative strategies used by experienced journalists. JUICE is currently delivered to journalists as a simple software add-on to Google Docs – one work tool used frequently by journalists and in smaller newsrooms;
4. Explaain: an interactive productivity tool for organising and reusing news information more productively than in traditional news articles. It supports journalists to structure news information as small chunks of content that range from profiles and quotes to charts, definitions and videos.

INJECT will innovate and diffuse these research-based services and tools across European news and journalism markets, with a focus on its growing number of small- and medium-sized news and journalism organisations. The emphasis throughout the project is on producing a toolkit for newsrooms, which is attractive to reporters because it is practical, frictionless and fast.

To summarize, the INJECT project has three objectives:

- **Extend and aggregate** the new digital services and tools to increase the productivity and creativity of journalists in different news environments;
- **Integrate and evaluate** the new digital services and environments in content management systems;
- **Diffuse** the new digital services and support offerings in news and journalism markets.

2.2 Unique Selling Proposition

INJECT is designed to be an iterative project. Consortium members are already continuing and expanding work done (with JUICE) to test and demonstrate the prototype with journalists in working newsrooms. This is one of the project's unique aspects: we will integrate feedback from users into later iterations of the toolkit as we extend and add to the base created by JUICE. The particular strength of this consortium is that INJECT and its associated set of digital tools are meant to be designed & developed with journalists, for journalists. In brief, intelligent guidance bespoke to newsrooms and journalists needs, information sources and social media preferences. We are not aware of any other similar projects being developed in this way in European newsrooms.

The other unique aspect are the tools themselves that aim to help journalists in their everyday job by helping to create context, increase creativity and make connections. JUICE for example is an intelligent guidance for journalists to discover and create novel and valuable angles on news stories from 1000s of, multi-language information sources. The added particularity is that our tools will be embedded in existing CMSs and authoring tools, that way there will be no need to open more tools or windows, which makes for smooth and easy usage.

Another example of singularity of our products is Explaain. Through a mechanism of « content cards » when plugged in the resulting news content becomes interactive and more engaging for readers.

INJECT will diffuse its new digital services, related training and consulting offerings, and new business opportunities through a new partner business of consortium members, the INJECT spin-off, and the establishment, growth and support of multiple ecosystems of ICT providers and news SMEs in different segments of Europe's news and journalism markets. The spin-off will be a new business of innovation and commercial partners to market and sell INJECT services. INJECT will adopt good business practices to set up, grow and support each ecosystem. It will bundle the new digital services with training and consulting offerings developed to improve journalist creativity and productivity.

It will develop online INJECT training courses and exploit MOOCs (Massive Open Online Courses) that provide unlimited participation and open access for journalists already available with INJECT partners to expose journalists and news SMEs to the digital services prior to use. It will undertake wide ranging dissemination activities, and exploit the journalism expertise and channels within the consortium to ensure high-profile press coverage of INJECT. It will build alliances between ICT providers, news SMEs and large media organisations.

3 THE DISSEMINATION STRATEGY

3.1 The Dissemination Objectives

The dissemination strategy for INJECT is designed to ensure that the project's results are well communicated to all stakeholders throughout the project's lifecycle. It consists of a set of well-designed strategic and tactical activities that take into consideration the core purpose of the project, the intended target user, as well as potential communication channels.

The dissemination Plan for INJECT aims to fulfil the following **three objectives** throughout its lifecycle:

- **Raise Awareness** about the service, its features and intended uses amongst potential target audiences as well as key members of the media community
- **Create Interest** amongst key influencers within the journalism community across key target European markets
- **Diffuse** the solution throughout the target markets and generate sales

3.2 The Tactical Dissemination Plan

To successfully achieve the previously highlighted objectives of the dissemination plan, the consortium planned and designed a tactical action spanning the lifecycle of the project. The plan consists of three major stages directly related to the three core objectives of the plan. At each stage, a set of different messages, activities and channels will be used to insure the results of the projects are communicated to all the stakeholders across the consortium, ensuring full synergy and optimal efficacy. Each of the three stages will follow a three-step process that allows the executive team, responsible for the execution of the strategy, to execute, analyse and refine the plan as performed.

The Three Core Stages of the Dissemination Plan are:

Stage I: Inform

Objective: Raise Awareness about the service, its features and intended uses amongst potential target audiences as well as key members of the media community

At this stage, the core objective is to reach as many members of the target audience, influencing community, and media community as possible. Creating Buzz around the project and its intended

results, without giving too many details is key at this stage. The idea is to create hype around the project and strike the curiosity of the target audiences in preparation for stage two, which focuses on exploiting the needs of the target audience and create interest.

The Core Message at Stage I:

All the communication activities that will take place at this stage will stem from the following core message: *“INJECT is on a mission to streamline journalists' work”*

Stage II: Excite

Workshops – trials - testing

Objective: Create Interest amongst key influencers within the journalism community across key target European markets

At this stage, the objective is to excite and intrigue our core audiences through “two-way communication activities” that systemically communicate the progress of the project. This stage will rely heavily on exploiting the leads generated and identified at stage I, insuring that those interested are kept informed and updated about the project. Additionally, at this stage, a set of pre-defined key influencers will be involved in the development and progression of the project which will help create a more refined product as well as support in successfully executing stage III of the dissemination plan.

Core Message at Stage II: *“INJECT aims to create a toolkit that accelerates and enriches reporting by applying creativity techniques to online search”.*

Stage III: Diffuse

Objective: Diffuse the solution throughout the target markets and generate sales.

The third stage of the dissemination plan is divided into two sub-stages:

- Launch
- Post-Launch

At launch, the diffusion plan will focus on communicating the solution in action, its benefits, full list of features, formats and pricing plans. At this stage, all marketing activities will rely heavily on testimonials from previously recruited and converted influencers within the industry who tested and benefitted from the solution.

Post-Launch activities, will focus on exploiting news markets as well as on strengthening the relationship with current and potential users/customers. User feedback is critical at this stage. Swift response and acknowledgment of the user’s feedback will strengthen the credibility of the brand as

well as reassure current and potential of the longevity and reliability of the solution.

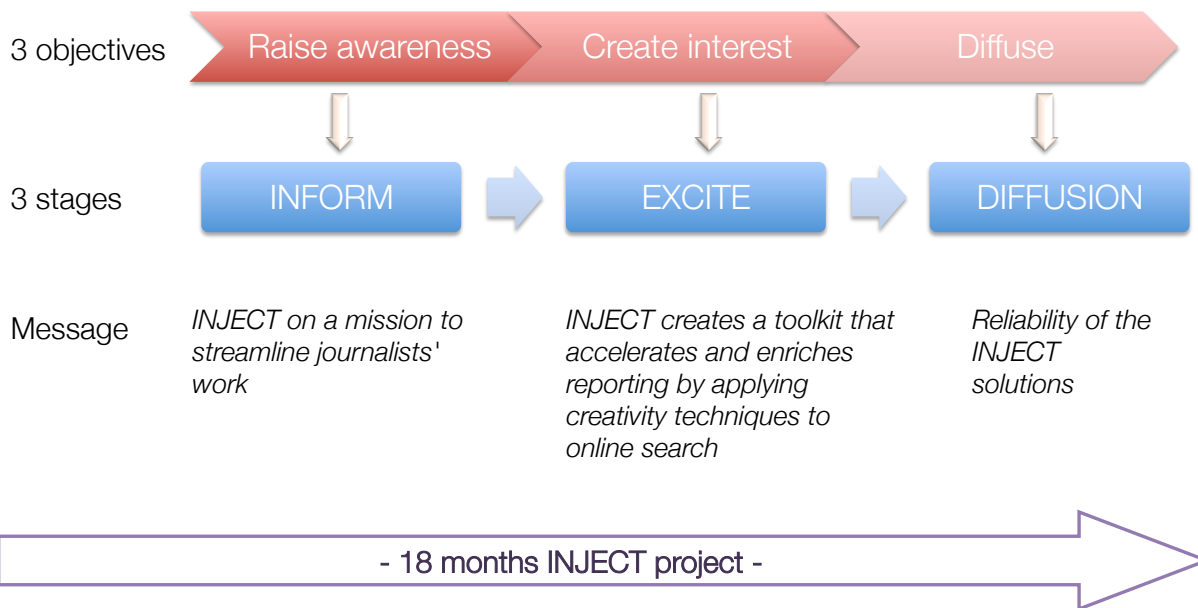


Figure 2: A tactical dissemination plan: 3 objectives, 3 stages, 3 messages.

3.3 Target Audience

One of the goals of our INJECT dissemination strategy is to target different audiences, each having different expectations and needs. Each group will be addressed differently according to those needs and expectations. During our first kick-off meeting in London in January, 10-11th 2017 the consortium members used several of the sessions to discuss the strength of the product and the possible use cases.



Figure 4: Brain-storming session of INJECT members about target groups and user scenarios

3.3.1 Four Target Groups

We have identified four different target groups: *Publishers, Employed journalists and Editors, Freelancers and Technical Development / CMS developers.*

This classification leads to the definition of appropriate dissemination activities according to the targeted audience and helps identifying adequate measures of the results to be achieved. For example: Editors and employed journalists might be most interested in the journalistic capabilities INJECT offers to newsrooms, like saving time and enabling them to write better stories. But in the end publishers will be the ones who have to pay the INJECT licence fees. So, for them the possible gains in efficiency and productivity through INJECT might be more interesting.

Audience	Needs	How INJECT can help	Strategy for reaching the audience
Publishers	Since the rise of internet advertising and the financial crisis 2008 many small and medium-sizes media houses have to struggle with lower profit margins and a highly competitive environment. Many publishers see the need for a more efficient workflow in their news outlets. At the same time they want to preserve quality.	The INJECT tools can increase efficiency in the newsrooms.	Conferences, direct personal contacts, newsletter, Twitter, LinkedIn
Employed journalists and Editors	Journalists feel the economic pressure like never before. At the same time they feel that high quality journalism is as important as never before to preserve democracy, transparency and good governance. The discussion of false and “fake news” is aiming at one of the cornerstones of our society. When looking at the usage-numbers of their websites, many news outlets see, that in-depth and background-	The INJECT tools can help journalists to research and write faster and better. The creativity tools help to find new angles for stories. The context and connection tools help journalists and readers to explore the deeper background of stories.	Conferences, demoing, direct personal contacts, newsletters, Facebook and Twitter

	stories are clicked the most – but a lot of manpower is required to support such a reporting.		
Freelancers	Freelancers usually have to deliver their stories fast and do not have time for a lot of research.	The INJECT tools might help Freelancers to find new ideas for stories. They might sell more of their stories to news outlets and have more time for in-depth research.	Conferences, newsletters, demoing, Facebook and Twitter, Youtube
Technical Development / CMS developers	Content Management Systems are the backbone of a newsroom. Companies try to find new features to differentiate.	INJECT tools can be implemented in almost every CMS.	Conferences, Demoing, Twitter, LinkedIn, Newsletter

Table 1: Target audiences and their respective needs

Journalists select, prioritise, present, share and edit information to make it appealing and useful to readers. Although the tools INJECT provides could be used by any journalist or media outlet, its main strength can be unfolded in areas where time is limited: Current and breaking news - like daily newspapers, TV and radio programs and foremost online news platforms. These media outlets are in the main focus of our first dissemination period.

Many of these publications which compete with each other, rely on the same set of sources for the best part of their reporting: For Breaking News, international and national news, most newsrooms use the very same sources, mainly the wired news agencies like AP, Reuters, AFP, Bloomberg or national news agencies like dpa in Germany. And due to the cost cutting measures in many media houses in recent years, many outlets reduced the number of subscriptions. Even big publications, which were subscribing to 5-6 different news agencies, are now relying on 1-2. And even more important is that news outlets have reduced the number of reporters who are “in the field”: Whereas some one or two decades ago even smaller newspapers had their own correspondents in the nation’s capital or even in Brussels or Washington, only the big newspapers with a nation-wide circulation can afford it.

The outcome is no surprise: There is little differentiation when it comes to national or international news stories - readers see the same story everywhere. And while national and international news is becoming a commodity, there is a need for finding new and surprising angles to stories. This is where INJECT comes in.

In personal talks with journalists, editors and publishers, members of the INJECT team felt a strong interest in the tools we are working on.

3.3.2 INJECT Focus Groups

In efforts to crystalize our understanding of our identified target audience, their needs, behaviour & potential interest in the project, the consortium decided to run a set of focus groups across multiple key markets. The focus groups will involve a selection of journalists spanning different levels of professional experience. Moderated by a journalist, the focus groups were designed to analyse the following areas:

- The needs & behaviours of the target audience within the workplace
- The reaction of the target audience to the product concept and potential features
- The reaction of the target audience to a set of key messages summarizing the intended communication strategy of the project

We are planning Focus groups in the UK, in France, Norway and The Netherlands until Month 6. The results thereof will be analysed and taken into account in our evolving Dissemination Strategy.

The first mini-focus group session in Hamburg on February 13th already delivered useful information regarding the strength of the product, the product branding and tone/wording.

See also Annex 1. Focus Groups discussion guide

3.4 The Brand

In efforts to ensure that the solution is diffused in the most effective manner, the consortium is putting a lot of effort into ensuring that the brand INJECT, reflects just the right values & characteristics intended to be communicated to our target audiences.

3.4.1 INJECT Brand Characteristics

INJECT is:

- **Credible:** It is designed to provide the most relevant information from trusted sources.
- **Reliable:** It is designed to work reliably, supporting journalists instead of hindering their productivity.
- **Professional:** It is presented and designed in par with global best practices related to information sourcing and presentation
- **Original:** It is novel as well as useful in none-precedent format
- **Accessible:** It is available to all whenever and wherever.
- **Multifaceted:** It is simple but not simplistic as it is nothing less than a news powerhouse in disguise.
- **Up-to-date:** Always bringing you the newest and most relevant news to you.

3.4.2 INJECT Brand Visual Language

The consortium worked with professional graphic designers to insure that the visual language of the INJECT brand is unique, impactful, modern, clean and relatable. It must reflect the brand's core values and characteristics in a smart and intuitive manner. It must be flexible enough to support all the brand's online & offline communications across all known channels. It must remain timeless throughout the product's life as well as be powerful enough to support the development the brand's awareness & equity.

Annex 2: Visual designer brief.

3.4.3 INJECT Logo

At the time of submission, we are close to finding the INJECT logo. We have narrowed down the choice to 3 proposals (from the 15 received from our designer), which seem to us to fit the project and the brand best. A final decision is to be taken this week after consulting the other WP leaders.



Figure 3: last three options for INJECT logo

3.4.4 INJECT Tone and Wording

Our consortium has put a lot of effort in finding the appropriate tone and wording to address our target audience. After in-depth discussions with our target audience inside and outside of the consortium we have found that the following tone fits appropriately.

Example of slogans:

- *Produce better news stories, faster.*
- *Better journalism, faster.*
- *Superpowering journalism.*
- *Context, creativity and connections.*

Example of descriptive texts:

INJECT: WHY ?

Inject creates a new toolkit to superpower journalism.

Information now flows through our lives 24/7 but how much of it is unreliable? More than ever, Reporters must select, verify and account for their facts. Inject aims to make creative search techniques and explanatory background fast and easy to use for enriched reporting.

Let us know if you'd like to see what we've done so far !

INJECT: HOW ?

Inject offers a new software for online queries beyond conventional search engines. Using creativity techniques based on Natural Language Processing (NLP), reporters can research widely and quickly in databases to deliver new angles, sources and data. The integration of the 'Explaain' project will offer explanatory 'cards' or footnotes.

Comment: these choices could be subject to changes during the course of the project particularly depending on the results of our focus groups.

3.4.5 INJECT Promotional Material

When the brand, the tone, the visual identity is set, WP3 will develop promotional material such as flyers and brochures – brochures will be developed in digital format and flyers will accompany conferences and road show presentations.

3.5 Channels

In a bid to insure successful delivery of all three stages, the consortium has identified a set of channels designed to effectively service the delivery and execution of each of the three core stages.

The overall aims defined in the dissemination strategy will be served best through a multi-channel approach. Each channel has advantages and our goal is create an audience flow between the different channels.

Channels at a glance:

- Website
- Stories on consortium partner's websites
- Newsletter
- Social Media
- Events (conferences, workshops and demos)
- Personal contacts / Road-show

3.5.1 INJECT Website

The project's website is the core channel and platform throughout the projects lifecycle as well as the product's lifecycle. It is a flexible medium, which will be constantly updated and reformed to attend to the needs of the project and the product at each one of the three stages.

The project website will be the core repository for information relating to the project (such as public deliverables) and will have links to a range of social media channels which will be used to generate dissemination activity.

3.5.1.1 Website Evolution Plan throughout the Dissemination Plan

Stage I: During Stage one, the website will play an informative role, communicating general information and news about the project, the team behind it, its progress and any related initiatives. Additionally, the website will be the main destination for lead generation through actively inviting visitors of interest in the project to sign up to the mailing list.

Stage II: During Stage II, the website content will evolve to offer more information about the actual features of the solution. This is meant to create excitement across our target audiences by teasing and focusing on the core value that the solution will offer to journalist. Moreover, at this stage, the website will offer a select of community influencers access to an online prototype of the solution. This portal will not be available to the public as the purpose behind it is to allow selected individuals from the journalism community to be actively involved in the development of the project as well as allow the team to better understand the user, their needs and reactions to the solution and consequently refine the offering accordingly.

Stage III: At this stage, the website will be the main destination for the solution. It is where users will be able to purchase and use the service. The actual URL of the service might differ from the current URL as the brand name/the solution evolve throughout the project lifecycle, however, at this stage, users will have access to one comprehensive online portal where they can learn more about the solution, read through user testimonials and eventually purchase the service.

3.5.1.2 injectproject.eu

The project website can be found at the following address: <http://injectproject.eu>
It is the core of our public visibility in the world wide web. The consortium managed to get a first "teaser" website up and running within only a couple of days after the initial meeting in London (Jan 30th). Set up and created by Mlabs with the strong support of members of the consortium and led by

WAN-IFRA the teaser website is the first cornerstone of a visible presence on the Internet. It is mobile-friendly and enables discoverability: whenever people search for “INJECT” or “INJECT project” on the web, our website should be visible among the first search results – this is our aim.

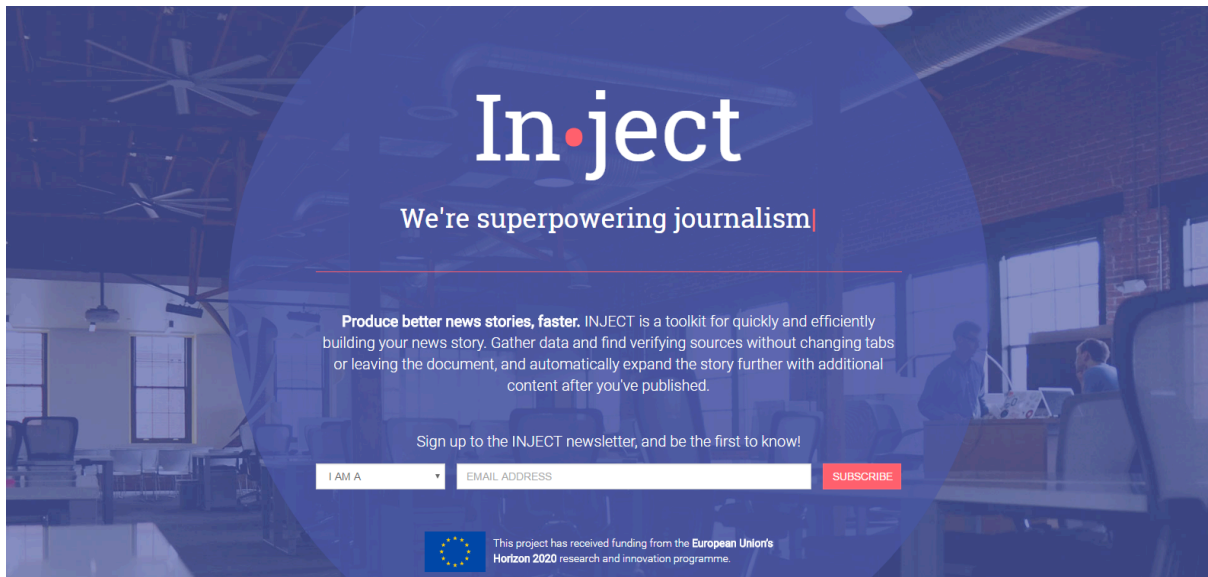


Figure 5: First generation INJECT website - launched January 30th 2017

While the first website went “live”, members of Work Package 3 were already planning the next iteration which will offer a lot more information for readers. Indeed, the second generation of the website should contain information about the project and the project partners, the goals of INJECT and the funding. A live demo of INJECT tools like JUICE will be implemented later in the process.

We also will implement user tracking and reporting with Google Analytics or similar tools.

3.5.2 Stories on Consortium Partner’s Websites

Several partners of the consortium have already published stories about INJECT and their participation in the consortium on their own platforms. This is a good way to inform the consortium partner’s own ecosystems about their participation and at the same time direct traffic to our website.

- ⇒ University of Bergen I: <http://www.uib.no/en/news/100320/university-bergen-participates-eu-project-innovative-journalism>
- ⇒ University of Bergen II - Interview with Neil Maiden explaining the core functionalities of JUICE: <http://jlab.uib.no/2016/06/13/juice-innovative-search-engine-for-journalists/>
- ⇒ University of Bergen II – Interview with three students from UiB who explored JUICE in their bachelor work in the spring of 2016. They ended up making a “content management system for journalism” called OPUS: <http://jlab.uib.no/2016/05/31/opus/>
- ⇒ Interlink Academy: <https://interlink.academy/journalism-and-technology/>

The University of Bergen (UiB) participates in the innovation project "INJECT – Innovation Journalism. Enhanced creativity tools", which is funded through the EU's Horizon 2020 (H2020) programme, from 1 January 2017.

"The aim of the project is to develop business models for prototypes for media, that were originally produced in academic institutions," says Professor Lars Nyre at the Department of Information Science and Media Studies, UiB.

Creative media tool

Nyre makes up UiB's part of the project, together with his media professor colleagues Astrid Gynnild and Ole Johan Mjøs. Their contribution consists of further developing INJECT, which is based on a toolkit with different computer tools. These are tools that aim to help journalists become more creative.

"When news are written by help of INJECT, this will attach more relevant sources, improve finding suitable links to relevant cases, and a better visual expression than previously. At the same time, the work of the journalist is still the most important," Nyre points out.

- [Watch similar technology here.](#)

Hitting the market

The UiB researchers will keep close contact with the newspapers and the other media offices involved in the project. They want to find out what works in relations to different needs.

"Our work will create the fundament for a company or bureau, based on INJECT," says Nyre.

The point is to get the technology from the project out on the market. The aim is to make money at the end of the project period, which is scheduled for a maximum of 1.5 years.

"INJECT is first and foremost an innovation project, and not so much a regular research project. It is part of the H2020-category "Innovation Action," Nyre explains.

The prototypes from the project will be tested in the three local Norwegian newspapers Sunnhordland, Hordaland, and Hallingdølen.

Project fits into Media City Bergen

Managing director Anne Jacobsen at NCE Media thinks INJECT will fit very well with the planned innovation and centre for media technology, Media City Bergen, a media cluster in Norway scheduled to officially open in August 2017.

"Many of the companies in the media cluster are working on how to tell good stories in ever better ways, putting stories into the right context and using the right tools."

INJECT - Innovation Journalism

- INJECT is an innovation project for creating writing tools for news journalism. It consists of a toolkit with to search engines (CRUCE and JUICE), both developed at the universities by EU-grants.
- The project is funded through the EU's Horizon 2020, the world's largest research and innovation framework programme. The core of INJECT is academic, and is about making academic prototypes commercial. In addition, the project consists of a content management system (EXPLAAIN), a entrepreneur initiative from the TechCity environment in Shoreditch, London.
- The project begins 1 January 2017 and is scheduled to last for 18 months. The project is lead by Professor Neil Maiden at City University London. The University of Bergen (UiB) is a partner in the project.
- The Norwegian part of the project is based on collaboration between UiB and M'Labs Bergen. In addition, the local newspapers Sunnhordland, Hordaland and Hallingdølen are part of the project.
- The project has media partners from European countries, which are small or medium sized companies.




Figure 6: University of Bergen article about INJECT

Journalism and Technology

Interlink Academy is participating in a ground-breaking project that will develop new technology-based tools for journalists.

The "INJECT" project is part of the EU Commission's "[Horizon 2020](#)" program, an initiative to strengthen innovations in the European Union. After having been initially funded by Google's Digital News Initiative, the EU funding is taking the project into the next round. The goal is to develop better technological tools and to integrate them into newsrooms' content management systems.



INJECT's aim is to transfer new digital technologies into newsrooms and the work of journalists to increase the competitiveness of European news and media organisations. Journalism seeks to structure information for its readers. This involves a variety of processes, such as selecting, prioritising, presenting, projecting, sharing, and editing raw information in order to make it appealing and useful to the consumer. Newsrooms with content management systems (CMSs) tend to only use keyword searches of tagged content to discover news

items, which requires the journalist to know exactly what they are looking for. The same goes for keyword-based searches using search engines such as Google and Bing. In contrast, new and more effective creative search and creativity support tools can enable journalists to discover previously unconnected information and create novel news stories more quickly, thus stimulating the journalist's productivity.

To this aim, INJECT will introduce new technologies into journalism that provide journalists with context, better results, and new angles for their stories.

Working towards this goal, INJECT consortium members have researched and adapted new creative search algorithms and services, which they used to develop innovative creativity and productivity support tools. These tools work with written information and are therefore particularly useful for journalists. Four of these new services and tools provide the baseline and research to furthering this innovative process.

Figure 7: Interlink Academy article about INJECT

3.5.3 Newsletter

(diffusion)

The INJECT newsletter strategy will be coordinated by Interlink academy with contribution from the whole consortium.

The newsletter is a very important channel of communication, which is planned for diffusion during the third stage of the project. The frequency of the newsletter is yet to be decided based on the type and amount of information that will be available to be shared. The newsletter will deliver news & information about the solution, its progress, evolution plan and status to users of interest. At later stages, the newsletter will be evolved to include bespoke news suggestions based on each user's

area of interest, making it a more personal piece as well to promote the capabilities of the solution on a smaller scale.

Subscribing to our newsletter is the main call-to-action on the website and acquiring new subscribers is our foremost goal during the first dissemination period. We believe that a well-planned email marketing strategy is the best way to build up a sustainable ecosystem. And while social media channels like Facebook and Twitter are very popular, emails have a higher chance to be read by the recipients and newsletters have a bigger lifetime-value (people rarely unsubscribe to newsletters). At the same time we as publishers of the newsletters can decide when an email will be sent and can monitor if it has been opened.

Currently we use the online provider MailChimp, which offers a free plan for startups. Within MailChimp we can create so-called segments. That means, when people sign-up for our newsletter they can choose if they belong to the segment "Publisher", "Editor", "Freelancer" or "Other". That will give us the chance to tailor the content of the newsletter to the need of the different target audiences stated above.

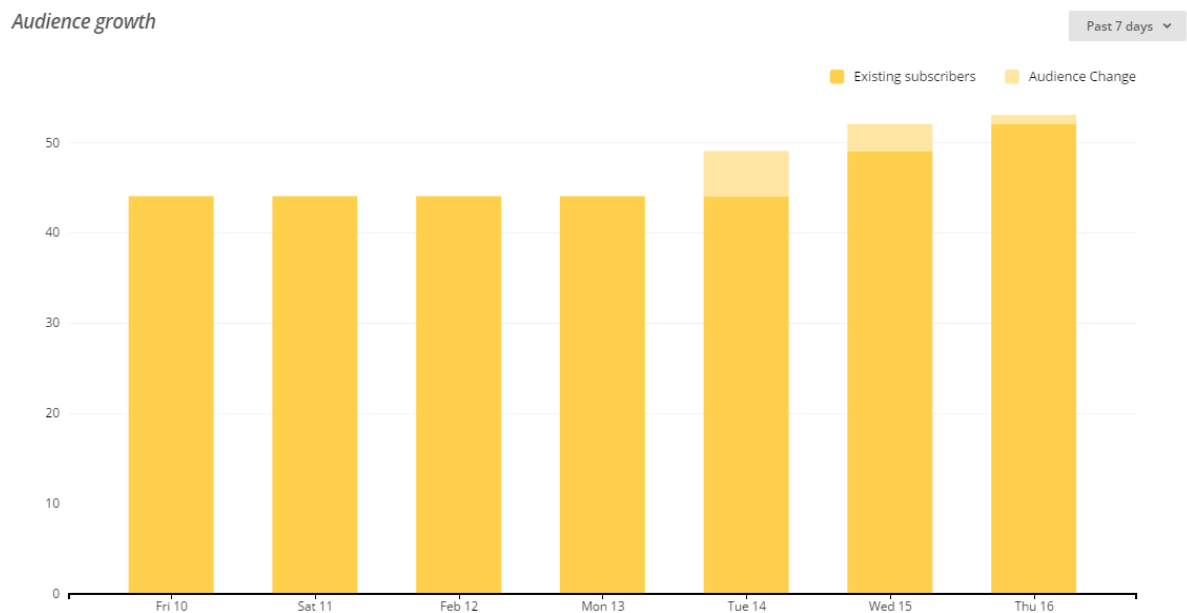


Figure 8: evolution of subscribers to INJECT newsletter, nearly 60 subscribers in March 2017

Our goal is to offer news about INJECT and exclusive content like interviews, case studies, testimonials in our newsletters. We have created a visual template that is based on the design of our website.

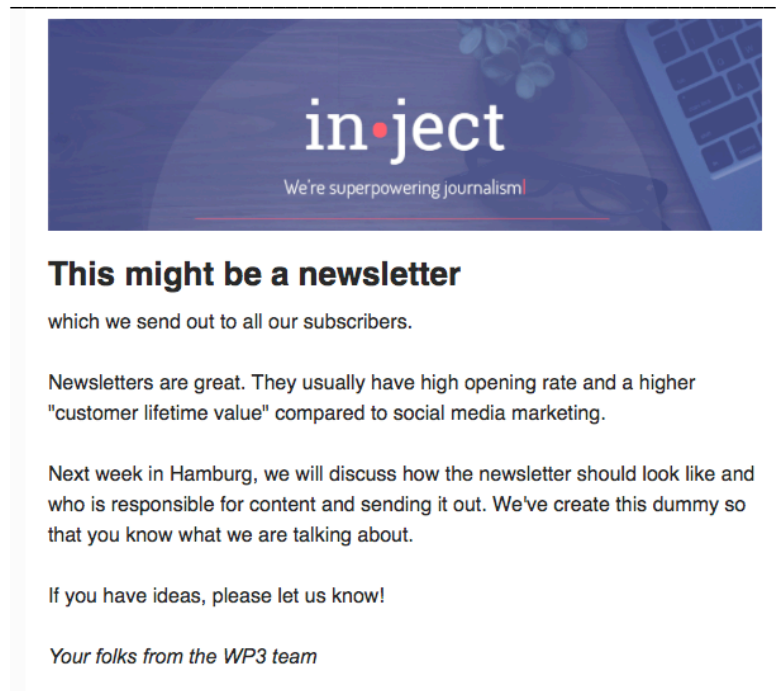


Figure 9: INJECT Newsletter template

3.5.4 Social Media

(Inform, Excite, Diffuse)

Our social Media strategy will be coordinated by WAN-IFRA with contributions from the whole consortium and particularly WP3.

3.5.4.1 INJECT Social Media Channels

Social media channels such as, Twitter, YouTube, LinkedIn & Facebook, will play a major role in interacting with our target audiences throughout the lifecycle of the project. They will play an active role in fuelling the conversation and engaging our users with the project as well as constantly directing the traffic to the project's website.

A strong online and social media presence is also vital to reach identified influencers. In combination with our website and the newsletters, social media channels will not only help us in the initial dissemination period but also will lead to the creation of a vital ecosystem around INJECT. Right after the start of the project Interlink Academy registered and set up accounts with the following social networks on behalf of INJECT:





Social Network	Link	Why ?
Twitter 	http://twitter.com/inject_en	<p>Twitter is one of the most effective channels in the journalistic community. A high percentage of journalists, publishers and developers use Twitter.</p> <p>We chose inject_en (not inject_eu) as Twitter handle because we might set up Twitter accounts in more European languages (like inject_nl or inject_no) in the future.</p> <p>Twitter might not be only the best social media tool for dissemination but in the later stage of the project also as a substitution for a phone hotline. Users can give us instant feedback or inform about possible bugs in the software.</p>
Facebook 	https://www.facebook.com/injectproject/	<p>Facebook is by far the biggest social network. It is also widely used by journalists. We might use Facebook's video and video livestreaming capabilities to disseminate or content.</p>
LinkedIn 	https://www.linkedin.com/company/inject-project	<p>LinkedIn is a business network. Especially publishers and executives who might not use Facebook or Twitter often have a LinkedIn account.</p>
Youtube 	https://www.youtube.com/channel/UCmRzLERUIYZvdQa4LEySB9g	<p>INJECT will produce a lot of videos: Screencasts, use cases, interviews, testimonials. We will use Youtube and Facebook to host these videos.</p>

Table 2: INJECT Social Media networks

Right now we are in the process of applying INJECT's visual identity to those channels and we are starting to create content.

3.5.4.2 INJECT Editorial Calendar

All members of the consortium will contribute content, especially Photos and Videos from recent presentations. Nevertheless in order to benefit from a smooth communication on all our platforms

we have prepared an Editorial Calendar which defines which message we publish and when we publish it and on what platform (see table 3). During the first dissemination period Twitter will be the most important social network. Members were asked to use the hashtag #Inject or mention or Twitter handle @inject_en.

DATE	WHO	CONTENT TYPE	NEWSLETTER	FACEBOOK	WEBSITE	TWITTER	LINKEDIN
za 4-1		attract					
so 4-2		attract					
ma 4-3		attract				anything about work in progress	
di 4-4		attract	Save the date: May 4	Save the date: May 4	Save the date: May 4	Save the date: May 4	Save the date: May 4
wo 4-5		attract				anything about work in progress	
do 4-6		attract		Questions Inject/Poll		Link to FB	Questions Inject/Poll
vr 4-7		attract				anything about work in progress	
sa 4-8		attract					
so 4-9		attract					
ma 4-10		attract				anything about work in progress	
di 4-11		attract		Program May 4		Program May 4	Program May 4
wo 4-12		attract				anything about work in progress	
do 4-13		attract		About the Expert status of the INJECT consortium; the members		About the Expert status of the INJECT consortium; the members	About the Expert status of the INJECT consortium; the members
vr 4-14		convert				anything about work in progress	
sa 4-15		convert					

Table 3 : screenshot of one part the INJECT Editorial Calendar (April 2017)



Figure 10: First INJECT Facebook post February 1st 2017

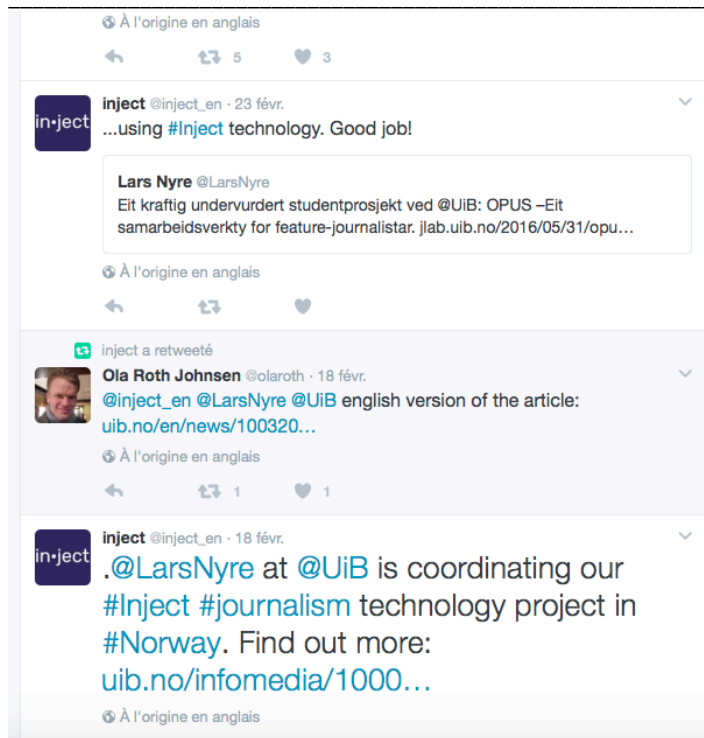


Figure 11 : Our Twitter channel will be the main hub for interactions and conversations

3.5.5 Events (conferences, presentations, demos)

(Inform, Excite & Diffuse)

3.5.5.1 Events Scheduling

Throughout the project lifecycle, the consortium will run a solid PR plan whereby, conferences & road shows are planned. Those will be targeted activities that will take place throughout the core target markets across the three stages of the dissemination plan, informing the audiences about the project, creating excitement by offering first-hand live demonstrations of the solution and supporting the diffusion of the solution across key markets.

As a fundamental part of the dissemination and marketing strategy of the solution, the consortium has planned a series of live demonstration and user testing workshops during the second and third stages of the plan. Those workshops will involve key representatives from within the journalism community, who will be invited to play an active role in developing and perfecting the solution towards the launch. Once, launched, the influencers will be encouraged to play a major role in the promotion of the service by demonstrating its value through real-live examples and scenarios.

To this effect, WP3 prepared a set of shared digital documents in order to be able to plan together the 18 months period and to make the best use of each consortium partner's expertise, networks and contacts:

- ⇒ INJECT Presentation (1st generation) which can be used by any member for presentations including videos showing the capabilities of JUICE and Explain
- ⇒ A list of over 30 relevant industry and academic events was created appointing the appropriate INJECT ambassador to be present, or furthermore give a presentation about INJECT – the latter guaranteeing the highest visibility (see table 4).

DATE	NAME EVENT	LOCATION	INJECT REPRESENTATION	TYPE
2017-01-27	NODA	Odense, DK	Lars Nyre	Present and networking
2017-01-31	Cross Media Café: Behind the Filter Bubble	Hilversum, NL	Geesje	Presentation
2017-02-02	Workshop Online Research for ARD/ZDF public broadcasting journalists	Hannover, DE	Claus	Demo
2017-03-04	Context Convention	Hamburg, DE	Claus	Claus talked in several sessions about INJECT
2017-03-21	The Digital Innovators' Summit	Berlin, DE	Stephen	Request to feature on the programme
2017-04-05	The International Journalism Festival	Perugia, IT	George	Solutions Journalism' panel presentation
2017-04-24	Digital Media Europe	Copenhagen, DK	Stephen	Presentation / demo / table top
2017-05-04	Cass innovate conference	London, UK	George, Neil, Stephen etc.	INJECT Official launch
2017-05-08	RE:Publica	Berlin, DE	Claus	Request to feature on the programme
2017-05-10	The Nordic Media Festival	Bergen, NO	Lars	Presentation/video/demo ?
2017-05-19	ONA	Dublin, IRE	George	Request
2017-05-20	IPI Conference	Hamburg, DE	Claus	General training workshop on fact checking plus presentation of INJECT
2017-05-24	Lviv Media Forum	Lviv, Ukraine	George	Presentation
2017-06-07	The World News Media Congress	Durban, SA	Stephen	Presentation / demo / table top
2017-06-09	Netzwerk Recherche Jahreskonferenz	Hamburg, DE	Claus	Tbd
2017-06-09	The World Editor's Forum	Durban, SA	Stephen	Presentation / demo / table top
2017-06-19	Deutsche Welle Global Media Forum	Bonn, DE	Werner	Tbd
2017-06-21	Global Editors Network	Vienna, AT	Jeremy Evans	Demo / startup for news
2017-09-01	Scoopcamp	Hamburg, DE	Claus	Tbd
2017-10-05	ONA	Washington DC, US	George	Request to feature on the programme
2017-10-07	WAN-IFRA Expo	Berlin, DE	Stephen	Presentation / demo / table top
2017-10-21	Digital Winners	Oslo, NO	Lars	Tbd
2017-11-16	The Global Investigative Journalism Conference	Johannesburg, SA	Claus	Tbd
Fall 2017	Media City Bergen Grand opening	Bergen, NO	Lars et al.	Presentation / demo / table top

To be regularly updated...

Table 4: Preliminary list of media industry and academic events

3.5.5.2 Preliminary Results from Events Outreach

Consortium member Geesje van Haaren (VersPers) held the first lightning-talk about INJECT during the Cross Media Café event “Behind the Filter Bubble” in Hilversum, NL on January 31st with more than 160 journalists and media people in the audience (see photo below).



Figure 12 : Geesje van Haaren (VersPers) talking about INJECT at Cross Media Café event, NL, 31 January

Claus Hesseling from Interlink Academy was also present at the Context Convention (ConCon) event in Hamburg on 4th March with about 150 participants. He talked in various sessions about INJECT.



Figure 13 : 4 March 2017 Context Convention, Hamburg

3.5.5.3 INJECT Launch, #CassInnovate 2017, London 4th May 2017

The consortium will hold the formal launch of the INJECT product at the #CassInnovate 2017 conference at the Cass Business School on the 4th May 2017, in London. Cass is based in Central London, between the financial district and digital start-up areas, and close to the homes of many national newspapers. It consistently ranked amongst the best business schools and programmes in the world. Furthermore, Cass holds the rare gold standard of 'triple-crown' accreditation from the Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS). Together with an established 50-year reputation for excellence in business research and education, Cass attracts outstanding academics, students and businesses worldwide into our energising Cass community. It is an ideal business location to host the INJECT product launch.

The #CassInnovate 2017 conference is now an annual event, evolving from the earlier Innovation, Creativity and Leadership conferences ran at City, University of London. This year, the conference theme is on innovation, creativity and entrepreneurship with a digital orientation. It will take place on the 4th May 2017, and expects to attract 250 people from different sectors including digital, journalism and marketing. It will also invite press coverage for key events at the conference, including the INJECT product launch. The INJECT product launch will be a 50-minute slot in the

conference, in which the new product, the brand and opportunities to participate in new INJECT ecosystems will be presented to the audience of members of the press, who will be invited to the launch using both the networks of the journalism and news organisations within the consortium and the press offices of different partners. The conference will also provide extensive social media coverage of the launch, to engage with future stakeholders who cannot attend the event itself.

3.5.5.4 Personal Contacts / Road Shows

The INJECT consortium already reached out to media outlets and newsrooms to present INJECT's capabilities. We will do this in an early stage not only to build up a vital ecosystem of media companies and CMS developers who might be interested in the product but to get additional input for possible features – to fine tune the direction the product development. Interlink Academy reached out to newsrooms in Germany and will show INJECT's capabilities in Germany's biggest online newsroom at Der SPIEGEL on March 20th. These types of activities are organised in coordination with Work Package 1 "Technological Innovation".

3.5.5.5 Webinars / MOOC's

Interlink Academy maintains a fully functioning e-learning platform for synchronous and asynchronous teaching modules with webinars, video conferences, tutorials, forums, chats, quizzes and much more. They will also create new online video tutorials and MOOCs on the IADJ elearning platform, to introduce the new services and tools to online audiences across Europe, offering both individual online support in the form of coaching to new journalist users of the services.

4 ROLES IN THE CONSORTIUM

Below is an overview of each partner's dissemination activities matching the overall dissemination plan.

4.1 Bladet Sunnhordland AS, Norway

The main dissemination activities carried out by Bladet Sunnhordland

- Contributions on Facebook, Twitter, YouTube, LinkedIn
- Promotion of INJECT project on their website (including link to the project website)
- Contributing to the newsletter
- Raising awareness in meetings with publishers and journalists

4.2 Explaain LTD, United Kingdom

The main dissemination activities carried out by Explaain

- Contributions on Facebook, Twitter, YouTube, LinkedIn
- Promotion of INJECT project on their website (including link to the project website)
- Presentations at Conferences
- Contributing to the newsletter
- Demonstrations / Road-shows in newsrooms

4.3 Hallingdoelen AS, Norway

The main dissemination activities carried out by Hallingdoelen

- Contributions on Facebook, Twitter, YouTube, LinkedIn
- Promotion of INJECT project on their website (including link to the project website)
- Contributing to the newsletter
- Raising awareness in meetings with publishers and journalists

4.4 Hordaland Bladdrift AS, Norway

The main dissemination activities carried out by Hordaland Bladdrift

- Contributions on Facebook, Twitter, YouTube, LinkedIn
- Promotion of INJECT project on their website (including link to the project website)
- Contributing to the newsletter
- Raising awareness in meetings with publishers and journalists

4.5 Institute of Communication and Computer systems, Greece

The main dissemination activities carried out by the Institute of Communication and Computer systems

- Deployment of a requirements, issue and project tracking platform for software development
- Contributions on Facebook, Twitter, YouTube, LinkedIn
- Preparation and submission of papers
- Promotion of INJECT project on their website (including link to the project website)
- Contributing to the newsletter
- Demonstrations / Road-shows in newsrooms

4.6 Interlink Academy for International Dialog and Journalism, Germany

The main dissemination activities carried out by Interlink Academy

- Feed of the Twitter and Facebook channel / Social Media Monitoring
- Newsletter dissemination
- Organisation of Webinars with end users
- Press releases published on the website
- Presentations at conferences
- Production of video content
- Demonstrations / Road-shows in newsrooms
- Supporting the brand / logo creation process

-
- Promotion of INJECT project on their website (including link to the project website)

4.7 Mobiletech AS, / Mlabs, Norway

The main dissemination activities carried out by Mlabs

- Design, implementation and maintenance of the INJECT public website
- Contributions on Facebook, Twitter, YouTube, LinkedIn
- Promotion of INJECT project on their website (including link to the project website)
- Contributing to the newsletter

4.8 Rijksuniversiteit Groningen, The Netherlands

The main dissemination activities carried out by Rijksuniversiteit Groningen

- Contributions on Facebook, Twitter, YouTube, LinkedIn
- Promotion of INJECT project on their website (including link to the project website)
- Presentations at conferences, academic and otherwise
- Contributing to the newsletter
- Raising awareness in meetings with publishers and journalists

4.9 Sciences Politiques, France

The main dissemination activities carried out by Sciences Politiques

- Contributions on Facebook, Twitter, YouTube, LinkedIn
- Promotion of INJECT project on their website (including link to the project website)
- Contributing to the newsletter
- Raising awareness in meetings with publishers and journalists
- Presentations at conferences

4.10 Stichting VersPers Uitgeverij, The Netherlands

The main dissemination activities carried out by VersPers

-
- Feed of the Twitter and Facebook channel / Social Media Monitoring
 - Promotion of INJECT project on their website (including link to the project website)
 - Presentations at conferences
 - Contributing to the newsletter
 - Raising awareness in meetings with publishers and journalists

4.11 Stichting VJ Movement Foundation, The Netherlands

The main dissemination activities carried out by VJ Movement

- Contributions on Facebook, Twitter, YouTube, LinkedIn
- Promotion of INJECT project on their website (including link to the project website)
- Contributing to the newsletter
- Raising awareness in meetings with publishers and journalists

4.12 The City University, United Kingdom

The main dissemination activities carried out by the City University

- Feed of the Twitter and Facebook channel / Social Media Monitoring
- Preparation and submission of papers
- Press releases published on the website
- Promotion of INJECT project on their website (including link to the project website)
- Presentations at conferences, academic and otherwise
- Contributing to the newsletter
- Demonstrations / Road-shows in newsrooms
- Raising awareness in meetings with publishers and journalists
- Supporting the brand / logo creation process

4.13 Universitetet I Bergen, Norway

The main dissemination activities carried out by the Universitetet I Bergen

- Feed of the Twitter and Facebook channel / Social Media Monitoring

-
- Preparation and submission of papers
 - Press releases published on the website
 - Promotion of INJECT project on their website (including link to the project website)
 - Presentations at conferences, academic and otherwise
 - Contributing to the newsletter
 - Raising awareness in meetings with publishers and journalists

4.14 WAN-IFRA, France

The main dissemination activities carried out by WAN-IFRA

- Feed of the Twitter and Facebook channel / Social Media Monitoring
- Leading the brand / logo design process
- Promotion of INJECT project on their website (including link to the project website)
- Presentations at Conferences
- Contributing to the newsletter
- Demonstrations / Road-shows in newsrooms
- Raising awareness in meetings with publishers and journalists

5 COLLABORATION WITH OTHER EUROPEAN PROJECTS OR ASSOCIATIONS

INJECT is a project funded by the European Framework Programme Horizon 2020, consequently, we would like to explore ways of cooperation and enhancing synergies with other initiatives taking place in other European projects.

NewsReader:

<http://www.newsreader-project.eu>

The NewsReader project provides a similar solution to the problem of excessive data volume. The solution partly mimicks humans that read text and integrate new information with what is known of the past. Like human readers, NewsReader will reconstruct a coherent story in which new events are related to past events. NewsReader will represent events and their relations using formal semantic structures in an extremely compact and compressed form: eliminating duplication and repetition, detecting event identity, completing incomplete descriptions, and finally chaining and relating events into plots (temporal, local and causal chains).

NEM Initiative – New European Media

<http://nem-initiative.org>

The NEM Initiative (New European Media Initiative) was established as one of the European Technology Platform under the Seventh Framework Programme, aiming at fostering the convergence between consumer electronics, broadcasting and telecoms in order to develop the emerging business sector of networked and electronic media. In order to respond to new need and requirements of the Horizon 2020 programme, the NEM initiative enlarged its focus towards creative industries and changed its name from Networked and Electronic Media Initiative to New European Media, dealing with Connected, Converging and Interactive Media & Creative Industries, driving the future of digital experience.

The NEM constituency includes all major European organisations working in the networked and electronic media area, including content providers, creative industries, broadcasters, network equipment manufacturers, network operators and service providers, academia, standardisation bodies and government institutions. Those actors share a common Vision and have been producing a Strategic Research and Innovation Agenda (SRIA) as well as position papers, in order to accelerate the innovative development of the new sector in a harmonised and fruitful way and to place European industry at the forefront of the information era. Both WAN-IFRA and GAMI are members of NEM and this is a clear dissemination asset for INJECT.

VisualMedia

<http://www.visualmediaproject.com>

We are aware, and in contact with, the VisualMedia project which is also funded by H2020 in the field and social media and broadcasting and aims to improve the user experience when consuming media. The concept in project VisualMedia is to integrate state of the art in Social Media Engines,

innovative 3D graphics capabilities and novel interaction systems into one single solution in order to bring to the market a completely new way to produce interactive TV programs. The VisualMedia integrated solution will allow broadcaster to manage information streaming in through social media channels and seamlessly incorporate real time data generated through viewer interaction as part of the audience experience. This is a timely proposition given the trends in consumer expectations and behaviour.

6 EVALUATION OF DISSEMINATION

The consortium will follow a multi-level approach in evaluating the measures proposed and delivered in the dissemination plan.

- (1) Members of WP3 team are monitoring and discussing the dissemination efforts on a constant basis.
- (2) During the regular quarterly consortium meetings, the members of the consortium will receive a report on the dissemination measures. If needed, the dissemination strategy will be redefined in agreement with the consortium members.
- (3) The consortium will report the results of the dissemination strategy to EC's Horizon 2020 program as part of the scheduled meetings following M-12 and M-18. The team will be using metrics like visits to our project website, interaction rates on social media and number of subscribers to the newsletter to evaluate the success of the measures.

7 CONCLUSIONS

In this document, we presented the dissemination plan for the INJECT project. We described the objectives to be achieved, the different audiences to be addressed and the group of actions to be undertaken in order to reach these goals. It is foreseen to periodically update and check the potential deviations in order to be capable of apply any corrective action. Concerning the dissemination, with the purpose of ensuring the success of the designed measures, a continuous assessment of the activities undertaken will be led by WP3. The consortium is entirely committed to allocate the necessary resources in order to put the stress spreading the word about the project outcomes, trying to make a commercial and thriving success of this innovative solution.

Annexes

Annex 1. Focus Groups discussion guide

INJECT FOCUS GROUPS

Product Concept & Messaging Strategy Testing

The purpose of this discussion guide is to facilitate the communication between the moderator (person conducting the interview) and the interviewee. Additionally, it acts as a reference point for the moderator who in turn can refer to the questions/topic suggestions listed below when probing the interviewee to express his/her views and opinions.

It is important to keep in mind that the moderator covers the points in this guide in a natural conversational style and adapts the sequence and actual wording of the probes to the participant's responses. He or she does not read it like a script.

There are three major topics covered by this discussion guide:

- Target Audience Need Identification & Confirmation
- Product Concept & Features Testing
- Communications Key Messages Testing

The Questions:

Target Audience Need Identification & Confirmation

Take us through a typical day at work, tell us about some key events that define your work routine?

Let's talk about the times of the day where you are asked to or decide to produce a piece of work, how do you start the process? What inspires you? How long does it usually take you to produce your final piece?

In hard times, when pressure is high and deadlines are tight? Do you tend to use any type of tool or technique to support you while developing your pieces? What are they? What do

they offer you? And how do they help you? What do you think is missing that can be offered or you would like to be offered to better support your individual productivity?

Product Concept & Feature Testing

If you were offered the freedom to design a tool meant to support your productivity & inspire your creativity for you to produce better pieces of work, what would you like that tool to do?

Assuming you were granted access to a new paid service that allows you to “**instantly access multiple sources of information**” as well as offers you “**new story suggestions and connections**” based on your initial input, Are you likely to try it?

What type of value are you looking for this service to offer for you to adopt it as part of your daily routine when developing your pieces?

Have you heard or tried any existing service or product that offers the previously discussed features? If yes, what are they?

Are you willing to pay for such a service? recommend it to your company? Peers?

Communications Key Messaging Testing:

I will be sharing with you a list of statements which I would like to hear your thoughts on. DO you Agree with the statement? Yes, No? Does it resonate with your personal and professional beliefs? Yes? No?

Quality Journalism is becoming more scarce day after day
To protect journalism, reporting must be better & faster
There is a lot of new information, stories & angles that are currently untapped to.
The Journalism industry needs new inspiring tools that support & streamline creativity & productivity

Annex 2. Graphic Designer brief

INJECT Brand Visual Identity Brief

Objective of the Brief:

The INJECT Project Consortium is looking for a talented Graphic designer with a vast experience in Branding & Brand Visual Identity Design, to take on the job of designing the visual identity for our brand INJECT.

What is INJECT:

INJECT is a productivity tool designed & developed with journalists in mind. It combines cutting edge technologies that allow journalists to uncover & connect new angles to their stories, allowing them to produce original pieces quickly & reliably.

INJECT Brand Characteristics:

INJECT is:

- Credible
- Reliable
- Professional
- Original
- Accessible
- Multifaceted
- Up-to-date

INJECT Brand Visual Language:

The Inject Brand visual language must be unique, impactful, modern, clean and relatable. It must reflect the brand's core values and characteristics in a smart and intuitive manner. It must be flexible enough to support all the brand's online & offline communications across all known channels. It must remain timeless throughout the product's life as well as be powerful enough to support the development the brand's awareness & equity.

Deliverables:

The list below is preliminary list of deliverables required at the stage:

- Logo + Graphic Element (Three Options with 2-3 rounds of amendments on the selected option)
- Font (We do not require a proprietary font design)
- Colour Palette
- Letter Head & Business Card Design
- Digital Newsletter Template
- Brochure & Poster Templates