

Creativity in Communications

Milena Beric – KROKODIL Association

ENGAGE WITH YOUNG AUDIENCES WORKSHOP – KRAKOW, 8th JUNE 2018



Engage!

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Organised by:

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In collaboration with:



Co-funded by the Creative
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Creativity in communication strategies

- How many attendees do you imagine one literary event usually have?



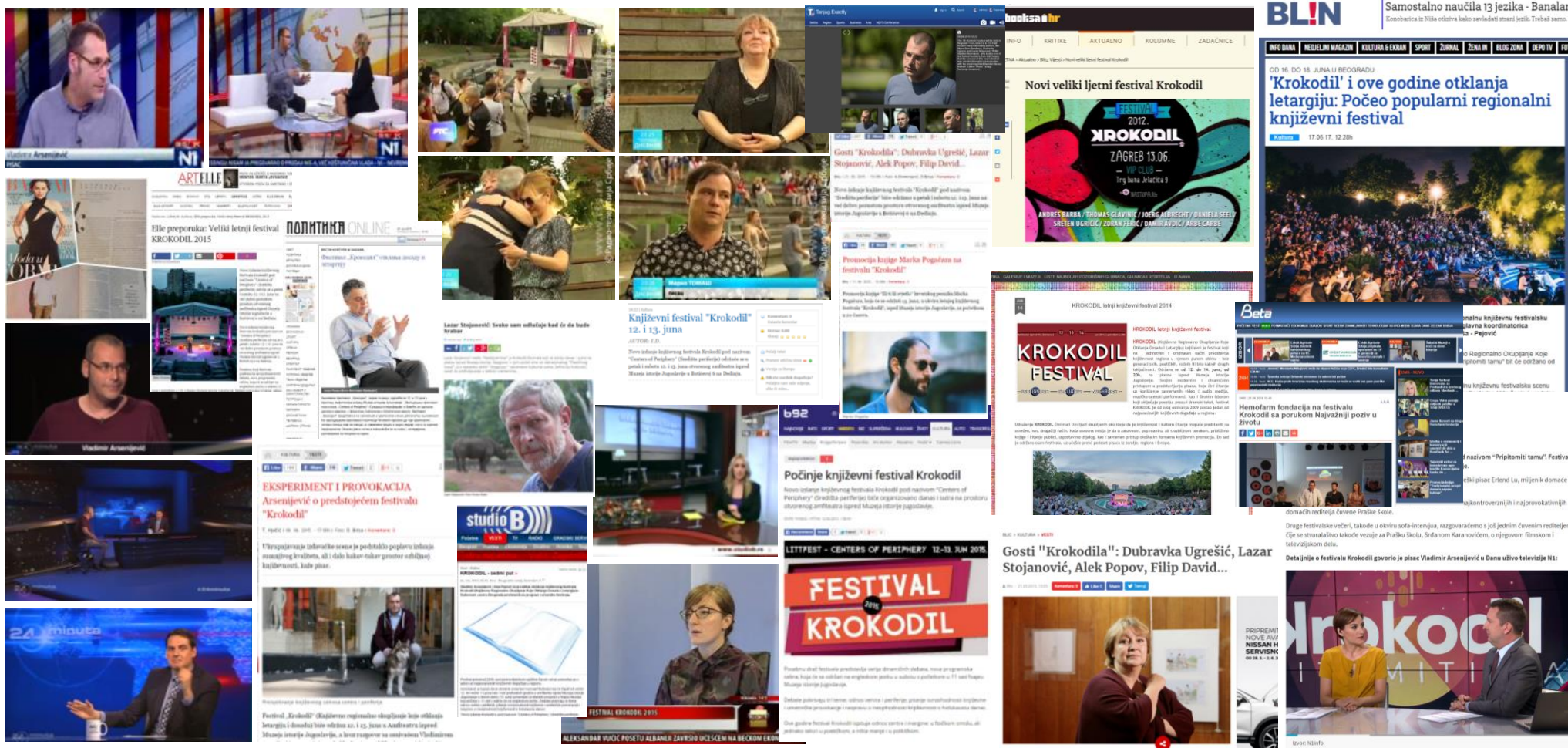
Creativity in communication strategies

- This is festival KROKODIL with 1500 visitors per evening.



Creativity in communication strategies

- Media value approx. 350 000 euro generated via free PR vs. Budget for promotion 500 euro.



Creativity in communication strategies

- First step - Strategy

About the Festival Krokodil 2015

Promotion details: Duration, Target Audience, Objectives and Approach
/ *Expected Results*

OFFline PR campaign

/ Traditional media: TV, Radio, Print

/ *Expected Results*

/ Audience Development

/ Audience Engagement, Open Library

/ *Expected Results*

/ External Affairs – Littfest (Umea, SWEDEN)

ONline PR campaign

/ Insight-Rational for the ONline strategy

/ Social media

/ *Expected Results*

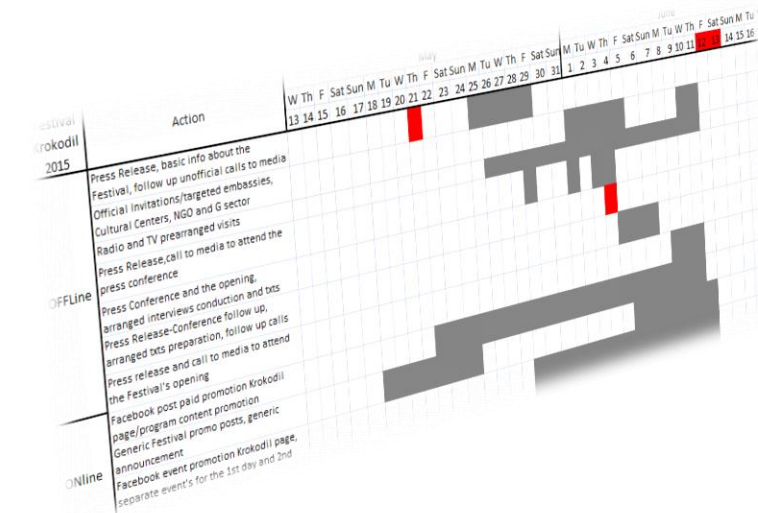
/ Owned Web Media and Relevant Web Portals (City magazine)

Partners' Visibility

Humanitarian Cause / BELhospice

Budget

Timeline



Creativity in communication strategies

- Our team at that time #3



Vladimir Arsenijević
President & Creative Director



Ana Pejović
Project manager & Coordinator



Milena Berić
Communications & External affair



Creativity in communication strategies

- Essentials

Team work and **creativity**

in **each part** of the
organization of the festival/program

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- Essentials

Program



Promotion

**Program
development**



Tailor made

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- Standards



Readings



Sofa-interview

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- Essentials



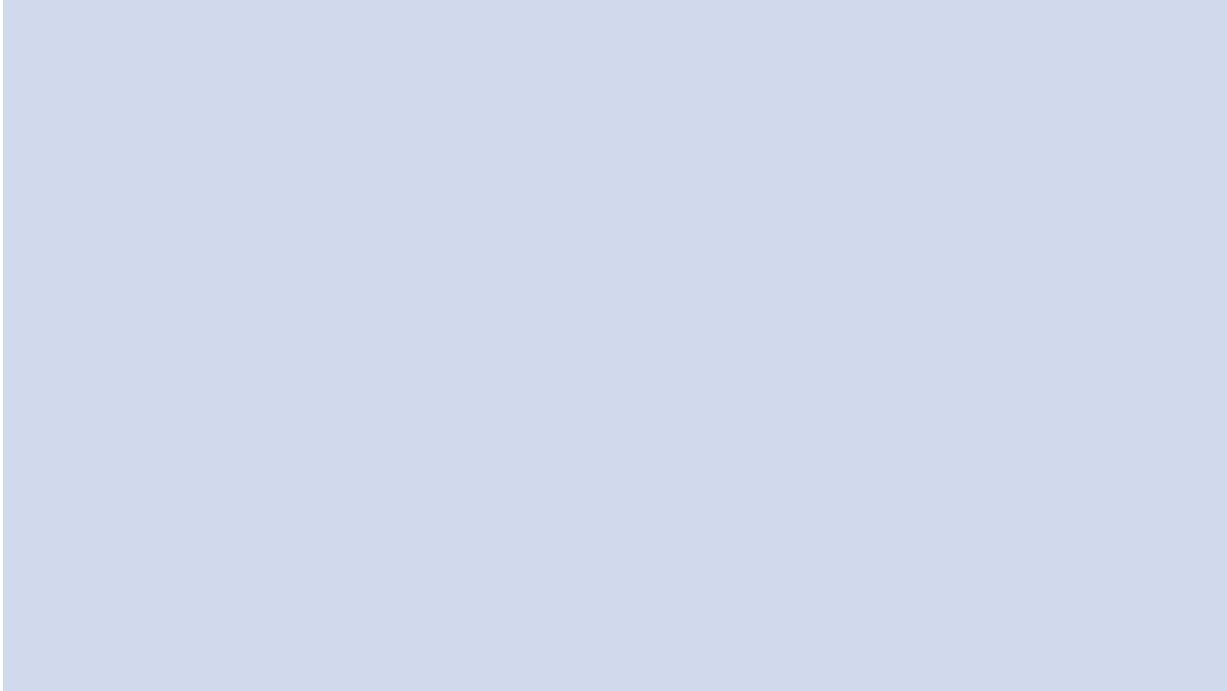
Open Library



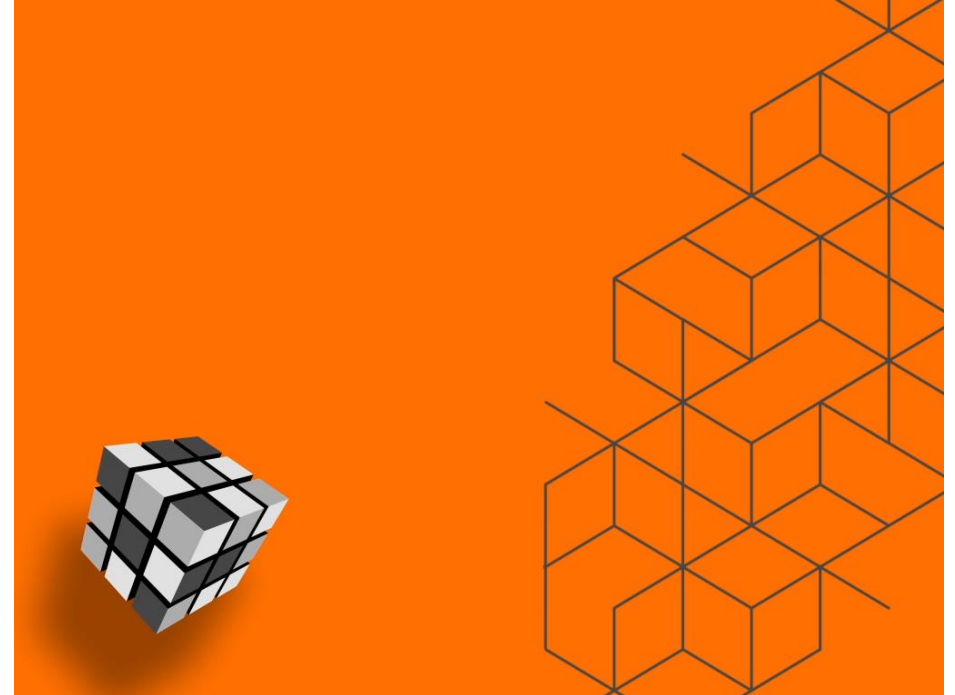
Humanitarian Cause/increases visibility and credibility

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- Essentials/ Video production/backdrop/animation/telops/jingles etc.



Video of the Festival KROKODIL 2018



Jingle before the debates and readings

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- Essentials



Fun Intermezzo



Debate programs/social topics via culture/society engagement

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- Essentials

Not to use only appropriate tailor made content and media/tool for comms but also appropriate tone and visual for the specific audience.



Engage person of the same age/profile as the TA.

Creativity in communication strategies

- Essentials



Creativity in communication strategies

- Essentials



Albums > Krokodil žurka / Pe...

Krokodil žurka / Petak 23. februara

39 Photos · Updated 3 months ago



Copy: "This year KROKODIL festival marks its 10th anniversary and is also getting its own musical background!

KROKODIL parties with its characteristic choice of music (both festival evenings on 15-16th June will end with concerts of Kralj Cacka and Bojana Vunturisevic) naturally follow KROKODIL's literary program. **In company of those to whom written word still has power we are organising the second consecutive KROKODIL party in KC Grad on 1st June at 11 p.m.**

Guys from bastilja.tv and KROKODIL's designers duo, Banda Panda, will be in charge of KROKODIL's music program.

Who doesn't like books, doesn't like music!"



Creativity in communication strategies

- Communication Strategy

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/ Audience Engagement, Plug-in projects

/ Expected Results

/ External Affairs

ONline PR campaign

/ Insight-Rational for the ONline strategy

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Creativity in communication strategies

- Communication Strategy

Campaign Duration: 27 days (18th May - 13th June)

Details: **Online** and **OFFline PR campaign**



The basic premise of online and offline PR is about getting an engaging message in front of the target audience.

Target audience (TA):

1st TA: Serbian community interested and engaged in literary and social topics, politics and/or culture.

2nd TA: Academic community, Government and NGO representatives, Diplomats, Media chief editors, University professors and their students interested and engaged in literary and social topics, politics and/or culture.

3rd TA: Wider Serbian, regional and European public

Objectives:

- To actively engage our audiences.
- To build stronger awareness of initiated topics.
- To hear and position Serbian literary community and other target audiences together with Krokodil festival as an important partner on the European Literary scene.



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- OFFline PR campaign

In order to inform and actively engage our target audience we have used several OFF line PR channels:

1. Traditional media: TV, Radio, Print
2. Governmental sector, NGO sector, students' and professors' engagement

1. Traditional media: TV, Radio, Print

Tool: Press release, Press Conference, Interviews and arranged/ prepared PR texts.

We have engaged only media followed by our target audiences such as: news agency Tanjug, news agency BETA, news agency FONET, Serbian Broadcasting Corporation RTS, TV Studio B, TV N1 (CNN affiliation), Politika daily, NIN, Danas daily, Nedeljnik weekly, Radio Beograd, Blic daily and 24sata daily etc.

Creativity in communication strategies

- OFFline PR campaign

Traditional media was engaged in **3 waves**.

1st Wave: First announcement/basic facts

Tool: Press Release, prepared texts, follow up calls to media/editors and radio and TV visits.

Press Release was shared 3 weeks prior to the Festival including basic facts such as dates, objectives, participants etc.

Generic visuals were shared with media as well as other rich media content such as participants' biographies.

Arranged visits to major TV and Radio stations were realized with the aim to call the public to attend the Festival as well as the Festival's debates.

2nd Wave: Press Conference

Tool: Press Conference, prearranged Interviews with the Conference participants (writer Alek Popov and Vladimir Arsenijević from Krokodil), follow up calls to media/editors and visits to media.

3rd Wave: Rich/specialized content regarding the Festival's results focused on credible daily newspapers sent right after the Festival.

Tool: Press release.

Creativity in communication strategies

- OFFline PR campaign

2. Governmental sector, NGO sector, students and professors engagement

Tool: Call for the Festival's participation in written form addressed to major Universities and Faculties in Belgrade as well as to the representatives of both the Governmental and the NGO sector/direct mailing.

In order to effectively engage and enlarge the Festival's audience, we have invited professors and students of the major Universities and Faculties covering the Festival's subjects within their academic programs. These include, among others, Faculty of Political Sciences, Faculty of Philosophy, Faculty of Philology (the department of Swedish Language and the department of Literature), Faculty of Media and Communications and others.

Invitation was personalized and it consisted of personalized text and creative visuals designed especially for this cause. We faced unexpectedly high presence and engagement of young people and their professors as well as key influencers and leading NGO sector representatives particularly during the debate program. Furthermore, the majority of the invited organizations placed the call onto their web sites and social platforms.

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- OFFline PR campaign/External affairs

For the first time this year, KROKODIL festival in 2015 had a fruitful partnership with a similar minded cultural association from Europe. This extended cooperation that lasted through out the first half of the year was formed with the most outstanding literary festival in Sweden called **Littfest**. Littfest originates from the northern Swedish city of Umea (which was European Capital of Culture in 2014). With a generous support provided primarily by the Swedish institute, festivals Littfest and Krokodil formed a framework for cooperation called Centers of Periphery. We aimed to analyze and exploit the fact that, besides many obvious differences, Sweden and Serbia share at least one major similarity - distinctly peripheral geographical position in the European context. This periphery which is not only physical but also poetical, political etc. was the basis and main topic of our communication throughout 2015. The communication and exchange between Littfest and Krokodil consisted of the following:

KROKODIL'S VISIT TO UMEA - In March 2015, Krokodil was the guest of Littfest in Umea, Northern Sweden. Through a number of debates and a literary festival within a festival, we presented our cooperation to the Swedish audiences, incorporating Swedish, Serbian and ex-Yu authors, presenters, musicians and other participants.

LITTFEST'S VISIT TO BELGRADE - In June 2015, Littfest was a guest of KROKODIL festival where the selfsame selection and combination of participants, again Swedish, Serbian and those from ex-Yu, participated in lively debates and well visited festival evenings.

Creativity in communication strategies

- OFFline PR campaign/External affairs

The program was held in English as the mutually understandable language but also in Serbian and Swedish, particularly during readings which were executed in original languages with translations in the form of preproduced subtitles projected onto a large video-screen area.



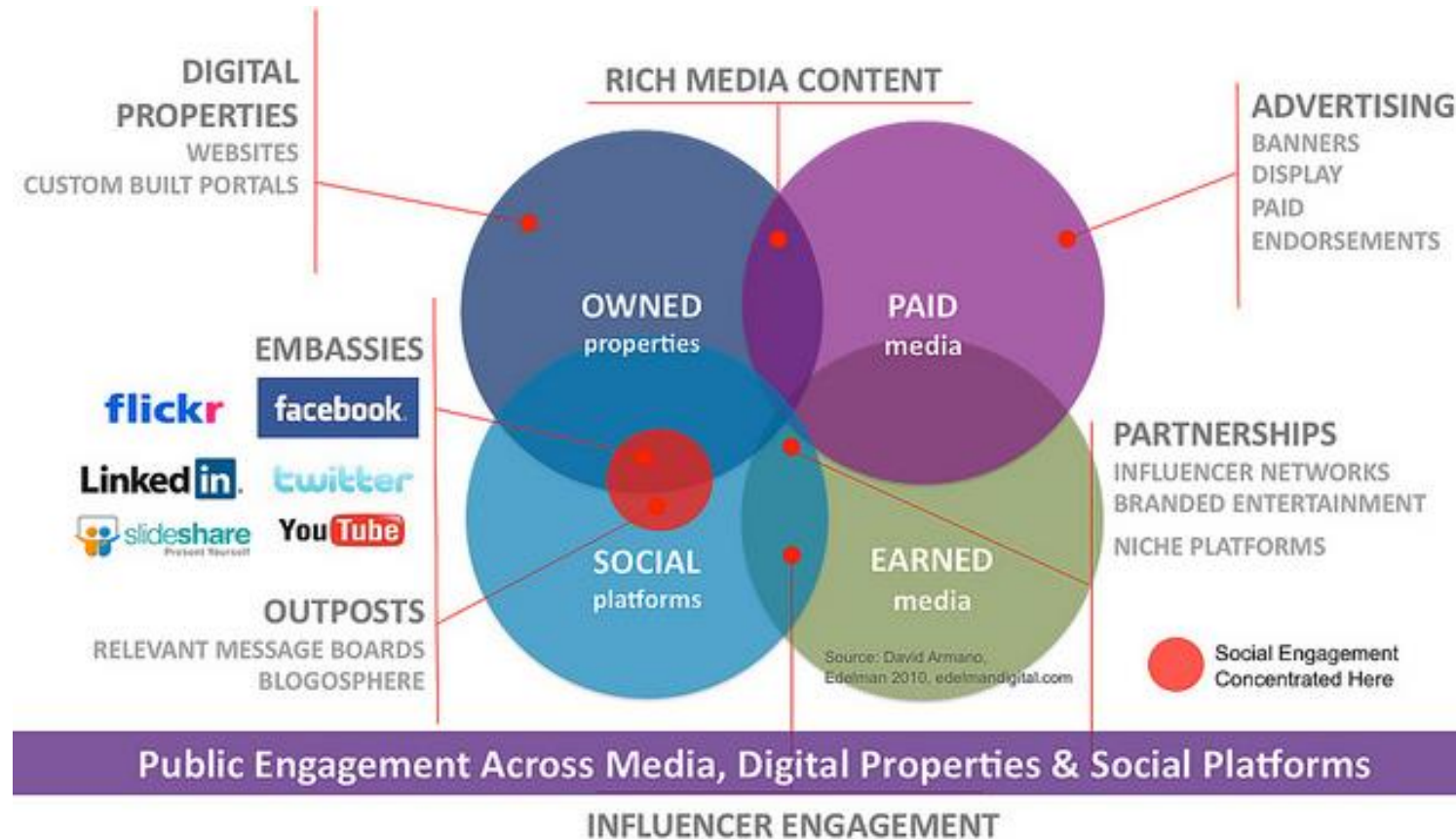
Micke Berglund and Steve Sem-Sandberg



Pernilla Berglund reads her enchanting poetry

Creativity in communication strategies

- ONLINE PR campaign



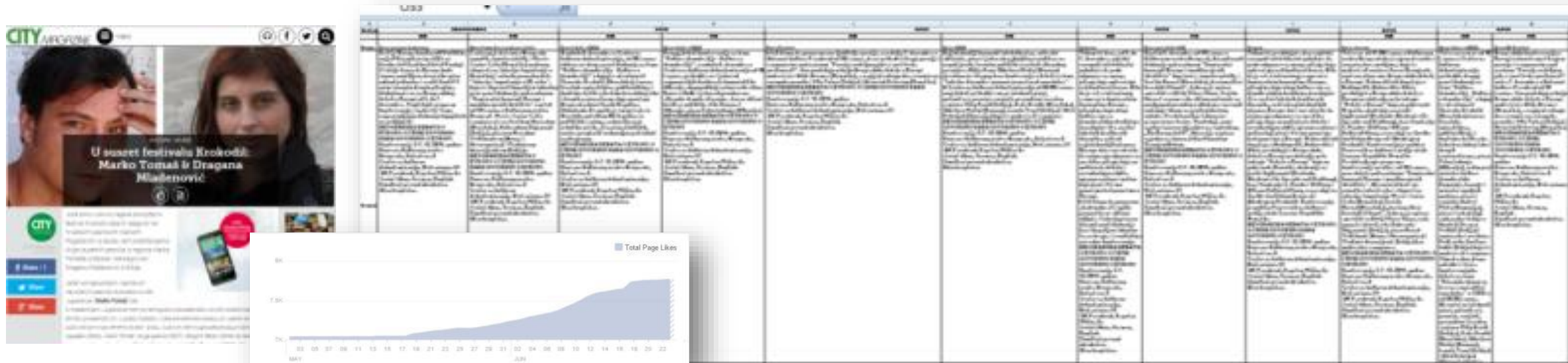
Creativity in communication strategies

- ONLINE PR campaign

Integrated online campaign was executed in such way to include the most visited web sites in Serbia. It is highly cost efficient and modern and it had expectedly high impact in line with our audience profile.

In order to inform and actively engage our target audience we have used three ON line PR channels:

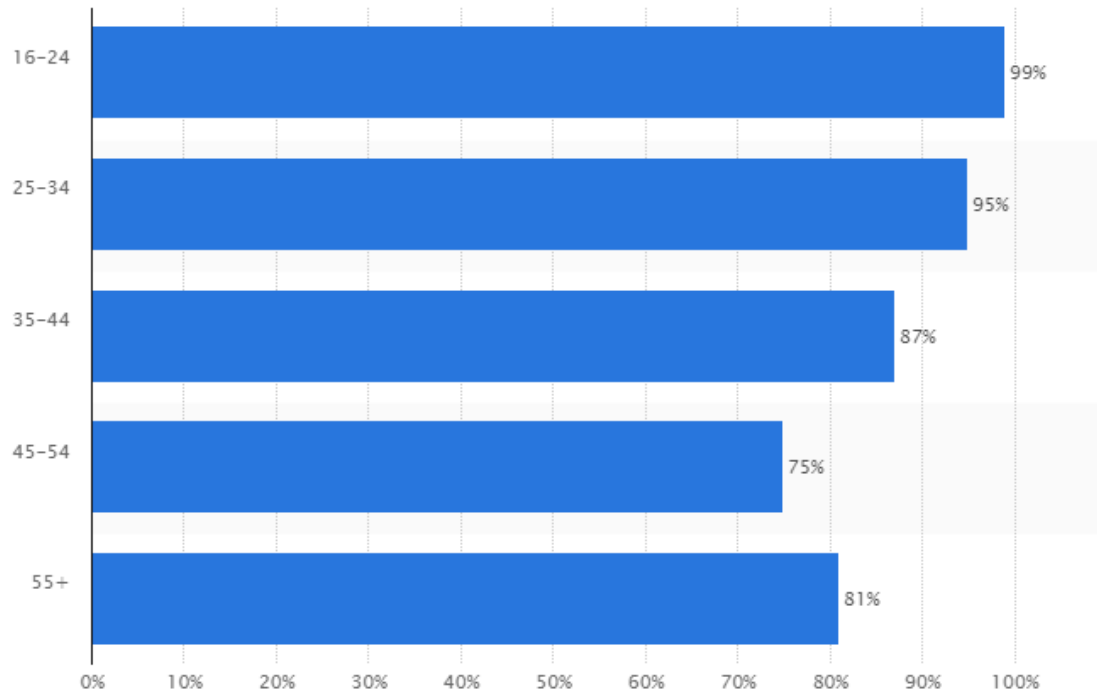
1. Social media/facebook, instagram, twitter and Google
2. Web media partners/City magazine's media platform partnership, media partners and
3. Owned media KROKODIL on line platforms.



Creativity in communication strategies

- ONLINE PR campaign

Daily internet usage rate in Serbia by age group



*Source: <https://adcombo-blog.com/>



Social media usage

3.4 million of Serbians are active social media users, whereas the number of **mobile** social users is 2.70 million (this number remains unchanged since 2016).

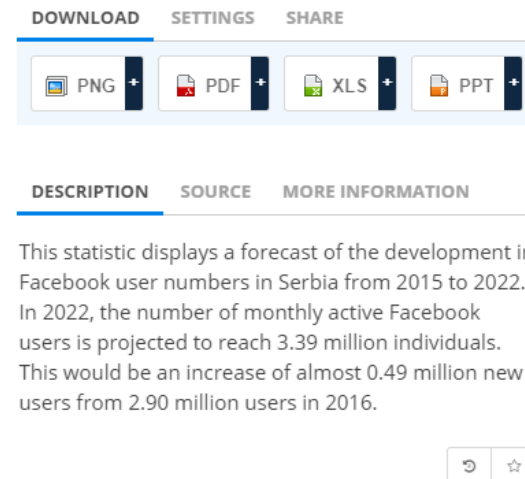
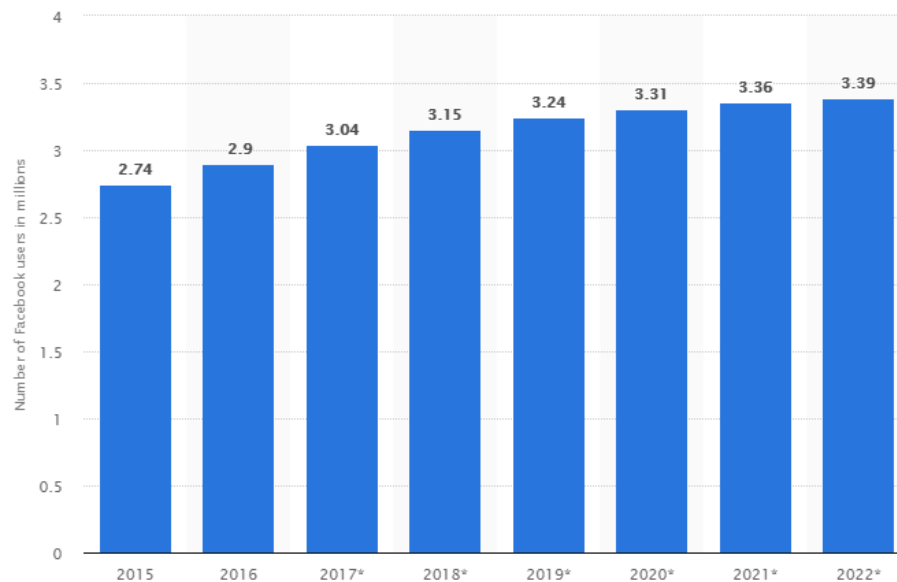
Creativity in communication strategies

- ONLINE PR campaign/Social media

Facebook Tool: Integrated and simultaneous paid event placement, boosted posts and add-campaign on Krokodil's homepage

Note: We have narrowly targeted only specific target audiences in order to have higher impact and efficiency.

Forecast of Facebook user numbers in Serbia from 2015 to 2022 (in million users)





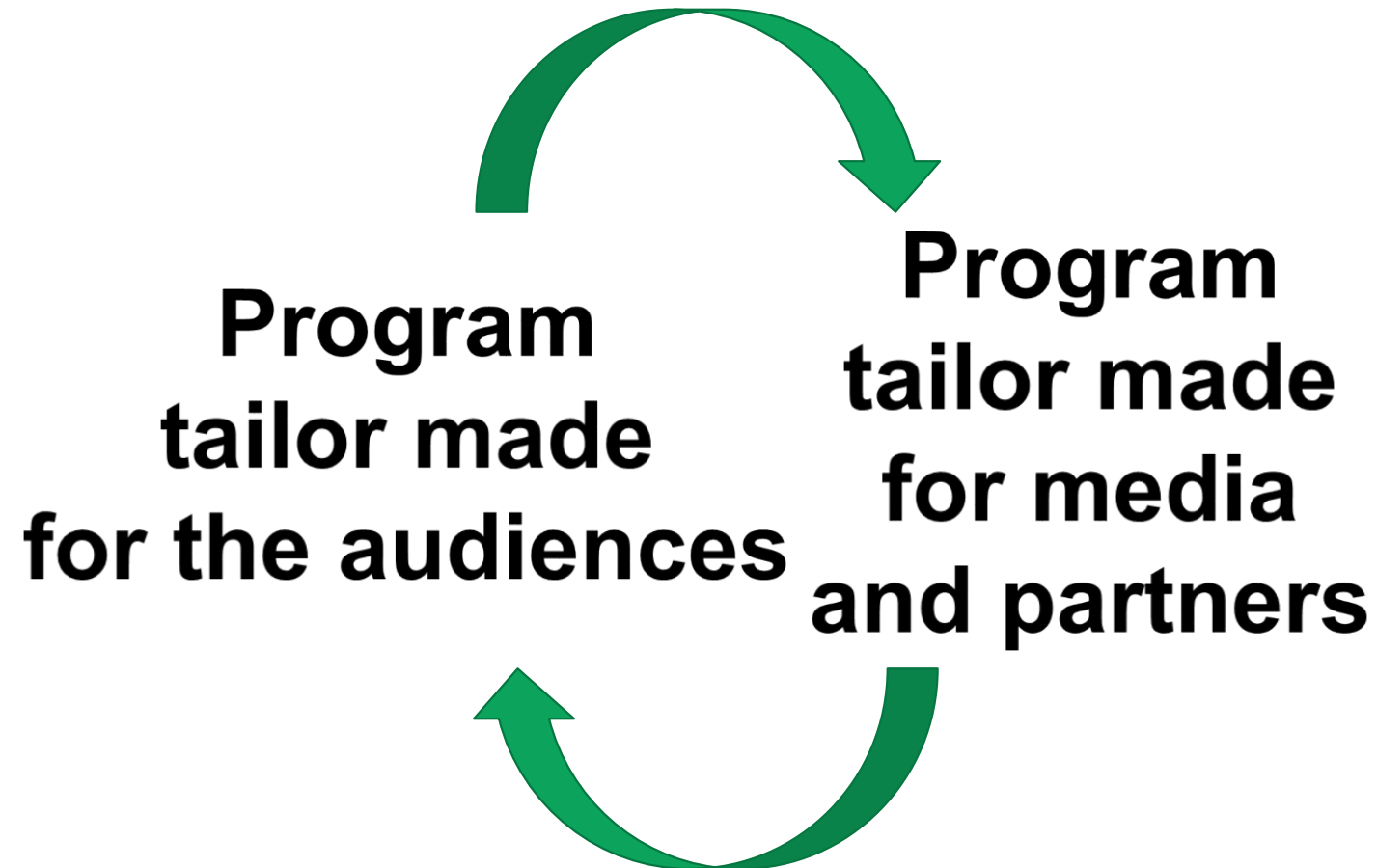
Creativity in communication strategies

- Time Line

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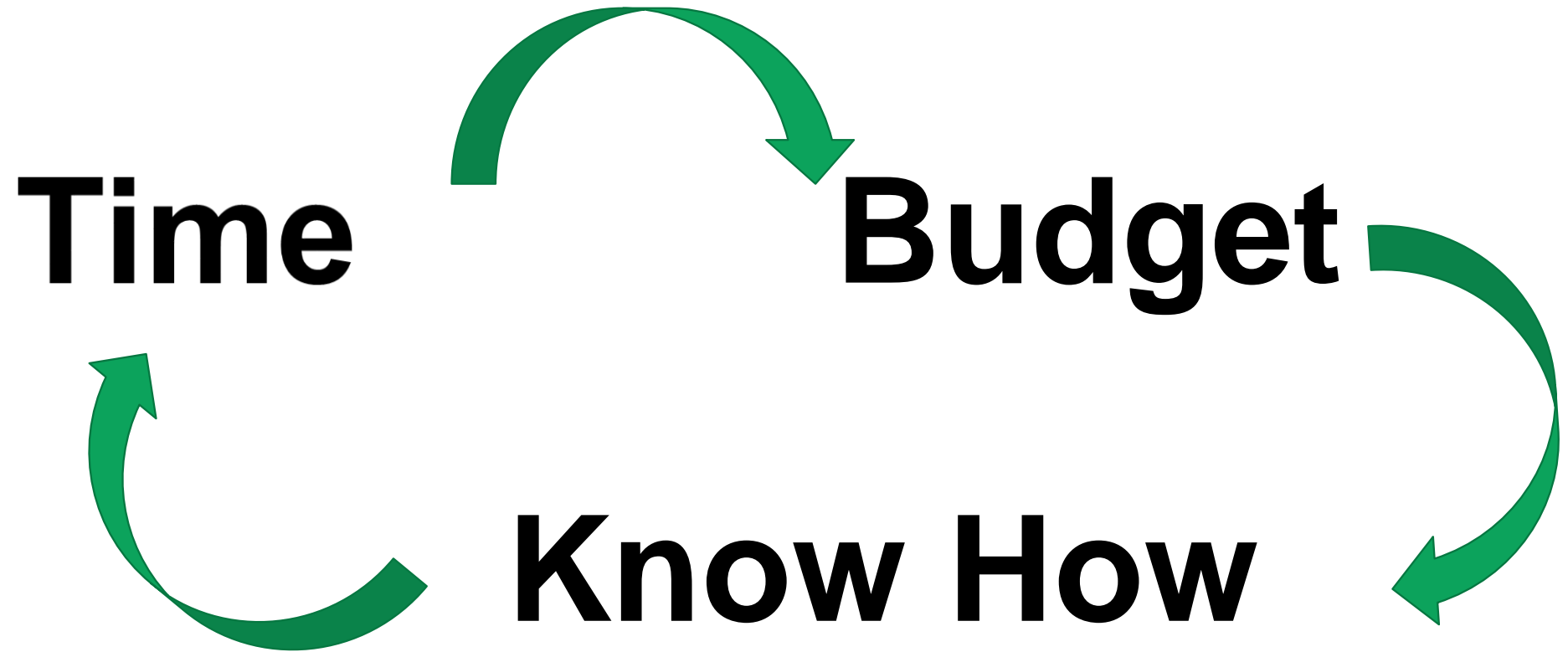
Creativity in communication strategies

- Challenges



Creativity in communication strategies

- Challenges



Creativity in communication strategies

- Thank you!

