

Undivided

Europeana brand recommendation

16th April 2014

Today

- Brief
- Insights
- Strategy
- Next steps

Brief

- Review the current brand, perceptions, hopes, fears and challenges
- Engage internal and external stakeholders
- Develop a refreshed positioning & architecture

Methodology

- 18x stakeholder depth interviews
- Workshop sessions with the marketing team
- Strategy review
- Market overview

Interviews

- Jill Cousins
 - Harry Verwayen
 - Wiebe de Jager
 - Jon Purday
 - Annette Friberg
-
- Jan Müller
 - Kaat Debo
 - Karolina Czerwińska
 - Max Kaiser
 - Merete Sanderhoff
 - Nick Poole
 - Nick Stanhope
 - Robert Madelin
 - Gudrun Stock
 - Rolf Källman
 - Taja Vovk van Gaal
 - Xavier Agenjo
 - Àlex Hinojo

Approach

What's the organisation trying to do?



What does the brand need to deliver?

Insights

Key tasks

Need for a focused brand to unite such a wide range of projects

- Focus seen as a key challenge inside and out
- Multiple descriptors and purposes for the brand
- Need for a defined tone of voice

Wikimedia

Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment.

Wikimedia is a movement

Share with every human being

Information shall be accurate and unbiased

We must protect our independence

We value openness and diversity

We are a volunteer-driven movement



Key tasks

Need for a central team to guard the Europeana brand

- Many people using the brand in different ways
- Creating potential confusion amongst audiences and lower impact
- Need for tighter guidelines and empowered brand guardians

Sign Up

AMBROSIA EUROPE

Sign Up

About

Blog



europaana
food and drink



About

AMBROSIA is a new initiative bringing together museums, archives & libraries with food & drink producers & retailers to discover, celebrate and share Europe's rich food & drink heritage.

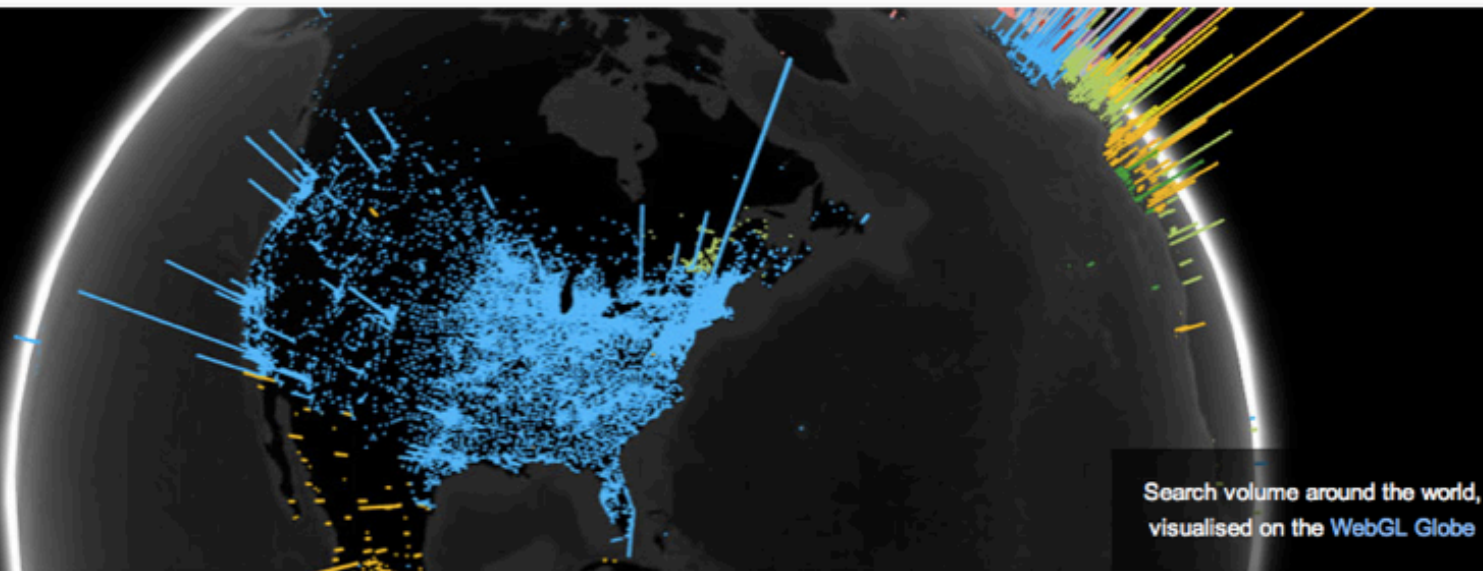
Led by the UK-based Collections Trust (www.collectionslink.org.uk) with a consortium of 28 partners, AMBROSIA is funded by the European Commission as part of the ICT Policy Support Programme.

Key tasks

Need for a global idea (something bigger than Europe)

- Digital = global
- Europe is political

About Google



Google's mission is to organise the world's information and make it universally accessible and useful.

[Products](#) · [Company](#) · [Management](#)

Google

Ten things we know to be true:

1. Focus on the user and all else will follow
2. It's best to do one thing really, really, well
3. Fast is better than slow
4. Democracy on the web works
5. You don't need to be at your desk to need an answer
6. You can make money without doing evil
7. There's always more information out there
8. The need for information crosses all borders
9. You can be serious without a suit
10. Great just isn't good enough

Key tasks

Need for a new language to describe a new phenomenon

- What's the category? Google for culture?
- How do embrace a human and emotive tone of voice?

Current tone of voice

- Functional
- Technical
- Dry and academic
- Over complicated

Europeana is a catalyst for change in the world of cultural heritage.

Our mission: The Europeana Foundation and its [Network](#) create new ways for people to engage with their cultural history, whether it's for work, learning or pleasure.

Our vision: We believe in making cultural heritage openly accessible in a digital way, to promote the exchange of ideas and information. This helps us all to understand our cultural diversity better and contributes to a thriving knowledge economy.

[The Europeana Foundation](#) is the operator of the Europeana service, including the search portal at [Europeana.eu](#) and related data services such as the [Europeana Application Programming Interface](#) (API) and the [Linked Open Data](#) pilot. The Foundation is governed by an [Executive Committee](#) and [Board](#), and employs full-time and part-time [staff](#) .

The [Europeana Network](#) is an open, expert forum comprising content holders and aggregators along with providers of technical, legal and strategic knowledge.

Our services are under constant development by content and technology [projects](#) , collectively referred to as the [Europeana project group](#) .

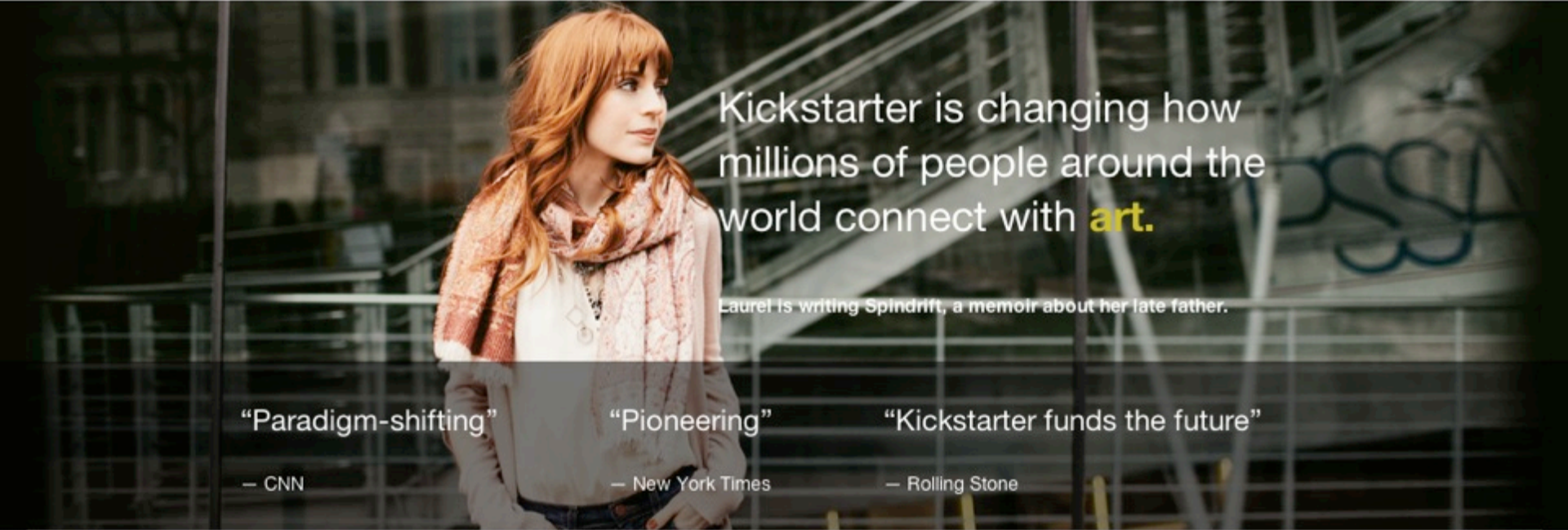
What We Do

- **Aggregate** – We are building the open, trusted source for European cultural content
- **Facilitate** – We support the cultural heritage sector through knowledge transfer, innovation and advocacy
- **Distribute** – We make heritage available to people wherever they are, whenever they want it
- **Engage** – We cultivate new ways for people to participate in their cultural heritage

Key tasks

Need for an idea to work across the social and commercial

- Positive social impact/ positive commercial impact
- Without compromising the noble cause



Kickstarter is changing how millions of people around the world connect with **art.**

Laurel is writing *Spindrift*, a memoir about her late father.

“Paradigm-shifting”

— CNN

“Pioneering”

— New York Times

“Kickstarter funds the future”

— Rolling Stone

Kickstarter*

Seven things to know about Kickstarter

1. Kickstarter is a new way to fund creative projects
2. Each project is independently created
3. Together, creators and backers make projects happen
4. Creators keep 100% ownership of their work
5. Creative works were funded this way for centuries
6. Backing a project is more than just giving someone money
7. Our mission is to help bring creative projects to life

*takes 5% fee from all funded projects

Key tasks

Need to generate new pride, confidence and momentum as a thought leader

- 5 years achieved
- Jumping to the next stage

[Store](#)[Mac](#)[iPod](#)[iPhone](#)[iPad](#)[iTunes](#)[Support](#)[Mac Timeline](#)[Your First Mac](#)["1.24.14" Film](#)

Thirty years ago, Apple introduced the Macintosh with the promise to put the creative power of technology in everyone's hands. It launched a generation of innovators who continue to change the world. This 30-year timeline celebrates some of those pioneers and the profound impact they've made.

[Watch the Mac 30 video](#) ©

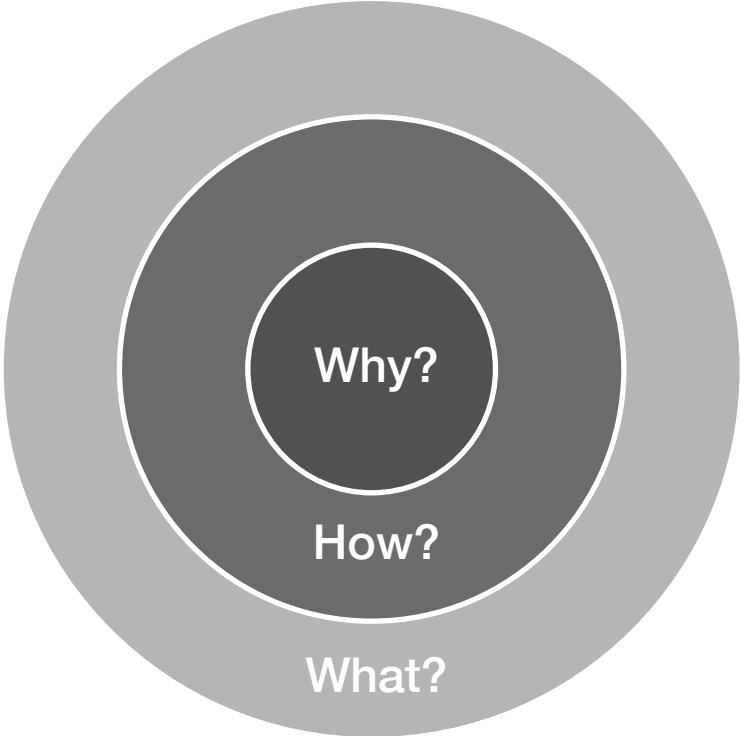
Hear from some of the people who have used the Mac to do great things over the last 30 years.

[Watch "1.24.14" and get the story behind it](#) ©

On January 24 — the birthday of the Mac — 15 film crews set out to document how it has changed the world.

Strategy

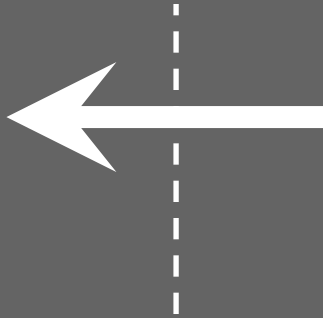
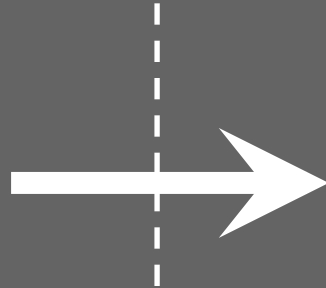
What's our why?



Organisations
(Employees)

A shared belief

The outside world
(Customers)



Towards an idea

The two major roles of the Europeana brand

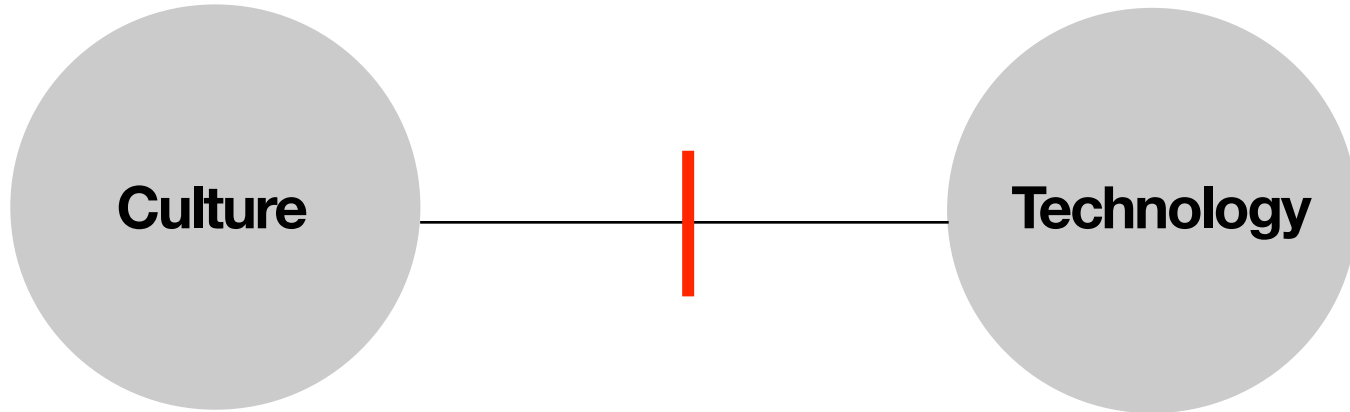
Share

- All in one place
- Access to culture
- Distribution
- Connecting people
- Uniting people
- Explorer archetype
- Social cause
- Cultural focus

Create

- Using culture
- Creative fuel
- Inspire creativity
- Catalyst for change
- Innovators/ developers
- Creator archetype
- Commercial benefit
- Technology focus

The intersection



What are we?

What are we?

The Cultural Innovators

Europeana is an organisation that is passionate about cultural innovation. Sitting at the intersection of culture and technology, our aim is to open up Europe's creative and cultural wealth to as wide an audience as possible.

Why do we do this?

Because Cultural Innovation...

- Advances society both economically and socially
- Unites Europe through a shared cultural heritage
- Celebrates the wealth of cultures across Europe
- Enables personal growth and development

Boiling down the values

Open, Accessible, Universal, Uniting, Catalytic, Stimulating, Inspiring

Fuel, Innovative, Entrepreneurial, Agile, Paving the way, Leading, Visionary, Fresh

Collaborative, Connecting, Networked

Optimistic, Positive, Inclusive

Transparent, Trust, User-friendly, Simple, Managed complexity

Comprehensive, Big, Diverse, Deeper, Rich with content, Quality

PRODUCT & *Personality*

Open, Accessible, Universal, Uniting, Catalytic, Stimulating, Inspiring
Fuel, Innovative, Entrepreneurial, Agile, Paving the way, Leading, Visionary, Fresh

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Optimistic, Positive, Inclusive

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USABLE
Inspiring

MUTUAL
Welcoming

RELIABLE
Intelligent

PRODUCT & *Personality*

USABLE *Inspiring*

We are on a mission to open up Europe's cultural heritage, harnessing technology to help people make new things and pass them on.

We are experimental, visionary and fresh.

We are here to stimulate, inspire and challenge the status quo.

MUTUAL *Welcoming*

We are a network and a partnership of cultural innovators working together for mutual benefit and for a shared goal.

We are friendly, human and inclusive. We use clear, straightforward language and avoid jargon to help us connect across boundaries.

RELIABLE *Intelligent*

We work with our partners behind the scenes to make sure our resources are robust, accurate and easy to use. We are trusted experts in our fields.

We are experienced, passionate and forward thinking. We speak with authority and use our expertise to unlock opportunities.

Our belief

Our belief

**We believe culture
transforms lives.**

We believe culture transforms lives

- It builds communities and civilisations
- It drives commercial and social advancement
- It unites people through a common heritage
- It promotes understanding and enlightenment
- It enables personal growth and development
- It is a powerful tool / catalyst for change

We believe culture transforms lives

We're here to move things forward. We are a one of kind organisation. A network of like-minded people and organisations sitting at the intersection of culture and technology, working together for mutual benefit and with a shared purpose. We're passionate about bringing Europe's vast wealth of cultural heritage to the world. To unlock it, to make it accessible and usable – to build with, to build on and share. For change. For ideas. For progress. We're dedicated to making it reliable. Easy to use and always 100% trustworthy.

We call it Cultural Innovation. We're restless for it. Determined to drive it. Proud to use European culture to improve the status quo of society. And to transform lives across the planet with this extraordinary gift.

Our framework

PURPOSE

To transform the world with culture

BELIEF

We believe culture transforms lives

VALUES

USABLE

Harnessing technology
Open, creative & shareable

MUTUAL

Working collaboratively
For mutual benefit

RELIABLE

Cultural authority
Robust & future-proof

PERSONALITY

Inspiring

Welcoming

Intelligent

DESCRIPTOR

The Cultural Innovators

Checklist

Clear/ simple



B2B/ B2C



Infectious



Motivational



Distinct



Next steps

Next steps

- Bring the framework to life across the organisation, in the marketplace and the wider world:
- Portfolio architecture
- People and organisational culture
- Language and messaging
- Graphic design and visual identity

Thank you