



Alicante, February 2014  
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## Public Awareness Working Group Meeting

27 February 2014

### Subject: Note on Report on communication of the studies

**Summary:** this note relates to item number three of the Public Awareness working group meeting "Report on communication of the studies".

It aims to provide an update on the communication of the IP contribution and IP perception studies, on the impact and media coverage, sharing lessons learnt and assessment of improvements.

Stakeholders will be invited to share experiences on their side and comments for future activities.

### 1. IP Contribution study

#### Launch

The report was jointly presented at a high level press conference at the European Commission by Commissioner Barnier, President Battistelli and President Campinos on 30 September 2013. The approach chosen in coordination with the Commission and EPO was to ensure a complete embargo of the results till the press conference.

#### *Press conference:*

The following media were represented at the press conference in Brussels:

- EFE
- Financial Times
- ANSA
- Agence Europe
- World Trademark Review
- Euractiv
- Euradionantes
- WSJ
- La croix/Europolitique
- Bloomberg
- Mlex

The press conference was live web-streamed on EBS+, and was followed on the Commission AV portal as follows:

- 600 views for Commissioner's speech (35% journalists)
- 280 views for President Campinos (21% journalists)
- 160 views for President Battistelli (30% journalists)

- 250 views for the Q&A session (32% journalists)

### *Press release rollout and follow-up*

Before the launch, OHIM sent diary notes on 25 September to selected media in eight targeted countries (Czech Republic, France, Italy, Germany, Poland, Spain, Romania, United Kingdom) as well as to the IP specialised press, Brussels-based correspondents of key media outlets to invite them to the press conference and provide them with the link to the web streaming facility. The European institutions generate a vast amount of press releases, reports and other outputs aimed at the media. Consequently, the aim was to flag up the launch of the report by sending a “save the date” note to media targets, to make them aware not only that the report would be released via a press conference in Brussels, but also to enable them to forward plan their coverage and place the event in their news diaries:

Upon the report’s launch, a joint press release was rolled out through the maximum number of channels possible:

1. Via the Commission’s website and channels (e.g Representations of the Commission in Member states, Rapid Data base, Espresso)
2. Via the EPO’s website and channels
3. Via OHIM’s media provider
4. Via OHIM’s own channels (IP specialist media, Spanish media)
5. Via social media (Twitter accounts of the three bodies) - Hashtags were created on Twitter: #IPEurope and #EUIPstudy and shared on the joint press release

### *Toolkit of communication materials*

As of the launch, a toolkit of communication materials was made available to stakeholders and all on OHIM’s website:

- Full report (EN)
- Executive summaries in 23 languages
- Joint PR Commission/OHIM/EPO in 23 languages
- Joint OHIM/EPO press release for targeted media in key countries
- Memo (Q&A)
- Electronic banners in 23 languages
- Infographies presentations in EN and later in FR, DE, IT and ES
- Animated video
- Defensive points (internal document)

### *Institutional dissemination*

As of the launch, the report was sent, both in paper and electronic format to:

- EU IP offices and non EU national offices
- Over 160 IP organisations worldwide
- Local and regional authorities in Spain
- MEPs of the relevant committees: legal affairs committee, Internal market committee and Chairs of ITRE, IMCO committees)

Dissemination via Commission services covered also selected units in Commission services such as DG COMP, HOME, JRC, CONNECT, DEVCO, EAC, AGRI, SANCO, SJ, SG, ENV, TRADE, RDT, Council of Ministers.

A presentation in the European Social and Economic Committee is further scheduled for 10 February 2014.

### Stakeholder rollout

The Observatory's stakeholder network was activated on the day of the launch to maximise coverage through stakeholder target groups. Representatives were provided with the live web streaming link of the event as well as the list of communication material which would be available to them for further roll-out, just immediately after the press conference. The material included executive summaries of the study in 23 languages, press release in all languages, a memo, a video and infographic slides.

The Observatory's stakeholders further disseminated the study and its results with varied degrees of involvement.

### Impact and media coverage

Headline results from the study's release showed a total of 333 press clippings gathered, nationally and internationally, with a total AVE of €822,300.39, covering the period from 30/09/2013 to 04/11/2013 and the eight countries targeted (Czech Republic, France, Italy, Germany, Poland, Spain, Romania, United Kingdom) as mentioned previously and broken down as follows:

| Clippings                               | Print | Online | Radio/<br>TV | Total | AVE         |
|---|-------|--------|--------------|-------|-------------|
| Date of Submission:<br>November 5, 2013 | 13    | 317    | 3            | 333   | 882.200.39€ |
| Overall Czech Republic                  | 0     | 6      | 0            | 6     | N/A         |
| Overall EU-Wide                         | 1     | 25     | 1            | 27    | 1.567,19€   |
| Overall France                          | 0     | 22     | 0            | 22    | 915,55€     |
| Overall Germany                         | 0     | 26     | 0            | 26    | 5.659,77€   |
| Overall Italy                           | 0     | 19     | 0            | 19    | 1.098,66€   |
| Overall Poland                          | 1     | 12     | 0            | 13    | 2.337,33€   |
| Overall Romania                         | 2     | 84     | 1            | 87    | 16.935,24€  |
| Overall Spain                           | 9     | 80     | 1            | 90    | 801.222,30€ |
| Overall UK                              | 0     | 28     | 0            | 28    | 16.360,91€  |
| Overall USA                             | 0     | 15     | 0            | 15    | 36.103,44€  |

ANSA, the Italian news agency and EFE, the main Spanish news agency, followed the press conference and immediately filed copy on it, which was picked up by online media.

All specialised IP media outlets targeted published content on the report, some of which spread their coverage over several days.

Apart from the monitoring in the eight selected countries, further clippings were identified or generated (Belgian press, Dutch press, Danish media), in addition to some monitoring of US coverage.

From a qualitative point of view, the coverage welcomed the study and its results, with uptake of large parts of press release and quotes. Specific questions on the methodology came essentially from the IP specialised press which analysed the study after its release. Comments and responses from OHIM/Chief economist followed and have been published.

### Social Media

Thirteen tweets were sent in real-time during the streaming of the press conference. Each tweet contained mentions to EPO and Commissioner Barnier, ensuring retweets from their accounts. The first level reach was to the Office's 3,862 Twitter followers.

Six tweets came from Commissioner Barnier's account (to 25,619 followers), and the EPO retweeted all thirteen OHIM tweets to 9,257 followers.

Other key organisations also retweeted in real-time.

Within an hour, the second level reach (the combined number of the followers of our followers who received OHIM tweets indirectly via retweets) was over 48,000, reaching 65,000 within the space of a few more hours.

### *OHIM website*

There were nearly a thousand page views of the special Observatory page dedicated to the IP Contribution Study on OHIM website on September 30. Meanwhile, 50% of all visits to the OHIM ONLINE news item about the launch of the study came directly from Twitter users following the links we included in OHIM's tweets.

## **2. IP Perception study**

### Launch

The study was released by OHIM President António Campinos at the European Parliament in Brussels on Monday 25 November 2013 and presented to the Members of the Legal Affairs Committee, together with the Commissioner for Internal Market and Services, Michel Barnier. The approach chosen was to share ahead of the release the report to MEPs, stakeholders and selected media.

The event was web streamed live through the Europarl live stream facility and open to journalists (*monitoring still to be received*).

### *Press release rollout and follow-up*

Several days before the launch, OHIM sent under embargo the press release, the report as well as national data extracted from the survey, to selected media, notably mainstream and generalist media in six targeted countries (France, Italy, Germany, Poland, Spain, and United Kingdom) as well as to the IP specialised press. Pre-briefings and calls followed.

Other journalists from the media distribution list in these countries received a diary note to alert them on the survey and invite them to attend or follow the presentation via the live web streaming facility.

Upon the report's launch, a joint press release was rolled out through various channels:

1. Via OHIM's media provider in the countries selected
2. Via OHIM's own channels (IP specialist media, Spanish media)
3. Via social media (OHIM Twitter account) - Same hashtags as used for IP contribution study
4. Stakeholders' channels

### *Toolkit of communication materials*

Some days before the launch, a toolkit of communication materials was made available to all Observatory stakeholders and downloadable from OHIM's website:

- Full report (EN)
- Executive summaries in 23 languages
- Press release in 23 languages
- National data presentations of the survey
- Electronic banners in 23 languages
- Defensive points (internal document)
- Later infographies presentations in EN, FR, DE, IT and ES

### Institutional dissemination

After the release of the survey, the report was sent, both in paper and electronic format to:

- EU IP offices and non EU national offices
- Over 160 IP organisations worldwide
- MEPs of the relevant committees: legal affairs committee, Internal market committee and Chairs of ITRE, IMCO committees)

The presentation at the European Social and Economic Committee, scheduled for 10 February 2014 will also cover this survey.

### Stakeholder rollout

The Observatory's stakeholder network received at the plenary meeting and an executive summary of the survey and some days before the presentation, the full report and the communication toolkit, as well as the live streaming facility link.

The Observatory's stakeholders rolled out the survey and its results with various degrees of involvement.

### Impact and media coverage

Headline results from the study's release showed a total of 350 press clippings gathered, with a total AVE of €307.564 covering the period from 25/11/2013 to 10/01/2014 and the six countries targeted (France, Italy, Germany, Poland, Spain, United Kingdom) as well as Brussels-based media and broken down as follows:

| Clippings                               | Print | Online | Radio/TV | Total | AVE         |
|---|-------|--------|----------|-------|-------------|
| Date of Submission:<br>January 10, 2014 | 107   | 237    | 6        | 350   | 307.564,87€ |
| Overall EU-Wide                         | 0     | 5      | 0        | 5     | 4.304,29€   |
| Overall France                          | 1     | 6      | 0        | 7     | 17.522,61€  |
| Overall Germany                         | 79    | 84     | 3        | 166   | 164.479,64€ |
| Overall Italy                           | 0     | 41     | 0        | 41    | 16.941,11€  |
| Overall Poland                          | 2     | 46     | 1        | 49    | 39.882,96€  |
| Overall Spain                           | 24    | 40     | 2        | 66    | 34.294,14€  |
| Overall UK                              | 1     | 15     | 0        | 16    | 30.140,22€  |

DPA, the German news agency took up the topic, which was then reported broadly across the country, notably by Focus (weekly news magazine), Frankfurter Rundschau, Yahoo.de. In Italy, the topic was covered by various mainstream newspapers (Avvenire, Il Sole 24 Ore, la Stampa) as well as news agencies (AGI and ANSA) and online portals (Yahoo.finanze.it). In Poland, coverage was gained in print, radio and online (Polish radio, Rzeczpospolita, online dailies) and was supported by the Polish press agency telegram. In Spain, the survey received large coverage from regional to national media. EFE the Spanish news agency filed copy on the topic and increased pick up by online media.

Most of the coverage analysed national figures versus EU ones and reported on the contradictions between what citizen think and how they act.

## *Social Media*

In the first 24 hours of the release of the survey, OHIM tweets were been retweeted, mentioned and 'favourited' a total of 77 times, and 38 new followers joined in the same space of time. The total second level reach was over 55.000.

## *OHIM website*

There were nearly two thousand page views of the Observatory page dedicated to the IP Perception study on OHIM website between 22 November and 29 November, with a kick-off some days of the launch when information was released to stakeholders.

### **3. Lessons learnt and next steps**

Three key lessons stand out from the launch and follow up:

1. The follow-up revealed that many journalists regarded the topics as important and relevant. However, they did not write about it for various reasons, because they considered it too "niche" and not of wide public interest in the case of IP contribution, needed some more time to trust the source, or privileged other sources on the same topic. A mitigating action might be a proactive targeting of journalists ahead of the launch of similar reports, with embargoed copies of the information, as well as briefings provided ahead of the release date in key areas (Brussels, London, Berlin, Madrid, Warsaw). They have the advantage of allowing journalists to ask questions and prepare coverage in advance (particularly useful with specialised or business journalists) and for the media team to anticipate their needs ahead of the launch. This also mitigates against "black swan" events or parasite news.
2. Embargo sharing of information with stakeholders could also support further the roll-out and dissemination and facilitate the identification of interview partners, to be engaged before the launch to anticipate need. Embargo sharing with a wide range of media partners would also support a wider spread of coverage.
3. Coverage must be localised. This is perhaps the single most important factor; a newspaper or AV & Online outlet is much more likely to carry a story if it can be narrowed down to its local audience. A localised approach mitigates against future studies being dismissed as purely "European" ones.

As a follow-up, further infographies materials are being prepared with a national focus (IP contribution new slides, IP perception national tables presentations).