Update Social Media Initiative

- Path of discovery
  - Association not only binding industry 'internally'
  - Association also as demand generation driver for industry
  - Using new marcom opportunities
- Challenge
  - Adopt new strategic focus *('done')*
  - Translate focus in concrete action/activities
  - Set up organisational structure

Update Social Media Initiative

- Translate into concrete activities & organisational structure
  - **Content Marketing Plan 1.0.**
    - Audience: Manufacturing engineers + Designers
    - Content **provided** by industry members
    - Content **approved** by industry members
    - Social engagement to start after initial content set up
  - **Virtual marketing task force**
  - **Results after collective 'associated' efforts**
    - Slow | Complex -> (risk of being) in-efficient
    - Generic | Not Distinctive -> (Risk of being) in-effective

Update Social Media Initiative

- 8 July '14 - MKTG Team meeting: Virtual > Physical

- Outcome:
  - Prioritise efforts more
  - Focus on product designers (& architects)
  - Build sustainable audience – long term asset
  - Raise awareness of (PS) Adhesive Tape
  - Specialty | Converted | Customised | Co-Creation
  - Position Afera & Industry -> Design Innovation
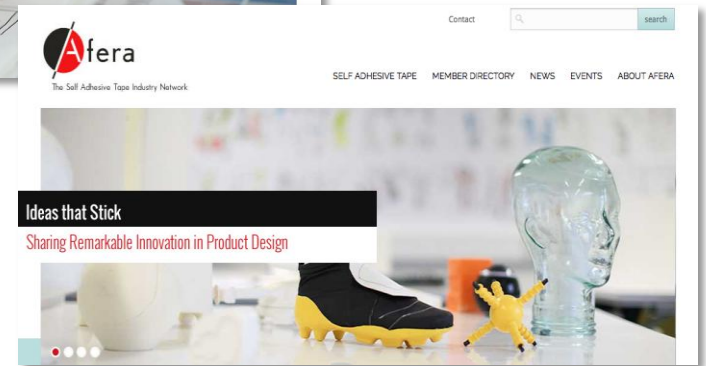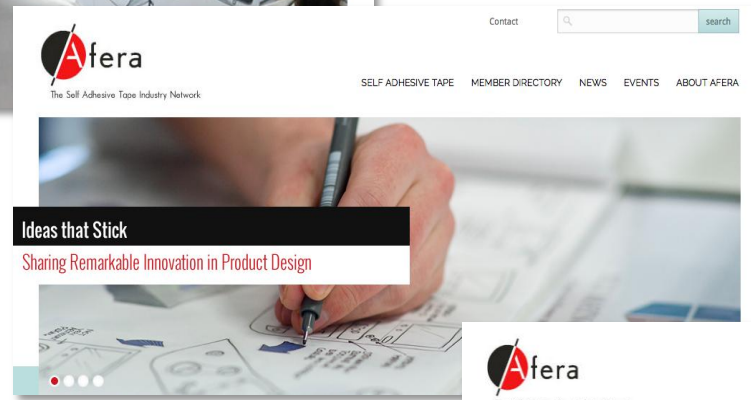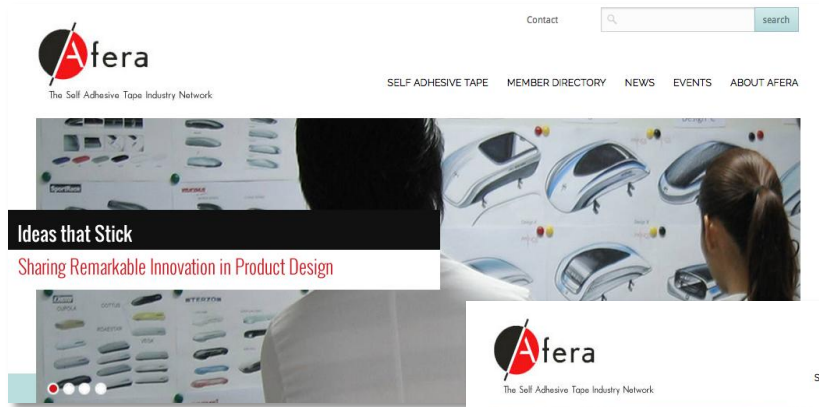
Update Social Media Initiative

Ideas that Stick

Tape is the hidden driver of product innovation in many industries

Ideas that Stick

Sharing Remarkable Innovation in Product Design

Update Social Media Initiative

Update Social Media Initiative

at Afera we are always looking at the magic of design: creating something out of nothing. Wonderful products and solutions that seem to emerge from thin air. Sometimes these designs are so good that we cannot even imagine what our world was before we could buy and use this product. Design changes lives!

Afera is the knowledge hub of the PSA tape industry. PSA tape is often the hidden driver that enables innovation in product design. Using tape you can make products thinner, lighter, more engaging or you can add functional features.

We are honoured that we can contribute our part to new design that makes a better world, even if it's often hidden inside and invisible. We know from our frequent development journeys with designers and engineers that working together from the early drawing stage to the final production process, we can join forces to add value to your customers and your business. But that is only the result of all the work that has been done before. And it always, really always, begins with great design talent and ideas that stick. That's why we created this online environment on our website to share examples of remarkable innovation in product design.

You can choose from

- **Our Pinterest board**: weekly and monthly thematic collections of product design in the automotive industry, healthcare, the building industry, appliances or even airspace. You can browse and contribute to the collections yourself.
- **Our Twitter Channel**: sharing incredible finds on New & Next of Product Design
- **Our Monthly blog**: a fresh take on design and manufacturing, with a light tone where we even share design and industry bloopers that travel across the web.
- **Tape 101**: If you want to learn more about tape features or functions
- **Design Events**: an updated list of events for designers and product engineers
- **Thoughts that Stick Exclusives**: for example our series of interviews with leading designers across Europe and their view on Design 2020, or our round table with students and bloggers where angry young women and men share their views on what product design should bring next!
- Subscribe to our monthly **newsletter** (remember: we hate spam too!) so you don't miss nay of the items above.

Kind regards, The Afera Team

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SATURDAY | OCTOBER 4th | 2104
TALK | 11.00 am
WE'LL BE | MAKER FAIRE ROMA

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Managing Editor for Computer Science
and Systems & Control Engineering at
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- Next (after MKTG Committee October '14)
  - Website modifications (tech & goals)
  - Expanding Twitter & Pinterest (incl organisational embedding after initial set up)
  - Update Content Calendar with Designer Scope
    - Blog series november – June
    - Interview series
  - KPI's | Metrics | Expectations