

Update Social Media Initiative

Update Social Media Initiative

- Path of discovery
 - Association **not only** binding industry ‘internally’
 - **Also** demand generation driver for industry

Build Visibility, Raise Awareness, Convert Interest

- Using new marcom opportunities
- Challenge
 - **Adopt** new strategic focus
 - **Translate** focus in concrete action/activities
 - Set up organisational structure, KPI's , metrics

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- The first go..
 - **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

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- MKTG Team meeting: **Virtual > Physical**
- **Outcome:**
 - Raise awareness of (PS) Adhesive Tape through:
 - Focus on product **designers** (& architects)
 - Build sustainable audience – **long term** asset

Position Afera & Industry -> Design Innovation

Update Social Media Initiative

- Focus \geq Dubrovnik

Raise awareness of (PS) Adhesive Tape through:

- Focus on product **designers** (& architects)
- Build sustainable audience – **long term** asset

Position Afera & Industry -> Design Innovation

Update Social Media Initiative

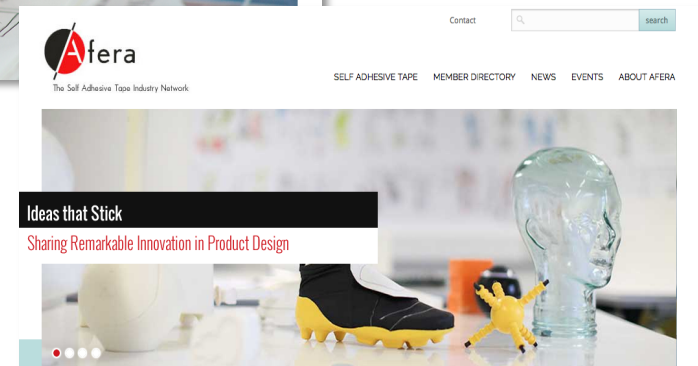
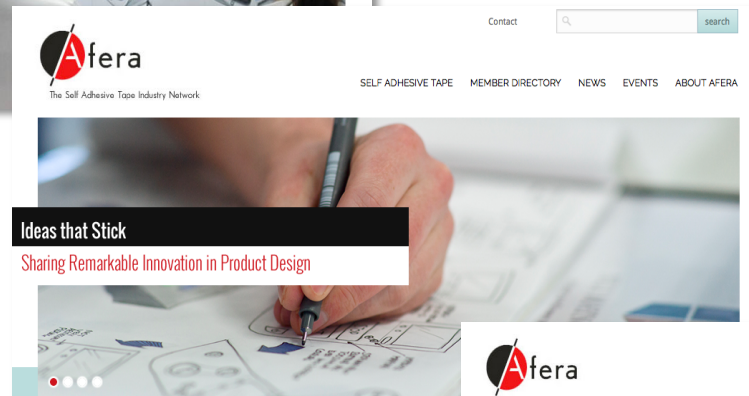
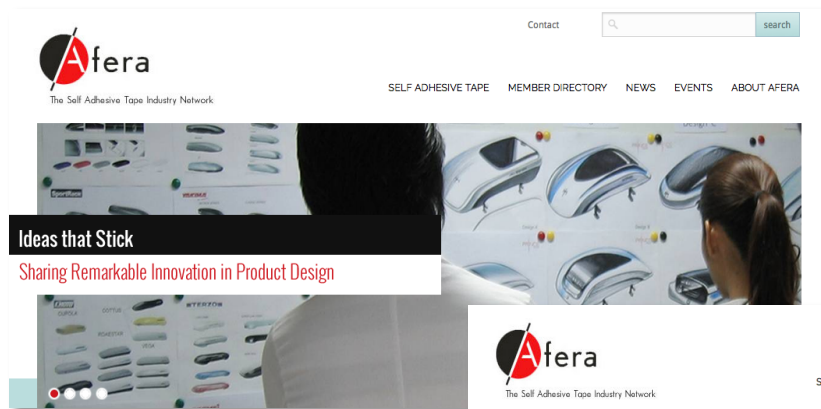
Ideas that Stick

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 ALWAYS ADMIRE THE MAGIC OF DESIGN:

"CREATING SOMETHING, OUT OF NOTHING."

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 TO NEW DESIGN THAT MAKES A BETTER WORLD, EVEN IF IT'S OFTEN HIDDEN INSIDE AND INVISIBLE.

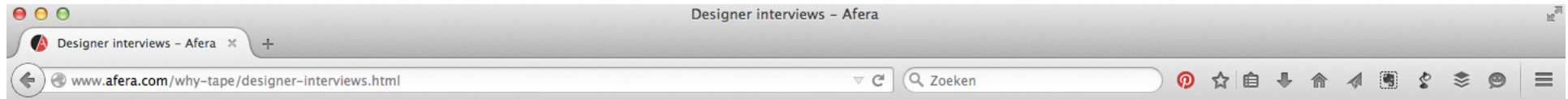
THAT'S WHY WE CREATED THIS ONLINE ENVIRONMENT ON OUR WEBSITE TO SHARE EXAMPLES OF AND VIEWS ON REMARKABLE INNOVATION IN PRODUCT DESIGN.

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Step 1:

- Develop series of interviews with Designers
- Build Audience on Twitter

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[Home](#) > [Why Tape?](#) > [Designer interviews](#)

Designer interviews

Design that sticks! Tape is the hidden driver of product innovation in many industries!

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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 [adhesive tape industry](#). Adhesive 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 containing a series of interviews with designers.

Suggestions for designer interviews are welcome, please send them to mail@afera.com

Afera's most recent interviews:



Design that sticks: Wim Segers,
Maaseik, Belgium

[3D printing will end existing modernism](#)



Design that sticks: Gaurang Nagre,
Mumbai, India

[As a car designer, tape comes along with breakfast every day](#)

READ MORE ABOUT

- [▶ Making it better with tape](#)
- [▶ Application characteristics](#)
- [▶ What tapes are made of](#)
- [▶ Thick or thin tapes](#)
- [▶ Types of tapes and films](#)
- [▶ Bond on contact](#)
- [▶ Types of adhesive](#)
- [▶ Bonding materials](#)
- [▶ Stresses on substrate and bond](#)
- [▶ End use environment](#)
- [▶ Application success factors](#)
- [▶ Tapes over mechanical fasteners](#)
- [▶ Application and markets](#)
- [▶ Sustainable solutions](#)

What makes self-adhesive tape work for you?

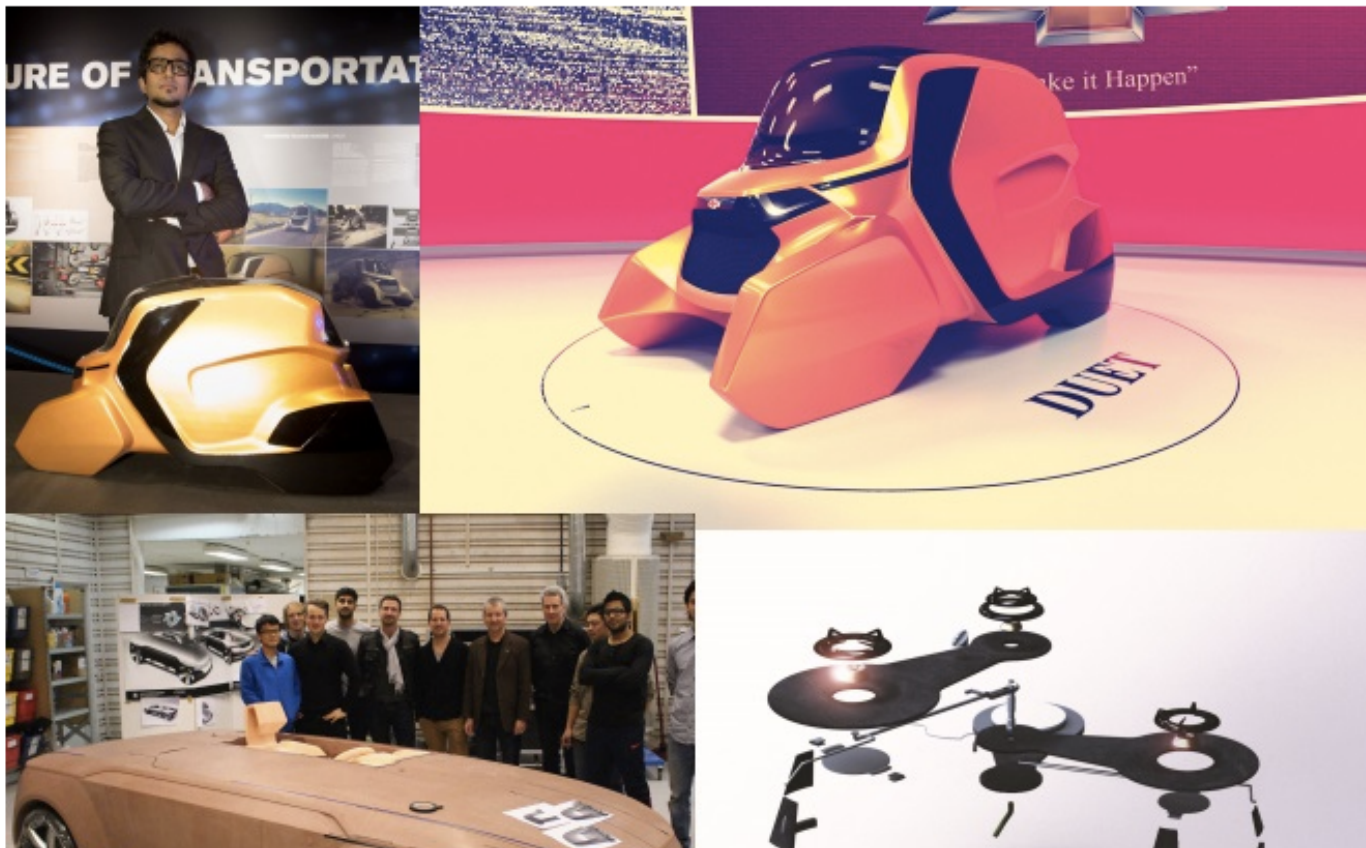
"As a car designer tape comes along with breakfast every day. We need tape drawings all the time along with tapes on a physical clay model. Tapes are important to define the surfaces in three dimension and it requires a surgeons skill to apply them correctly. As far as advancement with tapes is considered, I am looking forward to better sticking tapes on automotive clay."

How do you envisage the future of design?

"I think the future of design is very personal and minimalist but sophisticated."

What will be THE trends or innovations and what role could tape play in that picture?

"I believe tapes are as important as clay or pencil and paper. It is an analog instrument to test your sensitivity and in the digital age it still provides a tangible feel. As far as improvisation is considered, it would be a delight to see a tape that can be used as a thick charcoal or a knife so that we can sketch on clay without hampering the surface or on a large sheet of paper. Sounds crazy but it might just help."



Design that Sticks

Scanning the web for Next Product Design



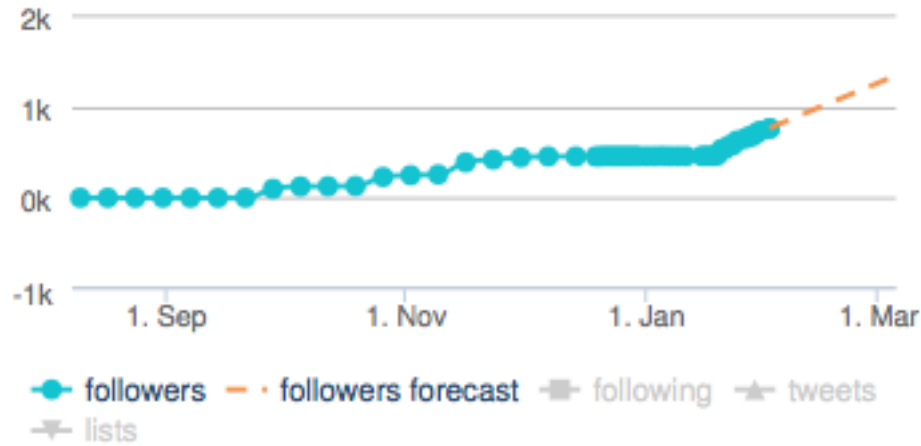
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Community Stats



Followers, Following and Tweets evolution

Drag your finger over the plot to zoom in



COUNTRIES

This map groups the community by the country they live in making targeting more accurate and effective.





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BIO TAGCLOUD

Use these TagClouds to discover the interests of your community. This information is crucial to creating personalised and effective engagement with your community.

- art artist automotive based business cad cnc companies company components consultancy consultant control create creative design designer
- development digital director electronic electronics embedded engineer engineering engineers enthusiast events experience follow founder free global
- graphic group high industrial industries industry innovation innovative international latest leading life london love management manager manufacturer
- manufacturers manufacturing market marketing materials mechanical media medical metal music news official online packaging people plastic precision
- product production products professional providing quality research sales science service services social software solutions specialist specialists student
- systems tech technical technology time training tweets twitter university views web work working world worldwide years



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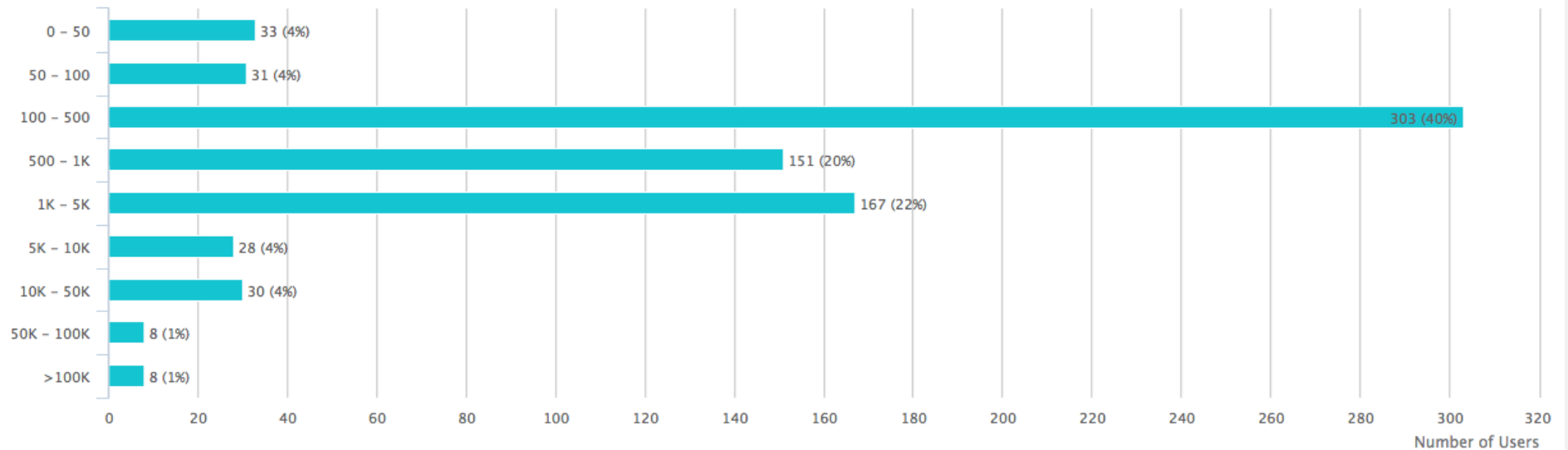
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FOLLOWERS



This bar graph shows the number of followers your community has, indicating your potential reach. The more followers your followers have, the more people will see your tweets if they retweet you.





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Pending

erik sijmons

@eriksijmons **FOLLOWS YOU**

Product designer - Concept designer -
[be.linkedin.com/pub/erik-sijmo...](https://be.linkedin.com/pub/erik-sijmons)



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@ProductDesign



Following

Yunus Ozansoy 🔒

@YouNoose FOLLOWS YOU

Industrial Product Designer



Following

Oli Firth

@oliverfirth FOLLOWS YOU

Graduate Product Designer (and injured cyclist) currently freelancing. Seeking new opportunities.



Following

Douglas Wood 🔒

@mrdouglaswood FOLLOWS YOU

Product Designer. A Scotsman in Yorkshire, what could possibly go wrong...



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British industrial designer, curator,
commentator and mentor.



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Electronic Product Design, Development,
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SATURDAY | OCTOBER 4th | 2104
TALK | 11.00 am
WE'LL BE | MAKER FAIRE ROMA



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Thinkalize
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The new innovative network of designers
and makers 2.0 in the age of innovation.



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education / research / sustainability /
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Engineering, TU Delft



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Nicola Hern @SeventhCorner · Jan 28

[@_ProductDesign](#) Do you do any outreach to schools with your innovative ideas collected? If so, cld you do an activity [@TBB_London](#) ?

FAVORITES

3



1:04 PM - 28 Jan 2015 · Details



Reply to [@SeventhCorner](#) [@TBB_London](#)

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Interview series with *'Established, Upcoming and Future Designers'*

- Starts to get traction
- First group over-representation of Future/Upcoming Designers in comparison to Established.
- As the series evolves and more interviews are published, we will be able to attract interviewees more easily
 - [Wim Segers](#) (Belgium) *published*
 - “3D printing will end existing modernism”
 - [Gaurang Nagre](#) (India/Sweden) *published*
 - “As a car designer, tape comes along with breakfast every day”
 - [Rainer Atzlinger](#) (Austria) *confirmed*
 - [Oliver Elst](#) (Germany) *on hold*
 - [Paul Tearse](#) (United Kingdom) *Confirmed*
 - [Paulin Giret](#) (France) *under consideration*

At 90, She's Designing Tech For Aging Boomers

JANUARY 19, 2015 2:32 PM ET



LAURA SYDELL



Listen to the Story

All Things Considered



4 min 36 sec

- + Playlist
- ↓ Download
- ≡ Transcript

SHARE

| | |
|---------|--|
| | |
| | |
| Comment | |

support comes from:



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Now: Content/Reach Objective:

- ~12 interviews published < June.
- Will enable us to **convert** more traffic from our Twitter audience (700+ as of Jan 2015) to the website and reach out to other social networks LinkedIn, Slideshare, Pinterest etc..

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As we start to build a community and develop relationships...

Spin off

- Include designers in future event programs (TS?, Annual?).
 - one or two designers live on stage
 - invite them online for a digital dialogue with the audience

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SoapBox: How about, an Afera Industry Events and Media listing?

Update Social Media Initiative

SoapBox: How about, an Afera Industry Events and Media listing?

| | A | B | C | D | E | F | G | H | I |
|----|---|-------------------|-----------------|------------------|-----------|---|--------------------|---------------------|-------------------|
| 1 | web | start date | end date | Town | CC | Twitter handle | filwrs 1/15 | focus | hasht |
| 2 | http://electronica.de/en/home | 08-11-16 | 11-11-16 | Munich | DE | https://twitter.com/electronicaFair | 4000 | electronics | |
| 3 | http://www.fastenerexhibition.co.uk/ | 22-04-15 | | Northamptonshire | UK | https://twitter.com/fasteninguk | 250 | general | |
| 4 | http://www.electronics-design-show.co.uk/ | 21-10-15 | 22-10-15 | Coventry | UK | https://twitter.com/ElecDesignShow | 300 | electronics | |
| 5 | http://www.advancedengineeringuk.com/automotive-engineering-show | 04-11-15 | 05-11-15 | Birmingham | UK | https://twitter.com/advancedenguk | 1620 | general | |
| 6 | http://www.industrysouth.co.uk/ | | | | | | | general | |
| 7 | http://medteceurope.com/uk | 03-03-15 | 04-03-15 | London | UK | is @medteceurope | | medical | |
| 8 | http://medteceurope.com/europe | 21-04-15 | 23-04-15 | Stuttgart | DE | https://twitter.com/medteceurope | 2130 | medical | |
| 9 | http://medteceurope.com/france | 10-06-15 | 11-06-15 | Besançon | FR | is @medteceurope | | medical | |
| 10 | http://medteceurope.com/ireland | 06-10-15 | 07-10-15 | Galway | IE | is @medteceurope | | medical | |
| 11 | http://www.mtiexpo-uk.com | 29-04-15 | 330/4/15 | Coventry | UK | https://twitter.com/medtechonline | 2050 | medical | |
| 12 | http://www.es-live.co.uk/ | 14-05-15 | | Reading | UK | https://twitter.com/ESLIVEEVENTS | 520 | electronics | |
| 13 | http://www.dsei.co.uk/ | 15-09-15 | 18-09-15 | London | UK | https://twitter.com/DSEI2013 | | private | defense |
| 14 | http://www.date-conference.com/ | 09-03-15 | 13-03-15 | Grenoble | FR | | | | design automation |
| 15 | http://www.cmse-eur.com/ | TBD | | Portsmouth | UK | | | | |
| 16 | http://www.theengineer-designinnovationshow.co.uk/ | 02-06-15 | 04-06-15 | Birmingham | UK | https://twitter.com/SubconShow | 800 | general | |
| 17 | http://www.filtech.de/ | 24-02-15 | 26-02-15 | Cologne | DE | | | automotive | |
| 18 | http://automobile.conferenceseries.com/ | 01-09-15 | 03-09-15 | Valencia | ES | | | | |
| 19 | http://www.icsae.org/ | 24-05-15 | 25-05-15 | Madrid | ES | | | | |
| 20 | http://www.globalautomotivecomponentsandsuppliersexpo.com/english/ | 16-06-15 | 18-05-15 | Stuttgart | DE | | | | |
| 21 | http://www.idtechex.com/printed-electronics-europe/pe.asp | 28-04-15 | 29-04-15 | Berlin | DE | https://twitter.com/IDTechEx | 1120 | printed electronics | |

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SoapBox: How about, an Afera Industry Events and Media listing?

Build/Maintain European Media list (print, online, leading social Connections)

- propose to members to buy a **subscription** (*e.g. € 100 per year with 2-4 updates per year*).
 - Launch offer: 2 years for the price of 1 for members that share at > 10 different contact details of events and media in their local market with us before date X.
- Result:
 - Competitive/industry dedicated service to members
 - Additional recurrent funding for maintenance activities of media and social
- Alternative: fund that activity from the member fees and offer it as an additional value to the members for free.

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Soapbox: PSTC/Afera marketing – cooperation?

- US PSTC/Think Tape :
- Content, style /message different Afera/PSTC
- Still would be valuable to take a next step
 - in sharing information (objectives results)
 - material (rough content etc.)
 - create cross link traffic between the two online presences

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- Next
 - Expand / **Scale**
 - **Integrate** Content / Social /SEO
 - **Conversion:** KPI's | Metrics | Expectations

Expand through/with existing events, media

We need your help!

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We need your help (now ;-)



Update Social Media Initiative

We need your help (now ;-)):

- (≥) 1 name of leading industry **event**
- (≥) 1 name of leading industry **print publication**
- (≥) 1 name of leading industry **online 'hub'**

Audience: **Designers / Engineers (Customers)**

