

How to build an umbrella brand for P2P

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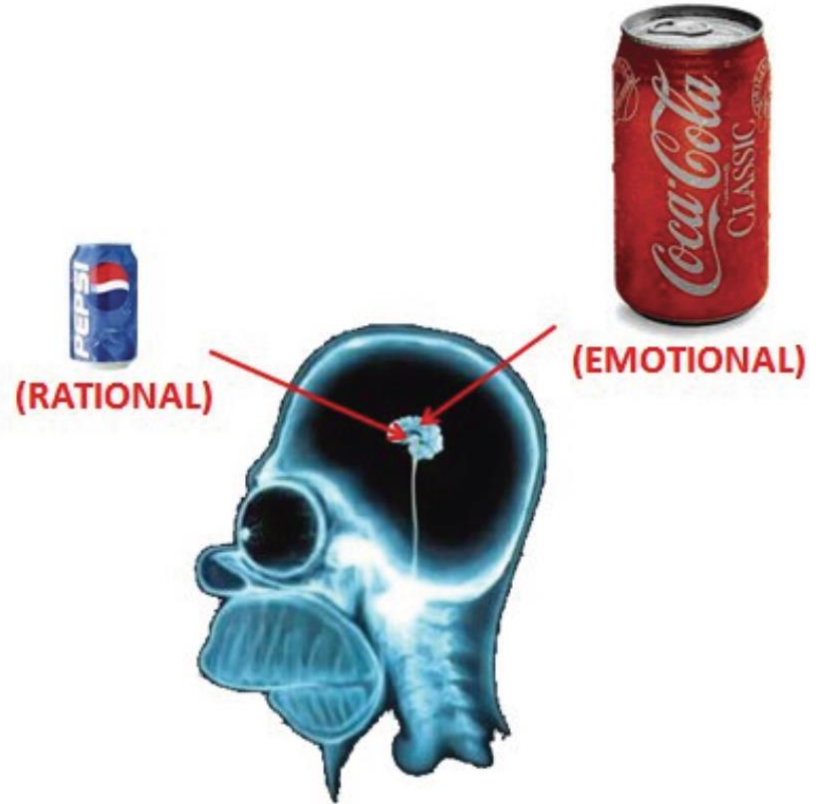
What is a brand?

A good name and a nice logo?



What is a brand?

The entirety of imaginations and mental connections linked to a product or any other entity.

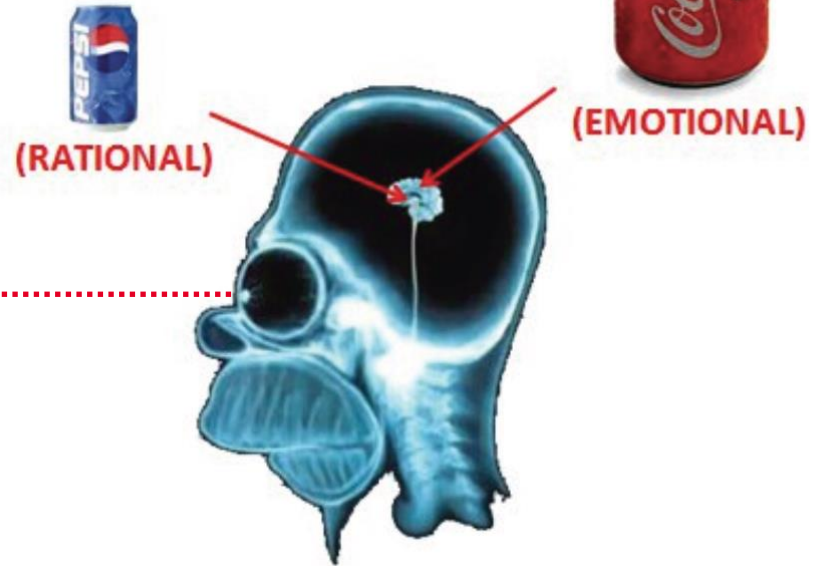


Source: De Chernatony/McDonald, 2003, S. 14 f.



What makes a brand strong?

- clear, positive connotations
- multiple connections and touchpoints



Source: De Chernatony/McDonald, 2003, S. 14 f.



P2P in a nutshell

P2Ps are an efficient and tried-and-tested model for intergovernmental research partnerships.

Core attributes

- intergovernmental cooperation for research
- combine national resources and EU top-up funding
- offer a variety of flexible funding instruments

Benefits

- for decision-making institutions ...
- for funding agencies and programme owners ...
- for researchers ...



Umbrella Branding

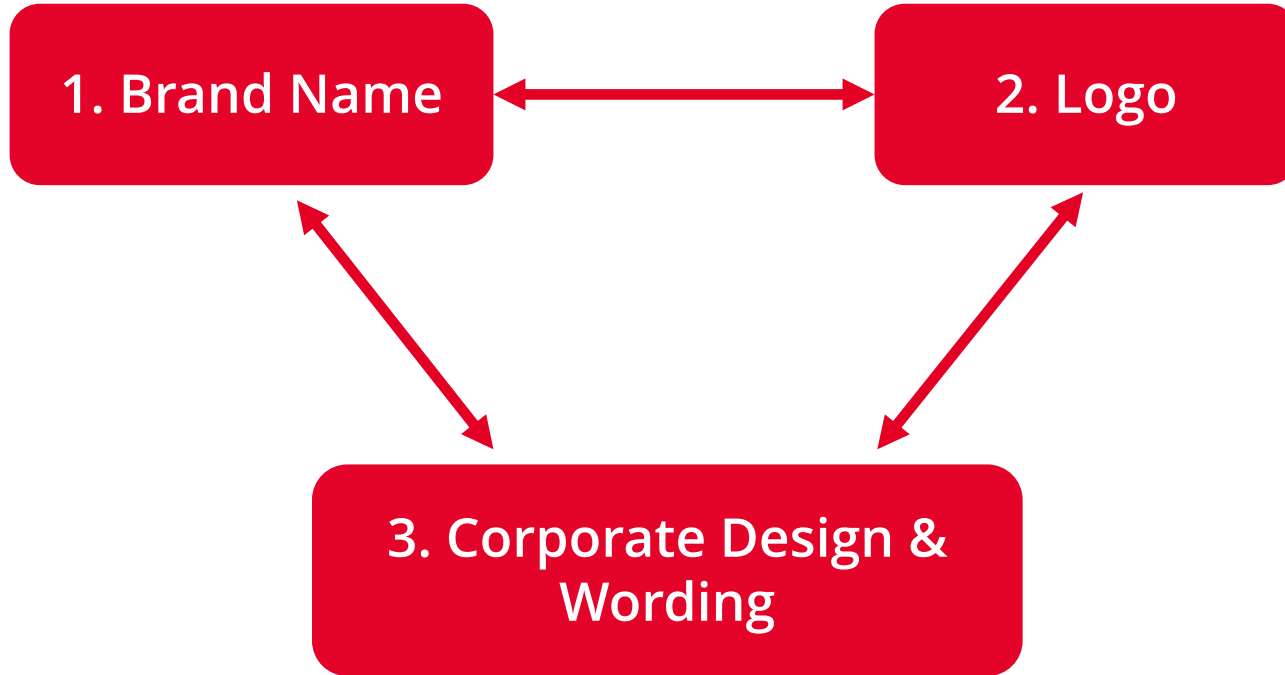
The idea:

- single brands present a common (and well-known) brand
- image transfer can be mutual
- sub-brands may be individual

** to be replaced by real brand name*



Branding



Rebranding of ...

- newsletters
- leaflets
- publications
- stationery (headed paper, business cards)
- PowerPoint presentations
- banners, displays
- possible giveaways
- events (invitation, programme, screen background)
- presence on social media



Launch Campaign for the new Brand

The Idea:

In 2018 we launch an **Anniversary Campaign** with a new Umbrella Brand.

The first ERA NET started in September 2003 (EUROTRANSBIO)

15 years together
[P2P*] for European Research

** to be replaced by real brand name*



Campaign Elements

- video
- landing page
- campaign blog
- posters, roll-up, displays etc.
- info booth for conferences
- advertisements in scientific journals and science management magazines
- success stories
- tool kit for multipliers
- press kit



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