

# D6.2 Corporate Identity Report



January 2024

Version 1

**Work Package 6:**  
**Communication, dissemination and reporting on the  
improvement in the uptake of digitalization by SMEs**

**Deliverable 6.2 Corporate Identity Report V2**

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**Project Acronym:** Euro-Emotur

**Project Full Title:** Euro-Emotur: The journey towards digitalisation. Thinking digital tourism through neuromarketing and emotions

**Project number:** 101038111

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**Call:** COS-TOURINN-2020-3-04

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## 1. Introduction

### 1.1 WP6 and deliverable scope

In line with the overall goal of the Euro-Emotur project i.e., boosting recovery of tourism Small and Medium Enterprises (SMEs) through digitalisation, communication efficiency and innovative new products, the **specific objectives** pursued by **Work Package (WP) 6 on Communication & Dissemination** are the following:

- Reinforcing awareness about digitalisation within the tourism industry with a special focus on digitalisation through emotions.
- Fostering capacity building and skills to make easier the digital transformation process and improve the knowledge and use of new digital technologies for our target groups in the tourism sector (SMEs, service providers, tourism regions, public authorities, clusters, etc).
- Communicating the project Hub as an innovative, cross-sectorial, and useful network to boost recovery tourism sector through digitalisation.
- Creating a critical mass of interest in digitalisation through emotions.
- Generating a high social media impact.
- Fostering the project dissemination not only to scientists but also to the tourism industry, public authorities, stakeholders, and civil society.
- Transferring results and communicating innovation and smart tourism solutions to SMEs, destinations, academics, and citizens.
- Analysing the improvement in the uptake of digitalisation and new technologies to enhance competitiveness advantages, image, and reputation in the tourism market.

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To achieve the above-mentioned objectives and support overall communication activities, a project Corporate Identity and preliminary guidelines for stakeholder engagement were developed at the beginning of the project and described in the deliverable **D6.1 Corporate Identity Report V1**. This deliverable aimed to support the Euro-Emotur project partners in their communication and dissemination actions, providing guidance on the brand developed for the project and its correct application when releasing the project's digital and physical materials and other resources. These guidelines have contributed to establish the groundwork for how the project idea shall be disseminated throughout its life cycle effectively and practically.

Building on D6.1, the present deliverable **D6.2 Corporate Identity Report V2** aims to:

1. Provide an overview of the use of the project brand in the different digital and physical communication resources released so far by the consortium.
2. Conduct a preliminary analysis of the project brand's perception and outreach.

## 1.2 Project brand guide

The brand guide included in D6.1 established the corporate identity and core visual elements of the Euro-Emotur project. It also defined their application in digital media (websites, social media, banners, email signature) and physical media (stationery, signage, merchandising).

The image created for the project and shown in Figure 1 represents the brand concept behind Euro-Emotur, which brings dynamism to its applications. These visual elements make direct reference to a brain, which is connected to neuromarketing - one of the project's selling points for tourism SMEs. The connections and the cards visualised within the brain create a net to reinforce the idea of how capacity building and mutual learning will play a crucial role for tourism SMEs throughout their growing path under Euro-Emotur.

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Figure 1. Euro-Emotur brand concept

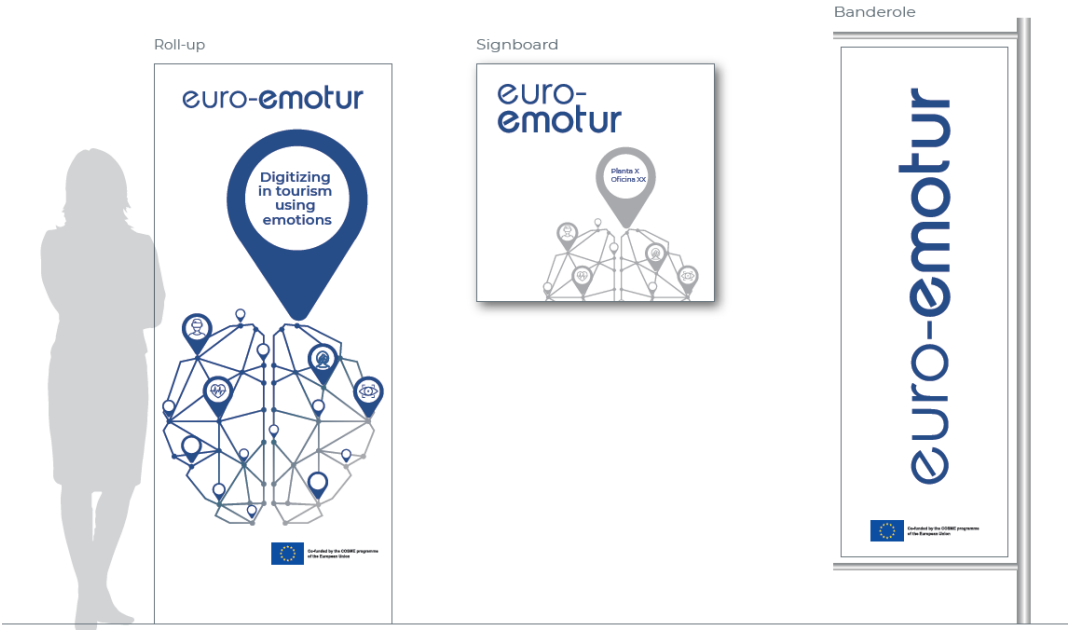


The Euro-Emotur Brand elements are used in different formats in the different materials developed by the project, which have been included in the brand guide of D6.1.

Below is a recap of the main branding elements and materials developed for D6.1. Several of those have been used in the past months and are reported in Chapter 3.



Figure 2. Roll-up, signboard, and banderole



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Figure 3. A4 templates (vertical and horizontal) and business card

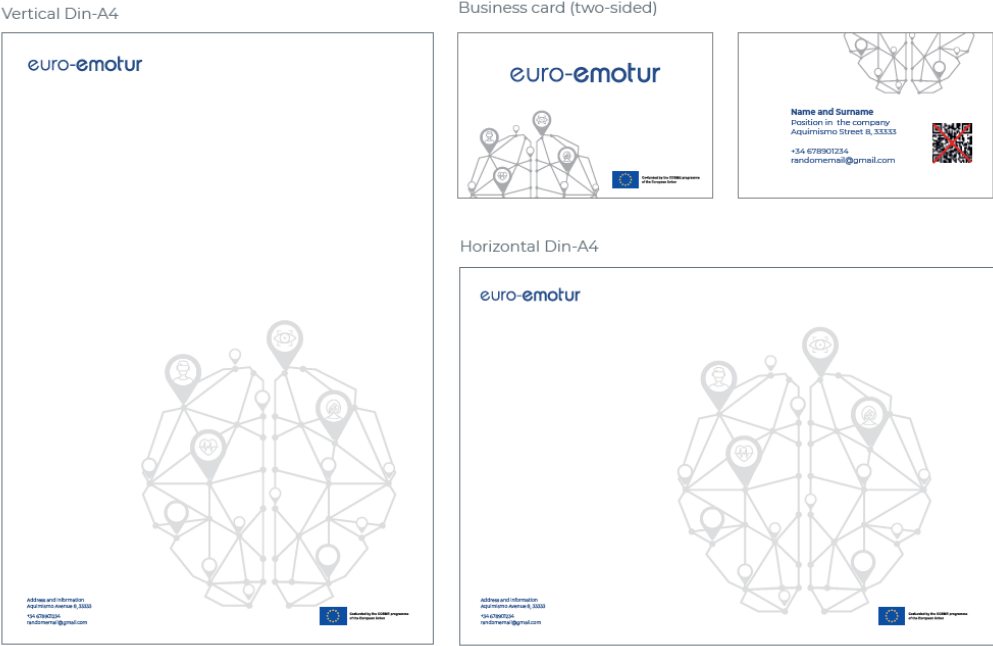


Figure 4. Presentation and document's template

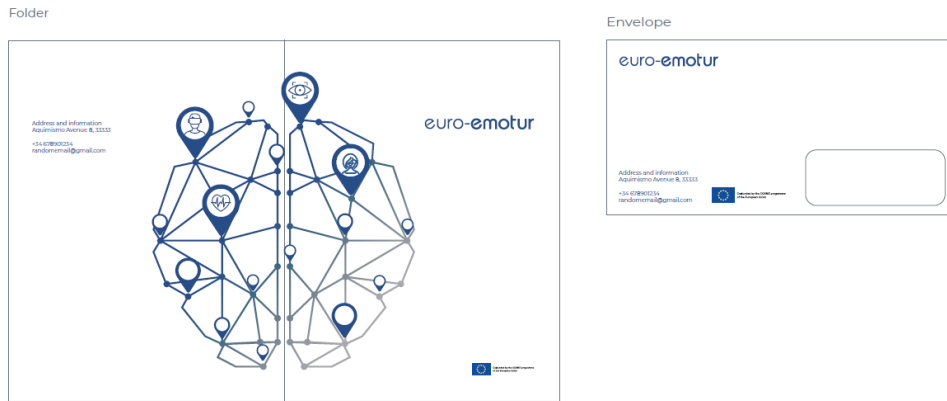


Figure 5. Folder and envelope layout

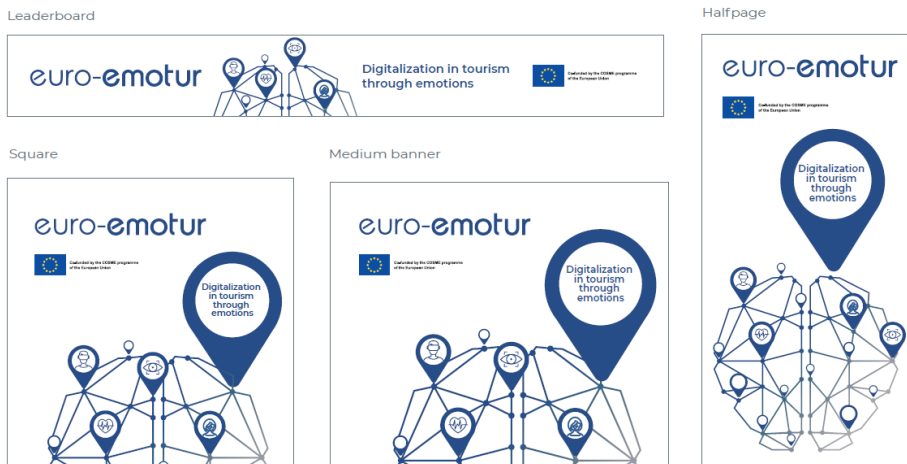


Figure 6. Diverse promotional materials

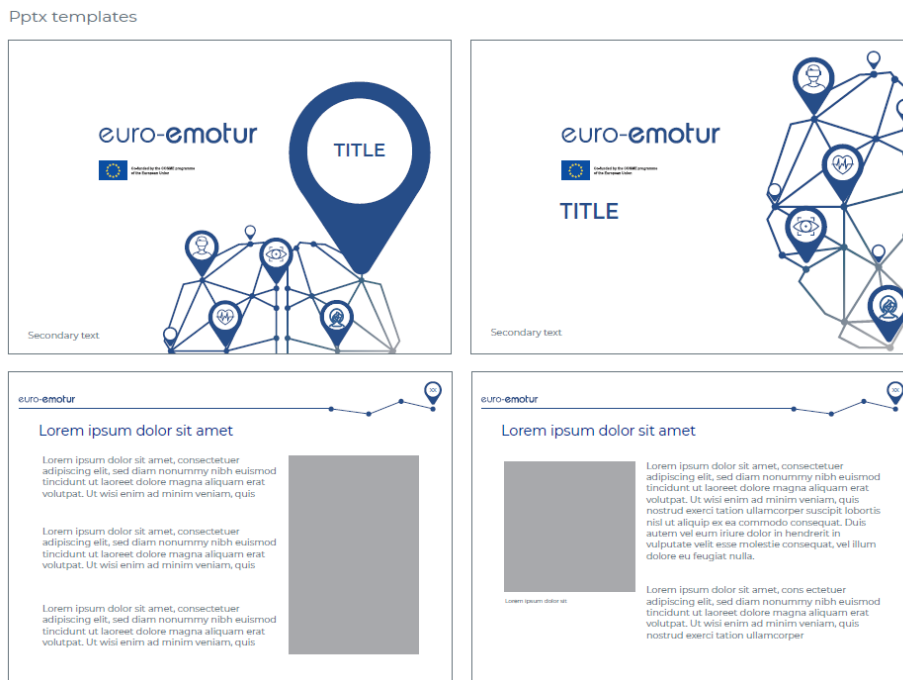






Figure 7. Email signature

Email signature

<p><b>Name Surname 1 Surname 2</b> Position in the company</p> <p>+34 678901234 922 876 543 randomemail@gmail.com</p>	  <small>Co-funded by the COSME programme of the European Union</small> 
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Email signature + Partner Institutions

<p><b>Name Surname 1 Surname 2</b> Position in the company</p> <p>+34 678901234 922 876 543 randomemail@gmail.com</p>	 <small>Instituto Universitario de Turismo y Desarrollo Económico Sostenible</small>		  <small>Co-funded by the COSME programme of the European Union</small> 
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Figure 8. Roll-up

Pamphlet + Image

<p><b>euro-emotur</b></p> <p> Lorem ipsum dolor sit amet,  Lorem ipsum dolor sit amet,</p> 	
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Pamphlet

<p><b>euro-emotur</b></p> <p> Lorem ipsum dolor sit amet,  Lorem ipsum dolor sit amet,</p> 	
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## 2. Use of project corporate identity

The project corporate identity defined in D6.1 has been applied to a wide range of communication and dissemination materials since the start of the project.

Chapter 2 provides an overview of the use of the project brand when executing project activities. EC rules on communication and EU funding showcasing have been always applied together with the corporate identity, in accordance with the requirements set out in the Grant Agreement.

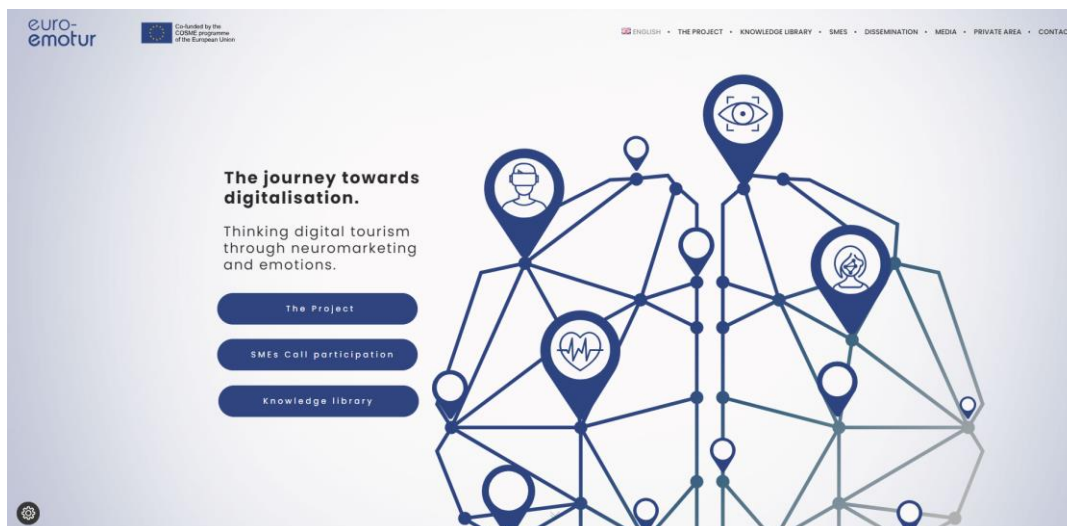
The use of a consistent corporate identity within a project, is instrumental for effective communication and brand association. In a project setting like Euro-Emotur's one, the corporate identity serves as the visual and communicative anchor that ties together diverse materials and formats. When project elements adhere to a unified design and messaging strategy, it not only streamlines communication but also reinforces the project's identity, values, and objectives.

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### 2.1 Website

The project's corporate identity has been applied to the website, incorporating established colours, fonts, and overall branding elements. This ensures a consistent visual identity for visitors, contributing to a cohesive online presence and reinforcing the project's brand image and messaging.

Figure 9. Preview of the website



### 2.2 Social media networks

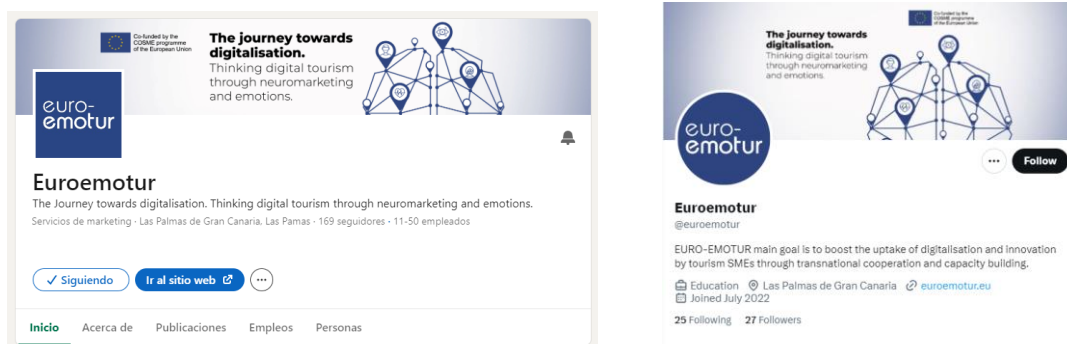
The project consistently applies its corporate identity across various social media platforms, fostering a unified and recognisable online presence. Users can experience a consistent visual identity across platforms such as Facebook, Twitter/X, LinkedIn, and Instagram by using defined branding components, resulting in a unified and professional representation, as seen below.

Figure 10. Applied corporate identity on Facebook and Instagram



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Figure 11. Applied corporate identity on LinkedIn and Twitter/X



### 2.3 Newsletter

Euro-Emotur's commitment to brand consistency can be also seen in its newsletters, where the established corporate identity has been applied to the outline and design.

This strategic integration reinforces the visual identity, building familiarity and trust among recipients as they connect the content with the overarching project identity.

These newsletters are currently published on the project's website and can be found at: <https://euroemotur.eu/promotional-material/>

- Newsletter #1: click [here](#)
- Newsletter #2: click [here](#)

Figure 12. Second project newsletter



### 2.4 Deliverables & other official project documents

The project also maintains its corporate identity across all deliverables and official documents. From reports to presentations, each document reflects the established brand identity in D6.1, contributing to a professional and cohesive representation and fostering brand recognition and confidence in the project's reliability among stakeholders.

Figure 13. Deliverables



Figure 14. Call for SMEs and Call for service providers

**Application Form for service providers**

This application form is directed at tourism and digitalisation service providers which would like to express their interest to form part of the pool of service providers for the Euro-emotur: THE JOURNEY TOWARDS DIGITALIZATION. THINKING DIGITAL TOURISM THROUGH NEUROMARKETING AND EMOTIONS. Please fill in all required fields and submit your application no later than 30<sup>th</sup> December 2023. Once your company or individual profile has been analysed, you will receive a notification confirming or rejecting your admission to the pool.

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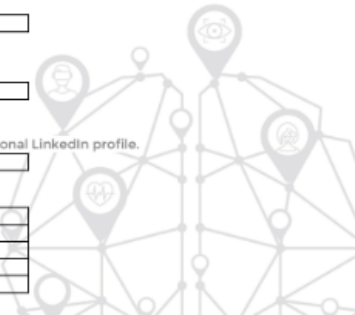
13

- 1) **Company or self-employed?\***  
Please select the applicable category  

Self-employed or sole trader
Company (more than one employee)
Start-up company (max 5 years existence, with an innovative edge)
- 2) **Company Name\***
- 3) **Country of residence or registration of the company? \***  
Note: Only service providers from EU member States including Switzerland, Iceland and Norway and countries participating in the [COSME PROGRAMME](#).  
If you are self-employed, please indicate the country of your fiscal residence. Please type your country in English.
- 4) **Service provider category\***  
Please select the category that best describes your profile as self-employed or company.  

Mentor
Consultant
Expert
Technology (innovation provider)
- 5) **Company Contact Person (full name) \***
- 6) **Contact Person E-Mail\***  
Note that all official communication will be sent to the indicated e-mail address.
- 7) **Contact Person Phone Number**  
Please make sure to include your country prefix.
- 8) **Company Website**
- 9) **Company or Personal LinkedIn (optional)**  
If you are self-employed, you may want to provide your personal LinkedIn profile.
- 10) **In which subjects do you have expertise? \***  

Web usability
Digital workspace solutions
Data analytics and data management
Content analysis: text, video and pictures
Digital marketing and communication



## 2.5 Promotional materials

Corporate identity has been used to develop project’s leaflets, folders, and other branded materials to promote the project in events. Below, some examples of the promotional materials used in events showcase the tangible application of the project's corporate identity.

Figure 15. Leaflets, banners, and QR code used in events



### 2.6 Meetings & events

The project emphasises the responsible use of the brand during meetings and events, aligning all materials with the established corporate identity and contributing to a memorable and coherent experience for attendees.

Figure 16. Examples of application of project branding to events



## 2.7 Continuous brand awareness

Project corporate identity consistency is particularly crucial because it enhances the clarity of messaging and aids in the seamless recognition of project-related materials. Stakeholders, including team members, collaborators, and external partners, are more likely to engage with and remember the project when there's a coherent and recognisable visual identity. This consistency builds a sense of cohesion, awareness and professionalism, crucial for establishing a positive brand association within the context of the Euro-Emotur project. Additionally, it fosters a shared understanding among stakeholders, promoting a unified vision and purpose, which can be essential for the project's success and overall impact.

The project corporate identity will keep being used in all future communication products issued by the project until its end, for continuous brand awareness and consistency.

Particularly, the visual identity will be applied to all relevant documents and other resources produced for SMEs and service providers, as direct main stakeholder groups of the project next activities.

Likewise, the brand guidelines will be applied to the Euro-Emotur digital Hub and in its associated promotional campaigns, as described in D6.5.

### 3. Perceptions and outreach

Chapter 3 aims to report the perceptions and outreach so far attained by the project using its official corporate identity. The following sections analyse the interactions and engagement achieved from stakeholders through communication materials and actions making use of the project brand.

#### 3.1 Brand association

Brand association is defined as the connection, feelings, and responses that occur when stakeholders think of a particular brand or company, its products, and its services. Cultivating positive brand associations is key to the success of the brand in question. It helps promote brand recall and brand equity and increases stakeholder retention and loyalty.

Following this approach, all materials developed by the Euro-Emotur project for the external public have so far followed the same branding guidelines and used common elements. Brand association, in fact, elicits an immediate response. This approach is important because it helps stakeholders and SMEs recall the project brand right away.

The consistent use of the project corporate identity allowed Euro-Emotur to have a clear understanding of how the brand can help reach out to its stakeholders and so build trust and recognition from the beginning.

This approach also helped to create positive interactions with the external public on social media networks and events, as well as to attract users to the project website and subscribers to the newsletter. Most importantly, it also contributed to attract SMEs and service providers to apply for the respective calls for their involvement in the project activities.

This process has been achieved thanks to the support of all the project partners who have contributed to disseminating activities and have endorsed the project within their networks and local contacts.

#### 3.2 Project interaction with offline and online users

During the initiation of the previously concluded SMEs Call and the ongoing Service Providers Call within the Euro-Emotur project, numerous individuals have reached out to the consortium through various channels to express their interest and seek additional information. One prominent avenue of interaction has been the website, where users have utilised the contact form provided, accessible through the designated [link](#). This form has served as a convenient means for interested parties to submit inquiries, request details, or engage in preliminary discussions regarding their potential involvement in the project.

In addition to online interactions, a significant number of individuals have actively participated in the Service Providers Call by completing the associated form, which is easily accessible via this [link](#). This form has been designed to gather pertinent information from service providers, facilitating a streamlined process for their engagement with the Euro-Emotur initiative.



The completion of these forms demonstrates a proactive approach from potential participants, indicating a keen interest in contributing to or benefiting from the project.

Moreover, the project partners have received inquiries and clarifications through direct telephone communication. This direct outreach method has allowed interested parties to engage in real-time conversations, seeking clarification on various aspects of the Euro-Emotur project, including its objectives, requirements, and potential benefits. The telephonic interactions have proven to be an effective means of addressing specific queries and fostering a clearer understanding of the project dynamics.

The diverse modes of communication, ranging from online form submissions to telephone interactions, underscore the considerable interest and engagement generated by the Euro-Emotur initiative. These interactions not only reflect the proactive stance of potential participants but also highlight the project's relevance and appeal within the SMEs and service provider communities. As the consortium continues to facilitate communication channels, the goal is to provide comprehensive information and support to all stakeholders involved in or considering participation in the Euro-Emotur project.

### 3.3 Brand outreach

As proofs of positive interactions with stakeholders and wide brand awareness attained so far by the Euro-Emotur project, this section compiles information, statistics, and other relevant analytics about the project's brand outreach via the most relevant dissemination and communication channels through which the consortium has interacted with the external public.

#### 3.3.1 Website

In the case of the website, the data consulted on January 10, 2023, from Google Analytics presents insightful metrics since the launch of the project's website. As of this date, the website has garnered a total of 6815 views, indicating the number of times users have visited the site. The figure below is indicative of the overall interest and traffic the website has received so far, showcasing the extent to which it has been accessed by the audience. The views on the website signify the level of visibility and engagement it has achieved within the specified timeframe, serving as a key metric for assessing its online presence and effectiveness in reaching the target audience.

Additionally, the data reveals a rate of 18,000 events on the website, providing valuable insights into user interactions. Events on the website encompass various user actions, such as clicks, downloads, or interactions with specific elements. The high event rate suggests active engagement and user participation, showcasing not only the quantity but also the quality of interactions on the platform. This metric goes beyond mere visits, offering a nuanced understanding of user behaviour and the effectiveness of the website's content and features. The significant number of events underscores the website's capacity, in line with the project's brand, to

captivate and involve users, contributing to a more comprehensive assessment of its overall impact and user experience.

Figure 17. Google Analytics Data (<https://euroemotur.eu/>)

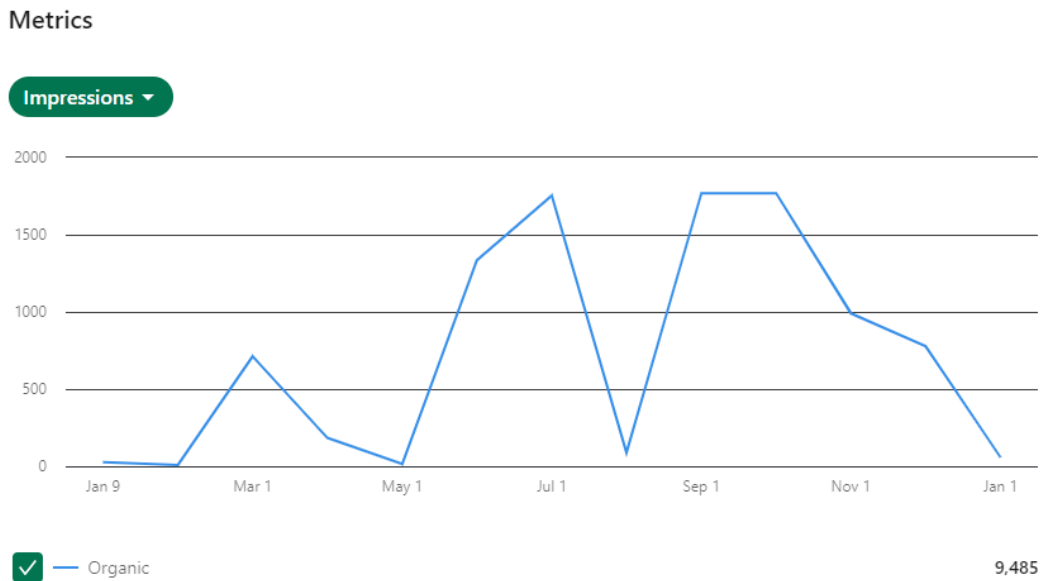


### 3.3.2 Social media networks

#### 3.3.2.1 LinkedIn

Euro-Emotur's use of corporate identity plays a key role in external communication, as demonstrated by the figure revealed in the LinkedIn Analytics data on January 10, 2024. With a total of 9485 impressions over the last 365 days, the brand has effectively reached and engaged with its audience on the LinkedIn platform. This data underscores the importance of maintaining a unified visual and messaging strategy, as it has evidently resonated with the audience, generating a significant number of impressions.

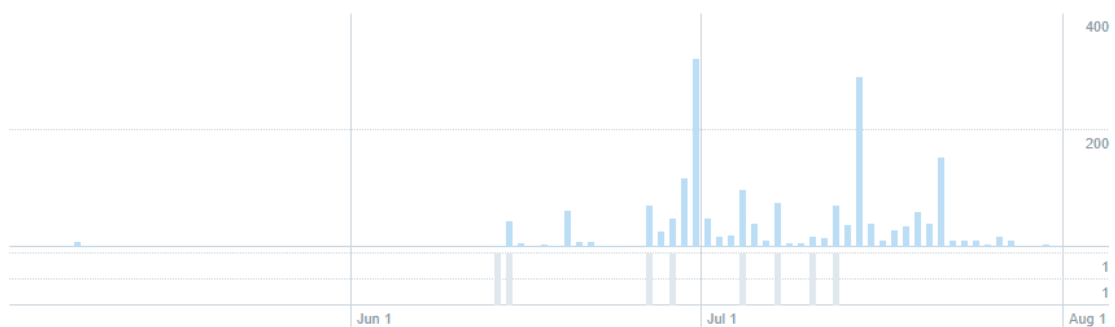
Figure 18. LinkedIn Analytics from January 2023 to January 2024



### 3.3.2.2 Twitter / X

Twitter/x has been an invaluable social media tool used to engage with relevant stakeholders for the project, all while maintaining the corporate brand. To date, there have been 4081 impressions on Twitter/X. Notably, from May 3 to August 1, 2023, a total of 1900 impressions were generated, specifically from the Call for SMEs, accessible at: <https://twitter.com/euroemotur>. This engagement demonstrates the project’s successful use of Twitter to reach and enlighten its target audience while retaining a consistent and identifiable project’s corporate brand.

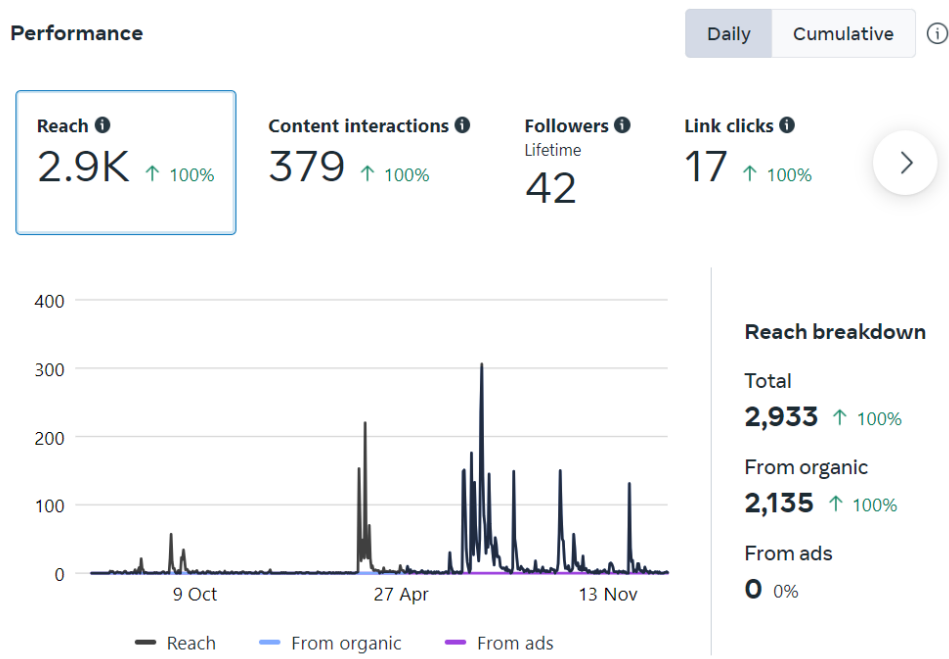
Figure 19. Impressions on Twitter/X from May 3, 2023 to August 1, 2023



### 3.3.2.3 Facebook

Euro-Emotur has consistently worked on communication strategies to maintain brand visibility on Facebook. In this context, the brand's recognition is tied to reaching 2900 users and has been manifested through at least 379 content interactions on the platform. This effort highlights Euro-Emotur's commitment to fostering engagement and visibility on Facebook while establishing a distinct and recognisable brand presence among its audience as shown below.

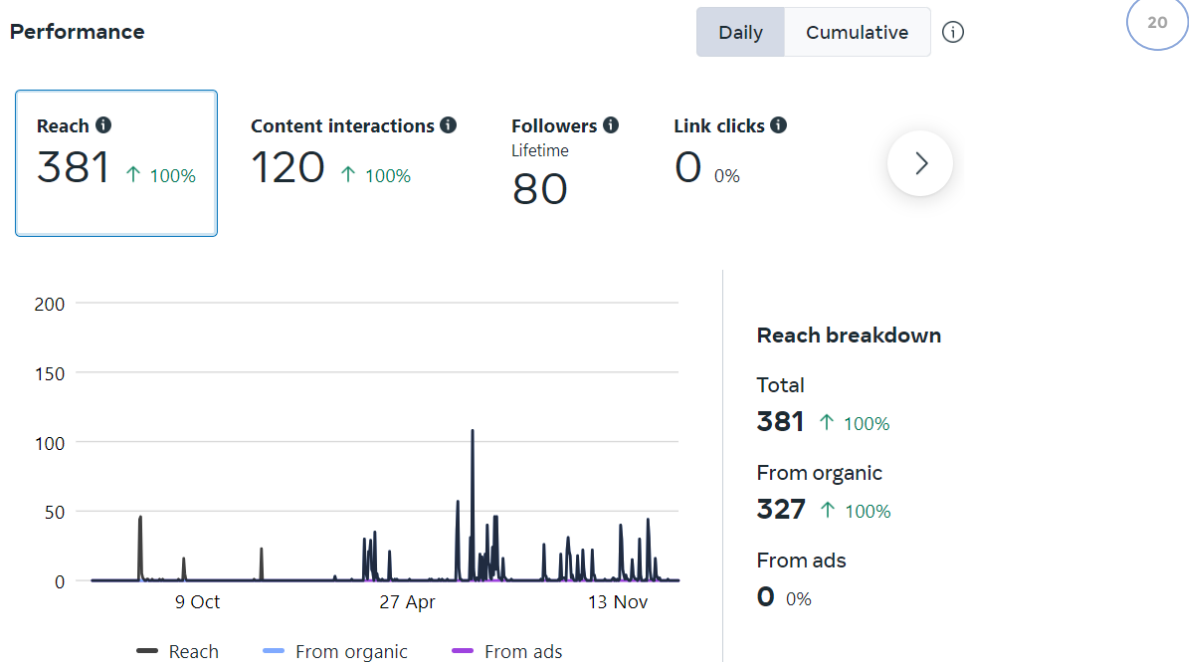
Figure 20. Outreach on Facebook from July 1, 2022 to January, 10, 2024



### 3.3.2.4 Instagram

In the case of Instagram, we observe a notable development in brand recognition, aligning with an outreach of 381 users. Over the period from July 1, 2022, to January 10, 2024, the project has garnered a total of 120 interactions. It is essential to note that Instagram is intricately linked to the Facebook account, ensuring a cohesive online presence across both platforms. This integration fortifies the project's overall social media strategy and contributes to a unified brand image.

Figure 21. Outreach on Instagram from July 1, 2022 to January, 10, 2024



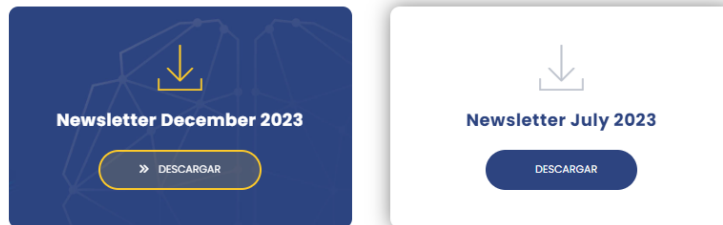
### 3.3.3 Newsletter

To date, the project has unveiled two newsletters, accessible on the official website at <https://euroemotur.eu/promotional-material/>. These materials adhere seamlessly to the visual identity of Euro-Emotur, guaranteeing that both regular users and newcomers can easily identify the project's endeavours in effectively communicating and disseminating project outcomes.

The consistent integration of the brand elements in a responsive manner underscores the project's commitment to maintaining a cohesive and recognisable image for effective communication. Overall insights on the outreach of the previous newsletters will be reported in the next deliverables as they continue to gain visits.

Figure 22. Newsletters published on the website

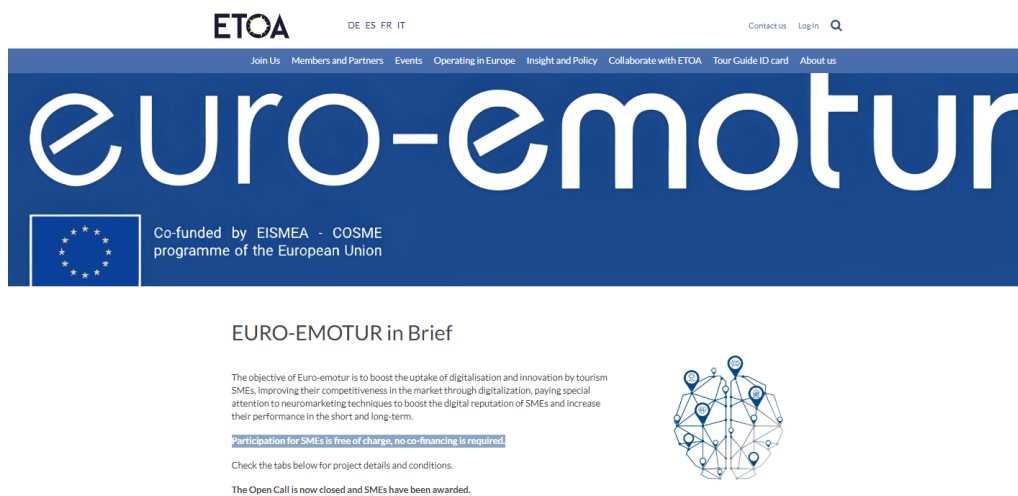
## Promotional material



### 3.3.4 SMEs Call

As reported in Section 3.2, numerous SMEs were interested in take part in the project SMEs Call. 152 applications were received and eventually 100 SMEs were awarded based on a dedicated evaluation process. The list of selected SMEs is available at this [link](#) as well as on the [project's website](#).

Figure 23. Landing page of SMEs Call on ETOA website



### 3.3.5 Promotional materials

Promotional materials were printed out during the first months of the project and handed over in several events organised by the project such as the Euro-Emotur week in both Gran Canaria and Finland as well as external events such as the Overbooking event attended in Gran Canaria.

Figure 24. Example of printed promotional materials and QR codes



### 3.3.6 Videos

Video materials have also been released to attract the public. Particularly, one promotional video has been registered in Spanish and published on the YouTube channel of the University of Las Palmas de Gran Canaria, which counts with 1.7K subscribers. The video has been released 6 months ago and has already attained 565 views. It is available at this [link](#).

Figure 25. Video promotional material



### 3.3.7 Events

The Euro-Emotur consortium has interacted with stakeholders in several onsite and online events, either organised or attended by the project. In such events, promotional materials and/or access to website, newsletters, and

social media have been provided to the external audience to increase awareness and interest around the project and attract the involvement of SMEs. On average, it is estimated that at least 750 stakeholders outside the consortium have been reached out by the project through these events.

Onsite events:

- Euro-Emotur week in Finland
- Euro-Emotur week in Gran Canaria, Spain
- Overbooking Event - Gran Canaria, Spain
- Boosting Digital Transformation in the Tourism Sector through the Recovery, Transformation, and Resilience Plan Event - Gran Canaria, Spain

Online events:

- International and national webinars on SMEs' Launch Call - Online
- TOURISME Final Conference - Online
- RestTOURative Conference (event with sister projects) - Online

Figure 26. Brand usage in events. In order: Overbooking Event, Euro-Emotur Week in Finland, Euro-Emotur Week in Gran Canaria, TOURISME Final Conference



### 3.3.8 Next steps for brand outreach

Continuous brand outreach will be ensured thanks to the ongoing WP6 dissemination & communication actions.



The project digital Hub will also strictly make use of the project brand guidelines to ensure consistency and brand recognition. SMEs and other external stakeholders will be encouraged to use the same visual identity approach.

Updates on brand outreach will be provided in the final version of the Dissemination Plan (D6.11) at M36, as well as in the Final Report of the project.



## 4. Conclusions

D6.2 reports on the use of the project brand, the outreach and the brand recognition achieved by the project.

Following the branding guidelines set out in D6.1, the project corporate identity has been consistently applied to all Euro-Emotur dissemination, communication, and exploitations resources and outputs for external stakeholders, as well as in official documents and interactions with SMEs and service providers.

The reception of the branding elements of the project has been positively received by the external audience. The proactive approach of SMEs and service providers, and the significant reach-out through social media networks and in events indicate a keen interest in contributing to or benefiting from the project and highlight the Euro-Emotur relevance and appeal within the tourism communities.

As the consortium continues to facilitate communication channels, the goal is to provide comprehensive information and support to all stakeholders involved in or considering participation in the project. Sustained brand outreach will be ensured through the ongoing dissemination and communication actions of WP6. SMEs and other external stakeholders will be encouraged to adopt the same visual identity approach.

Updates on brand use and outreach will be included in the final version of the Dissemination Plan (D6.11) at Month 36, as well as in the project's Final Report.