

DIGITAL MARKETING FOR THE EUROPEAN REGION TYROL – SOUTH TYROL - TRENINO

Renate Windbichler (*MCI, Innsbruck, Austria*
www.mci.edu)

Simon Köll
Gabriele Müller
Anna Schädle
Eva Trimborn
Stefanie Wagner

Resumen:

La EGTC Tyrol-South Tyrol-Trentino fue fundada en 2011. De Acuerdo a un reciente estudio, solo el 25% de la población joven de Tyrol es consciente de la existencia de esta región europea. Por lo tanto, el gobierno de Tyrol decidió llevar a cabo una campaña para incrementar el conocimiento de los jóvenes sobre la región Europea y sobre sus servicios y ventajas. Dentro del marco que compone el curso, un grupo de estudiantes del centro de dirección de Innsbruck (MCI) trabajó en un cocepto para las actividades de marketing que deberían ser llevadas a cabo durante el año 2015. Este caso muestra las ideas presentadas por los estudiantes, pero como el proyecto todavía está en curso, deja al descubierto el resultado. El caso finaliza con preguntas que pueden ser discutidas y elaboradas por el lector.

Abstract:

The EGTC Tyrol-South Tyrol-Trentino was founded in 2011. According to a recent study, only 25% of the young population of Tyrol is aware of the existence of this European Region. Therefore the Government of Tyrol decided to conduct a campaign in order to raise the awareness of the youth about the European Region and about its services and advantages. Within the framework of a course, a student group of the Management Center Innsbruck (MCI) worked on a concept for marketing activities which should be performed during the year 2015. This case shows the ideas presented by the students, but as the project is still ongoing, leaves the outcome open. The case ends with questions which can be discussed and elaborated by the reader.

1. Introduction

The European Region Tyrol-South Tyrol-Trentino consists of three members: the state of Tyrol (one of the nine Austrian states), the province of Bolzano/South Tyrol and the province of Trento, both situated in Italy. These three territories are united by a common history and have been one county for hundreds of years. Thus, the three mountain states also have great potential for development in future.

The European Grouping of Territorial Cooperation (EGTC) is a legal instrument designed to facilitate and promote cross-border, transnational and interregional cooperation. Tyrol, South Tyrol and Trentino founded an EGTC in the year 2011. The mission of this EGTC is to facilitate and promote the cross-border, transnational and interregional cooperation of its members as well as to strengthen the economic and social cohesion.

The aims of this EGTC include among others: to strengthen the economic, social and cultural relations of the populations of its members; to promote the territorial development of its members especially in the areas of education, culture, energy, sustainable mobility, health, research and innovation, economy, mountain agriculture and –environment; furthermore to increase the cooperation to participate in programs of the European Territorial Cooperation and other EU programs.

The official seat of the EGTC (General Secretariat) is located in Bolzano / South Tyrol. There are 8 employees, most of them delegated from the administration of their state / province of origin. The EGTC has been very active in organizing events, other activities as well as information materials in order to pursue the above-mentioned aims, e.g. school contests, cultural events, youth meetings. Information about the EGTC can be received mainly from online sources but also media and information materials. (<http://www.europaregion.info/en/default.asp>)

In 2013 a study was performed by the University of Innsbruck in order to find out the awareness of the population of the existence of the European Region as well as how the people perceive it. According to this study, in the state of Tyrol, only 23% of the young population (16-25) know about the European Region (Traweger / Pallaver, 2014). In the other two member territories, a lot more young people are informed. Therefore the Land Tirol (state of Tyrol) decided to give a mandate to a group of students, to gather ideas how to increase the awareness about the European Region especially among the younger population.

Management Center Innsbruck (MCI) offers graduate, non-graduate and post-graduate educational programs of the highest standard to senior and junior managers from all management levels and branches. Part of the full-time Bachelor program Nonprofit, Social & Health Care Management is a course in Fundamentals of Marketing for Nonprofit Organizations. In the framework of this course in winter term 2014, the mentioned project assignment was handed over to the students. Practise partner and client was the Government of Tyrol, more specifically the Department for South Tyrol, European Region and External Affairs of the Tyrolean government.

Figure 1. English version of the starting page of website of the EGTC Tyrol



Source: [<http://www.europaregion.info/en/default.asp>] South Tyrol – Trentino, Accessed on 27/11/2014)

2. Case Development

In October 2014, the assignment was handed over by the Secretary General of the EGTC Tyrol – South Tyrol – Trentino to a group of students of the MCI Bachelor program Nonprofit, Social & Health Care Management. The students should develop a concept how the awareness about the European Region could be increased among the population of Tyrol, especially among young people aged 16 – 25. Basis for the assignment was the study “Kommunikation, Kooperation, Integration in der Europaregion Tirol-Südtirol-Trentino. Die Meinung der Bevölkerung” (Communication, Cooperation, Integration in the European Region Tyrol – South Tyrol – Trentino. The opinion of the general public.) *Christian Traweger/Günther Pallaver, Innsbruck (Studia) 2014.*

The students were split up in several groups and started first with an in-depth analysis of the current situation and the relevant stakeholders. They developed a vision and mission for their project and strategic goals. In a further step, the students elaborated their ideas how to increase the awareness about the European Region, its services and advantages for the people. The students were asked to propose a concept for marketing activities which should be performed during the year 2015 with a budget of 70.000 € This pre-defined financial plan and time frame gave the students the opportunity to work on a realistic concept.

The different groups had very diverse ideas. One group set the focus on digital marketing. The work of this group will be presented in this case. They started off with their own survey among young people below 25 years. This survey focused on questions about using social networks, the level of awareness about the European region and individual interests of the participants.

85% of the participants in this survey did not know the European Region, the interests were mainly in sports, music and topics about nutrition and cooking. The most known youth associations were the “Landjugend” (youth association mainly active in rural areas) and the “Alpenverein” – a well known alpine association. 90% of the respondents said that they would participate in an event with sportive character or musical background in the framework of the European Region, which would be attended by people from Tyrol, South Tyroleans and Trentino.

The students want to make the opportunities and options the European Region is offering more visible for the population. The message conveyed to young people should be that the European Region keeps up with the times, that also young people can benefit from its services and have fun and that the European Region can be helpful for them in future. In consequence, the students proposed several activities in order to reach the goal.

Analysis of current digital activities of the European Region:

Before presenting the ideas proposed by the group of students, a short overview of the current digital marketing activities of the European Region shall be given.

The European Region has a modern website (<http://www.euoparegion.info/de/default.asp>) which is accessible in the languages of the region – German, Italian and Ladin – as well as partly in English. The website offers plenty of information about the EGTC, its history, milestones and current activities. The website is up-to-date and gives current information about events, interesting publications and initiatives.

In addition to the website, the European Region has a Facebook site www.facebook.com/europaregion.info and a Twitter account https://twitter.com/euregio_tirol. The information on these channels is mainly inserted by the Secretary General. The Facebook site and Twitter accounts are updated and filled with latest news regularly. Currently the Facebook site has 1688 likes and the Twitter account 223 followers. (Status: 28th November 2014)

Arguments for digital marketing activities:

The group of persons which shall be reached by the additional marketing activities proposed by the students, are young people up to 25 years. This age group are so-called “digital natives”. The students therefore propose to focus the marketing activities on digital channels and therefore reach the young population. In the following, the activities proposed by the group of students will be presented:

Additional Facebook sites, administrated by the EGTC:

The proposal includes setting up the following additional Facebook sites:

- A Facebook site for the Euregio Youth connected to the following subsites:
- A site for people who are offering or looking for car rides (e.g. for students from South Tyrol studying in Innsbruck)
- A site for events in the region (information about events, but also suggestions for weekend trips, pictures, recommendations, especially for young people) – event organizers can promote their event via this site for free; the event gets more publicity, people who access the site get information about type, time and place of the event. The Euregio website should be linked to the site.

Photo and video competition:

A photo and video competition should be launched in March 2015. The competitions will be promoted via the Facebook sites and the website using the hashtags #europaregion, #meintyrol, #pictureit and #tyrolin7seconds. There will be also a flyer added to a local newspaper in order to reach as many Tyroleans below 25 years as possible.

Participants need to upload their contribution on facebook, provide it with hashtags and share it with their friends. The contributions should be creative and show the best, most beautiful and exciting aspects of Tyrol. There are no strict specifications of the content of the videos and photos; they can show sports, music, adventure or other activities / aspects of the Tyrol. The length of the video is restricted to seven seconds and shall show snapshots of Tyrol; this can be in very different forms, e.g. a sunrise at a special place in Tyrol in fast motion, an experience in slow motion, etc. The competition will take place from early May until late August. A jury will determine the winners of the competitions in September, the prizes shall be awarded in October 2015.

The motto of the photo competition is “My European Region – PICTURE IT!”

The aim of the photo competition is that Tyroleans up to 25 years highlight the most beautiful parts of Tyrol / South Tyrol / Trentino in a picture. The final product will be uploaded to the facebook sites and the webpage.

The motto of the video competition is “The European Region in SEVEN SECONDS!”

The aim of the video competition is to encourage Tyroleans up to 25 years to present the most beautiful parts of Tyrol / South Tyrol / Trentino in a seven-second video. There should be no limits to the creativity.

The winners of the competitions win €1.500, second prize would be the “Freizeitticket Tirol”, a year-long pass for diverse activities such as skiing, swimming or ice-skating in many different recreational areas, skiing areas, swimming pools and ice-skating areas in the Tyrol.

The award ceremony shall take place in cooperation with a youth organization in Innsbruck in October. This could be the “InfoEck”, a youth information office, which is sponsored by the government of Tyrol, several Tyrolean municipalities and the EU. Moreover, a sponsoring cooperation with a camera manufacturer is intended.

App:

In order to follow the current trend of home-sharing websites such as www.airbnb.at or www.couchsurfing.org and to further develop own ideas, an app could be created which offers a free hospitality network in the area of Tyrol - South Tyrol – Trentino. Since many young people are looking for free or low cost options to stay overnight in nearby areas, e.g. over the weekend, this app will be a perfect fit for this need. Travelers who use this modern way of finding accommodation also decide to use a free-of-cost online hospitality network. The information about potential accommodation can be gained via the app.

Statewide posters:

Posters with with the following slogans shall be hung up in several municipalities:

- “Schau über deinen Tirolerrand hinaus!” – this is a wordplay in German, a combination of “Look over the edge of your plate” and “Look over the edge of Tyrol”.

- “Du musst nicht weit reisen, um deinen Horizont zu erweitern!“ – „You don’t need to travel far in order to widen your horizon!”

These posters shall contain one of the slogans, the logo of the European Region and a QR-Code that redirects to the website of the European Region.

Stickers with Youth Euregio Logo:

These stickers are sent to many youth associations in Tyrol. The stickers show a youthful logo of the European region which shall waken the interest to visit the website and facebook site of the European Region.

Flyer:

Flyers are designed and shall be added to the weekend issue of a local newspaper. They contain all the information about the photo and video competitions, a QR-code which is redirected to the website of the European Region, references to the facebook sites and the new Youth Euregio logo.

Google Adwords:

Google advertising shall be done with the following tags: „Europaregion“, „Jugend Tirol“, „Picture It“, „Europaregion in 7 seconds“, „Jugendverband“ ("European Region", "Youth Tyrol", "Picture It", "European Region in 7 seconds", "Youth Association")

Facebook Advertising:

Facebook advertising shall be done with the same tags: „Europaregion“, „Jugend Tirol“, „Picture It“, „Europaregion in 7 seconds“, „Jugendverband“ ("European Region", "Youth Tyrol", "Picture It", "European Region in 7 seconds", "Youth Association")

Event in cooperation with “The Info-Eck”:

The award ceremony for the photo and video competition shall be performed together with the youth association “Das Info-Eck” (“The Info-Eck”). During this event, the youth shall be informed about the European Region. It could be an event including music or sports as well as the award ceremony.

Financial plan:

The estimated costs for the proposed marketing activities are shown in table 1. The costs for a possible event together with the youth organization “Info-Eck” are not included as the “Info-Eck” might be a co-sponsor and bear a part of the expenditures. Furthermore the event is an optional activity. The costs for the possible app are also not included in the financial plan as this is optional.

Table 1. Rough financial plan for digital marketing activities

Rough financial plan	Expenditures in €
Google AdWords + Display	13.500,00 €
Facebook Advertising	9.000,00 €
Poster printing + installation	15.051,47
Sticker	400,00 €
Flyer	830,00 €
Shipment via newspaper	17.500,00 €
Shipment of stickers	900,00 €
QR-Code	150,00 €
Advertisement, Graphics, Design	2.000,00 €
Competition	2.000,00 €
Other expenditures	3.000,00 €
Personell costs for Facebook sites + account administration	4.500,00 €
Total	68.831,47 €

Source: Own elaboration

3. Questions for discussion

This case shows the ideas presented by the students, but as the project is still ongoing, leaves the outcome open. The reader shall be stimulated to discuss the following questions:

Question 1: How can the digital marketing activities be evaluated after executing them during the year 2015?

Question 2: Which kind of measurements can be obtained?

Question 3: Which additional or alternative measures can be taken to achieve the goal?

Question 4: Is Facebook still the right medium for communication with young people up to 25 years?

Question 5: Should the measures be spread also via other social networks such as Twitter, Pinterest or Instagram?

References

- Europaregion (2014). Oficial web. <http://www.europaregion.info/>. Accessed 03.12.2014.
- Europaregion (2014). Europaregion Tirol Südtirol Trentino. Facebook. <https://www.facebook.com/europaregion.info>. Accessed 03.12.2014.
- Europaregion (2014). Euroregio Tirol-BZ-TN. Twitter. https://twitter.com/euregio_tirol. Accessed 03.12.2014.
- Hong, H. (2013). Government websites and social media's influence on government-public relationships. *Public Relations Review*, 39(4), 346-356.
- Kammer, M. (2014). DIVSI U25-Studie: Kinder, Jugendliche und junge Erwachsene in der digitalen Welt. Deutsches Institut für Vertrauen und Sicherheit im Internet. <https://www.divsi.de/publikationen/studien/divsi-u25-studie-kinder-jugendliche-und-junge-erwachsene-in-der-digitalen-welt/>. Accessed 03.12.2014.
- Knab, S., Rehm, M., & Dancu, S. (2013). Social Trends. Social Media, Tomorrow Focus Media GmbH. Tomorrow Focus Media Social Trends. http://www.tomorrow-focus-media.de/fileadmin/customer_files/public_files/downloads/studien/TFM_SocialTrends_SocialMedia.pdf. Accessed 03.12.2014.
- Moreno, A., Navarro, C., Tench, R., & Zeffass, A. (2015). Does social media usage matter? An analysis of online practices and digital media perceptions of communication practitioners in Europe. *Public Relations Review*, 41(2), 242-253.
- Platter, G. (Abteilung Südtirol, Europaregion und Außenbeziehungen, Hrsg.). (2013). Bericht des Tiroler Landeshauptmannes zu europäischer Integration und Außenbeziehungen 2013. https://www.tirol.gv.at/fileadmin/themen/tirol-europa/tirolereuropapolitik/downloads/1200-Budgetrede_LH_2013.pdf. Accessed 03.12.2014.
- Stark, E. & Jud, K. (IFFI Förderverein, Hrsg.). (2014). Internationales Film Festival Innsbruck. Euregio & Kino. http://www.iffi-campus.at/?page_id=23. Access on 03.12.2014.
- Verčič, A. T., & Verčič, D. (2013). Digital natives and social media. *Public Relations Review*, 39(5), 600-602.
- Traweger, C. & Pallaver, G. (2014). Communication, cooperation, Integration in der Europa region Tirol-Südtirol-Trentino. Die Meinung der Bevölkerung. Innsbruck: Studia-Univ.-Verlag.
- Tiroler Tageszeitung. (2014). Europaregion Tirol will bei Familien und Sicherheit enger kooperieren. Oficial web. <http://www.tt.com/politik/landespolitik/9317353-91/europaregion-tirol-will-bei-familien-und-sicherheit-enger-kooperieren.csp>. Accessed 03.12.2014.
- Weinberg, T., Von, D. B., Pahrman, C., & Ladwig, W. (2014). *Social Media Marketing. Strategien für Twitter, Facebook & Co (4. Auflage)*. Köln, GE: O'Reilly.
- <http://www.alpeuregio.org/index.php/de/uber-uns/die-europaregion-tirol-sudtirol-trentino>
- Mei-INFOECK (2014). Oficial page. <https://www.mei-infoeck.at/>. Accessed 03.12.2014.
- Couchsurfing Infos (2014). Wie funktioniert Couchsurfing in Deutschland?. Oficial web. <http://couchsurfing.de/>. Accessed 03.12.2014.