



TNO

Netherlands organisation of applied scientific research

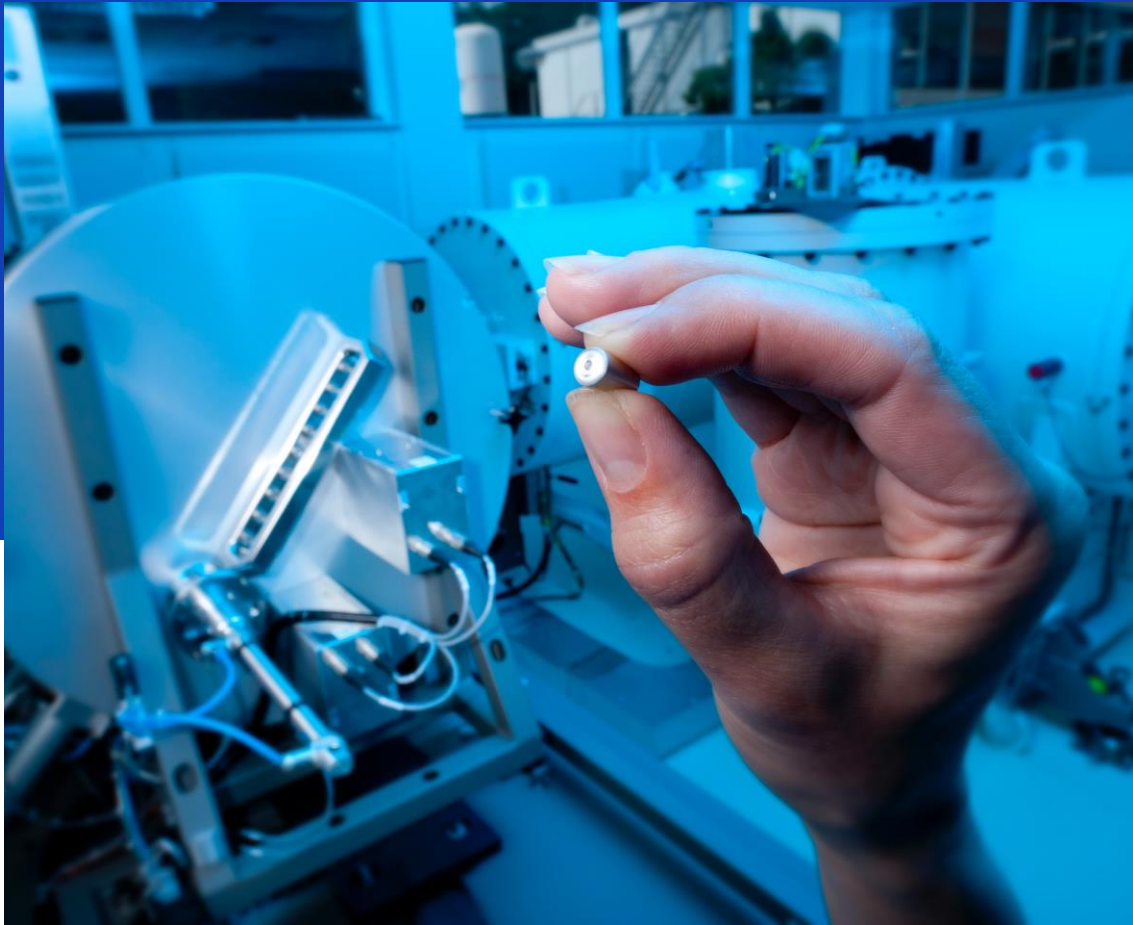
Olav Groenendijk

October 2023

[Start presentation](#)

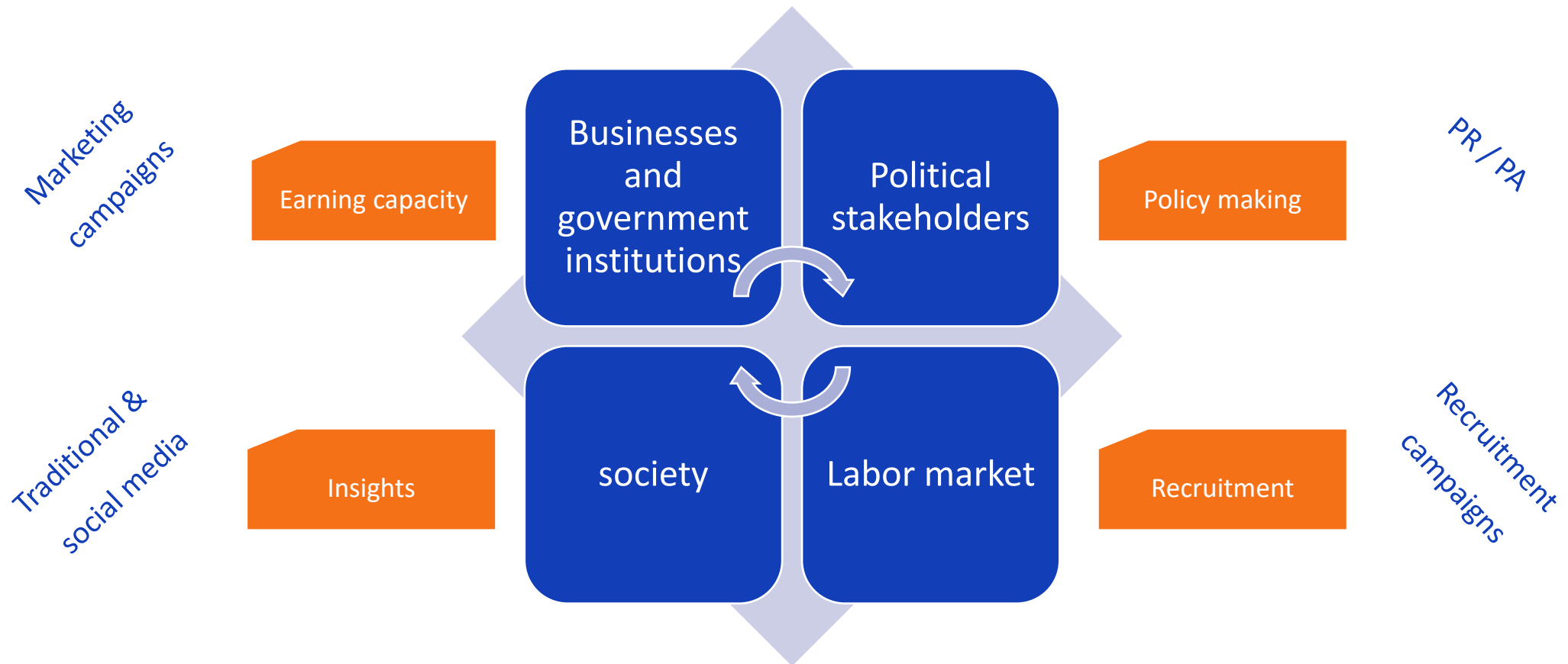


Agenda



1. About TNO
2. Brilliant failures
3. Successful campaigns
4. Moonshots

Reaching different target audiences with a different purpose





Brilliant failures



...getting too close on social media

“why don’t you start giving more money to the poor?”

“totally immoral propaganda! My health is not your concern, nor of the government”

“Cheap sales pitch!”



Social messages give lots of engagement, but be aware of the sensitivity



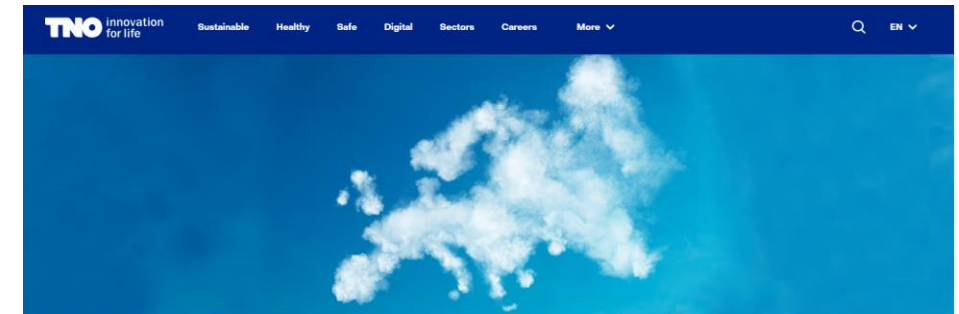
...an overly technical message with a completely inaccessible download

- No SEO optimisation, no search volume
- 'in the blind': PDF download without a form
- 12 visitors in the past 6 months
- ...mainly TNO employees

1. Google (SEO) > 40,6%
2. Direct > 31%
3. Google (SEA) > 8,5%
4. LinkedIn > 5,1%



Does it make sense to place an article when there is no Google search volume on it?



... / Newsroom / Insights /

Data sovereignty: an opportunity for businesses and technology providers

TNO-report | TNO 2022 R10507 - Bridging the Dutch and European Digital Sovereignty gap 10 / 82

Data sharing 14 June 2022

ta in our society and our heavy dependency on the US and increasingly at odds. In the light of recent geopolitical

2.2 Digital technology layers

In this section each technology layer will be described and the digital sovereignty on each digital technology layer will be elaborated.

2.2.1 Networks & connectivity

Networks and connectivity is the first digital technology layer of the technology level model and concerns infrastructures to exchange data between systems such as 5G, 6G (and beyond), wireless networks and the next generation high-bandwidth fixed connections.²¹

While Europe was well positioned in the specifications of international standards for 2G, 3G and 4G cellular networks, the situation has shifted regarding 5G.²² The question is who will be leading 5G in the next years?²³ Can Europe become leading in this area? This seems challenging:

- Huawei is currently the global market leader of 5G, while Ericsson and Nokia offer a European alternative.²⁴
- 5G is the subject of geo-political discussions between the US and China. Discussions relate to security concerns with Chinese equipment.
- Europe has the lowest number of 5G base stations per million inhabitants (7) compared to China (94) or the US (31).²⁵
- Each of these 5G network vendors use proprietary interfaces. This generates undesirable lock-in effects, holds back innovation and reduces flexibility in terms of switching to current and future standards (5G, 6G).²⁶

Therefore beyond 5G, the European Commission now intends to focus on the next development towards 6G.²⁷ 6G could become an enabler for the digital society, where all kinds of applications as healthcare (healthcare will become AI-driven and dependent on 6G communication technology²⁸), transport (e.g. communication for Connected Cars and Autonomous Driving²⁹), and Industry 4.0 (enabler for Industrial Internet of Everything) depend on 6G networks.³⁰

2.2.2 Data storage & cloud

Data storage and cloud is the second digital technology layer of the technology level model and can be defined as infrastructures to store data, sometimes locally, sometimes federated, but often in shared data centres using proprietary technologies (e.g. provided by Big Tech). Similar to networks and connectivity this second layer also contains a strong non-European dependency, since there are currently no European firms within the top 5

²¹https://www.researchgate.net/publication/347799507_Towards_6G_wireless_communication_networks_vision_enabling_technologies_and_new_paradigms_inthe-line-5f072d562851c10eb418b1/download

²²<https://www.coursehero.com/filep87307e/Chinese-companies-are-also-increasingly-active-in-international-standard/>



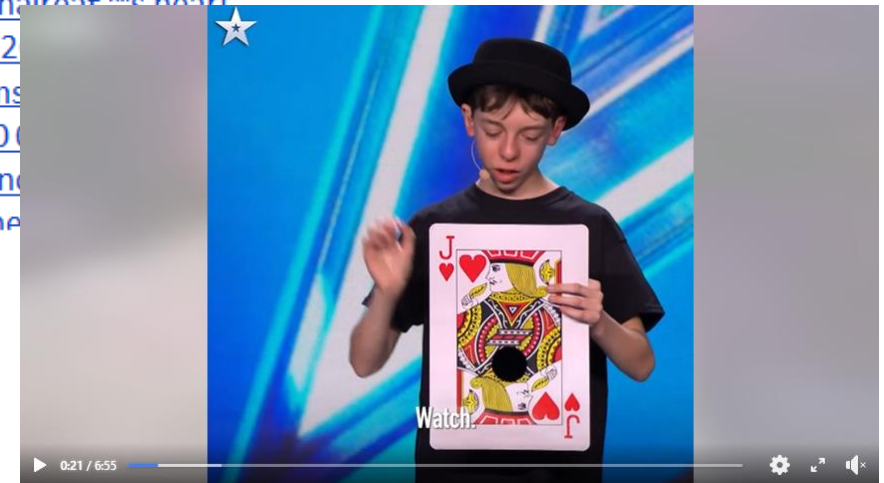
...Facebook instream video ads: bureau forgot to block off-topic video's

- High costs
- Low quality of traffic
- Bad for brand reputation



Be alert: what places do you want exposure?
...and where not?

[No one can get close to this aggressive dog ðŸ™„](#)
[Randy Meets His First Japanese Toilet | South Park](#)
[A Very Expensive Mistake](#)
[He Was In The FRIENDZONE For 3 Years I Got Him Out](#)
[Searching for Clues: The Dutch Girls' Mysterious Fate](#)
[His little face when he realises itâ€™s not my hand](#)
[Autistic Magician Will Make You Emotional on BGT 2023](#)
[Renâ€™ van Meurs - Ik ga niet naar de hoeren](#)
[Karen Repeatedly Harasses King's Guard](#)
[I Love Bleach Jobs With a Twist! ðŸ™„](#)
[My Facial Reconstruction Surgery Cost Over \\$70 000](#)
[13-year-old schoolboy's marvellous MAGIC! | Auditions | BGT 2023](#)
[Rocky was given no chance but I could tell he had fight in his eyes â„†](#)
[Maid steals millionaireâ€™s heart](#)
[Top movie netflix 2023](#)
[Saleswoman scams](#)
[Who Will Win \\$10 000](#)
[It's a dire emergency](#)
[Magnet Fishing the](#)





Successful campaigns

Traineeship recruitment campaign

Campaign passport

Target audience:

Young technical professionals, MSc, PhD

Target:

Get into contact with as many high quality professionals as possible

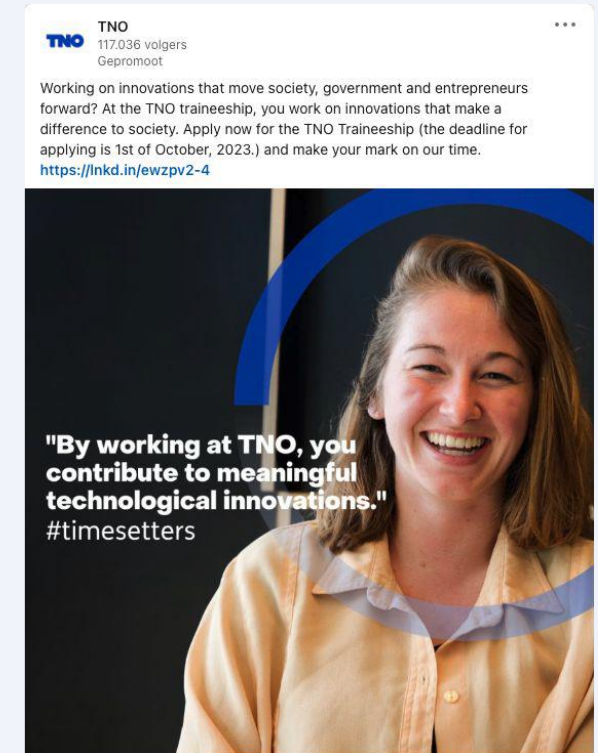
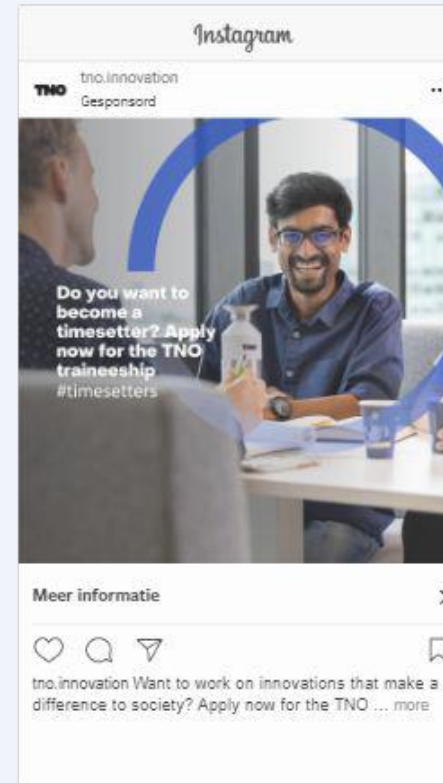
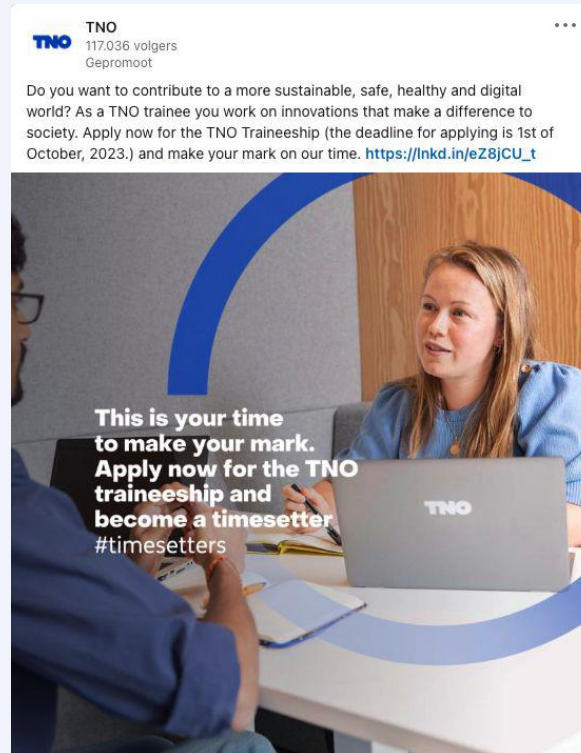
Comms mix:

- LinkedIn & Instagram
- Supported by large branding campaign on TV/ online

Results:

- 271 candidates
- 1,11% CTR
- High quality response

How branding and recruitment can reinforce each other



Microplastics campaign

campagnepaspoort

Target audience:

NGOs, EU industry and government

Goal:

- Thought leadership on MP
- Contact moments
- provide inspiring insights
- feels addressed and takes action

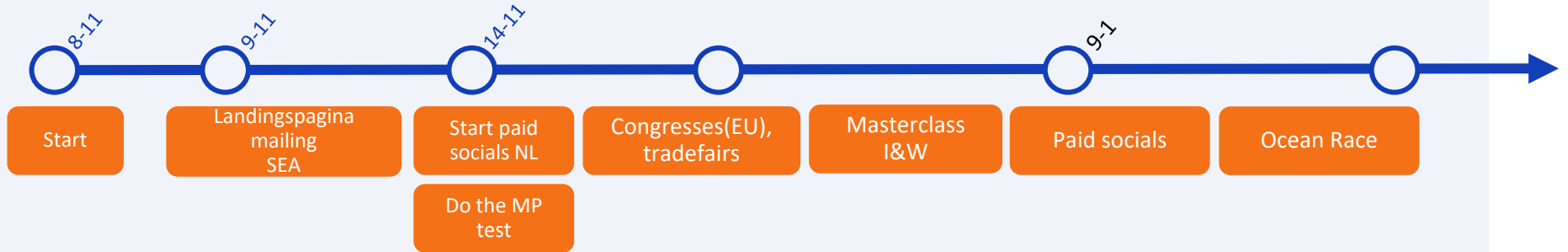
Resources:

Scientific report, media knowledge session, social posts/ads, SEA, microplastic test, Email flow, exhibition materials

Results:

- media attention! (#90)
- > 900 downloads
- Political arena
- Contacts industry and governments

Make it snackable,
seductive and claim the
domain



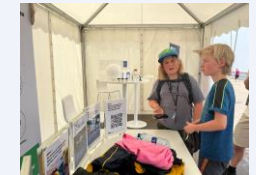
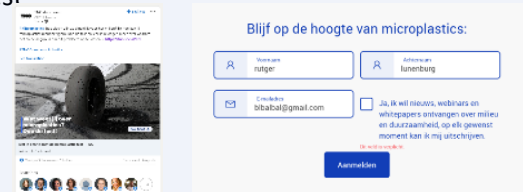
Media kennissessie



socials



Microplastic test



Tradefairs & ocean race

Mail flow



Campaign Accessible cities / digital twin

Campaign passport

Target audience:

Administrative advisors, program managers, & policy advisors. (approx. 500)

Goal:

- Strengthening TNO's position (from contractor to strategic partner)
- Increase number of contacts
- Engaged community

Resources deployed:

articles, whitepapers, podcast, webinar, live event

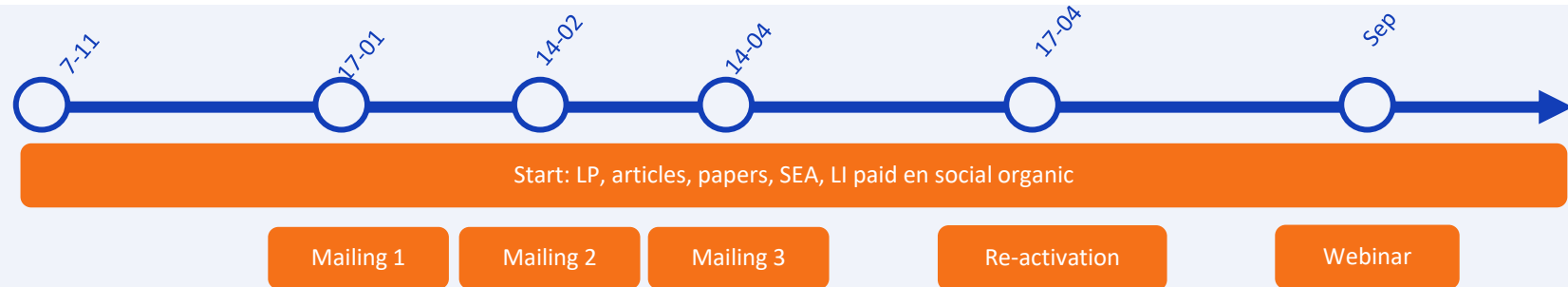
Channels

email marketing, socials (organic, paid), SEA, newsletter, publications (owned, earned, paid)

Results:

- 400+ new contacts
- Better insight into information needs, increased engagement
- Many new BD contact moments

Hyperfocus on your target personas and their needs



Take away:

Moonshots

"I believe this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the Moon and returning him safely to the Earth."





**Medicines developed
2 years faster**



**Digital privacy and
security for everyone**



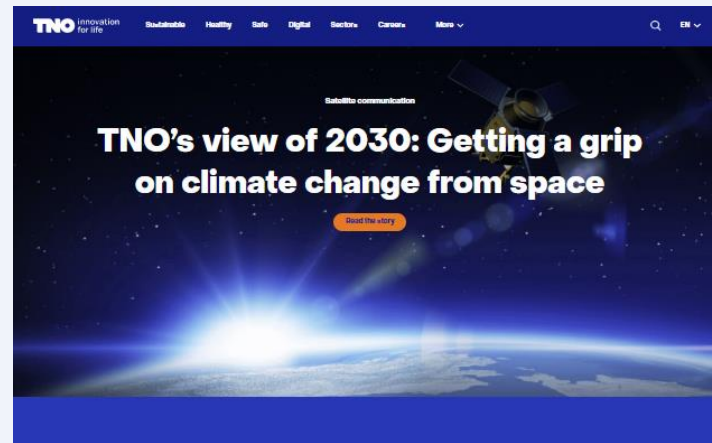
**50% reduction in
lifestyle diseases**



**Plastic made from
air and waste gases**

Multimedia approach, paid & organic

“control over climate change before 2030 with satellite technology”



“Our mission for 2030: this is how we spot big polluters from space”

Moonshot - podcast series:



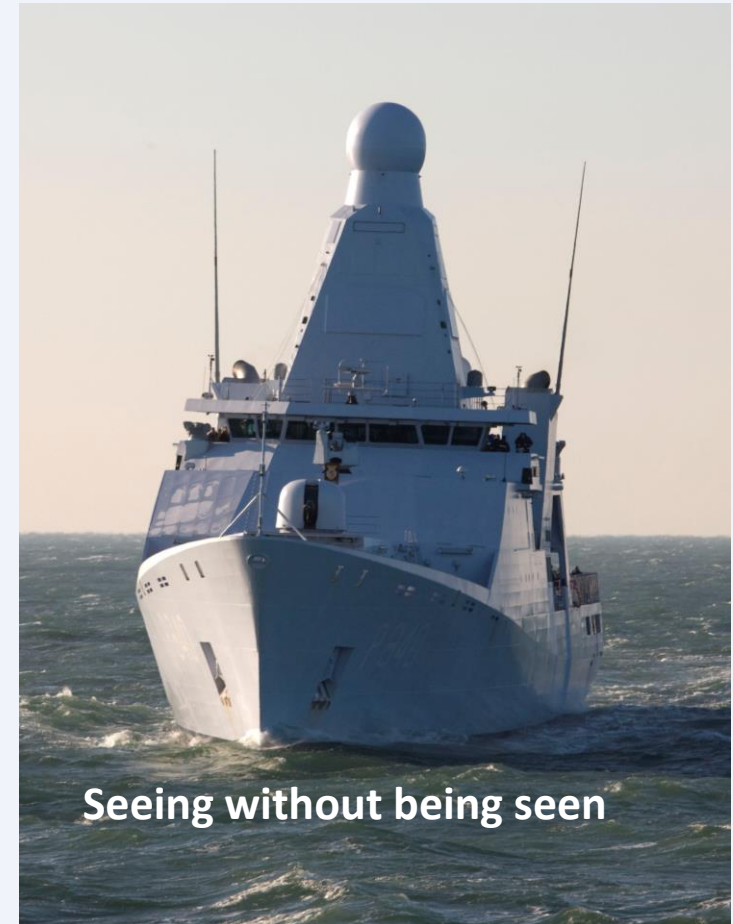
Increasing engagement

Moonshots...

- help making complex messages accessible
- make communication more appealing
- have a positive impact on TNO's reputation
- Moonshots help recruit new staff

Internally

- inspire TNO workers through concrete visions of the future
- encourage us to consider 'innovation with the end in mind'
- contribute to raising pride in TNO



Place text here

The end



...multimedia campaign lacking follow-up and internal alignment

- Sustainable industry-campaign leading to massive enthusiasm in the market
- Internal (research) colleagues were not sufficiently informed
- Business proposition not ready to market
- No call-to-action, no measurable results



Always start with internal marketing and support in the business



Video testimonials



Podcastseries

4500 part.



Webinars

705 part.



branded
Content

500 contacts



Campaign offshore wind

Campaign passport

Target audience:

- Energy sector: project developers, grid operators, energy suppliers, end users, industry
- Energy policy officers

Goal:

Claiming domain: offshore wind system integration

Contacts B2B/B2G

Results:

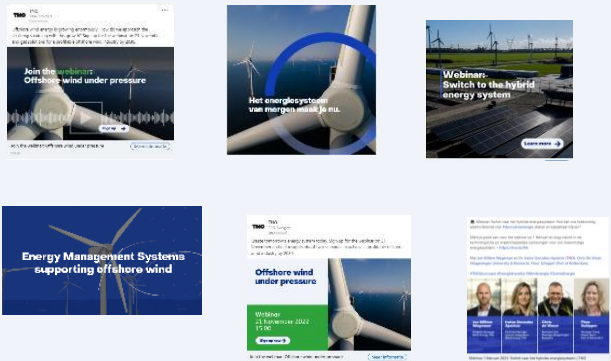
- Visibility: 150,000 target audience
- Webinars: 2,000 participants
- Many contact requests

Claim the domain,
connect your audience,
take the lead

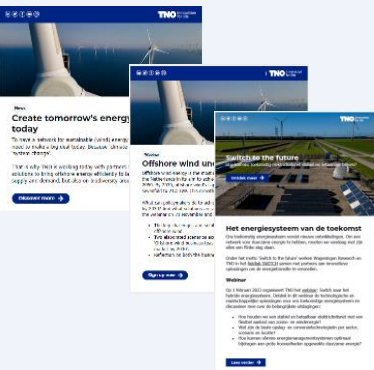
kennissessie media



Campaign ads



Mail campaign



Download paper



Webinar 1



Webinar 2

