

Pix Communications

(a division of Pix Videos)

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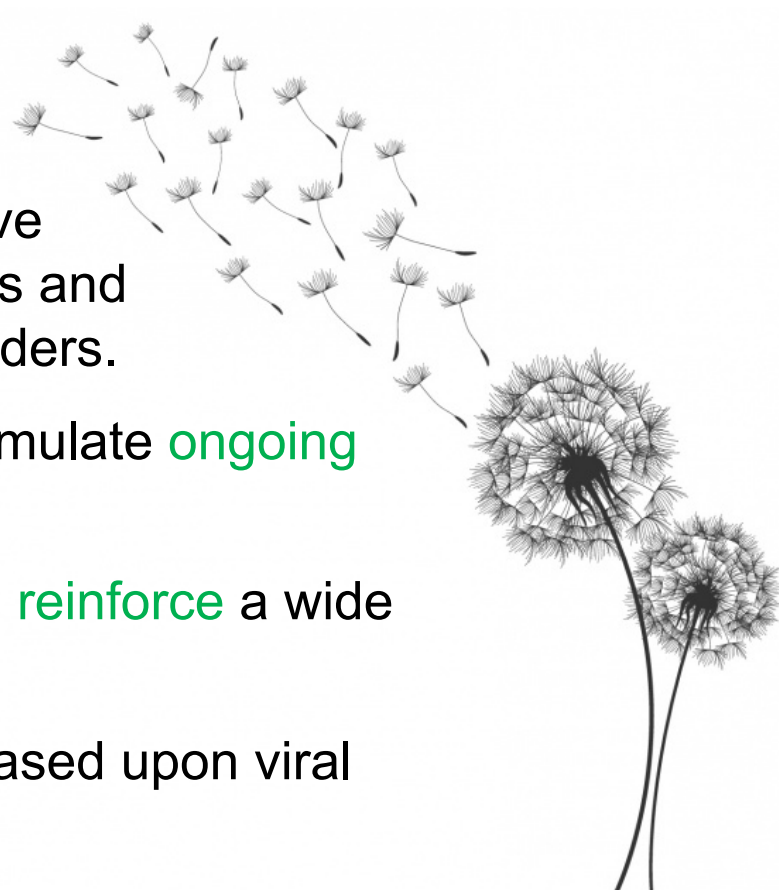
This presentation is for

- Workshop 1** Big Data
- Workshop 3** Photonics and Micro-and-Nanoelectronics
- Workshop 2** Robotics
- Workshop 4** internet of Things



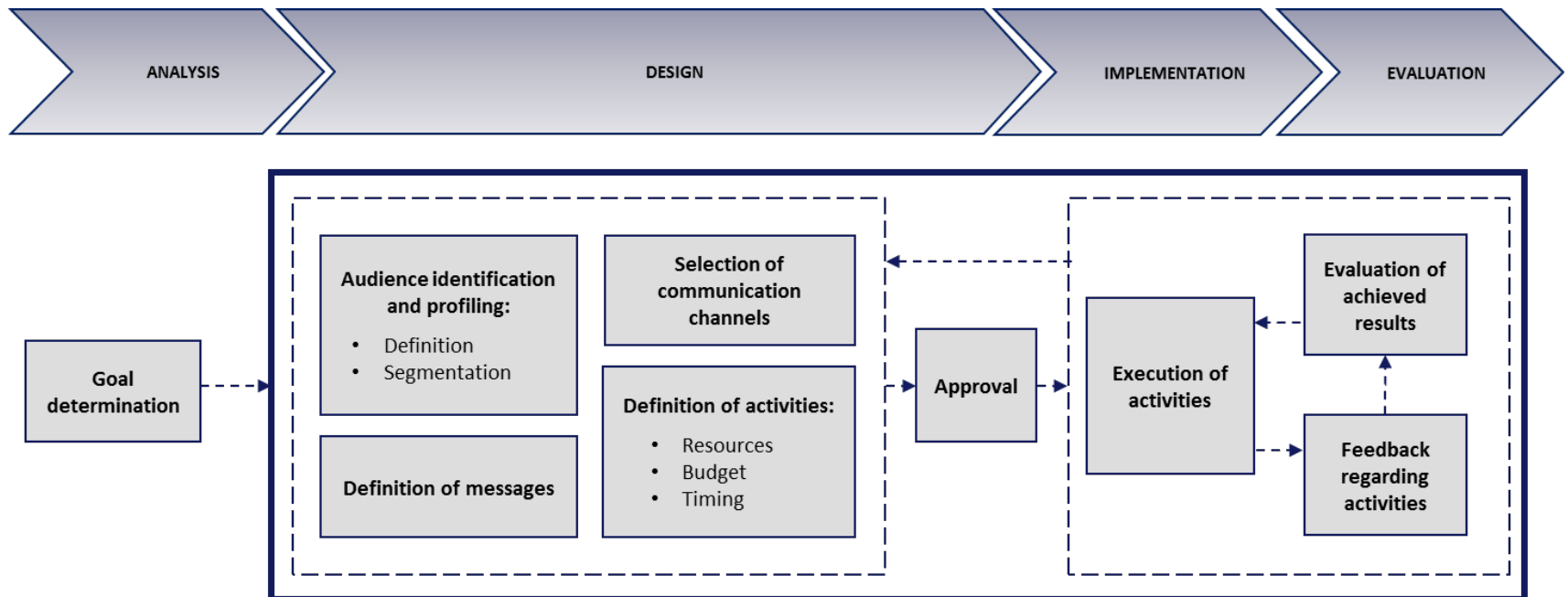
At Pix Communications we are experts at:

- Building **awareness** of our EC projects.
- Laying down the foundations for effective **communication** of our projects' concepts and potential benefits to interested stakeholders.
- Communicating research findings to stimulate **ongoing** interest in the work of our projects.
- Laying the groundwork to establish and **reinforce** a wide network of potential customers.
- **Maximizing exploitation opportunities** based upon viral communication strategies.

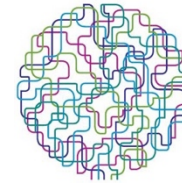




Our dissemination methodology:



Specific example (I)



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A good example of our understanding on how EC project dissemination should be tackled is our high quality animated explainer videos.

In the following example we describe with attractive animated concepts a complex European Commission project in a way that makes it **understandable to everyone in less than 3 minutes.**

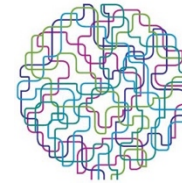


Specific example (II)



- The average person on the internet has an **attention span of 8 seconds**. If the content on your website doesn't grab their attention in eight seconds, they'll move on to another website.
- Websites with an explainer video are **50 times more likely to be ranked on Google's first page**. What do you think people will click on first: the text link or the ever-inviting video thumbnail? That's right. The thumbnail!
- Additionally, an explainer video is a standalone tool that can be used on any social media site, as a link in an email signature, digital publications, a conference, etc. Once you have an explainer video, you will be able to **repurpose it everywhere**.
- High quality explainer videos are the dissemination medium which generate the **highest return on investment**. Here is one of an endless list of examples: Dropbox spent \$50,000 to tell their story through an explainer video. It resulted in 5 million new customers and over \$24M in revenue.

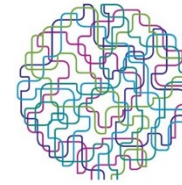
Any Call Any Project



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We can lead the dissemination WP of any project of any Call, through our unique understanding on how communication activities should be designed and executed to **maximize virality**.





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