**Campaign hub/storytelling tool**

**Kick-off meeting 18.02.20**

**The need:**

It was clear during the creation of the MFF Top Story that a space for non-newsworthy content and a visual appealing layout is needed for putting forward our campaign´s narrative and materials under a specific visual identity.

A few elements to consider:

* the current Top Story can be seen as a dossier, one single place where we find all the context, but under a news-related website
* we should not mix the news-related information with the campaigns one. Under the current News website, the narrative from WebComm stories is mixed with the Press messages which do not follow the same approach, as they have a completely different target audience.
* is the campaign material only for multipliers? If so, it will be included under the future *together.eu*. Do we need to include this material somewhere else? We should avoid duplication.
* SEO does not seem to be relevant in this case as the narrative cannot be always adapted to search queries.

**Which kind of product would be included under this solution?**

We need to make clear which type of content needs a new solution (i.e. cannot be cover under the current News website). In order to avoid new satellite websites and ensure consistency, it is important to frame/limit the type of information to be consider.

Different candidates were discussed:

* MFF
* Schuman Declaration
* Green New Deal
* Conference on the future of Europe

The WG believes that this solution should cover campaigns, not events. Although, there could very well be a campaign to promote an “event” (e.g. EYE), the message won´t be punctual (celebration, commemoration such the Schuman Declaration) but sustained over time. Thus, we see the Green New Deal and the Conference on the Future of Europe as good candidates for this approach, whereas the Schuman Declaration does seem to fit.

The new solution should be used for **campaigns only**. Some characteristics to consider:

* Long timeframe
* A sense of evolution (timeline)
* They have its own visual identity and narrative
* Different materials are offered
* Many actors involved, since the content comes from different sources: C&D, WebComm, other institutions
* A strong coordinator role is needed, in order to manage both editorial (narrative, messages) and creative direction, also in terms of validation.

**The solution:**

Different approaches were discussed: from a campaign hub to a storytelling/interactive infographic.

An interactive infographic where different types of content can be integrated and created ad hoc seems to be the best solution according to the needs outlined above.

In other words, there is no real need for a tool to create this kind of products, but rather a dedicated team and appropriate workflows.

A few arguments to consider:

* the narrative of each campaign will require different creative priorities and a tool will always limit the creative possibilities
* The workflow and validation process have to be agreed ahead of the start of the production
* a manual, from scratch and ad hoc creation of this type of products will allow all the flexibility needed to foster creativity
* in terms of resources/timing, the dedicated team will need one month to create the English version after the validation of the concept..
* on SEO, this kind of product could benefit from being either stand-alone or integrated as part of an existing website