



Planning a one-off PR campaign

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130 years Pencho Slaveykov Public Library

Combining EAwareness campaign and the library anniversary for:

- gaining EAwareness and popularity among common public;
- introducing Europeana to politicians and policy makers;
- attracting potential users and content providers.

Why did we choose that type of campaign ?

- *The accent:* to address a new kind of users – teenagers.
- *The ambition:* to open the Europeanana treasury box for them.
- *The motivation:* the target group to be motivated to use one reliable, trusted and immensely rich resource.

One Campaign – two formats

- *The Campaign theme: My Europeana*
- Contest
 - *Title: My Europeana*
 - *Target group: students*
- Exhibition
 - *Title: Linked across borders and time*
 - *Target group: common public*

The Contest

- *Why:* to introduce Europeana to the young people.
- *How:* by using the format of a contest:
 - ✓ The competitive element provokes curiosity and creativity and motivates teenagers to participate and win.
 - ✓ Two forms
 - An essay
 - A video

The competition challenges

- To reach all potential participants at national, regional and local level.
- To contact authorities such as Ministry of education, Ministry of Culture and their regional structures, local schools, art and reading clubs and etc.

The competition challenges (2)

- The jury selection
 - Choose the right persons who are able to evaluate the entries
 - The members of the jury did their work voluntarily
- The selection of the entries
 - The large number of entries convinced us to divide the process into two steps of selection and nomination



Explore Europe's cultural collections

Морска градина

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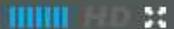
Matches for: Морска градина

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The Exhibition

- *Why:* discover and present the European dimensions of Bulgarian cultural heritage and bring the European one in Bulgaria through Europeana.
- *What:* present in vice versa 8 Bulgarian and 8 European cities through Europeana content.
- *Where:* at the public libraries
- *How:* a traveling exhibition all over Bulgaria that is supposed to visit the 8 biggest cities in Bulgaria.

The exhibiting challenges

- How to
 - Select 8 Bulgarian objects, presented in Europeana;
 - Bring out the main characteristics and find their European twins;
 - Reveal the emblematic sign of each town and present it with one word.

The exhibiting challenges

(2)

- The relation is identified at different levels:
 - historical
 - geographical
 - economical
 - cultural
 - tourist

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Plovdiv and Rome

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и червено
и червено



Common challenges

- The political crisis
 - Began early in the year and still going on, it costs many difficulties at different levels;
 - At the honoring ceremony of winners of the Contest the town mayor was not present;
 - At the opening ceremony of the exhibition the government was just elected.



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Europeana