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Contents

The Impact of Social Media on Higher Education: A Case Study of CeL

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Abstract: *One of the defining phenomena of the present times is Social Media. Social media attracts online technologies and practices that people use to share content, opinions, insights, experiences, perspectives, and media themselves. It is called Social Media because its users engage with and around it in a social context, which can include conversations, commentary and other user-generated annotations and engagement annotations; it is a way for people to communicate and interact online. The growth of social media and other Web 2.0 technologies is unprecedented (Lenhart, Purcell, Smith, & Zickuhr, 2010). On the other hand, traditional printed media have seen their impact decreasing slowly with the introduction of online and social media, which have changed the world in many ways. There are a few important features regarding both traditional media and new media, such as: media experience is limited, one directional, and the sense receptors used are very specific. For example: print media - sense of sight, radio - sense of hearing and TV - sight and hearing. As for the New Media, media experience is more interactive, audiences are more involved and can send feedback simultaneously; it integrates all the aspects of old media. It is an integral part of everyone's life. Social Media gave people a voice, something to believe in, it empowered them to express their feelings and share their thoughts. Even if they had a slow start in adopting social media, universities worldwide use it for purposes varying from marketing and branding, to communication and recently, as an*

informal educational tool. Keeping in mind the main purposes of improving instant communication, reaching and engaging more people, is how universities use social media. In the eLearning Center case study, it is used for marketing, communication and improving the image of distance education.

Keywords: *social media, connection, audience, feedback, click.*

1. Introduction

Social Media has changed the world completely, we are all connected; it has brought such radical changes; it can connect and reconnect people just with the hit of a click.

Social media is a term that is broadly used to describe any number of technological systems related to collaboration and community (Joosten, 2012). While it appears that a specific definition may be elusive (Kaplan & Haenlein, 2010), social media is often described by example. Social networking sites, blogs, wikis, multi-media platforms, virtual game worlds, and virtual social worlds are among the applications typically included in recent illustrations (Barnes & Lescault, 2011; McEwan, 2012).

Communication is defined as an act or an instance of communicating; the imparting or exchange of information, ideas, or feelings. (Collins, 2009). Communication involves the transfer of meaning or information from one person or group to others. (Baack, 2012).

The visibility of Social Media is growing constantly in higher education, as social media is an essential and viable source in day-to-day communication, and my aim was to discover how students interact with it, with its channels and other means of communication during the university admission process.

''Social Media (web.2.0) should not be seen primarily as the platforms upon which people post, but rather as the contents that are posted on these platforms.'' (Miller, 2016)

Nowadays, Web.2.0 or Social Media as an entity have become embedded in our everyday lives and according to (Miller, 2016) they are now seen as commonplace and pervasive, used by a wide range of individuals and institutions from all walks of life.

The past years have brought significant growth in technology and have created new possibilities for social media regarding education and other fields. Due to Social Media expansion, institutions are now transitioning from traditional learning and expanding their curricula towards the New Media.

Undoubtedly, the speed of change and immediacy of technology have remodelled media and communication, creating the false impression that social media has been with us since the beginning of time, while Facebook was launched only in 2004, Twitter in 2006, and Instagram in 2010.

When we think about social media, we think about a large variety of information or any type of content, so my research will contain mostly student testimonials regarding social media content and usage.

The use of social media can facilitate the communication between individuals because it is just a click away, and it can also help students working on something that requires the use of the New Media.

However, as I deepened into my research regarding social media, I identified pros and cons to it. While some believe that any type of technology can harm us and destroy traditions - in our case, demolish traditional learning, there are others who believe in building a bridge between technology and traditional concepts of learning.

"Think about what people are doing on Facebook today. They're keeping up with their friends and family, but they're also building an image and identity for themselves, which in a sense is their brand. They're connecting with the audience that they want to connect to. It's almost a disadvantage if you're not on it now." – Mark Zuckerberg, Founder, Facebook

Statistics show that there are over 2.8 billion social media users worldwide who use social media for education, communication or other purposes.

The Popularity of Social Media Platforms

1.15 Billion + Total Users
23% of Users Check Their Account More than Five Times per Day

500 Million + Total Users
60% of Users Access Twitter from Their Mobile Devices

500 Million + Total Users
80% of Users Login at Least Once a Week to Google+

238 Million + Total Users
50% of Users Have Their Bachelor's or Graduate Degree

130 Million + Total Users
"MTV" Is the Most Followed Brand with Over 1.2 Million Followers

70 Million + Total Users
69% of Users Are Female with Food-Related Content Being the Top Topic of Interest

Source: Digital Insights.

Here is what I found about the pioneers of social media: Facebook (2.01. billion monthly users) - by far the most used platform for both social and educational purposes, Twitter (328 million monthly users) and Instagram (this social media platform has quickly become a trend among social media users) (source: Digital Insights, 2016)

In conclusion, Social Media (or should we call it Revolution Media?) has changed the way we do business, interact or communicate every day. My goal was to identify as much valid data while following the status and impact of social media.

2. The Visibility of the eLearning Center regarding social media in education

In what follows, I will emphasize the visibility of the Center and the volume of interaction on social channels/platforms among students.

Moodle is one of the most used open-source e-learning platforms and because of that, it has been adapted in order to guarantee and ensure access of the enrolled students to online courses.

The Virtual Campus is a Moodle platform, whose features have been reshaped and enriched for use in UPT. It allows the exchange of information between students from different geographical points, via

Internet, through synchronous and asynchronous mechanisms of communication (chats, discussions forum, etc.).

To better understand it, its main features are presented below:

Activity	Module	Description
Creation	Database	allows to build, display and search a bank of record entries about any topic; allows to share a collection of data;
Organization	Lessons	lessons represent a set of ordered topics summarizing the instructional materials and allow access through the corresponding link;
Delivery	Assignments	allow teachers to collect work from students; allow teachers to evaluate the students' work and provide feedback including grades, in a private mode; allow students to upload assignment files
	Workshops	represent a peer assessment activity with many options; allow students to submit their work via an online text tool and attachments;
Communication	Chats	allow synchronous conversation;
	Forums	represent a communication tool where students and teachers can exchange ideas by posting comments
	News	represent a special forum for general announcements; allow teachers to add posts and to send emails;
Collaboration	Glossary	allows creating and maintaining a list of definitions; represents a mechanism for collaborative activities that can be restricted to entries made by the teacher;
	Wikis	allow users to edit collaborative Web pages; provide space for collaborative work;
Assessment	Choice	allows teachers to ask questions and specify multiple choice answers; represents a useful mechanism to stimulate thinking about a topic;

	Quiz	allows teachers to design and build quizzes with a variety of questions, with different types of answers, such as multiple choice, true/false, short answer;
	Feedback	allows teachers to create surveys to collect feedback;
Reusability*	SCORM	represent specifications that enable interoperability, accessibility and reusability of the learning content; represent tools that enable SCORM packages to be included in the course;
	External tools	enable interaction with compliant learning resources (e.g. Learning Tools Interoperability) and activities on other Web sites; provide access to new activity types or materials.

3. Case study: The e-Learning Center campaign for candidates for distance education

The history of higher education can be traced back to ancient Greece, where Plato founded his academy roughly 2,400 years ago. At that time, however, and for the next 1,400 years or so, higher education was limited to a precious few. Only in the Middle Ages did larger scale universities begin to appear in Bologna (1088) and in Paris, where the Sorbonne was founded in 1150 (Kaplan, 2016).

My study case consisted in recording data about how the eLearning Center ensured credibility and visibility during the campaign for attracting new students and during the admission period.

I conducted my research towards the online channels, social platforms and discovered that no less than 41,017 people reached on Facebook during the admission period and there were more than 10 newspapers and online publications that wrote about this subject in particular, not to mention other resources that provided information about this event.

Our team ensured and maintained communication permanently with potential students, successfully guiding them throughout the admission process.
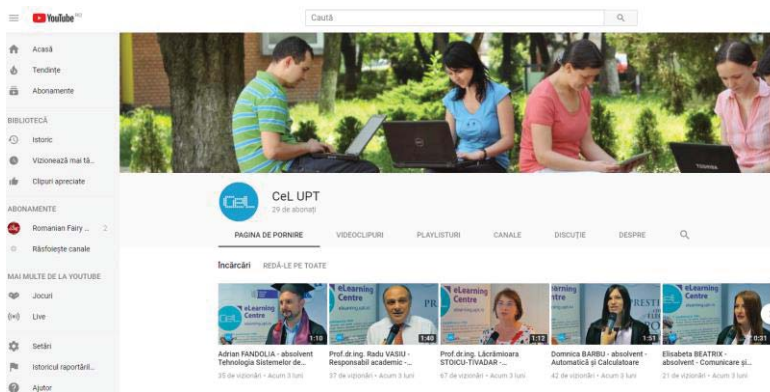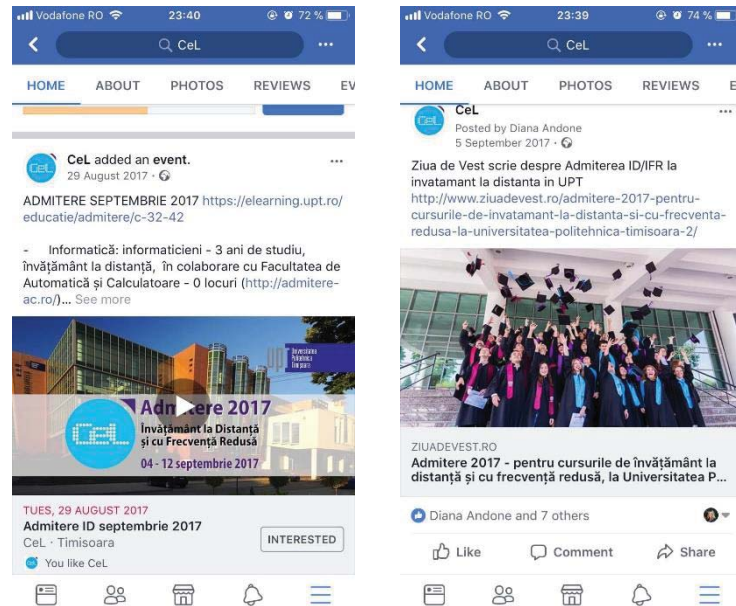
These are just two of the multitude of examples regarding the Center's activity in social media.

In the end, I would like to add which solution I think is suitable for better visibility of the admission to UPT. The solution that I find the

most appealing is to create an Instagram account where we will provide students with updated content regarding student life, the admission and other interesting topics.

Another suggestion is to show our students how simple it is to operate in the Virtual Campus and how they can use the platform for better efficiency and communication.

I will provide further data of what I have encountered during my research in my dissertation paper.

4. Conclusions

Based on the theoretical aspects presented in the documentation sources I consulted, I conducted a research on how students react towards the admission.

I managed to do that by observing the content and the way it is made popular on Facebook, Twitter and other social platforms, networks and sources.

Further on in my research, I will also provide data about student testimonials and other significant findings.

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Digital Showcase of a University Publishing House: Case Study

Katalin Mihaly

Abstract: *In the digital age, any prestigious institution must present itself to the public with a quality "window" that provides all the information useful to site visitors, and they are easy (simple and quick) to find. University publishers make no exception. They are meant to add prestige to parent institutions, the essence of their work being to capitalize on the fruit of academic research and to provide high quality content to community members. This paper presents the case study of an image analysis of a Timisoara-based university publisher. The focus of interest falls on the way in which academic publishers present themselves to the public through their digital window: their websites.*

Key words: *University Press, academic publishing, website, book publishing, digital library, e-book.*

1. Introduction

I chose this topic – Digital Showcase of University Publishing Houses in Romania – motivated by a well-founded reason: I work for a university publishing house. This is not only a job, but also an environment where I can find myself and do exactly what I like most.

Further I supplemented my job with a research interest concerning the visibility of the publishing houses to the outside world, mediated by a technological channel, the website. Institutional websites should establish an effective information and communication channel between the respective organizations and their clients (Rocha, 2012). Therefore, I will engage in an analysis of the websites of a Romanian university publishing house, in the larger context of academic publishing in Romania today. I will use as analysis criteria items such as visibility and usefulness in the electronic environment, aiming to develop a good practice model for the creation of these institutions' interface in the academic sphere.

2. Expert sources consulted

In order to accomplish the work, I have consulted various bibliographic sources: printed books, online books, studies, articles on the topic.

In order to get a broad overview of the editorial services, I consulted several online sources which I included in the webography list. I have tried to find information on how the websites have been developed from experts in the field. For example, Jakob Nielsen, "the guru of Web page usability" (The New York Times), who stated Jakob's Law of Internet User Experience: "Users spend most of their time on other sites. This means that users prefer your site to work the same way as all the other sites they already know. Design for patterns for which users are accustomed." So I have read „Essential Elements of a Home Page". I have also found Elements of Education Web Design. The 17 Most Innovative University Presses And the Books You Will Want From Them offered me other examples of good practice. I have also consulted the 21 Best Premium & Free Education Website Templates 2018 and Studies about academic websites.

3. Research method

After a thorough documentation, I have found out that the publishers of the public state universities in Romania are quite numerous: 55 in total, out of which 48 are civilian universities and 7 state military higher education institutions (according to the information found on the portal of the Ministry of National Education) [www.edu.ro].

I have used the comparative analysis as a research method. Because the topic of the paper is the digital windows of the university publishing houses, I needed a grid of analysis capable of highlighting the core features of the websites. A good website must meet the following requirements (Máté, 2017):

1. Attractive visual, professional, and clean design:
- simple and elegant palette of colors
- easily readable text
- stunning graphic elements
- quality photos
- simplicity.
2. Relevant and informative content:
- text grouped in alignments, with short intertitles
- permanently updated content
- grammatically correct.
3. Functionality
- all links, hyperlinks, and widgets work quickly and correctly, without errors
4. Usability
- simplicity: quality content, elegant and orderly design
- high upload speed of web page
- minimal scroll on the homepage (maximum 2 pages)
- logical navigation
- compatibility with different platforms, search engines and devices.

Considering the results of some studies and the corroboration of knowledge available in several bibliographic sources (Li, 2009), we can group website quality in three main dimensions: content quality, service quality, and technical quality. In my analysis, I have focused mainly on the content of the electronic pages, evaluating (quantitatively and qualitatively) the information provided (Jaikrit, 2011). Among the potential visitors to these websites, scientific authors have a primordial place. The promotion of academic staff and researchers heavily depends, according to the law, on the amount and quality of books and articles published in publishing houses and prestigious magazines. Another important target audience is represented by the readers, who look for ways to gain access – physically or virtually –to a scientific publication. Considering the above and reiterating that I review the websites of academic entities, I have formulated the following questions and criteria:

1. General information
a) accessibility from the parent university's website (directly from the menu, from submenus, by search on the page, searching engines only)
b) year of its establishment
c) published titles
d) access to its own printing house

2. Useful information
a) for authors
  o services offered by the publisher: ISBN and CIP awarding; editorial consultancy; correction, manuscript editing; graphic design for covers; anti-plagiarism check; black and white printing/colored printing; promotion and distribution; costs
  o scientific reviewing
  o collections
  o editorial news
  o titles in preparation
  o catalog of publications

b) for readers / buyers

- o where and how are books sold / online orders or not?
- o E-books: free of charge / for a fee?

3. Additional information

a)links to social networks

b) date of last update

c) page access in other languages

d) other observations.

4. Results

To illustrate the research, I will present the centralized data for the Politehnica University Publishing House in Timişoara, as a case study:

Higher education institution	PolitehnicaUniversity Timişoara www.upt.ro
Publishing house	POLITEHNICAPublishing House http://www.editurapolitehnica.upt.ro/ro/
1. General information	
Accessibility	directly (EP logo)
the year of its establishment	1996
published titles	> 1500 titles and> 800 doctoral theses
own printing house	YES: PolitehnicaPrinting House
Books distribution	BOOKSHOP@UPT Bookstore
2.a) Useful information for authors	
services offered	---
scientific reviewer	---
collections	---
editorial news	2 titles
titles in preparation	---
catalog of publications	by category, under "Categories" menu
2.b) Useful information for readers / buyers	
where and how are books sold	BOOKSHOP@UPT Bookstore, online
E-book	---
3. More information	
links to social networks	---

date of last update	2018
page access in other languages	English
other observations	has a "My Account" button and a shopping cart

This website is a new, improved version compared to the one in 2017, but it can be easily seen that the effort is not followed through. For instance, on searching for "books", the page bounces to the website of the university library. Also, the search for the publishing house itself from the homepage of the parent institution is not user-friendly. The information for authors is not presented at all, nor the editorial services. By contrast, the website offers detailed information on printing services. Information for potential buyers is adequate and useful. Most probably this publishing house will return to its digital face and add new features or information, compared to the one presented at the date of our analysis, April 2018.

5. Conclusion

University presses perform services with added value to the university community (researchers, teachers, librarians, students), but also to the broader world of readers, and ultimately to society itself. And this work should be visible. New technologies open great chances, the electronic environment being the best platform to promote institutions, persons, ideas. University publishers should make the most of this opportunity by building quality websites. Following the analysis, however, I have found that many institutions are not making use of these possibilities. The weakest elements presented by these websites were as follows:

- many universities have no direct link to their own publishing house; some can only get 3-4 pins or just a search engine
- lack of basic information for both authors and readers / buyers: one cannot find out what services are offered to the authors, the list of scientific referees, collections, etc.

- there are editorial sites that have not been updated for years
- 5 universities do not have their own publishing house
- there are two university publishing houses that do not have websites!

But I also found "showcases" that met all the criteria and had interesting new features. The conclusion, therefore, is that professional web pages are also possible and such examples can be found in Romanian practice, not only in international state-of-the-art academic publishing houses.

Maintaining an existing website does not require big investment. Updating (at least) periodic information provided by publishers on their Internet pages would improve their image and generate more credibility. A little more interest for the communicative aspect of the website, I think, would bring major benefits for both publishers and their parent universities.

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Annexes

The homepage of POLITEHNICA University (print screen, 19.04.2018)
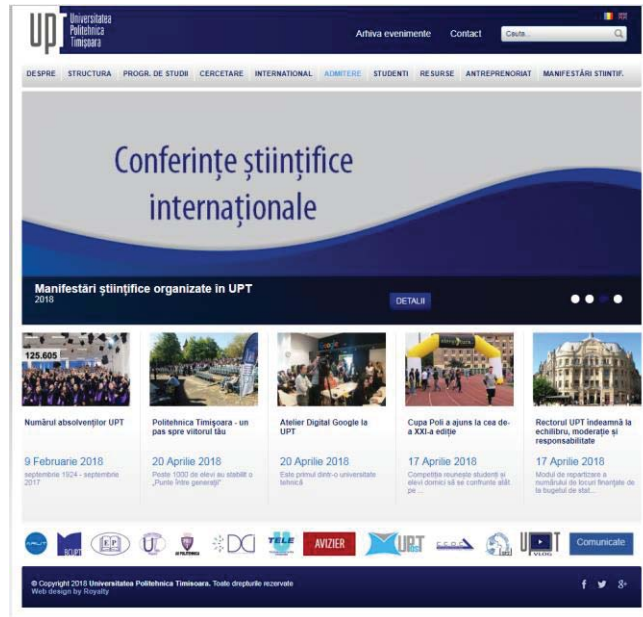
The homepage of POLITEHNICA Publishing House (print screen, 19.04.2018):
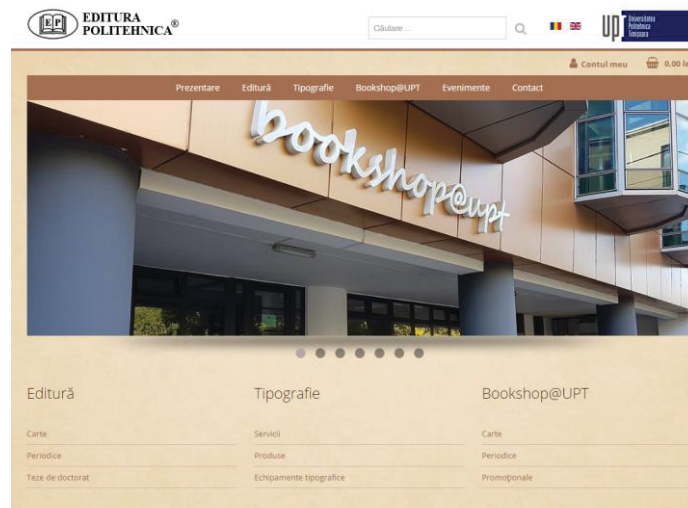
Building a Personal Brand in Social Media Environments

Teodora Livia Boian

Abstract: *The main objective of the paper is to identify social media channels which can generate a considerable number of online followers and draw attention to the concept of personal brand, through which a best-practice guide for possible future personal branding projects can be extrapolated.*

Key words: *brand, personal brand, social media, site, visualization metrics*

1. Introduction

This paper examines how people manage online personal brands in a Web 2.0 context. In this paper, it will also be emphasized the importance of personal brands in 2018 in the online environment and how it reflects in the offline environment. In the first part of this paper, we will explain the concepts of brand and personal branding, and identify a common area of these two concepts. In order to explain how personal branding works, two notorious figures, who each have created a brand using social networking platforms available in the virtual environment, will be compared.

2. Terms & Definitions

Brand: The brand in general can be defined as a brand, a product or service that can be distinguished from other products in the same category, since they will be easily associated with a certain company. The brand or trade mark has a unique design used to sketch the company image in an attempt to differentiate it from competition. It gives rise to the communication processes by which are transmitted some attributes associated with the concept of quality and satisfaction in the minds of those who buy and use products. The consumer has more confidence in a known brand and is comfortable to repeat the interaction, thus forming a connection with the brand. When a customer is familiar with a brand (a registered trade mark), that brand gets an advantage over its competitors; this is the moment when a corporation has reached a high level of brand equity.

Personal brand: The concept of personal brand has been presented to the general public in the year 1937 by Napoleon Hill, and subsequently has been promoted by Tom Peters, the latter being the author of the book "The brand called you", thus creating a new branch of branding. A personal brand can be defined as an idea that creates an identity, as a strategic process to control what those around you perceive when you interact with a person, read what you wrote to that person, thus helping to associate the image with the message they wish to transmit. Therefore, personal brands have two major components: the person on the basis of which the second component is created, namely, marketing. Using this concept, an individual can turn their name in a product able to attract an audience to which to "sell"; this has an immense impact since it has spread in all branches of all areas of activity. Consequently, a personal brand represents a mental image of those who follow and admire you.

Site: The website is the collection of files linked together to become a separate entity in a network known as the internet. Depending on the

complexity of a site, namely the volume of information which it contains, the aims pursued, the content submitted, the Community, websites can be of several types: websites, blogs, forums, online shops, etc.

Blog: A blog represents a site which has its roots in the diary/log concept. The blog can be used as a branding tool, a communication tool and/or as a promotion tool.

Personal site vs. Blog: The differences between a blog and a site are as follows: generally, a blog is a free hosting pre-defined customizable platform, which has a default domain, e.g.: wordpress.com. A blog has a limited content quota share which can be uploaded (videos, photo galleries, etc.) and which cannot be cost-free increased. The security of a blog is provided solely by the platform it uses. In the case of a site, a hosting name and domain can be chosen. Most hosting domains have a web interface, which is also a security anti-spam module (e.g. CPanel); buying a certificate may increase the security.

Another difference between the two is the SEO - Search Engine Optimization. In the case of a blog, it is limited; the user can only insert key words, images, etc. In the case of a site, plug-ins can be installed that can help the site appear in the organic mode in the search engines (Google, Safari, etc.).

Social networks: Social networks are defined as web services that allow individuals to build a public or a semi-public profile, to create a list of connections (SNS- Social Network Sites). Social Networks allow sharing information submitted by the persons that are in the list of connections of the individual and by other persons, and this is possible thanks to the opportunities the platforms offer. The relations created using the list of connections can be bilateral in the case of a personal profile, and unilateral in the case of a professional profile. What differentiates these two types of profiles is the fact that in the case of a professional networking platform (e.g. Facebook pages), only one of

the two parties may follow the activity of the other, without receiving the agreement of what is being watched (so having access to the information you want), being merely a follower.

The choice of the appropriate platform is extremely important because each platform has a certain type of target audience, and the message transmitted must be adapted to each type. The fact that there are currently 7 billion people facilitates the transmission of information between the transmitter and receiver.

3. The research method

This research aims to explain exactly what the subject(s) of research did to acquire a personal brand, what platforms the research subject uses and how it managed to maintain its popularity. The observation of a positive or negative correlations between public actions of the research subject(s) and the increase or decrease in the number of trackbacks, shares likes, reactions, and searches in the search engines available, will be considered positive or negative critical actions which will be integrated as types of action in the personal branding best-practice guide.

The first step in this research was to select two notorious research subjects, Donald J. Trump – President of the United States of America and businessman, and Kim Kardashian-West – influencer, businesswoman and tabloid diva. A qualitative analysis was made for the two research subjects in order to identify at global level the social media channels that bring them the highest number of online followers, which act directly on constant personal brand awareness. The analysis flow is depicted in Figure 1.

The online check-up step from Figure 1 implies searching the professional pages of the research subject(s) in the online social-media and Web 2.0 platforms (i.e. Facebook, Twitter, Instagram, YouTube, personal sites) and gathering their presence or non-presence on the previously mentioned online platforms. The metrics dispersion step implies gathering numbers regarding followers, shares, posts and

reactions. The quantitative comparison step follows the metrics dispersion of the research subject(s) and places their metrics in parallel to achieve the best fit of online platforms which fits the research subject type.
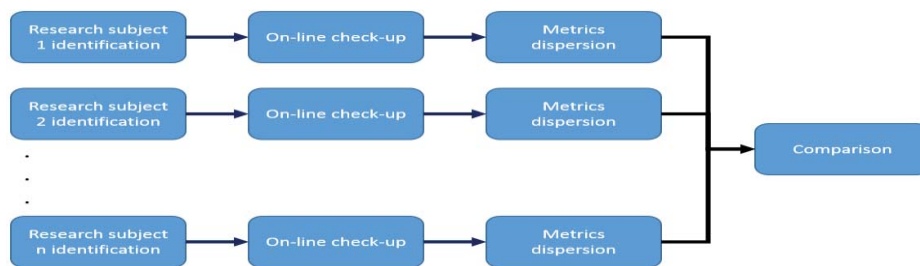
Figure 1

The second step used a more quantitative method in determining the way the research subjects' public sites reflects the growth or decrease of their personal brand over a period of time. The measurement of growth/decrease over time was made using a free online tool provided by Spyfu (https://www.spyfu.com/), without using Google Analytics. Google Analytics would have been a more precise tool in gathering and summarizing all the data, but it could not be of help due to the fact that it can be used only by the team in charge of the website. The only drawback of using Spyfu as freeware tool is that in some cases it does not show data regarding paid ads. The use of the Spyfu tool is relatively simple and implies entering the desired website in a search bar and the trend line of the site will appear. An example is depicted for the http://www.clatite-pinochio.ro in Figure 2.

With the help of the Spyfu platform, the following data could be gathered:
1. Number of Organic searches (SEO) and of sponsored searches (PPC- Pay per click) over time
2. Comparison of paid and organic (free) searches
3. Main organic competitors of the site
4. Search keywords shared with competitors

5. Ranking of search keywords
6. Recommendations on what search keywords to be used
7. A short history of AdWords (ads which appeared in the search results top), the price paid for ads.
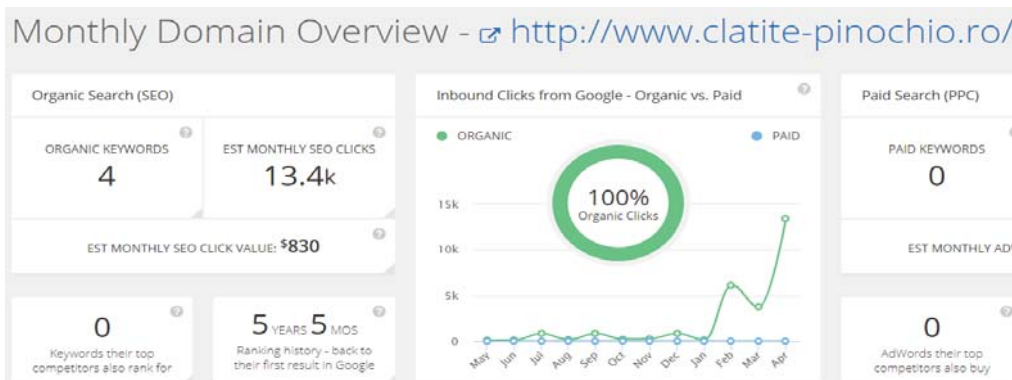
Figure 2

4. Results and discussion

The first quantitative analysis of research subject Donald J. trump, using the flow depicted in Figure 1, shows (Table 1) that the largest number of followers are on Twitter, the largest number of shares are on Facebook, the largest number of reactions on YouTube, and the largest number of posts, on Twitter.

Donald J. Trump				
Platforms	Facebook	Instagram	YouTube	Twitter
Followers	23milioane	8milioane	111000	50.7milioane
Shares	20000	-	-	8200
Reactions/Views	80000	14000	1milion	30000
Posts	-	3279	-	37300

Table 1 Metrics dispersion of online platforms for Donald J. Trump

The quantitative analysis of Kim Kardashian-West, using the flow depicted in Figure 1, shows that the largest number of followers is on Instagram, the largest number of shares is on Twitter, the largest number of reactions is on YouTube, and the largest number of posts, on Twitter.

Kim Kardashian-West				
Platforms	Facebook	Instagram	YouTube	Twitter
Followers	30milioane	150milioane	1.1milioane	59.6milioane
Shares	200	-	-	5000
Reactions/Views	20000	18000	1milion	61000
Posts	-	4279	-	26000

Table 2 Metrics dispersion of online platforms for Kim Kardashian-West

The comparison of the two subjects' followers reveals, as shown in Figure 3, that Kim Kardashian has a more dispersed specter in the used platforms, while Donald J. Trump has a higher focus on a single platform.
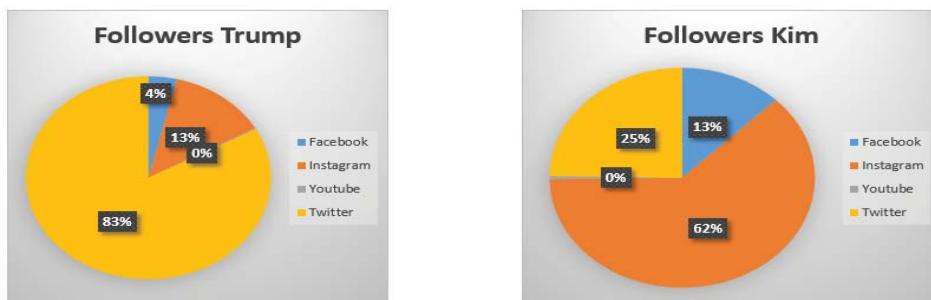
Figure 3 Followers' comparison

The reactions/views comparison shown in Figure 4 reveals that both have their most significant number of reactions/views on YouTube, both above 88%.
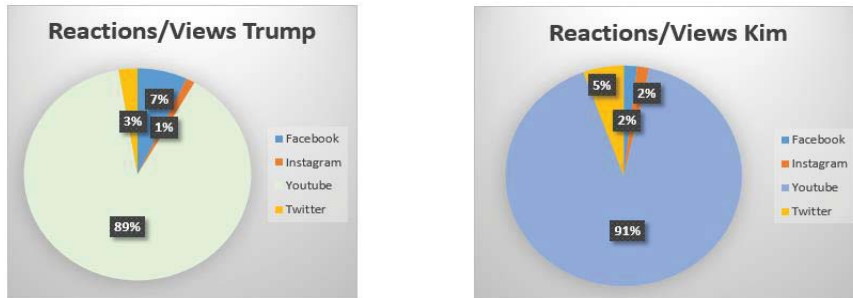
Figure 4 Reactions/views

An analysis of Table 1, Table 2, Figure 3 and Figure 4 reveals that both have a large number of followers and a high impact on their target audience. The differences between the two are as follows:

- The number of shares is higher in Trump's case, due to its brand kernel which is dominant in written materials using his political statute
- Kardashian's personal brand focuses more on the image of the brand and on promoting it

The second quantitative analysis focuses on the search characterization of the two research subjects' trend lines (Figure 5 and Figure 6) in time, and reveals some ups and downs, which can be strongly correlated with some offline events and statements that changed the way they were searched through search engines. For example, political scandals, tabloid scandals, and statements.
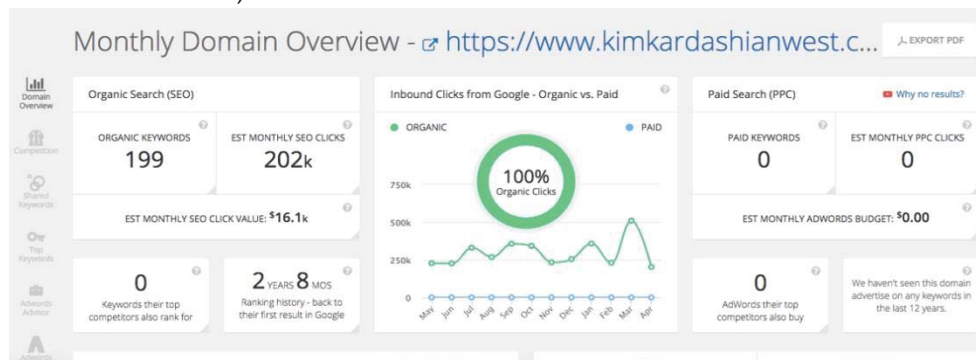
Figure 5 Kim Kardashian-West site trend line

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Figure 6 Donald J. Trump trend line

In Figure 5 the tool shows that there were more searches in the site in the months of January and March. In January, the third child of Kardashian-West was born and that determined a bigger interest in the research subject. In March, the research subject and her husband participated in a march called "March for Our Lives"; their interest in gun law manifested offline led to an increase on the website.

In Figure 6 the tool shows that the site was searched more in February and April.

In February, the Secretary of state said that he was going to resign; in April, the US President started to threaten the President of Russia and on the 14th of April, armed forces from the UK, the US and France fired missiles to chemical weapons factories in Syria.

Closed questions will be used, as such questions can be answered with yes/no or a short phrase, they can provide facts, and are easy to answer.

5. Conclusion and following steps

Based on the study of the two research subjects, a first glance on determining the most appropriate online channels for the best-practice guide for a personal branding project can be drafted as follows:

1. For the political personal brand type, the best way to make him or her visible in the online media is to create a smart and attractive Twitter account through which concise statements and quick and powerful interaction can be made. Also, a personal website will

accompany the politician personal brand, where internet users can see a more detailed image of what the personal brand consists of and also his or her vision and mission.

2. For the tabloid diva personal brand type, the most appropriate way to reach people is to use a more widely spread online channel, on Instagram, Twitter and Facebook, but also a personal website. The content of the channels above should not vary too much, e.g. an image shared on Instagram should also be found on Facebook or on Twitter, and if not, at least content from the same location should be shared on the channels at a short interval of time (same day but different hours).

The best practice guide shall consists of the following main components:

1. Establishing a unicity factor of the personal brand
2. Establishing a personal values nucleus: a number of 3 to maximum 5 themes to be addressed
3. Knowledge development
4. Sharing knowledge
5. Choosing a name and a catchphrase
6. Transposing the personal brand to the online medium
7. Creating a connections list

6. Following steps

Because the public figures chosen for the personal brand channels analysis are from another country (the United States of America), and because online channel audiences are different than the ones in Romania, a more detailed research is needed in order to make a deduction of an as much as possible correct personal branding best-practice guide.

In order to get more accurate results, a questionnaire will be created, which aims to link some local public figures who can be considered personal brands to a personal-branding guide. The questions will address the following: if the people have heard about

the selected public figures, if they follow them on social media platforms, if they have heard or read news the persons concerned, and where, during the last year. Also, the questionnaire will establish if the survey takers know details about the subjects and about the concepts of brand and personal brand, they will be asked if they know other people who have a personal brand in Romania and who work in different environments.

The study will be carried out on people aged between 15 and 45, who live in an urban environment and who use at least one social platform.

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A Guide to Social Media Images for Business

Timeea Gaal

Abstract: *In the paper "The Guide to Social Media Images for Business" we are going to focus on the importance of images in social media marketing. In the beginning, we are going to present the types of images encountered on social media platforms (e.g. photos, GIFs and memes), and some strategies that underpin them. Moreover, we are going to look into elements that can help every company personalize its own social media materials. In order to create a brand, each person/company has to create its own "signature", a number of elements that appear on all social media posts so that the audience can recognize and distinguish the brand from the others. At the end of the paper, we will offer some technical guidelines for Facebook, Instagram and Twitter posts. We will provide descriptions of each platform and examine some particularities in terms of image size.*

Keywords: *social media, images, Facebook, Instagram, Twitter, marketing strategy.*

1. Introduction

The concept of images in social media marketing can be explained by one central concept: "visual storytelling". In simple terms, visual

storytelling is a technique that uses photos, videos, illustrations, GIFs and other means to convey a message.

That message can awake almost any emotional feeling in a viewer, by entertaining, informing, shocking, or even inspiring the audience.

We are all consumers, who see an image from a brand and decide immediately whether we want to continue to consume content from that particular brand (and show interest in their products or services), or we move on to something else.

Today, more than ever, effective visual storytelling is being used by marketers to help audiences extract and digest the content that is valuable to them. We live in a world where the flood of information is surrounding us permanently, where people's time is extremely valuable and attention spans are shorter.

2. The context and challenges

The well-known saying that a picture paints a thousand words has never been more prevalent. With the growth of social media and the importance of visual content among all of the major social media players (Facebook, Twitter, Pinterest, Instagram), building a brand has become a necessity.

2.1. Types of social media images

To achieve the greatest impact, it is important to plan ahead the kind of visual content that will best resonate with your target audience.

According to Macarthy (2014: 25), **photos**, as part of marketing campaigns posted on social media, give the opportunity of taking the audience by surprise. Below are presented some examples of best kinds of images to post on social media – these examples will help any brand to become more transparent, personable and valuable.

- **Advertising products and services.** Almost all brands are on social media to help sell their products. Product shots taken in natural settings - like showing a rain coat being worn in a real shower of rain - tend to be received much better because they

show how your products fit into customers' everyday lives and can help to establish an emotional connection with your brand.

- **Asking questions,** accompanied by an image, is a really simple and effective way of gathering information about the interests and needs of your audience. This will be of great help when it comes to developing your products, services, and social media marketing strategy for the future.
- **Behind the scenes.** With the openness of social media, audiences are now intrigued to go behind the curtain in your business and enjoy the feeling of being invited to a place that most people do not normally get to see. People want to know how your business works, and showing them parts of your company's "private life" demonstrates your human side.
- **Offering hints and tips** to your audience is a really effective way to remain consistently valuable, increase the shareability of your posts, and grow brand loyalty.
- **Highlighting the charitable side** and dedication to make a difference in the community can also help to improve the brand's image. Any example showing that you made someone's day a little bit better - and show it off in pictures – may have great results.
- **User-generated images.** Encouraging fans to share photos in which they show how your company is part of their lives is a very influential marketing strategy. By highlighting such content on your social media profiles, you make fans feel very special.
- **Using popular culture photos.** The selfie is a trend that looks like is here to stay, while others are transient. Nevertheless, all of these trends can be taken advantage of in order to boost audience engagement.

The small size (both physically and data-wise) of the animated **GIF** makes it a useful marketing tool for a number of reasons, and usually exists in one of three forms: using multiple still images to create an

ever-repeating "slideshow," lifting a snippet from a video that you own, or lifting a section of video from a recording found online (Jefflewis, *Explanation of Image File Types*):

- **Expressing a thought or emotion.** A humorous animation is often the type that is best received by the public.
- **Promoting a product or service.** This works whether you want to show an assortment of products in one animation, compare two products side by side, or give a quick demonstration about how something works.
- **Announcements and call-to-actions.** One of the biggest uses of animated GIFs is as a way to catch peoples' eyes and encourage them to click through to see your content - a product launch, a special offer.
- **Reliving a scene or a moment.** Another simple and effective way to use animated GIFs is to tell the story of a moment in time: it could be a replay of something unexpected, funny, or cool that happened at an event.
- **Visual effect.** As the animated GIF format sees snippets of video repeat over and over, this can be used to create some cool effects - in particular, the seamless loop, where the audience cannot tell when the GIF starts or ends due to the fact that the images used at the beginning and at the end are pretty much similar.

Memes are funny, entertaining, relatable, and creative images (combined with text) that have huge viral potential. They are not always judged upon as being the most "high quality" pieces of content. As a result, they should be carefully considered while used as part of marketing strategies, based on several important factors (Landa, 2014):

- **Understanding the concept.** Memes are easily digested and extremely shareable. The most common layout of a meme is two short lines of text laid out like a one-liner joke: first the setup, then the punch line.

- **Make it relevant.** If you have to explain the concept of a meme to your audience when you post it, it is probably not going to resonate with them. It is important that you select the memes relevant to your audience and brand.
- **Don't miss any opportunity.** Like most of the pop culture content, the majority of memes have a short life – here today and gone tomorrow. By the time the popularity of a meme has reached the saturation point, your use of it becomes less and less effective.
- **Move on quickly.** As soon as one meme becomes obsolete, another one is guaranteed to replace it, so make sure that your meme of choice isn't already out of fashion.

2.2. Elements of social media images

There are two main reasons why to brand all social media images. Firstly, people will always be able to identify the original source of the content and secondly, in this way the public can instantly identify the brand when the image is posted on social networks. There are five different examples of how to brand social media images: **Brand Name or Logo, Fonts, Color Palette, Image Border** and **Filters**. Keep the brand name and logo small, place them in one of the corners and even make them slightly transparent. The type of font that you use in social media images can reveal a lot about the personality and culture of your brand. Used consistently, it can really help make your content stand out in people's news feeds. When deciding on a font, think carefully about how it will reflect on your brand and the message you want to project. Whether it is a combination of two colours or more, this strategy is another powerful way of helping your images to stand out and be recognized on social media. One of the easiest ways to brand your images on social media is placing a thin colored border around them. This ensures that fans can identify the content as "owned" by the company. Where branding is concerned, consistent use of a particular

filter can help to strengthen your brand's identity on social media. Keep your use of filters subtle and restrained, in order not to detract from the honesty of your visuals (Wheeler, 2009).

3. The process and insights (Case studies)

With over a billion active users on desktop and mobiles, Facebook has allowed individuals to connect with their friends and brands - through Facebook Pages - to build relationships in a way that has never been seen before. In April 2014, the social media analytics company, Social Bakers, discovered that *most* of the content brands post to Facebook included photos - 75%, followed by link shares (10%) and text updates (6%) (David Coleman, *Facebook Profile Picture Size Guide*).

There are hundreds photo-sharing apps for mobile devices, but there is one that currently towers over all competition - Instagram. With a simple idea - the ability of users to instantly add vintage filters to their images, it has grown a large and loyal fan base. Instagram users share over 60 million photos per day, and daily engagement rates continue to rise (Dustin W. Stout, *Instagram sizes and dimensions 2018: everything you need to know*).

With the introduction of new features like image-sharing, video playing, embedded tweets, and personalized profile branding, Twitter has grown to become part of the worldwide culture. For businesses of any kind, it is the perfect platform to broadcast and interact with customers in real time. Statistics show that visual content is effective on Twitter, driving more engagement on the content that brands post (Macarthy, 2014: 63).

With these three social media platforms in mind, I performed a research study trying to determine whether or not restaurants, all around the world, follow the same patterns in terms of social media posts.

First, I had a look at some international awarded restaurants, listed on Eater.com. The very first restaurant, Eleven Madison Park,

from New York, impressed me with the use of the same profile image both on Facebook and Instagram. The image looks more like a logo, which demonstrates that behind the social media pages there is a marketing team, willing to make the brand easily recognizable on the Internet.
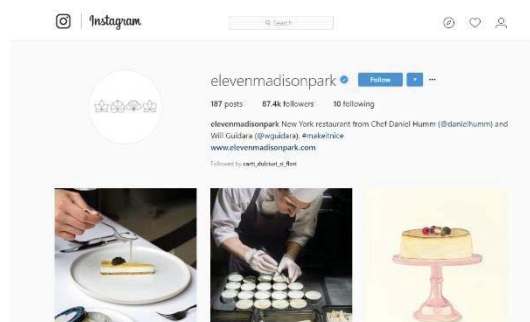
Another international restaurant that shows the hard work of a marketing team is Gaggan restaurant from Bangkok. The restaurant keeps in touch with its customers on Facebook, Instagram and Twitter, where the official pages can be easily recognised after the profile pictures of the main chef/manager. The strategy used by Gaggan underlines the consistency between all their social media pages.
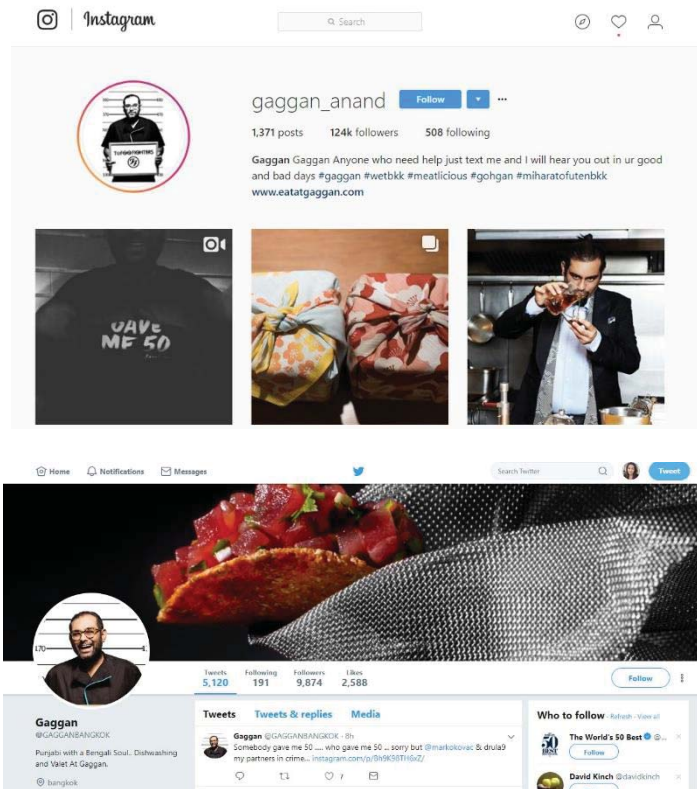
Another strategy, used by those from Relae, a restaurant from Copenhagen, shows customers behind the scenes images via Instagram's My Story section. The following image was posted on their official Instagram page on 25th of April 2018.

While analysing social media pages of Romanian restaurants, the first thing I noticed was the fact that Twitter is not really popular among the Romanian marketers. Most restaurants prefer to manage only Facebook and Instagram pages.
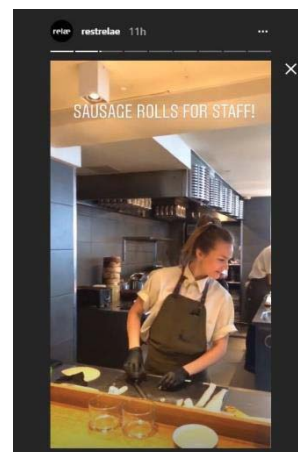
One particular restaurant caught my attention with its Facebook cover image. I am talking about Restaurant La Estancia, whose marketers decided to use a short video instead of a static image as a Facebook cover. The video runs automatically once the customers access the page, presenting them images from the restaurant.

Another Romanian restaurant that succeeds to impress with simplicity is Casa di David. Although they stick to promoting their restaurant only on Facebook, their really elegant logo used as profile picture and the cosy photo taken within the restaurant, positioned at the cover, attract customers on a daily basis.

A full list with Romania's best restaurants can be found on Restocracy.ro.

In an attempt to narrow the research area, I tried to focus on local restaurants from Timișoara and the results were quite unexpected.

The Facebook and Instagram page designs, the logos and the user-friendly menus of these social media pages show that marketers are aware of the importance of social media platforms and try to come up with new ideas.

Jolie Bistro is a really good example of incorporating a video made up of slideshow images illustrating dishes and short messages addressed to the audience.
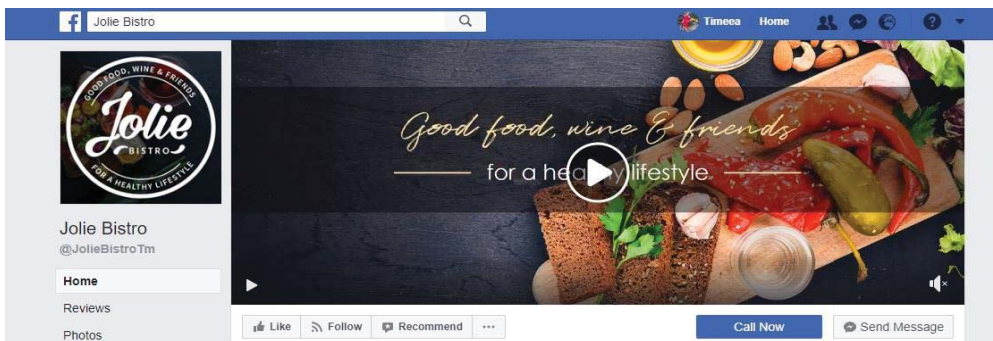
Another restaurant with a simple and elegant design among social media platforms is Caruso. Its marketers decided to use the same profile picture across Facebook and Instagram, picture that represents the logo consisting in the name of the restaurant. The Facebook cover photo invites customers into the Caruso "world", showing the main entrance of the restaurant.
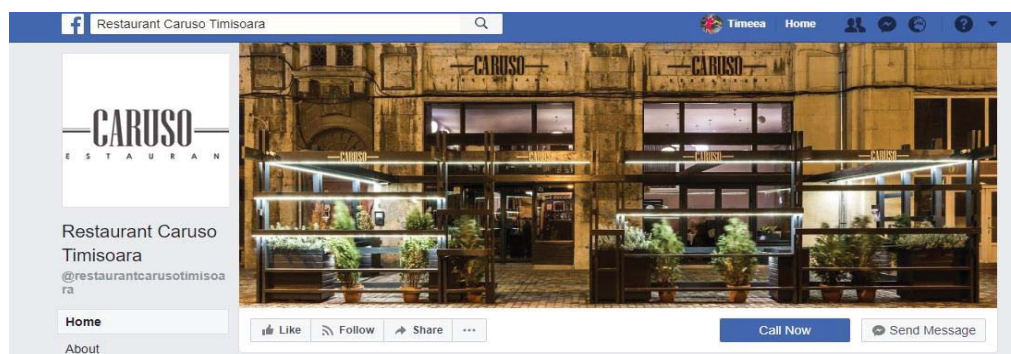
In their Instagram thumbnails we can notice that the main focus of the Caruso restaurant is to promote their dishes.
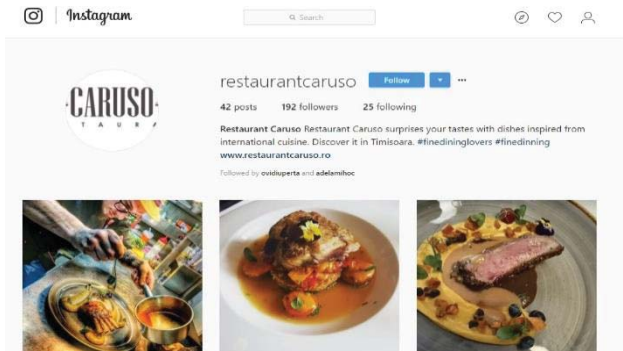
Last but not least, Sabres restaurant decided to go with a video instead of a Facebook cover still image; unlike Jolie Bistro, Sabres presents us images from within their location and photos of their spectacular dishes.

Also, their profile picture is the same both on Facebook and Instagram, following the strategy of consistency and making the brand easily recognisable for customers.

A list with Timișoara's best restaurants can be found on Tripadvisor.com

4. Technical guidelines to prepare graphics for social media
4.1. Facebook

In his article, *Always up-to-date guide to social media image sizes*, Kevin King establishes a series of guidelines for images posted on social media platforms. **Facebook cover photo**s are a nice real estate provided by Facebook to businesses, where they can showcase their strengths with their key marketing messages and product showcase.

Image guidelines:

- appear on page at 820 x 312 pixels, anything less will be stretched;
- minimum size of 400 x 150 pixels;
- displays at 820 x 312 pixels on desktop and 640 x 360 pixels on smartphones;
- for best results, upload an sRGB JPG file less than 100 KB;
- images with a logo or text may be best as a PNG file.

Regarding the type of cover photo, you can choose whether to display a single image or multiple images.

In terms of single image covers, panoramas are ideal. Simple crops also work, although the effectiveness is going to vary based on what the image is about. Also, you can assembly multiple photos into a collage in your imaging software, saving it as a single image file and uploading it.

Until fairly recently, it was only possible to choose one photo to act as your static cover photo. But a new feature has been added: slideshows. You can now select up to 5 photos that rotate. Access this feature through the same menu that lets you add or change the cover photo.

In choosing a **Facebook profile picture**, go for something that will work well at small sizes. While the one displayed with the cover photo is of reasonable size, the same much smaller profile picture is used elsewhere on Facebook, like next to any comments you post. It is

always displayed as a square. You can upload a rectangular image, but it will be cropped to a square shape.

Image guidelines:

- must be at least 180 x 180 pixels;
- photo will appear on page as 170 x 170 pixels on desktop, 128 x 128 on smartphones, and 36 x 36 on most feature phones;
- photo thumbnails will appear throughout Facebook at 32 x 32 pixels.

4.2. Instagram

Instagram is based on visuals, which should be an indication of how important it is to follow these image size guidelines. Ensure your **Instagram profile image** is recognizable, so users can find you even more easily through search or explore.

Image guidelines:

- appear on your profile at 110 x 110 pixels;
- square photos: make sure to maintain an aspect ratio of 1:1.

When someone goes to your page, they will be presented with all of your content arranged in rows of **thumbnails**. These smaller renditions of your images and videos will expand when clicked and include a place for people to comment.

Image guidelines:

- the thumbnails will appear on the page at 161 x 161 pixels;
- square photos: make sure to maintain an aspect ratio of 1:1 ratio.

Photo size - Instagram is all about the images and videos presented in your followers' feed. In fact, Instagram higher resolution photos when taken from the native application. If you decide to upload a photo or video from any other device, the resolution will be much lower.

Image guidelines:

- the size of Instagram images has been increased to 1080 x 1080 pixels;
- Instagram still scales these photos down to 612 x 612 pixels;

- square or rectangle photos: make sure to maintain an aspect ratio between 1.91:1 and 4:5 ratio.

With more than 300 million daily users, **Instagram Stories** is a popular source of visuals on the app. There are both video and image options available to publish.

Image guidelines:
- recommended resolution is 1080 x 1920;
- minimum resolution is 600 x 1067; aspect ratio is 9:16;
- maximum file size is 4GB.

4.3.Twitter

Your **Twitter profile photo** is the main image that represents you or your brand across the network. It is going to be seen across the site in a number of places, by a number of people, so make sure it is of the highest quality.

Image guidelines:
- square image recommended 400 x 400 pixels;
- maximum file size 2 MB;
- image types include JPG, GIF or PNG.

The **Twitter header photo** is the image that spans the top of your Twitter profile page. It is quite a bit larger than your profile photo so make sure to save it at the highest resolution possible.

Image guidelines:
- recommended 1,500 x 500 pixels;
- maximum file size of 5 MB;
- image types include: JPG, GIF or PNG.

In-stream photo - Twitter users can attach photos to any of their tweets. Luckily, Twitter updated to no longer count characters against your tweet limit. Uploaded photos will appear in your followers' streams and the streams of their followers (if retweeted).

Image guidelines:
- minimum to appear expanded 440 x 220 pixels (a 2:1 ratio);
- can tweet up to 4 images at one time;

- maximum to appear expanded 1024 x 512 pixels;
- appears in stream collapsed at 506 x 253 pixels on desktop;
- maximum file size of 5 MB for photos, and 5 MB for animated GIFs on mobile and 15 MB on web.

5. Conclusions

To sum up, visual storytelling is everything in today's marketing strategies. The battle has now moved away from printed newspapers, magazines and posters to the online environment, and every marketing specialist has to think of social media platforms as the new era weapons.

All marketers have to learn how to convey a certain message in an image and this paper is here to lend a hand to those who are making their first steps in this field. It presents the elements that have to be found on social media images, so that the audience can easily recognize the brand, it offers guidelines regarding how images should be configured according to the social media platforms on which the post will be made and most importantly, it describes a series of roles and messages that can be conveyed through images.

This paper gives a clearer image upon social media posts and demonstrates that every single photo is carefully created in order to impress and maintain alive the audience's interest.

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The Importance of Integrated Communication Strategies for Tech and Business Events

Patricia Borlovan

Abstract: *In this paper, I intend to study integrated communication strategies as important forms of communication, with a role in event promotion. With the development of communication channels, social networks, and both offline and online communities, the type of events have diversified, and so has the behaviour of participants. Therefore, event organizers have to come up with fresh branding ideas and a unique positioning statement, in order to reach their target audience, deliver messages with a strong impact, create connection points and build communities that would live and engage beyond an activity that is happening once a year, or at a custom interval of time. In this paper, I am bringing into discussion the different types of local tech and entrepreneurship events from Timișoara, in order to observe the type of content used in promotion, the frequency at which they release communication messages, and the communication channels used by each. I will also examine their communication strategies through interviews, analysing event participant behaviour and preferences through an online survey. The final results of the research will give an in-depth overview of the current state of local tech and business events promotion, highlighting a generic integrated marketing communication strategy that can be applied to such events. Therefore, I think this research addresses a present-day and important topic, which brings the integrated marketing communication approach to a new area of public relations, such as events. The integrated marketing communication strategy has been traditionally used mostly*

by corporate organizations, and now I will explain why and how it can be used by event organizers to attract participants at events and to have a bigger impact on their target audience.

Keywords: *event communication, event branding, integrated marketing communication, community building*.

1. Introduction

The main objective of the research is to bring into light the main communication strategies and tactics used by the local tech and entrepreneurship events happening in Timisoara, for promotion prior, during, and after the event. The mentioned field is very broad and there are various types of events that require specific communication channels or activities. Therefore, this paper is based on the hypothesis that people are spending time gathering information before participating in an event, and that they have the desire to participate because they want to be part of a community, they want to meet new people and specialists from the field where they are working in, to expand their network, and to build meaningful conversations. In a recent survey published in Sinteza Magazine by the Romanian Institute for Evaluation and Strategy, "Romanians and Facebook - perceptions and habits of use", 13% of respondents confirmed that they are actively searching for current and future events when they log in to Facebook; 43% of people consider themselves highly informed, while 28%, less informed.

2. Research methods
2.1. Comparative analysis
The main goal of this research is to highlight the communication strategies used by each tech and entrepreneurship event and study each channel of communication by using a comparative analysis. In table 1, I will study the communication goals, type of content, the

frequency of posts, the environment used for communication, and the interaction with followers.

Going forward with the analysis of each event, I will highlight:
- The branding identity assets
- The communication style
- The type of content
- The frequency of posts
- The accessibility towards social networks
- The accessibility towards offline communities
- The promotion of events through specific communication campaigns and messages

In this comparative analysis, I will study two events in Timisoara, namely HackTM and CodeCamp Timisoara. The first event is a hackathon addressed to technical professionals, developers, designers, and freelancers, while the second one is a technical conference with specific masterclasses addressed to the same audience. The two events are part of the technical events category, and their marketing communication materials aim to attract the same target audience who want to expand their knowledge, learn new skills, grow and nurture their networking opportunities, and be more engaged into the local tech community.

This analysis aims to highlight both advantages and disadvantages of the communication channels used by the aforementioned two events, by highlighting the type of content, the communication channel, the posting frequency, and the user interaction. The comparison between the two events is based on a research conducted during the months of January, February and March, this year.

Both HackTM and CodeCamp conference have a main website to highlight the event description, the event agenda, links to other communication channels and also past event editions.
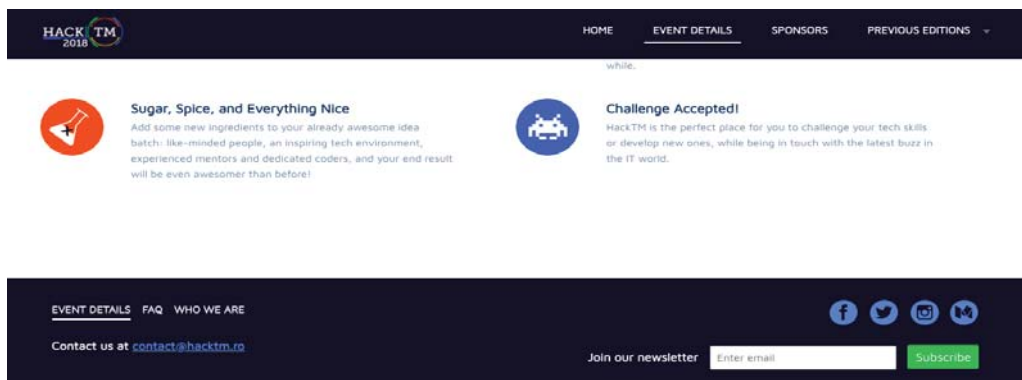
Fig. 2. HackTM website - Footer with Social Media Icons

The other communication channels used by these two events are included in the footer of the websites:
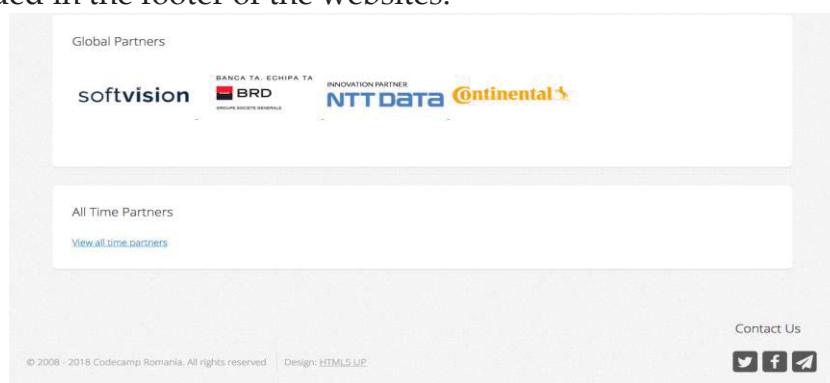
Fig. 3. CodeCamp website - Footer with Social Media Icons

The HackTM website footer is very visible, branded with icons that observe the design guidelines, which give us the perfect overview of what other social networks are used for online communication: Facebook, Twitter, Instagram and Medium blog. The CodeCamp website footer is less visible compared to that of HackTM, but includes social media icons that redirect the user to Twitter and Facebook, and a Mail To button.

From a historical perspective, CodeCamp conferences have been organized for 7 years and have more than 21 event editions. The second event from the list, HackTM has been organized for 4 years,

and has 5 event editions: four general ones and one dedicated to technology solutions for the healthcare industry.

The branding identity of the two events are very different: HackTM uses a palette of dark colours, compared to CodeCamp, which uses white as the main colour, alongside red, green and blue. On the one hand, CodeCamp uses only the main colours and local city pictures from the location where the event is held to build its marketing and design materials. On the other hand, HackTM has a strong brand identity behind, which includes brand personality, a custom language that appeals to technical people, alongside with custom designed icons and gamification elements.

Furthermore, extending the analysis started above, we will continue to look at the two events in table 1:

	HackTM	CodeCamp
Social Media	x	x
Advertising	x	
Email Marketing	x	
Blogs	x	x
Website	x	x
Interactive Marketing	x	x
Word-of-mouth Marketing	x	
Offline Promotion	x	x
Public Relations	x	x
Sales Promotion	x	x
Events	x	

Table 1. Comparative analysis of HackTM and CodeCamp

The comparative analysis that studies HackTM and CodeCamp highlights the following facts:

- Both events are using Social Media promotion and their online communication channels are included in the footer of their websites. HackTM social media buttons are more highlighted due to a more appealing design and a better alignment on the page. CodeCamp also has the buttons featured on the website footer, but they are less visible due the fact the main color is gray, similarly to the generic background.
- HackTM, compared to CodeCamp, uses Facebook Advertising and has a dedicated budget for paid posts.
- Email Marketing is a marketing tactic used only by HackTM, which has a subscription box on the event website, where people interested in receiving news can fill in their email address.
- The blog as a communication channel is used in different ways by these two events. HackTM publishes blog articles through an account on the Medium publication platform, and has different types of articles available. The CodeCamp blog is developed through the website as a custom platform, and highlights only generic information about the event agenda, speakers and sponsors.
- Organizing smaller events to support and promote a bigger event is a strategy that raises brand awareness, and in our case, only HackTM has organized pre-events before the big hackathon. These events were run under the name of HackTM Meetup, and there were two: one in Oradea in March, and another in May, in Belgrade, Serbia.

Event organization is a core public relations activity that has proved its efficiency through time. Whether we speak about organizing an event for the general public or for a specific niche, the event organization activity is efficient because it creates a personal connection and a touchpoint with the event target audience. (Ctrl-D,

Organizarea de evenimente, activitate de bază în PR, 8 July 2013, https://ctrl-d.ro/tips-and-tricks/organizarea- de-evenimente-activitate-de-baza-in-pr/, accessed on 23.04.2018)

2.2. Qualitative analysis

In the dissertation paper, I will use the interview as an investigative tool, where I created a questionnaire with 8-10 questions, aiming to highlight the main communication strategies used by local tech and business events. The interviews are directly addressed to the communication specialists behind the event, and can also be delivered by project managers, event managers or other leaders within the organizing team. On the one hand, I have interviewed the Project Manager behind the TechTalks Timisoara conference, organized by Catalyst Solutions, a talent and employee branding agency. This is a conference organized twice a year, during the job trade fair "Angajatori de top", taking place in two cities, Timisoara and Bucharest.

Fig.1. Main Promotional Banner of TechTalks Timisoara

The interview framework is oriented towards the presentation of the event and the identification of the main communication strategies used by organizers to create awareness around it. The questions can be consulted below:

Q1. To begin with, please provide a brief personal presentation of the entity you represent, as well as a short presentation of the TechTalks event.

Q2. What is your opinion regarding the number, quality and sources of information about the events in the IT & C industry?

Q3. Which are the main promotional strategies and tactics used to promote the TechTalks event, given the fact that it is organized in two different cities?

Q4. The TechTalks Conference has always been held together with the top employers job fair? If yes, have you ever considered separating the conference from the fair?

Q5. Have you approached different promotion strategies in promoting the event in the two cities: Timisoara and Bucharest? If so, please explain why.

Q6. Can you provide us with information on the main communication campaigns to promote the event, their duration and their budget, if possible?

Q7. Do you use performance marketing strategies, such as Facebook Ads or Google AdWords, to promote events? If so, do you consider these platforms more effective than other methods?

Q8. Please list some of the results obtained in the event promotion campaigns, beyond the increase in the number of participants.

Q9. Finally, can you tell us what is the number of people involved and / or the budget invested in promoting the event?

3. Results

The main goal of the dissertation paper is to study the existing tech and business events taking place in Timisoara, and to analyse the communication strategies of the events by using a comparative analysis, interviews with the communication specialists behind the events, and a survey addressed to event participants, which will highlight participants' behaviour when they are interested in attending an event.

Following the results of all the research methods and the analysis of the existing communication strategies, I will propose a

framework of integrated marketing communication strategy for the Startup Survivor educational program.

4. Expert sources consulted

The topic of Integrated Marketing Communications for event promotion has been discussed less in the marketing and events industry, but I will bring insights from both industries highlighting how an event organizer should use this communication strategy as a strong tool for event promotion. Concerning these aspects, I have consulted a wide range of bibliographical resources, both offline materials, such as books, scientific articles, and electronic sources.

Stephan Schafer-Mehdi (2008) mentions in his book that events are not the result of traditional or new media channels, but on contrary, they have been present since the Ancient Rome games. What is a new in event organization is the positioning as a marketing strategy. In the opinion of the author, the new mix of modern communication used by an organization should include activities such as advertising (TV, mass-media relations, cinema), PR, direct marketing, personal selling, new media, event organization and trade fairs. Furthermore, when planning a tech event there are a few important steps organizers should follow, such as validating an industry or community need, choosing the right event type and team members, building a strong website and starting developing relationships with sponsors & partners, having a strong promotion, a list of well-known speakers or industry specialists, attracting the needed number of participants, providing entertainment, and having an energetic team of volunteers to help. (Ctrl-D, Etape esențiale de urmat în planificarea unui eveniment tech, 15 January 2018 https://ctrl-d.ro/tips-and-tricks/etape-esentiale-de-urmat-in-planificarea-unui-eveniment-tech/, accessed: 21.04.2018)

Each type of event should have a custom communication framework that would fit the organization goals and customer interests. For example, trade fairs and expositional events have been

analyzed from an organizational and communication perspective by Zamfir Moise (1997:208-209). According to him, recurring trade fairs, as well as any event, should analyze the strong and weak points, because these have an impact on the launch of future editions.

Beba and Mira Rakic (2014) argue that a successful IMC strategy should integrate and be a mix of the five main pillars of integrated marketing communications, a mix of various possibilities of interaction, and a mix of communication processes initiated by both consumers and organizations.

The five pillars are highlighted below:
- Traditional media - Print: Newspapers, magazines, radio, television, direct email, catalogue marketing, billboards
- Other product specific media (online & offline): branding, design, packaging, price, placement, word of mouth
- Digital media: internet promotion, mobile phone & mobile devices promotion

While digital and social media continue to grow and expand to new boundaries, traditional media is still keeping a large share of budget across marketing departments. A research study mentioned by George and Michael Belch, in "The role of New and Traditional Media in the Rapidly Changing Marketing Communications Environment" (2014), highlights the fact that magazine ads, newspapers and television are still effective in triggering the consumer decision process. At the same time, branding has gained more and more power within organizations that realized the value it can bring. This consists in "a disciplined process used to build awareness and extend customer loyalty and a desire to lead, outpace the competition, and give employees the best tools to reach customers" (Wheeler, 2009/6).

Therefore, event organizers that build a strong brand and communication strategy should encompass both traditional communication strategies and the new digital frameworks brought by technology. Thus, events are no longer individual activities promoted through printed promotional materials; they also have a strong brand

image that includes a wide range of marketing activities and the events, which in their turn can be strong marketing communication tactics for organizations and community building goals.

5. Conclusion

Based on the theoretical inputs from the sources I consulted, and the research conducted to analyse the event communication strategies and the promotional campaign tactics, I will highlight how important they are, and what type of impact they can have, both in the short term, during the event ticket promotion, and also in the long term, building a strong brand image for the event itself.

In the dissertation paper, I will firstly compare through the same analysis table more local tech and entrepreneurship events. Secondly, I will run an online survey addressed to about 100-200 tech and business event participants from Timișoara. The online survey has as a main goal the analysis of event participants behaviour and preferences, and how their actions can impact the event communication.

The survey will be appliesd exclusively online and the results will be interpreted in the practical part. The online survey is already available and can be consulted at: https://www.123formbuilder.com/form-3637337/TimisoaraTech-Survey-2018

Besides the questionnaire and the in-depth analysis, I will present a second interview with an event organizer highlighting more specific communication tactics used in the industry. Based on the results of all the three research methods, I will end my dissertation with a case-study on how I built and applied an integrated marketing communication for an entrepreneurship event, namely Startup Survivor.

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Mobile Applications in Culture

Corina Popovici

Abstract: *In this paper, entitled "Mobile Applications in Culture", I aim at analysing mobile applications and their role in capitalizing on cultural heritage. This study is intended to be a presentation of how mobile digital tools are used as strategic tools to support community cultural tourism. In support of the aforementioned, I will present an analysis of one of the mobile applications developed to support the cultural space of Timisoara. Also, in order to find out the objectives set by the public institutions in the process of the cultural promotion of the city, I intend to take an interview to Mr. Robert Kristof, City Manager of Timisoara. In doing this study, I have decided to use qualitative research methods such as analysis and individual interviewing, considering that they are best suited to achieving the proposed objectives. Therefore, I am of the opinion that the theme addressed in this paper deals with an important, but also very fresh topic.*

Keywords: *mobile applications, culture, cultural tourism, promotion.*

1. Introduction

We are currently witnessing the spectacular evolution of the mobile industry, now in the maturity stage. In recent years, there have been many achievements in this field, which have led to an increased

interest in the subject. Among the many areas of activity that have come into contact with the software industry, in particular mobile applications, there is also tourism with its cultural branch. According to dexonline, culture is represented by "the totality of material and spiritual values created by mankind by means of which the image of a community is reconstituted" (DEX). Due to the social, economic, and political importance, the culture of a community must be known and promoted both among those who hold these values and among the citizens belonging to a different culture. To this end, mobile technology has been used for a more effective promotion of culture. Thus, a series of mobile applications have been developed to support culture in a current and easy manner.

As far as I am concerned, choosing the topic of this work was an important part. I wanted to choose a topic that would allow me a thorough study, but at the same time I wanted to approach an interesting and different field. Finally, I have decided to study a topic from the mobile industry, namely mobile applications for culture. In December 2017, I attended a workshop organized by the e-Learning Centre. This workshop was called "Digital Competences and Skills for Creativity" and there was a series of presentations that attracted my attention, representing a starting point for the topic addressed in this paper.

In the research conducted for this paper, I have set some main objectives. First of all, I was interested in learning about the features of a mobile application for culture, its structure, design, and last but not least the type of information presented. Then I wanted to find information about how public institutions are involved in capitalizing the cultural heritage and what digital tools are used for this purpose.

2. Research Methods

The topic of the research involves analysing a mobile application for culture. In this analysis I will follow:
- the structure and sections of the application

- the type of content presented (text and image)
- the design used (colours and style)
- elements such as interactivity, fast access to information, and the usefulness of the application

In this way, I will analyse an example of a mobile application used in culture to identify the most important features of such an application, being very interested in its usefulness.

The second part of the study will be done using the interview as an investigative tool. I intend to create an interview guide with up to 10 questions, addressed to the City Manager of Timisoara.

3. Results

The following example is an analysis of the mobile application for culture, Timisoara City Art. City Art TM is a mobile application developed to support tourists, but also the citizens of Timisoara to discover the monuments in the public area of Timisoara.

In terms of structure, City Art TM is divided into four distinct sections. The first is the "Home" page where the application opens. At the top right there is the option to select the desired language (Romanian or English). Also, an "About" button has also been created where information can be found about the application, the facilities offered, and the specialists who made it. At the top of the screen is the logo, below which the main purpose of the application is mentioned. Below there are a series of pictures of the various existing monuments within the application. The pictures refer to information about that monument. The second section consists of a map of the city that can be synchronized with the user's location so that he / she can see the location of the monuments and those in the vicinity. These monuments are marked on the map with 3 different colours, depending on the category they belong to. In the third section, "Itineraries", the monuments are presented divided into 3 categories, the fourth one being under construction. The last section is called "Favourites" and offers the opportunity to memorize your favourite monuments.

Analysing the application in terms of content, we can say that there are two types: text and image. For each monument we have found information such as: data on the author of the work (the author's name and a brief biography of the author) and information on the monument (year of completion, material from which it was made, dimensions, the context in which it was built and placed in that place, a brief description, the address and access to the monument, the means of transport that can reach the address, the accessibility of people with disabilities and, last but not least, a link to a web page that leads to additional information). The text is available in two languages (Romanian and English) and uses the same font type. The information is clearly constructed, concise, easy to understand and assimilate. The images included in the application are very good, and each monument is associated with one or more pictures.

Referring to the design, City Art TM presents a simple colour scheme that has a beneficial effect on the user experience. In this application, a monochromatic colour scheme is used, starting from the blue colour, which gives a sense of calm and clarity. The monochromatic colour schemes are done starting from a certain colour from which several shades are derived. The minimalist, clear, simple and modern design blends perfectly with the colour scheme used.

Timisoara City Art presents an extremely simple and intuitive interface that allows quick access to information. Being an application for culture, it is most likely used on the street when the user is looking for the monuments he / she is interested in. City Art TM is a good application being the only one of its kind in Timisoara. This application is extremely useful, incorporating most of the monuments of Timisoara in one place and providing information about them.

Therefore, Timisoara City Art is an application model designed to support the city's culture. This is an example, a starting point for future mobile applications for the culture of Timisoara.

4. Expert sources consulted

The topic addressed in this paper is part of the mobile industry that supports the promotion of culture. I wanted to highlight how culture can use the new technologies to develop it. Referring to these aspects I have used, in particular electronic bibliographic sources, but I have also used printed books.

The mobile industry is a relatively new field, most of the information has been searched in different reports, specialist studies, and different sites, and less in books. For example, information on the current mobile industry and its application in many areas of activity, I have found in a report from the Mobile Academy entitled „Mobile Tech Report 2016". Data on the use of mobile applications in tourism and culture can be found from Dan Wang, Zheng Xiang, and Daniel R. Fesenmaier, the authors of the scientific paper "Smartphone Use in Everyday Life and Travel" published in Journal Travel Research. For a definition of culture and its importance I have used the book of Alexandra Zbuchea, "Marketing in the Service of Cultural Heritage" (Zbuchea, 2008: 8). The theoretical knowledge about the research methods used in this scientific paper were acquired from two different books. I have used content analysis that is a set of research techniques that support the identification of some of the elements of interest for this study (Nadolu, 2014:55). Antonio Sandu (2012:57) – *apud* Roger Daval et al. (1967:121) – brings relevant information about the interview. The interview is a research method that uses mainly oral, face-to-face techniques, which attempts to thoroughly probe the opinion of those interviewed.

5. Conclusions

Based on the theoretical knowledge from the above-mentioned sources, I have conducted an analysis of a mobile application for culture in

order to observe its usefulness and the importance of introducing technology in the capitalizing on the cultural heritage.

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Promotion via Search Engine Optimization

Iulia – Maria Comșa

Abstract: *In this paper, "Promotion via Search Engine Optimization", we aim to study Search Engine Optimization (SEO) as an effective promotion tool for every company. The goal of this research study is to increase the organic traffic of the articles posted on Hartl Crew website by applying a series of efficient SEO strategies. In order to succeed, I will use the experiment as a research method, analyzing the current status of the articles' organic traffic, applying a series of Search Engine Optimization strategies, and finally, collecting the results.*

Keywords: *Search Engine Optimization, company, organic traffic, Google, Marketing, strategy*

1. Introduction

As the field of Marketing continues to expand, some aspects have become essential for businesses to thrive in this ever-growing marketplace. Business marketing aims at business demographic awareness and popularity – principles that would be useless without the ease of accessibility of the product or service. This, however, is may become a problem in the diverse and crowded marketplace which is

the Internet. Therefore, to stand out and to find specific services and products, Search Engine Optimization is a vital tool used in order to fulfill this goal (Robson, 2017).

The main objective of the paper is to draw attention to the importance of Search Engine Optimization (SEO) as a vital part of every company's marketing strategy. I have chosen this topic simply because I am passionate about SEO and I also work in this beautiful, yet challenging field. By researching and writing about SEO and its importance, not only will I improve my current knowledge in this field, but I will also encourage companies and Marketing Specialists to apply the principles that I am going to cover later in this paper.

The case study for this research is based on the articles posted on the Hartl Crew website – an international transportation company. The main audience of the articles are truck drivers, as they have very useful information for them. The goal of this research is to increase the organic traffic of the articles by applying a series of efficient SEO strategies.

2. What is SEO

Search Engine Optimization, or SEO as it is generally called, is the process of maximizing the number of visitors to a website by ensuring that the website appears high on the results page returned by a search engine (Robson, 2017). In order to increase a website's traffic organically, SEO combines a number of different strategies, procedures and actions (Alvaro, 2015).

Nowadays, the majority of web traffic is driven by the major commercial search engines, Google, Bing, and Yahoo. Although social media and other types of traffic can generate visits to a company's website, search engines are the primary methods of navigation for most Internet users. They are unique in the way that they provide

targeted traffic: people looking exactly for what a company has to offer (Robson, 2017).

Although search engine algorithms are a complex mix of hundreds of ranking factors, here are the three main steps search engines take in order to decide which content should be on top of search results.

- They visit your site to create an index of the content to understand what individual pages are about, as well as the overall subject of your site.
- They count links from other sites and blogs as "votes" on the quality of the content.
- They count social shares - likes, tweets, etc. - as more "votes" for your content (Jones, 2017).

3. Research methods

3.1 The experiment

The case study for this reasearch is based on the content posted on Hartl Crew website – an international transportation company providing quality services to clients all around Europe. The company's website has a section called "Useful information" where they post a series of articles which are very useful for truck drivers.

My experiment will proceed as follows:

1. I select three existing articles from the company website:
   - "Cele mai utile aplicații mobile pentru șoferii de tir" ("The most useful mobile applications for truck drivers"),
   - "Ce calități trebuie să aibă un şofer profesionist de tir?" ("What qualities should a proffesional truck driver have?") and
   - "Care sunt documentele de care ai nevoie pe camion?" ("What documents do you need in the truck?")

2. I analyze the current traffic of the articles and its sources with the help of the Google Analytics tool.
3. I make a comparison between the organic traffic and the other sources of traffic.
4. I apply a series of SEO strategies which are outlined in the theoretical part of my disertation paper;
5. I analyze the organic traffic of the articles through Google Analytics.
6. I draw the conclusions of this experiment.

In order to achieve my goal, I have developed a SEO strategy that will increase the organic traffic of articles and, of course, of the website. The applied strategy is based on the information that I have found about Search Engine Optimization from specialized books, websites, and blog articles. As every strategy has well-defined steps which need to be followed in order for it to work, bellow there all the steps that I checked to increase the organic traffic of the articles.

- ✓ Optimization of the title, subtitles;
- ✓ Optimization of the URL;
- ✓ Keyword reasearch and optimization;
- ✓ External links to other websites;
- ✓ Internal links to other pages of the website;
- ✓ Optimization of Meta Description;
- ✓ Check the Page Loading speed;
- ✓ Check if the website is mobile friendly (Grozăvescu, 2018).

4. Results

In order to illustrate the results obtained from the applied strategy, I will show the initial stage of the article's organic traffic and then, the final stage. I will also analyze and explain the data.

Name of the article: "Cele mai utile aplicații mobile pentru șoferii de tir" ("The most useful mobile applications for truck drivers")
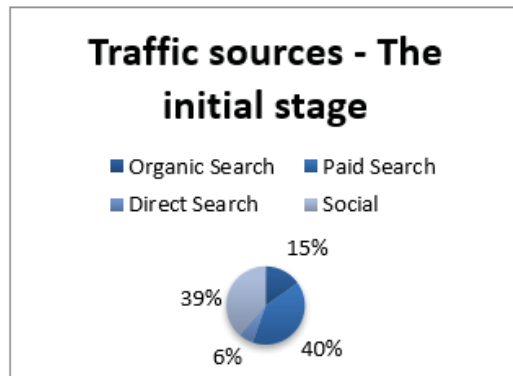

The intial stage (before applying the SEO strategies):

- **The traffic via Google Analytics**
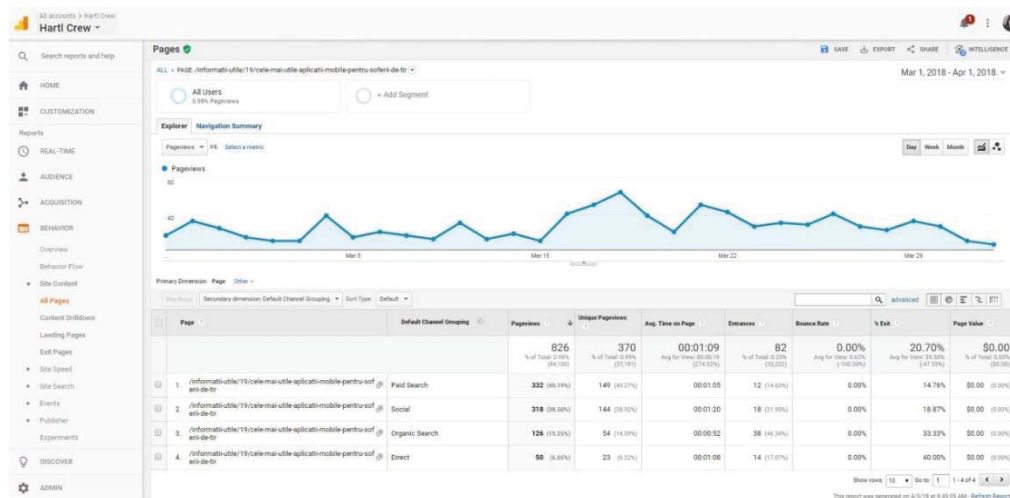
I accessed the data from Google Analytics on the 2nd of April 2018. As can be noticed, **Organic Search** is the third source of traffic **(15,25%).** Most traffic comes from **Paid Search (40,19%),** followed by **Social (38.50%).** The last source is **Direct Search,** with only **6,05%.**

Traffic sources - The initial stage

- Organic Search
- Paid Search
- Direct Search
- Social

15%
39%
6%
40%

- **Google search results ranking**

I accessed the data from Google Search Results page on the 3rd of April 2018. The targeted keyword is **"aplicații utile șoferi tir" ("useful applications truck drivers").** As we can easily see, the article "Cele mai utile aplicații mobile pentru șoferii de tir" ("The most useful mobile applications for truck drivers") appears to be the 4th result.

The final stage (after applying the SEO strategies):

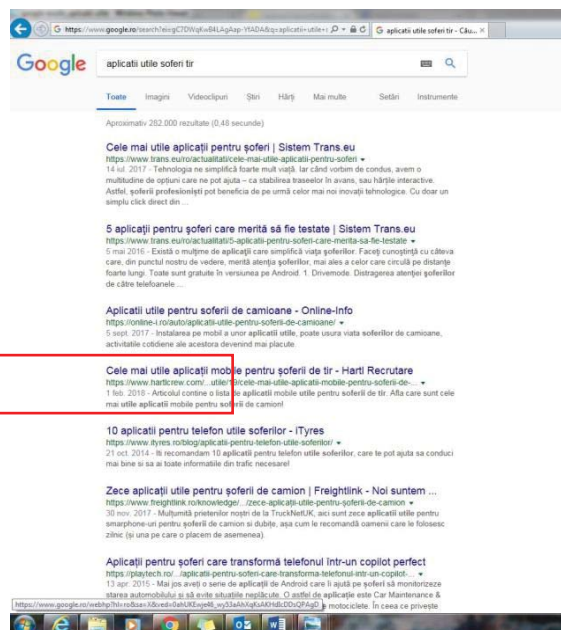- **The traffic via Google Analytics**
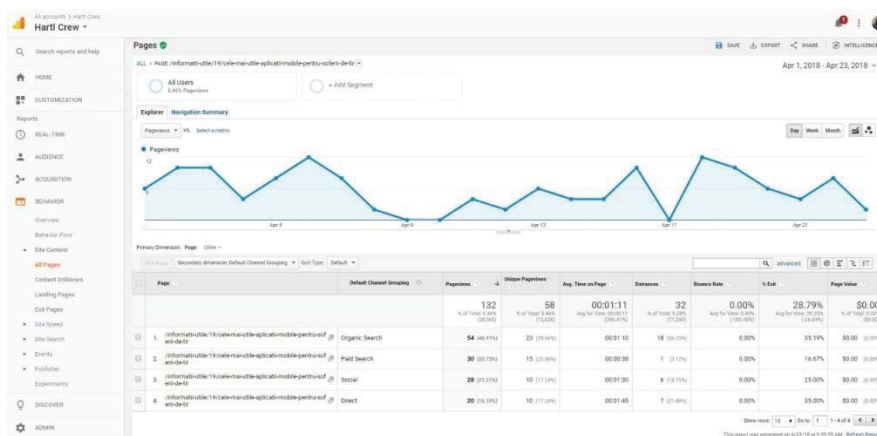
I accessed the data from Google Analytics on the 23rd of April 2018. As we can observe, **Organic Search** is now the first source of traffic **(40,91%).** In just four weeks, organic traffic has grown by 25,66%, which is impressive. The second source of traffic is **Paid Search (22,73%),** followed by **Social (21.21%).** The last source is **Direct Search** with **15,15%.**

However, in spite of the fact that I have reached my goal by increasing the article's organic traffic, I can not help noticing that the total number of pageviews is lower than the initial one. During the period 1st of March - 1st of April 2018, the total number of pageviews is 826, and during the period 1st of April – 23rd of April 2018, it is only 132.

I accessed the data from Google Search Results page on the 23rd of April 2018.

As can be noticed, the article "Cele mai utile aplicații mobile pentru șoferii de tir" appears to be the 3th result now. After just four weeks, the article managed to go up a position in Google Search Results Page.

Below is a table that includes the before and after data for the article **"Cele mai utile aplicații mobile pentru șoferii de tir" ("The most useful mobile applications for truck drivers").**
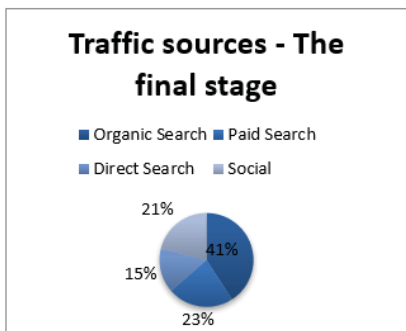
- **Google search results ranking**
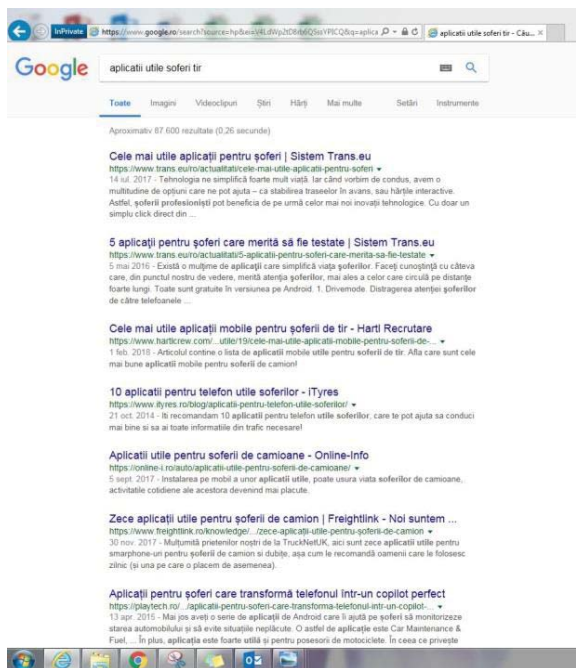
Before		After	
(Acces date: 2nd of April 2018)		(Acces date: 23rd of April 2018)	
Analytics: Organic Search	**Google search results**	**Analytics: Organic Search**	**Google search results**
15,25%	4th position	40,94%	3rd position

5. Conclusion

As I have clearly stated in the beginning of this paper, the main goal of this research was to increase the organic traffic of the articles by applying a series of efficient SEO strategies. After a careful analysis of the results, I have reached the conclusion that the applied strategy was successful, gaining a significant increase of the article's organic traffic. It had also helped the article to be more visible, as it climbed one position in the Google Results Page.

I will continue to apply this strategy to the rest of the articles as it has proved to be an effective one, increasing the company's visibility in the online environment.

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Usage of Mobile Telecommunication Technologies in Communication

Cosmina-Georgiana Iorgoni

Abstract: *In this paper, I will discuss the topic of the evolution of mobile telecommunication technologies and its remarkable impact in communication. It is impossible not to observe the evolution of mobile telecommunication technologies and the way they evolved throughout the time. From the first demonstrated radio telecommunication of Guglielmo Marconi who marketed the first recognized long-distance wireless telegraph and in 1901 broadcasted the first transatlantic radio signal, to nowadays communication in space and wireless technology, I will pass through each generation of mobile telecommunication. They are called Generations, starting from Zero Generation to 5G, and this paper will show the advantages and improvements from one Generation to another. Mobility is the most crucial aspect in all forms of communication. It has become a necessity in private life or at work to communicate virtually and to facilitate the access to information and sharing.*

Keywords: *Mobility, Telecommunication Technologies, Generations, Wireless, Communication, Internet, Speed.*

1. Introduction

The main objective of this paper is to show the significant connection between technology and communication gained with the help of mobility in telecommunication throughout the years. The paper deals with the evolution of mobile generation technologies in the wireless communication, starting from Zero Generation to what is foreseen in the future with 5G. Mobility has become one important aspect in all types of communication, therefore mobile phone have become the most used tool in communication in recent years. The challenge is to find the right and appropriate technology for different applications and to continuously identify features that might influence the overall performance of them. Zero Generation known also as Mobile Radio Telephone System represents the generation prior to cellular phones. Last Generation, 5G, has not been officially communicated, but implies more features and development towards the user and not the operator, as opposed to what 4G brought into play.

2. Research method
2.1. Comparative analysis

The object of the research involves the analysis of the wireless technology of Zero Generation, 1G, 2G, 3G, 4G, and 5G, how everything developed throughout the years and the significant improvements seen in the mobile technology, using an analysis table to support the comparison. In this analysis, I will compare different features of each generation with the support of the companies who developed these technologies. Using exact examples, such as Nokia, Motorala, Samsung, and Apple, I will show how these companies have adapted up to today.

Analyzing the generations' development during time, I will highlight the important aspect of mobility and why the rapid worldwide growth in cellular phone users has increased over the years. For this purpose, I will use technical characteristics to show the major differences based on the research and bibliography that is included in

the paper. Mobile telecommunication technologies represent a continuous area under construction where newer wireless systems and standards will become better and better with the years. In communication, mobility came along with better and faster channels of communication, applications used at home or at work, where you now have the possibility of creating an internal platform for the employees, without external access and specific adaptations.

Wireless technology benefits are: increased efficiency, rarely out of touch, greater flexibility for users, and reduced costs.

2.1.1. The Zero Generation – 0G

The Zero Generation or 0G is named this way because it was released prior to the mobile phones and the phones were usually mounted in cars or trucks. They were called mobile radio telephones systems. It operates on 160 MHz VHF band using frequency modulation on 160-162 MHz for the mobile unit and 168-170 MHz for base stations, and used different types of technologies that I will present in the table.

2.1.2. The 1st Generation – 1G

The first Generation represents the wireless telephone technology from 1980s-1990s. The improvements are significant from the previous generation, higher frequency of 150 MHz and above transmitted between radio towers, increased speed up to 2.4 kbps using Analog Signal and allowed the voice calls in 1 country. The disadvantages were the interfered distortions and that it was not secured. It was introduced firstly in North America, being known as Analog Mobile Phone System (AMPS) and in the rest of the world as Total Access Communication System (TACS).

2.1.3. The 2nd Generation – 2G

The second Generation used digital signal and was based on GSM (Global System for mobile communications) which is the international standard for mobile phones. The data speed was not up to 64kbps, with an improved time to download a 3min MP3 song: 31-41 min. It allowed digital voice calling and SMS. The improvements were voice quality

and secrecy and safety of the calls. Between 2G and 3G there was a 2.5 Generation, which is the General Packet Radio Service (GPRS) which supported services such as SMS mobile games.

2.1.4. The 3rd Generation – 3 G

The third Generation had a data transmission speed increased from 144 kbps – 2 Mbps and was also introduced together with Smart Phones. It fastened the data transfer rate and bandwidth for web-based applications and audio/ video files, video-conferencing, TV through internet support. With 2G there was no possibility for handling video. The target for this Generation was to allow more coverage and growth with minimum investment. With 3G the download time of a 3min MP3 song is 11sec-1.5min. For this generation there was also a middle generation called 3.5 G which involved High-Speed Downlink Packet Access (HSDPA).

2.1.5. The 4th Generation – 4G

There was a need for new adaptations in order to make 4G system functional: design of new terminals, location management (tracking of the device, authentication and information), handoff management – due to mobile client moving between its GSM networks to Wireless Fidelity. LTE was developed as part of 4G. This generation had the speed of up to 100 Mbps – 1Gbps. Fourth Generation applications includes: gaming, Internet of Things, Broadband access in Remote locations.

2.1.6. The 5th Generation – 5G

The fifth Generation is not yet in place and there is not yet an official statement related to it, but as a result of my research for this paper and what I have compared and learned so far from each Generation, I can present it in several sentences. As for the predecessors of 5G, the connection is built wirelessly and will ensure a faster and a more reliable connection. For this next generation higher speed and greater coverage are foreseen; for the download speed at 40 times faster than 4G is envisioned. All this features and improvements of 5G will be

extremely helpful for everything related to the Internet of Things, smart homes, self-driving cars. To support this new generation, several companies are involved: Nokia, Vodafone and for Romania, Digi Mobil.

2.2. Analysis of the Generations from a technical point of view

This analysis is intended to highlight both the advantages and the disadvantages of each generation of mobile telecommunication and its characteristics. As a starting point, I have used the generation Zero as presented in this paper, up to 5G, which represents the next Generation. The following table shows the results of a research on what already exists on the Market and which gathers all the important aspects of a successful analysis.

Technology Features	0G	1G	2G	3G	4G	5G
Developed	1950-1970	1970-1980	1990-2004	2004-2010	Now	Next generation - testing
Speed	Raw signaling rate 19.2 kbps	14 kbps	9.6/ 14.4 kbps	3.1Mbps 500-700 kbps	100-300Mbps. 3-5 Mbps 100Mbps Wi-fi)	Probably gigabits
Data Bandwidth	160 MHz VHF using frequency modulation 160-162 MHz for the mobile unit 168-170 MHz for base stations	2kbps	64kbps	2Mbps	1Gbps	Higher than 1Gbps

Frequency	160 MHz	Kbps800-900 MHz	850-1900 MHz (GSM) 825-849 MHz (CDMA)	1.8-2.5GHz	2-8GHz	testing
Technology	PTT, MTS, IMTS, AMTS, OLT, MTD	AMPS, NMT, TACS	TDMA, CDMA	CDMA 200 (1xRTT, EVDO) UMTS, EDGE	WiMax, LTE, Wi-fi	testing
Service	Public switched telephone network	Voice calls in 1 country	Digital Voice SMS Higher Capacity Packetized Data	Integrated high quality audio, video, and data	Dynamic information access, Wearable Devices	Dynamic information access, Wearable Devices with AI capabilities
Multiplexing	-	FDMA	TMDA, CDMA	CDMA	CDMA	CDMA
Switching	-	Circuit	Circuit, packet	Packet	All Packets	All packets
Main Network	-	PSTN	PSTN	Packet N/W	Internet	Internet
Features		Voice only	Allows multiple users on a single channel	Multimedia service support	HD, higher speed, worldwide roaming	Testing
Download and upload	-	-	Download : 31-41 min	5.8 Mbps	14 Mbps	Testing
Hand off	-	Horizontal	Horizontal	Horizontal	Horizontal & Vertical	Horizontal & Vertical
Mobile TV Resolution	-	-	-	Low	High	Ultra High

3. Results

The next example represents an analysis of the evolution of a mobile company which was developed during the generations of mobile telephones. In this paper I will present Motorola's evolution phones,

according to the characteristics presented in the table above and their important model in the development process of mobile phones worldwide. They were the first ones that presented a mobile phone on the market.

- It all started with Motorola DynaTAC – 1983, it was the first portable phone, but that weighed more than 2 pounds, with a screen type LED, using technology AMPS.
- First mobile phone for Europe using GSM – International 3200 with screen type: monochrome and using GSM technology.
- Motorola 4500X – 1986 had the characteristic of being transportable and using AMPS technology.
- Motorola MicroTAC – 1989 represents the next generation, lighter and smaller, Motorola MicroTAC 9800x had plastic antenna, form factor: clamshell
- Motorola International – 1992: first digital mobile phone.
- In the evolution of mobile phones there was a break for Motorola, but in which lots of series were developed such as: A series, C series, E series, Eagle, Condor, Falcon series which brought the Android.
- Noticeable in the evolution of mobile phones is Motorola Razer – 2004, thinnest smartphone, only 7.1mm thick.
- Motorola Flipout – 2010: the completion was already on the market and the development of the new normal smartphones.

As a conclusion, it can be said that for the development of Motorola there were products which innovated the world, their new functionalities were seen as a big improvement for the industry of mobile phones, but looking at this industry nowadays we can see that the leaders on the market are no longer Motorola, but Apple, Samsung, LG or HTC, and others. They existed for some periods of time, but the adaptation to changes was not seen by the user useful, while other companies came with adaptations and offered better support in the development of mobile generations and how mobility is seen now.

4. Expert sources consulted

The topic presented in this paper is part of the digital media field, highlighting the tremendous evolution of the usage of mobile telecommunication technologies in communication. Consolidating this point of view, the bibliographic sources I have used are mostly electronic sources, but also printed documentation received from engineers specialized in telecommunication and GSM. In the dissertation paper there will also be included some theoretical aspects and official statements related to the communication field.

5. Conclusion

Based on the theoretical elements from the sources I have consulted, on my research and studies made together with some engineers and with the help and support of the theoretical points I have learned during my course on Telecommunication Technologies, I have analysed the Generations, starting from Zero to what is envisioned and is currently testing with 5G. While current technologies are being rolled out, other researches have already started for the next generation. Always one step ahead.

In communication, mobility is a key factor to the end user. In this paper, the main focus was on mobile phones, but without a doubt, tablets or other gadgets are from the same category of mobility in telecommunication. The most visible impact can be seen in our daily life, in the way we communicate and in the applications developed throughout the time to help us ease the communication. Now the latest mobile phones allows an employee to work from everywhere and anytime with an easy access to the servers and to be in constant contact with urgent decisions that needs to be made.

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Glossary

PTT = Push to talk
MTS = Mobile Telephone System
IMTS = Improved Mobile Telephone Service
AMTS = Advanced Mobile Telephone System
OLT = Norwegian for Offentlig Landmobil Telefoni "Public Land Mobile Telephony"
MTD = Swedish abbreviation for Mobile Telephony system D
AMPS = Advanced Mobile Phone System
NMT = Nordic Mobile Telephone
TACS = Total Access Communication System
FDMA = Frequency Division Multiple Access
TDMA = Time Division Multiple Access
CDMA = Code Division Multiple Access
PSTN = Public Switched Telephone Network

The Online Visibility of After School Programs in Timisoara

Alexandra Palaloga

Abstract: *In this paper, I have analyzed and compared the way institutions that provide after school programs use the Internet in order to persuade and to present themselves to the public. First of all, I will bring into discussion several comparisons between the way public institutions and private institutions that offer after school programs use the Internet in order to increase their visibility. Second of all, I will highlight a qualitative analysis by creating an online questionnaire addressed to the public educational institutions representatives. This tool aims to find out if and how the online visibility affects the existence of such programs. Finally, I will suggest ideas for service promotion if the institution does not already use the Internet for promoting after school programs. The analysis allows for a final conclusion to be drawn.*

Keywords: *after school programs, creative schools, extracurricular activities, education.*

1. Introduction

I chose this topic – Online visibilty of after school programs– based on several reasons, but the most significant one is: as a future specialist in digital media communication, I know the importance of a good online

marketing for providing all kind of services, even educational. The educational institutional websites should offer information but also a communication channel between the institution and their clients. In this paper I have tried to make an analysis of the websites of educational institutions that offer after school programs in Timisoara by taking into consideration their visibility and utility in the digital environment. Therefore, this paper is based on the hypothesis that people spend a lot of time in the virtual environment, and the best way to promote any kind of service, even the educational one, is by increasing the online visibility.

2. Expert sources consulted

The topic addressed in this paper is part of the digital media field. I intend to highlight how an educational institution can create an online visibility, as a promoting and communication channel, thus building a digital consumer informational community. In order to accomplish this work, I have consulted various bibliographic sources: printed and online books, online studies and articles. Thus, I base my theorethical considerations on the following:

Gary Becker in ''Human Capital'' stated that education is the most important investment, when talking about the human capital: ''Simply put, human capital refers to the abilities and qualities of people that make them productive. Knowledge is the most important of these, but other factors, from a sense of punctuality to the state of someone's health, also matter. Investment in human capital thus mainly refers to education but it also includes other things—the inculcation of values by parents, say, or a healthy diet. Just as investing in physical capital—whether building a new factory or upgrading computers—can pay off for a company, so investments in human capital also pay off for people. The earnings of well-educated individuals are generally higher than those of the wider population.''

Also, Sir Ken Robinson and Lou Aronica in ''Creative Schools'' , hinted on some important ideas about creative schools and the

importance of an active communication between the provider of the education and the audience.

Last but not the least, Sir Plous Scott in "Tips on creating and maintaining an educational web site", provided important information about how and why it is important to have an online visibility in the field of education.

3. Research methods

3.1. Comparative analysis

After a thorough documentation, I have chosen to analyze mainly the public educational institutions in Timișoara, with a brief comparison with private educational institutions.

I have chosen to use the comparative analysis as a research method. Since the subject is mainly focusing on the online visibility of after school programs, I have tried to analyze the existing sites from multiple points of view. According to specialists, a good, effective business website should satisfy the following criteria:

1. A Clean, Professional, Brand-driven Design
2. Well Written Content that Speaks Directly to the Target Audience
3. To Educate. Not to Sell.
4. Sharable Content & Easy to Subscribe to
5. Calls to Actions on Every Page
6. Each Page should be optimized for the Search Engines

This way, and by taking into consideration the mentioned criteria, I will perform a comparative analysis of educational institutions websites, in order to identify the most important elements, the common points, but also those points that differentiate them, and closely to highlight the importance and usefulness of the online visibility.

3.2. Online questionnaire

I will use the online questionnaire, as an investigative tool. I intent to create a questionnaire with a few short questions which I will address to public educational intitutions that provide after school programs. I am focusing one hand on the institutions that do not have a website

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and an online visibility, and on the other hand, I am following the answers of those institutions that already have a website, in order to find out the changes that occurred once their online visibility was created, in order to point out the advantages and disadvantages.

4. Results

After a thorough research, some of the results are the following: On the one hand, almost neither of the public institutions that provide after school programs have an online visibility. The existence of websites in this case is scarce, an almost unexisting online communication channel with the audience. From a total of aproximately ten such institutions, only 50% have a website. The information on the websites is not updated, almost no details about the after school programs, and the interface is not very modern.
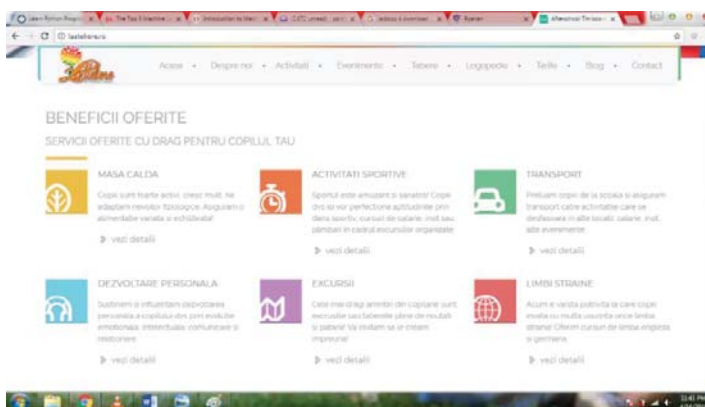
Public educational institution that provides after school programs' website:
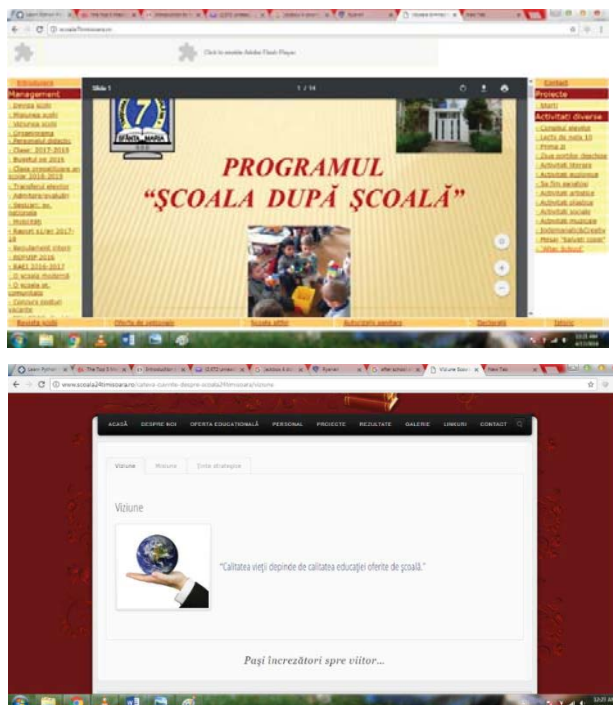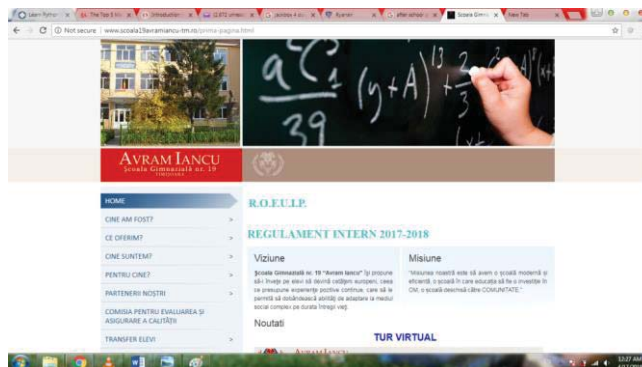
On the other hand, private educational institution that provide after school programs, seem to give a great importance to their online visiblity. Websites are modern, up to date and the information is updated and public-friendly. From a total of aproximately twenty such institutions, almost 100% have an online visibility.

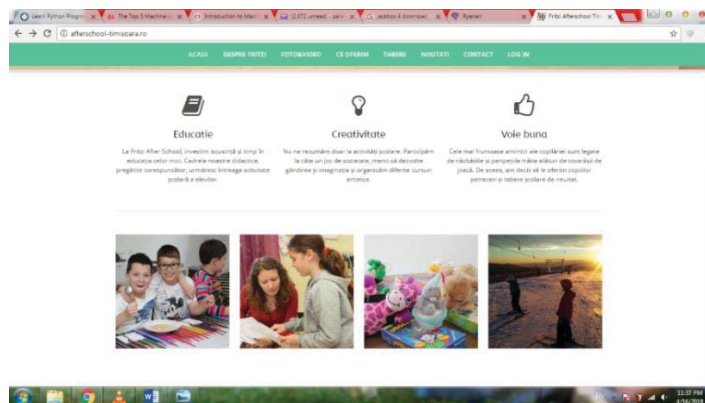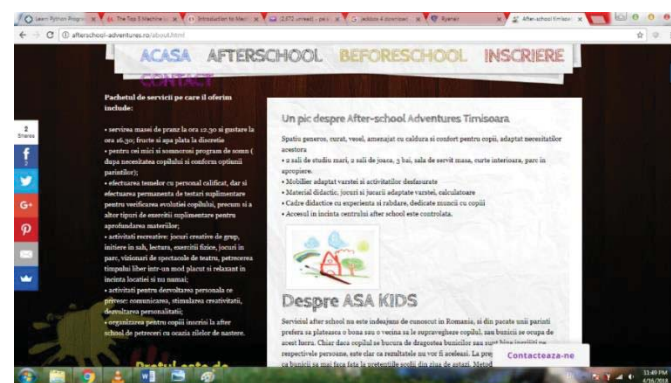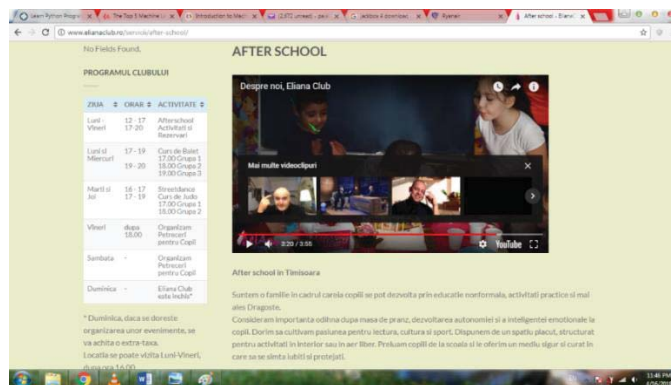Private educational institution that provides after school programs' website:
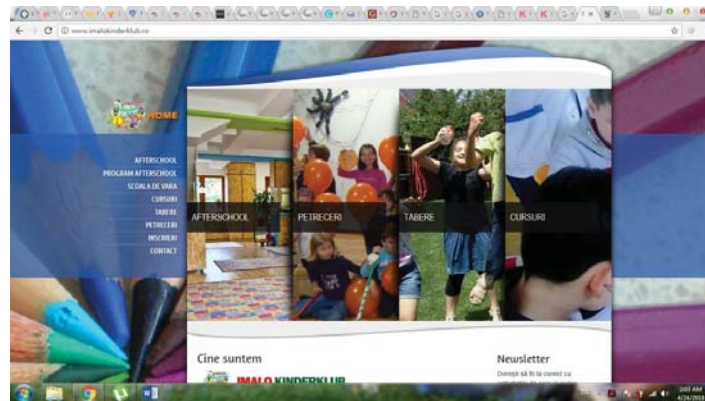
5. Conclusion

Based on the theoretical elements from the sources I have consulted, I have made a comparative study between two educational institutions websites, a public one on the one hand, and a private one on the other

hand. The comparative study was made by observing closely the usefulness of an online visibility and the importance of using a website as a promotional tool, but also as a communication channel between the provider and the audience.

Educational institutions that have an online visibility are actually more engaged in a good communication and relationship with their audience, which can be found in general active in the digital environment. Thus, websites are a necessity nowadays.

Therefore, in my dissertation paper, I will, on the one hand, compare, according to the same criteria, several existing websites of public educational institution and private educational institution. On the other hand, I will apply an online questionnaire meant to identify the usefulness of the website and the benefits of an online visibility on this field of activity. The questionnaire will be applied online and the results will be interpreted in the applicative part. Based on the results of the research and the results of the questionnaire, I will be able to make a proposal regarding the increase of the online visibility that I will eventually send to the institution concerned.

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Discursive Strategies in Online Promotion

Cezara Barbeș

Abstract: *The paper entitled "Discursive Strategies in Online Promotion" exposes aspects related to online promotion using different types of discursive strategies. Considering the spectacular development of the World Wide Web, but also the time spent on the whole in the virtual environment, online promotion should be used by all companies, no matter the field. The main objective of this paper is to highlight the need and efficiency of online promotion, by analyzing some methods and strategies used in promotion campaigns. Firstly, we will present and apply the advertising campaign plan on the product promoted. Secondly, we will focus on some types of online advertising suitable for our product, and thirdly, we will design a form of advertising message, based on the objectives already established in the advertising campaign plan.*

Keywords: *online promotion, advertising, promotion campaign, newsletter.*

1. Introduction

In the last years, the online environment has become increasingly more accessible and used by customers. In addition, the facilities offered to Internet users are in a continuous development. Among the wide variety of services provided by the virtual environment, we mention

the possibility to shop or close transactions online. Furthermore, the Internet offers specialized tools for online communications, e-learning, e-commerce, e-health, e-governance services, it provides access to large amounts of information and not least, it is the largest source of entertainment. Therefore, most people spend a lot of time connected and are more exposed to the online information than to the printed one. Similarly to the development of the other services mentioned above, the continuous development of online promotion is crucial for the advertising industry. In light of the above, this paper aims to draw attention to the importance of online advertising and to the discursive strategies used in online promotion.

2. Research method

In our research, we aim to discover the best and most effective ways to promote MASTERCOM, an open access journal that gathers the scientific contributions of the MA students in Communication, Public Relations and Digital Media from the Faculty of Communication Sciences, Politehnica University Timişoara. Its main goal is to disseminate early or in-progress research findings in the fields of communication and digital media, and to foster further research.

In order to establish which are the most suitable methods and strategies for the online promotion of the journal, we will refer to a promotion campaign for the MASTERCOM journal, but also to a social campaign for joining an idea: the campaign aims to induce or change student behavior towards the idea of publishing. Therefore, in order to determine students to publish and to raise their interest in this type of activity, I intend to focus on the best online communication products and methods that can be used in order to achieve the goal of our promotion campaign.

My research focuses on analyzing the email, the newsletter and the discussion group as promotion methods. These methods of online promotion were chosen following an analysis of several types and

examples of online communication used by companies, magazines and websites in various fields.

My research has led to the conclusion that, as forms of advertising, all these messages should be created using promotion strategies and creative or interactive elements that attract users' attention, stimulate their interest and make them act in accordance with the main goal of promotion: buying the product.

An efficient advertising email or newsletter should have some fundamental elements, such as:

- Catchy title – the element that draws most attention and usually, the first information read from the entire article;
- Interesting subject – the subject line is as important as the title, being the first piece of information that the user will see when receiving the advertising message; if the subject is catchy enough, the reader will go through the entire email;
- Appropriate greeting – any message that addresses the user directly has a greater impact than messages for which the addressing formula is missing;
- Relevant information – as a part read usually by the clients interested in the subject or the offer received, the message must be clear, concise and as short as possible, structured into paragraphs if necessary;
- Creative aspect – a promotion message that has visual elements can have higher efficiency than a simple email;
- Closure – as important as the introduction, the closure message usually synthetizes the main idea and urges the reader to take an attitude towards the promotion message.

Having a different structure, the discussion group has other distinctive elements, such as regulations, discussion topics proposed by moderators, messages or posts from other participants, etc. However, the main characteristics mentioned for email and newsletters also apply to discussion groups.

Following the analysis carried out on these three forms of online communication, we have developed a promotion campaign plan that "will propose concrete actions to be taken in order to achieve its objectives" (Dagenais, 2003: 57).

The research method used for the implementation of the promotion campaign plan is the detailed analysis of each of its components or stages (Dagenais, 2003: 58-59):

- Problem identification
- Situation analysis
- Definition of objectives
- Specification of target audiences
- Establishing the communication axis
- Strategy identification
- Techniques, media channels and useful media proposition
- Message elaboration
- Budgeting and timing
- Development of monitoring and evaluation tools

Therefore, our main action focused firstly on an extensive analysis of each stage mentioned, each of them being analyzed in close connection with the product in question, the MASTERCOM journal, and with the goal we pursue. This activity has led us to write and design the promotion campaign plan called "Ace up the Sleeve".

3. Analysis

PROMOTION CAMPAIGN PLAN
♠ ACE UP THE SLEEVE ♠
Designed for: FACULTY OF COMMUNICATION SCIENCES
Made by: Cezara BARBEȘ
20th of April 2018

The goal of the campaign "Ace up the sleeve" is to raise students' interest in publishing scientific articles.

As it requires thorough research and study, writing such papers is a net benefit for students, and can be the "ace up the sleeve" in their professional career.

The purpose of the campaign title is to determine students to associate it with a poker game. Just as there is always someone who has better cards among the poker players, the student will have an advantage over other colleagues or competitors on the labor market due to his/her scientific work. Therefore, as the ace cards grant or facilitate the win for the poker players, the MASTERCOM journal is the "ace up the sleeve" for students, offering the proper environment to capitalize their research work.

Given the recent publication of MASTERCOM, the journal is not very well-known among students and graduates. This promotion campaign aims to increase the popularity of MASTERCOM and the visibility of the product in the online environment. In addition, upon completion of the Master's degree, a very small percentage of students consider continuing their studies and moving towards research work. In order to develop students' interest in publishing, the MASTERCOM journal offers the possibility to publish scientific articles, in which students present the results of the research undertaken for the dissertation paper.

This promotion campaign has the following objectives:
- Promoting MASTERCOM among students;
- Raising students' interest in publishing scientific articles in the journal;
- Developing students' interest in scientific research.

The target audience of the "Ace of the Sleeve" campaign has been chosen according to common interests and studies followed:
- Graduates in Communication, Public Relations and Digital Media;
- Master students (1st and 2nd year) majoring in Communication, Public Relations and Digital Media;

- Undergraduate students majoring in Communication and Public Relations.

The topic of the promotion campaign for MASTERCOM is "Ace up the Sleeve". The metaphor defines the publication itself and the benefits of publishing scientific articles in the journal. Thus publishing in the MASTERCOM journal is an advantage, a step forward in the research activity, by getting familiar with scientific paper writing and analytical thinking, and by acquiring early experience in publishing.

Considering the amount of time that students spend online and the ease of information transfer in electronic format, we chose to run "Ace up the Sleeve" as an online promotion campaign. As mentioned at the beginning of this paper, my objective was to find the most suitable and effective way to promote the MASTERCOM journal among students. As it targets a small group of people working in the same field and sharing the study field and major, the most effective promotion technique is email advertising, particularly direct mailing, newsletters and discussion groups.

In what follows, we will focus on one promotion technique of the MASTERCOM journal – the newsletter – pointing out and analyzing the information that it should contain. Newsletters are printed or electronic documents containing information about the recent activities of an organization, sent regularly to members of the organization. As the purpose of the newsletter is to make an announcement, it will focus on the campaign message "Ace up the Sleeve" and on the following objectives:
- Launch the news;
- Persuade the students that their implication is needed;
- Inform the students that they will receive more details soon;
- Describe the journal briefly.

Thus, the topic is the release of the new number of MASTERCOM and its goal is to incite the students to start the research work for the articles that they can publish. The newsletter will contain

written and visual information; it will be designed using the online tool Canva and sent directly from the application (https://www.canva.com). This newsletter will be forwarded at the beginning of the year to the majors Communication and Public Relations, and Communication, Public Relations and Digital Media.

Next, the students will receive direct emails with all the details needed (e.g. informative aspects, templates to be used, publishing requirements, recommendations for editing scientific articles, where they can find the journal, etc.). In addition, as it proves to be a very useful method, the students will receive messages designed as reminders, concerning the time left until the publication of MASTERCOM, so that they are urged to begin the research work. The direct emails and the reminders will be designed using the online tool Mail Chimp.

This scientific journal is the result of extensive research, carried out following the thorough study of a large number of bibliographical resources. The theoretical issues studied – digital communication, online advertising, persuasive discourse – helped me to better understand the concepts of public relations, the links between them and the analysis on which this research is based.

4. Conclusion

In a world where people spend more time online than enjoy the non-digital environment, online advertising has become a must. Along with online communication and publicity, online promotion, marketing strategies, promotion campaigns and others, it ensures the product's visibility in the virtual environment.

As MASTERCOM is a journal addressed to students, who represent the highest percentage of people present online, it is mandatory to use the techniques provided by today's digital media. Moreover, with the new apps and software available, the digital environment offers endless possibilities, creative marketing solutions and interactive promotion techniques, which are far more effective

than traditional advertising and easier to disseminate to the target audience.

To sum up, I consider that the online media are the future of marketing, advertising and promotion. With such digital techniques and strategies, the MASTERCOM journal will definitely raise students' interest and the promotion campaign "Ace up the Sleeve" will achieve its goals.

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Pet Products Marketing Campaign

Alina Roxana Trif

Abstract: *The marketing campaign, irrespective whether this process is online or offline, is a fundamental task that requires increased attention, so it is important to firstly define the product and establish the competitive advantages, but also very important it is to identify the benefits of the product in relation to the consumers' needs. In my case, namely the development of the market segment for pet products, we need to know that marketing campaign is aimed not only for the animals but it is aimed especially for animal lovers and owners. These campaigns are based on the relationship and affection between the animal and the human being, the animal's healthy lifestyle, its happiness and the emotion transmitted to the public. In my research paper, I will analyze and compare a series of pet products companies and the resources used by them to reach both the owners and their animals.*

Keywords: *website, advertising, pet products, marketing campaign.*

1. Introduction

I have chosen the topic "Pet products marketing campaign" because advertising campaigns made in this area involve a greater degree of difficulty as they have to convince the consumer to buy a product that it is not intended for themselves but for their animal.

The target audience is not just pet owners but also animal lovers because, as I will present later in this article, a lot of marketing campaigs have been created for different brands that send us to help and adopt an animal. These are well-made from an artistic point of view and cultivate the buyer's sensitivity and taste – specialised studies show that these two elements play an important role in purchasing decisions.

In this article, I will analyze four different campaigns of Pedigree Brand that are based on emotion, affection, and the relationship between the human being and the animal. They use reminder advertising like method because it does not provide information about a new product but come to support causes, namely the adoption of animals or reducing the number of euthanasia due to the "inappropriate" or "dangerous" behavior of them. The messages sent by them are clear, they do not bother to promote the product itself, but rather to inform the consumer; this type of message falls into the category of emotional advertising because it emphasizes the intangible emotional characteristics and benefits of the product, addressing the emotional side of the individual.

2. Methods

I have chosen to analyze the most famous brands for pet products, international brands, but also autochthonous brands, ranging from the economic range to the super premium range.

I have used as research method the comparative analysis, as well as bibliographic research using the advertising campaigns from Romania and international ones, but also the offline brands marketing campaigns (posters, banners, events), the advantages and disadvantages offered by them as a support of the communication strategies.

If the ancient Greeks used people screaming or singing in the cities for the arrival of spirits, the ancient Egyptians used papyrus, the

Babylonians used clay tablets, nowadays advertising campaigns are rather "investments" and not a "game of chance", they have the ability to educate, influence, propose, or impose certain patterns. Advertising campaigns targeting pet products are based mainly on consumer awareness.

Any promotion whether it is in the online environment or not has to follow some very important steps, namely defining the product and establishing the competitive advantages, identifying and segmenting the target audience, identifying the benefits of the product in relation to the consumers' needs. Due to the fact that we live in the digital era, the emphasis is on the superiority and the advantages of the online environment, the importance of internet advertising being one of the most important nowadays because consumers are online addicts and prefer to buy the necessary information from there.

In my research paper, I will focus on the analysis of the various advertising campaigns of the most famous international and autochthonous brands that not only promote pet products but also inform or sensitize the customers. Each of them tries to come with their own style, be original and be as far away from the competition.

Apart from the advertising campaigns that these brands use to promote and maintain them on the market, they carry out much of their work on websites and social pages. I will present below some information that can be found on these online platforms.

General information:
- specialty articles about the animals that they target with their products;
- the advice of veterinarians about what it means to own a pet and not only, and also about the needs it has;
- for the company and its history;

Useful information for animal owners:
- the correct feeding grid of the animal;
- order food directly from the site
- doctor's advice with general situations about pets

Information for animal lovers:
- specialized articles about the responsibility to own a pet;
- addresses of animal shelters;

4. Results

In this article, I will present four advertising campaigns of the Pedigree Brand, various campaigns, namely, a video campaign based on TV spots, another based on an augmented reality application, a campaign developed as an interactive educational video game, and the one using experiments with medical devices.

The first campaign, "Child Replacement Program," ran in New Zealand and had a strong emotional impact on the public. They addressed families where children had already become adults and left the parental home. This campaign encourages parents whose children have left home to adopt a dog to replace the gap left by the children.

The campaign is made up of 3 TV spots, all three having the same message: "When they're gone, go ahead." The campaign is also accompanied by prints as fun as video footage, where older photos of parents with their children are recreated with parents at the current age, and children are replaced by puppies. Spots direct their viewers to a web page where they can find the perfect dog for them through the adoption program created by Pedigree.

They also wanted to support the people who adopted pets through this program and if parents send Pedigree the child's old stuff, they will instead receive dog products.

New Zealand Pedigree Marketing Director said about this campaign: "A dog can bring a lot of love, joy and affection to a home. Bring what's best of us and fill our lives with happiness, just like a kid. The difference is that they will not grow and move to London. We hope that through this campaign we will be able to take as many puppies out of shelters and bring them to the homes they need. "

The second campaign was based on an augmented reality application and was made in collaboration with Facebook. Their goal was to determine as many users as possible to adopt a dog. The campaign is based on a personalized application on the Facebook page, where the user can create selfies to add as a face mask to a puppy. The app offers the user the choice of multiple breeds of puppies. Revolutionary from the point of view of marketing and technology, when the user chooses the mask of his favorite breed, he is offered a list of all the shelters near him where he could find and adopt a puppy of that breed.

"The new Pedigree Facebook camera effect is not only fun and entertaining, but it also supports pet adoption, a cause that's at the core of our brand," said Elizabeth Barrett, Pedigree Brand Manager. "We're constantly looking for ways to stay relevant when talking to consumers, and this digital format delivers our adoption message in a way that's both unexpected and impactful. We want consumers to selfie with the doggy-faced overlays to help raise awareness for dogs in need of a forever home."

The third campaign also took place in New Zealand, and it took place as an interactive educational video game. The aim of the campaign was to bring the dog closer and reduce the number of euthanasia due to the "inappropriate" or "dangerous" behavior of the animal.

Pedigree has collaborated with experts in canine behavior to launch "The Story of a Dog", an interactive adventure for children and parents, to help them feed more on dog safety.

It is said that you cannot teach an old dog new tricks, but you can certainly educate children and their parents to learn together about the safety of dogs and to build long lasting, healthy, and happy relationships between the animal and the human being.

Every year in New Zealand there are nearly 9,000 cases of dog bites, and about one-third of them are children under the age of nine. Approximately 75% of these incidents occur in the home or in an

environment where the dog is known to the child and most often because the child does not understand how to behave properly and with care around the dogs. This can sometimes lead to animal euthanasia.

Oliver Downs, marketing director at Mars Petcare, which owns and distributes Pedigree in New Zealand, said the company's goal was to make the world a better place for the animal and humans to live together in harmony and the application is an important educational tool which contributes to achieving this goal.

The last campaign analyzed in this article used experiments with medical devices and had as Motto: "Puppies are the Nature Xanax".

The campaign took place in Australia, and its purpose was to demonstrate the importance of a pet in human life. The Pedigree team made an experiment in which they monitored the heart beats of a man and a puppy, firstly when they were separated and then when they spent time together. The results of the experiment have shown what for the puppy owners is not a novelty: both the man and the animal are much calmer in each other's company.

What was less obvious, yet hard to believe, was that the hearts of the two were almost in sync. At the same time, campaigners have demonstrated the usefulness of having a dog around a man: a woman who has lost her hearing, but gets clues from a pet or a man suffering from a physical disability but is less depressed and anxious with the puppy.

5. Conclusion

Successful advertising campaigns are those that turn consumer stories into a Brand Story like Pedigree did. They conducted a recent study carried out by the University of Western Australia in collaboration with the UK's Walthm Center for Pet Nutrition on the important role that animals play in saving social relationships and supporting people's relationships.

The most important thing was that when the Pedigree marketing team tried to give a direction to the research, they saw that the results of the study were actually confirmed by their own stories. The most successful campaigns were those based on real-life stories, with the support of animal-friendly customers.

I found out from the study that the most successful campaigns were those that have a high degree of emotion on consumers and not those that rely on the product and ingredients because we can understand what the effect the animals have on humans.

Campaigns have evolved over the years and with an explosion, but the competitive pet food market and the brand has expanded its platform to the entire globe.

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