

Using digital to tell stories and communicate with purpose

2021 European Digital Advocacy Summit

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BSEF – The International Bromine Council
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The International
Bromine Council



NUNO BACHAREL

Portugal



Public Relations and Public Affairs Specialist

14 years of solid experience in Communications

Experience on various sectors

Digital native speaker

Passionate about Social Media

Storytelling enthusiast

Coffee ninja





ABOUT BSEF – The International Bromine Council

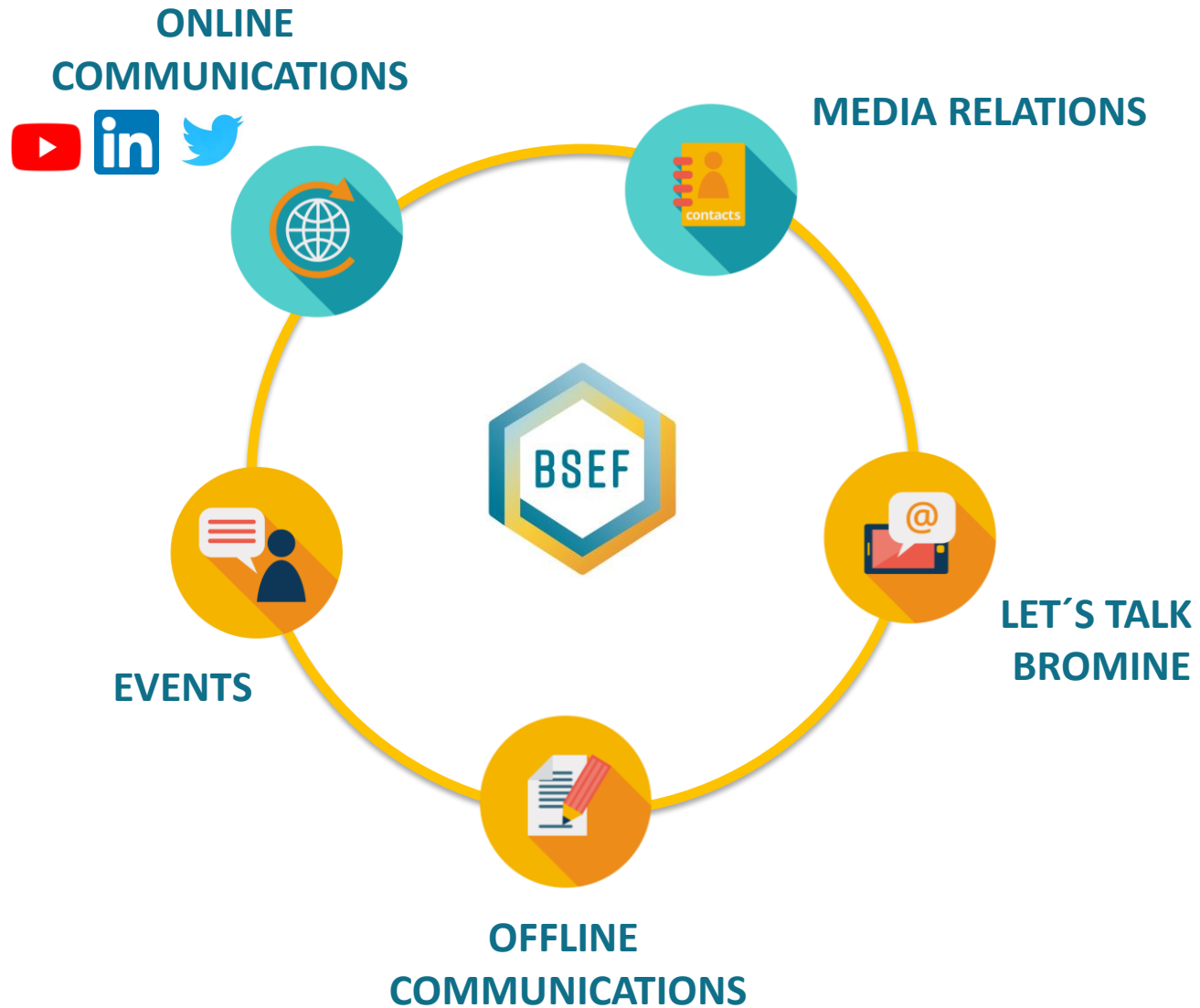
- BSEF – the International Bromine Council, is the **global representative body for bromine producers** and producers of bromine technologies
- The members of BSEF are **Albemarle Corporation, ICL Industrial Products, Lanxess and Tosoh**
- Offices & representatives in Europe, China, Japan, South Korea, India and the Americas

ABOUT BROMINE

- 3rd halogen on the periodic table
- One of the 28 elements that are **essential to human life**
- Atomic weight 35
- **Reddish-brown liquid** at room temperature – odorous and volatile



BSEF COMMUNICATIONS ECOSYSTEM





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COMMUNICATIONS TIPS TO EFFECTIVE TELL YOUR STORY

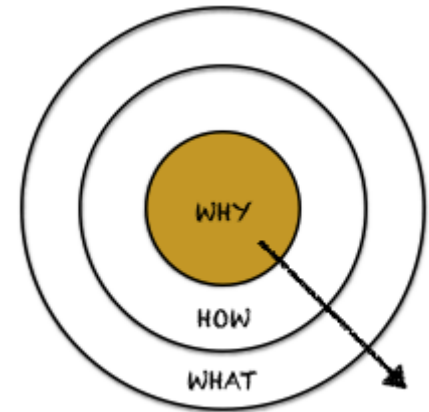


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1. Start with the WHY

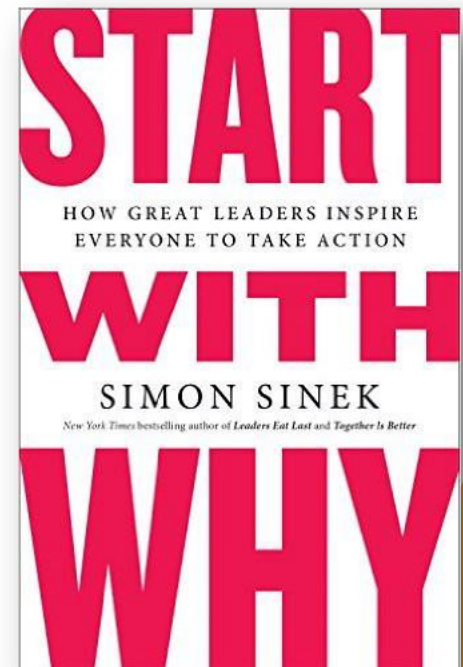
- Organizations know what do they do, and how they do it, but little know their purpose.
- **Start with WHY**, discuss the HOW, and end with WHAT
- The “WHY” helps setting **expectations** and prove that your work is having a positive impact



TACTICS

- Develop a very clear set of SMART KPIs and target group
- Include the **PEOPLE** from your organisation and relevant stakeholders.
- **KISS** - Use a **one pager** Strategy Template
<https://www.nofluffcommunications.co.uk/single-post/socialstrategy>

*“People don’t buy WHAT you do;
they buy WHY you do it.”*



2. DEVELOP QUALITATIVE CONTENT

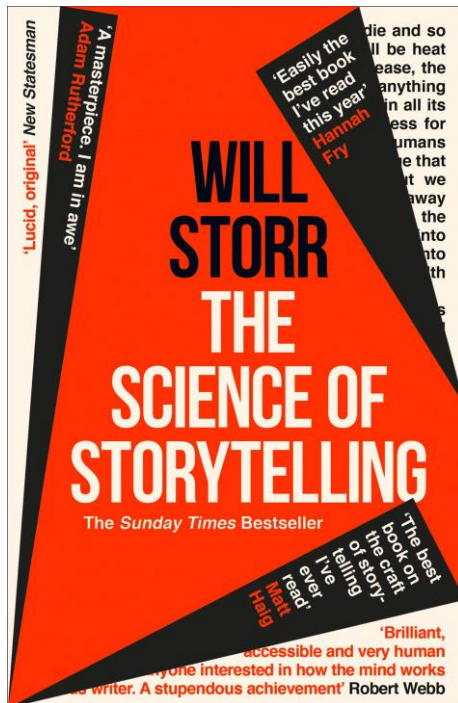
- Audiences have wised up, so give them **high-quality content** that they can really engage with.
- Content has become an **umbrella term**, one that bonds together five different disciplines – editorial, marketing, PR, SEO and social media
- **BE CREATIVE** - The importance of giving a **digital Twist** to the traditional content

TACTICS

- Develop content according to the audience's needs. Policy makers have different needs than the scientific community
- Make content more attractive – short videos, teasing messages, interviews.

- Use the right tools



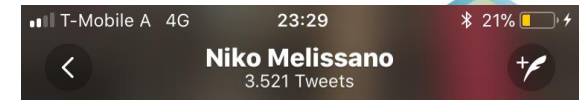
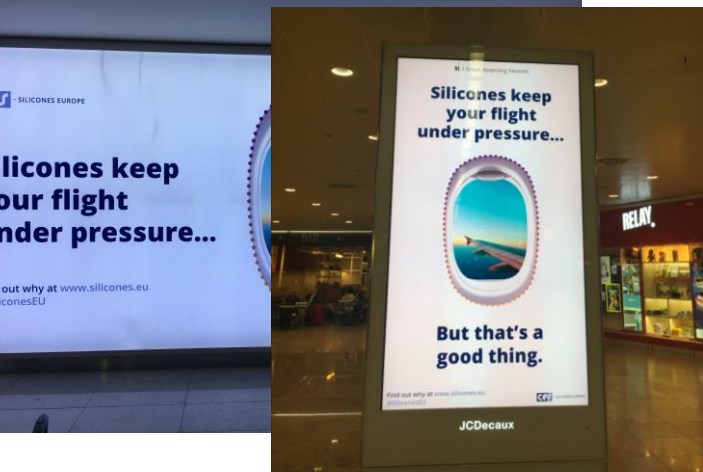


by Will Storr

*It's not all about content. It's
all about stories, It's not all
about stories, it's all about
GREAT stories.*

- Mitch Joe





Tweets Tweets & replies Media Likes

FoodDrinkEurope @FoodDrinkEU
Who can guess the exact number of cheeses produced in the #EU? What's your favourite? Share a picture of your cupboard or fridge! #AlltheCheeses #PantriesofEurope



EDA_Dairy and EU Agriculture

8 4 20

Promoted

Show this thread

Niko Melissano Retweeted

Musée du Louvre @MuseeLo... · 6d
Pour la #JournéeDesDroitsDesFemmes,



Video Channel



APPLiN
Home Appliance Europe

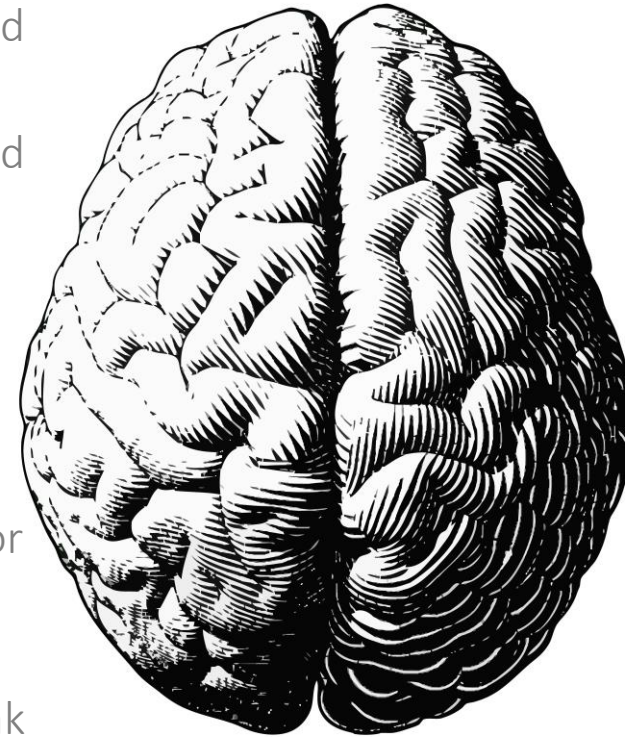
By us, by you,
for better lifestyles
in Europe

Video Channel



3. GATHER EXTERNAL EXPERTISE

- Audiences are **skeptical** about corporate branded content;
- Multiple brands and associations use **influencers** and **ambassadors** to support their messages;
- Third parties' content is seen as **trustful** and accurate



TACTICS

- Develop interviews with experts on the bromine sector on the various bromine applications;

(Guillermo Rein, professor of Fire Science at Imperial College London)

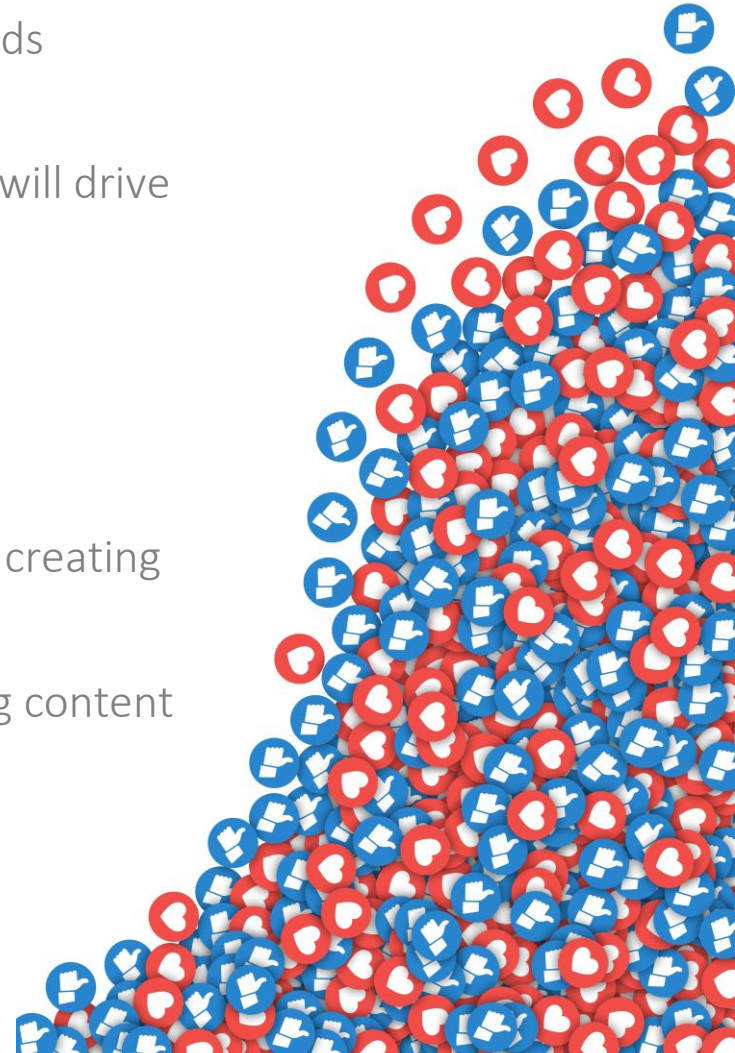
- Invite professional bloggers. When influencers speak about a subject, their niche public is instantly attracted to know more.

4. USE THE RIGHT CHANNELS

- Online channels help **building** and **developing** relationships
- Online platforms and the **new communications tactics** makes it easy to improve **brand awareness** and build your brands identity.
- Social media is a great way of **promoting content** and will drive website traffic

TACTICS

- Maximizing the dissemination of your publications by creating a digital campaigns;
- Reinforce the online community by continuing sharing content and engaging with the audience.
- Set clear Call to Actions



5. MEASURE, MONITOR AND OPTIMIZE

- **Data** is very powerful – use it
- Use the **analytic tools** at your disposal to track what is effective: what are you doing right? What can be improved?
- Your Digital strategy should be constantly evolving

TACTICS

- Take the time to analyse your performance based on the goals you set out in Step One;
- Ask for external advice

“If you torture the data long enough, it will confess to anything.” – Ronald Coase



COFFEE
IS
ALWAYS
A GOOD
IDEA



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