

Digital Communications & Public Affairs Working Group

Conference Call | 17 March 2020

Participants

Jennifer Archibald, Panasonic
Michel Chauvois, Rexor
Gregor Erbenich, Porextherm
Sandra del Bove, Kingspan
Raquel Ponte Costa, VIPA Executive Director
Maria Dinis, VIPA Communications & PA Manager

Apologies

Alison Navon, Avery Dennison Hanita
Joana Kraus, va-Q-tec
Gary Chalkley, Camvac Limited

Summary of decisions and actions:

Decisions:

- Michel Chauvois from Rexor takes over the role of Chair of the Digital Communications & Public Affairs Working Group
- Participants agreed that purchasing lists of contacts is no longer a possibility and that paid advertisement for the dissemination of the survey for architects is too costly and should not be pursued

Actions:

- Maria to check the available studies on VIPs in buildings and see what information (particularly on energy savings) can be used for the VIPA video on VIPs used in buildings
- Maria to initiate work on the VIPA video on VIPs used in buildings
- Maria to analyse in more detail the results of the Google Ad campaign initiated last year
- Maria to follow-up on the work performed by Alias on SEO upgrades and keywords and work on website optimisation ensuring that all the correct keywords are used
- Maria to rerun the Google Ad campaign
- Maria and members will continue to promote the survey on VIPs used in the building sector via own channels
- Members to share case studies with Maria

MINUTES

1. Welcome

1.1 VIPA International Antitrust Compliance Statement

Maria Dinis welcomed members to the meeting and reminded them the need to respect the antitrust compliance rules during the meeting.

1.2 Approval of the agenda

The agenda was approved with no additions.

1.3 Election of new chair

Maria mentioned that according to the Terms of Reference of the Digital Communications & Public Affairs Working Group, the period of tenure for the chair of the group is of one year and that Maja Tomažin from Knauf Insulation is holding this position for more than that. She added that it would be useful to rotate among members and have someone else take over this role. Maria also reminded the group that the role of the chair is to support the office in-between the calls of the group and provide guidance on the different communications actions. She also stressed that this should not take too much of the chair's time. Maria continued by mentioning that the secretariat approached Michel personally and asked him if he had the time to reflect on this. Despite him experiencing busy times, Michel accepted the proposal to take over the role of chair of the Digital Communications & PA WG.

Decision:

Michel Chauvois is the new Chair of the Digital Communications & Public Affairs Working Group

1.4 Approval minutes of the previous conference call (10 Dec 2019) & review of actions

The minutes were approved with no modifications. Maria mentioned that the review of actions will be touched upon later during the call.

2. Communications activities 2020

2.1 Improve the visitor experience on the website: Video on VIPs in buildings

Maria reminded the two main communications objectives for the year: increasing the online visibility of the association and of the VIP technology in the building sector. One main activity to pursue in support of these objectives is the creation of a video on VIPs used in buildings to better promote the technology and to increase its use in this sector. Maria mentioned that this video would be similar to the one created last year on VIPs in home appliances and we would use the same video production agency. The estimated cost of the video is € 2, 500. She continued with presenting the main messages that this video should get across and asked the group for feedback.

The group agreed on the main messages to be developed and Gregor mentioned that the esthetical advantage of VIPs should also be highlighted. This is an important feature that architects are looking for. With their slim and light design, VIPs are very suitable to use for modern buildings where light is very much appreciated.

All the possible applications for VIPs in the building sector (roofs, walls, floors, terraces, balconies, façades), their technological advantages, and particularly situations where they can bring value (such as step-free access to the terrace) must be mentioned.

Gregor also underlined that it is difficult to have figures on energy savings as every building is different and there is a complex of factors that need to be taken into account for each case. For figures or other helpful information, he suggested checking the studies available on this topic or consulting the technical working group.

Action:

Maria said she would check the study mentioned by Christoph Sprengard on the comparison between VIPs used in buildings in three big European cities: Berlin, London and Lisbon and see what information she could use from there.

In terms of environmental footprint, Gregor mentioned that his company has an environmental product declaration but that not all companies are providing this.

Michel also mentioned that the focus should be on elements that differentiate VIPs from other insulation solutions (low thermal conductivity, low insulation thickness, performance). VIPs

preserve the exterior aspect of buildings and come as the best solution for cases where external insulation is not possible.

While focusing on highlighting all the benefits, a mention should also be made on how this product needs to be handled with care.

Maria concluded by mentioning what tools would be used for promoting this video (including a paid LinkedIn campaign) and by stressing the need for support from members too.

Action:

Maria will initiate work on the video taking into account the feedback received.

2.2 Attract more visitors to the website: Google Ad campaign

Maria started by mentioning that the VIPA secretariat had already set up a Google Ad campaign for a period of three months from end of October 2019 to end of January 2020. She also said that the board expressed its interest in repeating such a campaign in 2020 but to use better keywords.

Maria went through the results of the campaign. The results show a high bounce rate and a very low number of visitors spending more than 1 second on the website. Participants were particularly surprised by the very low CTR of the keyword “vacuum insulation panels” which is the main keyword for the sector.

Jennifer stressed the need of having valuable content and takeaways on the website in order to improve the visitor experience.

Michel said that yes maybe the numbers are low but this is a niche industry and it might be that this attracted quality visitors. He also added that it is better to take some time between campaigns in order to analyse the results into more detail, draw conclusions and then to put actions on each conclusion.

Sandra suggested to start with website optimisation to make sure that it reaches its objectives of educating and raising awareness on the vacuum insulation technology.

Gregor added that Google appreciates more if the information on a particular product comes from an independent source. He suggested for Maria to circulate the keywords that were used for the Google Ad campaign.

Participants agreed on the importance of making sure that the content on the website is engaging and contains all the keywords needed before launching another Google Ad campaign.

Action:

Maria to analyse in more detail the results of the Google Ad campaign.

Action:

Maria to follow-up on the work initiated by Alias on SEO upgrades and keywords and work on website optimisation ensuring that all the correct keywords are used.

Action:

Maria to rerun the Google Ad campaign.

2.3 Outreach to architects and building professionals: questionnaire on the use of VIPs in buildings

Maria explained that she continued the efforts initiated by Inge last year in disseminating the survey developed on VIPs used in buildings. She tried three different options: reaching out to building related associations, buying lists of contacts and advertising on online magazines or platforms.

Several associations were contacted and the very few answers received were negative: either their policy is not to distribute information to their members from third parties or they struggle to collect answers to their own questionnaires.

For the second option, the purchase of lists of contacts, Maria contacted Batimat and the UK Construction Week. The first one replied that they do not sell their contacts and the second directed her to the advertisement options. Maria also voiced her concerns regarding GDPR rules. Michel confirmed that since the GDPR rules are in place, it is no longer possible to buy contact lists.

In what concerns online advertisement, Maria presented several options and the different prices. Seen the limited communications budget for the year, it was agreed not to pursue any paid advertisement options and use the free tools we have.

Decision:

Participants agreed that purchasing lists of contacts is no longer a possibility and that paid advertisement for the dissemination of the survey for architects is too costly and should not be pursued.

Action:

Maria and members will continue to promote it via own channels (website, LinkedIn)

3. AoB

Maria reminded members that she needs their support in sharing with her case studies that can be published on the VIPA website. She added that seen that architects and building professionals are the main target audience, it would be great if these studies could focus on VIPs used in this sector. However, this is not compulsory and any interesting case study is welcome. She also reminded them the requirements that need to be taken into account when sending such a case study.

Action:

Members to share case studies with Maria.

4. Closure

The meeting ended at 16:55.