

Interreg Slam kick-off event

# Support for video stories and social media promotion

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**Interact**



**Co-funded by  
the European Union**  
Interreg

# Video promotion

Duplicates the value of your content

- Convey **emotions**
- Tell **stories**
- Showcase your project **results** dynamically
- Creates a deeper **connection**
- Leaves a lasting **impression**



**In Interreg,  
we weren't  
going to fall  
behind**

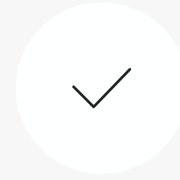


# Interreg Slam promotional videos

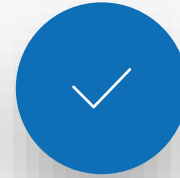
- Service offered in the **second phase** of the competition: transform your storytelling format into high-quality videos
- Mandatory for the **6 finalists**.
- Video conducted by an **external expert** and coordinated by the Interact team.
- Priority possibility of doing the **Certified Training in Video Making** (September)



# What is included?



**Design and branding of the clip**



**Pre-production**

- Scenario
- Montage
- Voiceover
- Subtitles



**Production of the draft/final video**

Duranton: **120 - 360 s**



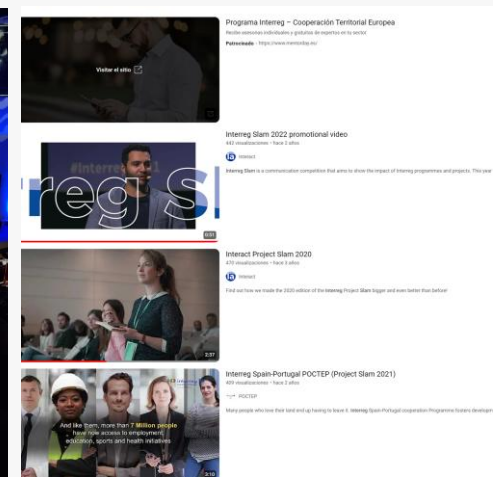
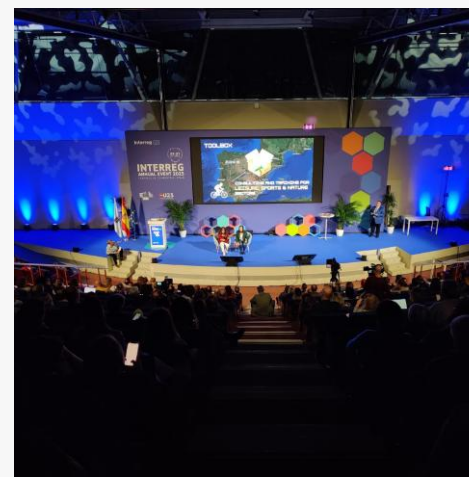
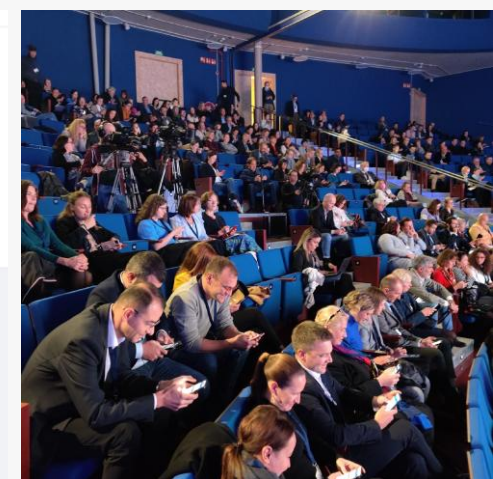
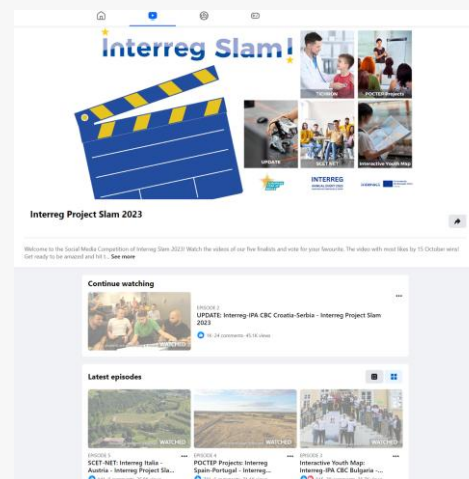
**Advertisement via Social Media  
and Website**

# Reality

**2021:** 400.000 reached

**2022:** 1.5 million reached

**2023:** 3 million reached



# How did we achieve it? Social Media promotion

Low-cost

- Interactive
- Fast, real time information
- Added value in branding
- Duplication of visibility via **shared posts**
- **Networking** with relevant actors
- Knowledge increase of your project
- **Reach more people**



# Strategy for reach & engagement at EU-wide level

## Engagement



## Reach



# Interreg.eu landscape

Managed by Interact and fueled by the collaborative work of all Interreg programmes, our channels serve as:

- The voice of the entire Interreg community
- The window to our communication campaigns



# Which channels will we use?



@Interreg



@Interreg



@Interreg.eu



@Interreg\_eu