



Hrvatsko asfaltno društvo



Croatian asphalt association

Važnost komunikacije asfaltne industrije s vlasnicima i korisnicima cesta

Importance of Asphalt Industry Communication for Road Owners & Users

Siobhan McKelvey
President Eurobitume

Međunarodni seminar ASFALJNI KOLNICI 2017
International seminar ASPHALT PAVEMENTS 2017

Opatija, 05.–06. 04. 2017.

Social Media



https://www.youtube.com/watch?v=h4w5U_qguyM

Social Media Revolution

**‘We don’t have a choice
on whether we **DO** social media,
the question is **HOW** well we do it’**

Creates **opinions
Influences **decisions****



Communication of industry messages



Held in February 2015 in Paris, the first Pavement Preservation and Recycling Summit (PPRS), which gathered more than 1000 participants, confirmed the need for better maintaining road infrastructure and urban networks in order to support the mobility of people and goods.

In fact, public and private stakeholders have already launched a variety of initiatives regarding governance strategies, financing, new contract models, as well as new and innovative techniques and materials.

Communication of industry messages



Each year the Asphalt Industry Alliance (AIA) commissions an independent survey of local authority highways departments in England and Wales.

The Annual Local Authority Road Maintenance Survey (ALARM) aims to take a snapshot of the general condition of the local road network, providing a means of tracking any improvement or deterioration. At the same time, questions are asked related to funding, the type of maintenance carried out and the issue affecting maintenance service levels, to help provide context to the results.


By collating and publishing this information for local authorities, the AIA seeks to give a voice to the views of those responsible for maintaining the vast majority of the road network.

Asphalt. ADVANTAGES

Launched Oct 2014

EAPA

EUROPEAN ASPHALT PAVEMENT ASSOCIATION

 eurobitume

Asphalt. ADVANTAGES

A campaign developed by EAPA and Eurobitume to share the advantages of asphalt pavement and how it can benefit YOU through 4 categories:

SUSTAINABILITY

COMFORT

SAFETY

ECONOMICS



Lifetime Highlights

2014 October – 2017 March

- 32,574 Total Visits
- 26,436 First-Time Visitors (81.2%)
- 6,138 Returning Visitors (18.8%)
- 1:08 Minutes Average Session
- 68,934 Total Pageviews
- Google Advertising: 1.8 million impressions
- Facebook Followers: 2,315





2017 VISION

Engagement. Conversation. ADVOCACY.

- Increase engagement by 25%.
- Survey EAPA and Eurobitume's membership.
- Add people and personality through identifying advocates that are utilizing the toolkit effectively and engaging on social media.
- Create stories and experiences around the most popular advantages through e-marketing.
- Engage EAPA and Eurobitume's membership.
- Testimonials added to the website and social media.

YOU DRIVE THE SUCCESS OF THIS CAMPAIGN!



TOOLKIT ASSETS

Advantages have a new design – meant to stimulate thought and create a conversation. Visit our online toolkit and put the assets into action!





SOCIAL MEDIA


We want you to become engaged:

- **Follow Asphalt Advantages**
- **Like**
- **Share**
- **Comment**

Analytics

- COMFORT: Advantage 75 – reached 1,466 people and 103 likes
- Press Release: 2 Retweets, 2 Likes, 109 impressions, and 1 link click





Learn how to become
an Asphalt. **ADVANTAGES**
Advocate in 5 easy steps.

EAPA

EUROPEAN ASPHALT PAVEMENT ASSOCIATION

 eurobitume



BECOME AN ADVOCATE!

Watch our video and become an Asphalt Advantages

Advocate in 5 easy steps.

1. Define your target audience
2. Select the most relevant advantages
3. Prepare yourself using the material
4. Use the toolkit to promote the campaign
5. Become social and share the advantages

Asphalt. ADVANTAGES

FOR MORE INFORMATION AND TO SIGN
UP FOR OUR NEWSLETTER PLEASE VISIT

AsphaltAdvantages.com

CONNECT
WITH US ON

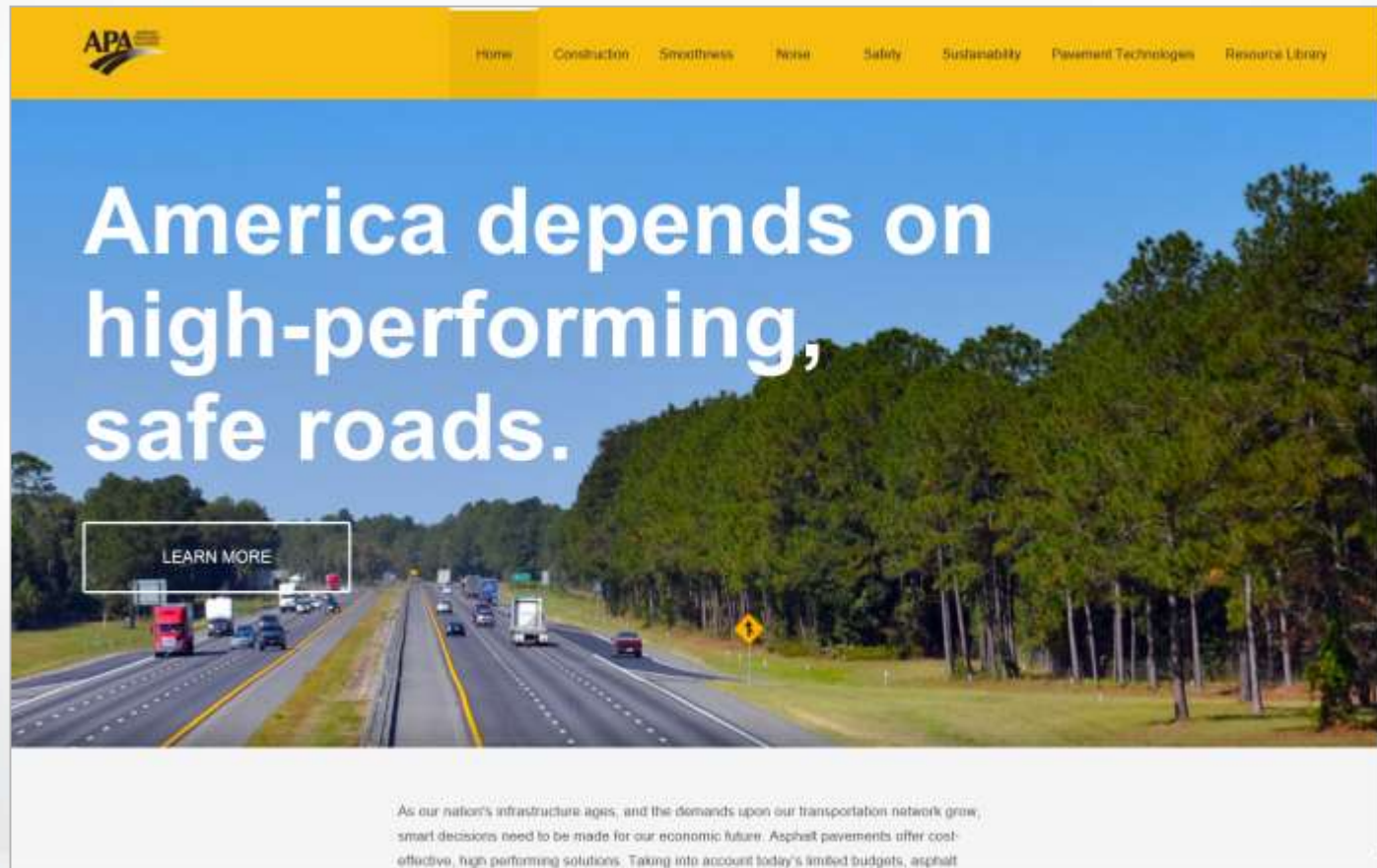


AsphaltAdvantages.com

EAPA
EUROPEAN ASPHALT PAVEMENT ASSOCIATION

 eurobitume

www.driveasphalt.org



[Drivability Matters](#)

Bitumen & Asphalt Industry

Save the dates!



Berlin
14-15 June
2018



Madrid
12-14 May
2020

Promoting Asphalt Pavements as The Social Network!



**Let's make 'our'
journey easier
by
communicating
smartly together**