

CORE
Construction

Lasertech A.E.B.E.
Engineering & Laser cutting



RENAULT

ABEC3 5 7
Three circular icons representing different ABEC standards.

AVIS®



PROTOTYPA
3D printing 3D scanning

AR
accelerating

2018

Marketing Actions Social Media

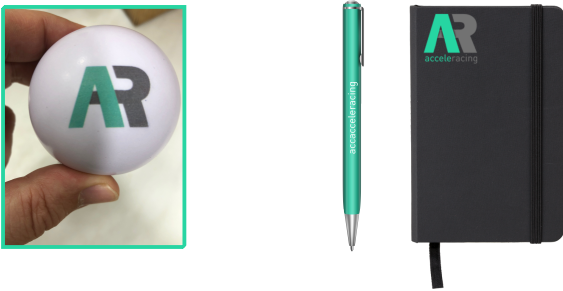
Marketing Actions

Actions

We participated in our School's **Christmas Bazaar** where we raised our capital by selling merchandise and informed the public about our work.



We created **merchandise** from the first week of the project and successfully sold out most of our products.



In the festival **Autokinisi**, model cars from numerous famous Companies were shown. Members of our team were at this exhibition, since we knew that many important employees would also be present.



We visited several **headquarters of companies** in order to show our work with our tailor-made presentations for each possible sponsor.



Why we did it

- i. Talk with people that would like to sponsor us from the first hand
 - ii. Inform peers, teachers and parents. These people could have a relative who works at a company who might be interested in sponsoring us
 - iii. Show possible sponsors that we will advertise them in the future at similar actions (as we did with Avis by that time) and that would give them greater motive
-
- i. Make our brand more popular with merchandise and hence add validity to our work
 - ii. The audience would not forget us
 - iii. Possible Sponsors could see that their brand will be greatly promoted by agreeing on a sponsorship pack with privileges like appearing on merchandise
-
- i. Opportunity to talk to employees of prestigious car companies about our work.
 - ii. Get the necessary information to communicate with them in the future for a possible Sponsorship
 - iii. Show our passion and that we are truly interested in this field to the audience
-
- i. It is easier to talk a possible sponsor into investing on us
 - ii. In an interpersonal discussion we are able to answer all the questions and hence a possible sponsor can entrust us
 - iii. Create a stronger bond with sponsor

Social Media

Nowadays nearly everyone uses Social Media on a regular basis. That is why we started our own business pages in Facebook, Twitter and Instagram in order to inform users about the Competition, the team etc.; and that costs us exactly 0€.

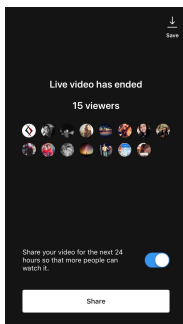
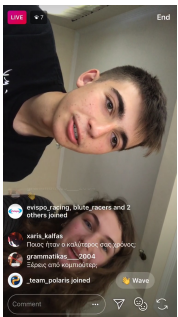


/acceleratingf1

Instagram

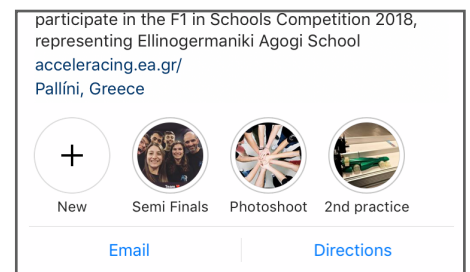
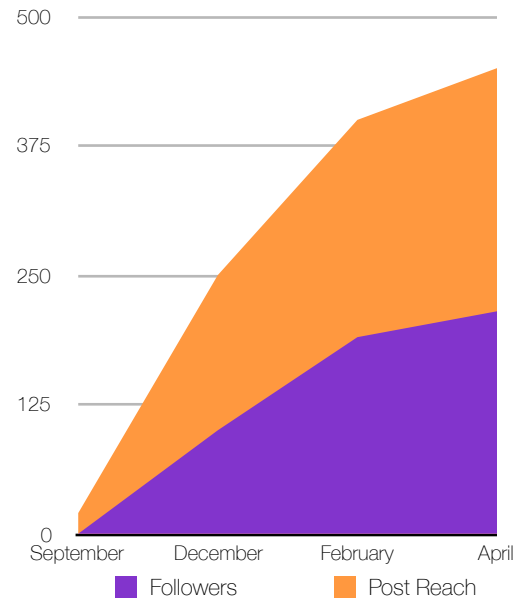
Reasons for choosing this platform:

- ▶ Most popular platform nowadays especially among young adults
- ▶ The “story” feature enables the audience to get a sneak peak of our daily actions and are available for 24 hours
- ▶ The “highlight” feature saves the “stories” and renders them permanently available on our page
- ▶ Allows communication with audience and opportunity to listen to feedback
- ▶ Option to broadcast live



live broadcast

our “highlights”

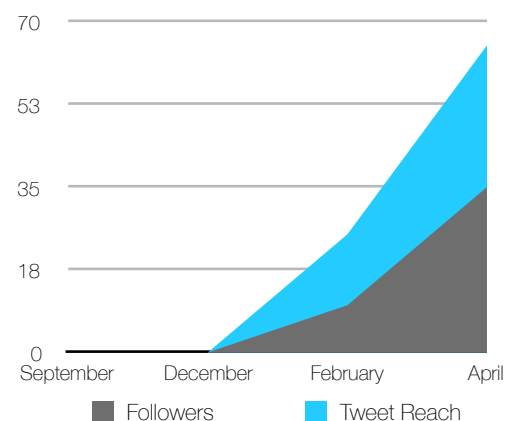


@accelerating

twitter

Reasons for choosing this platform:

- ▶ Very popular especially among youngsters.
- ▶ Very frequently uploaded posts in order to familiarize audience with the team
- ▶ Option to upload both photos and videos in High Definition
- ▶ Allows communication with audience and opportunity to listen to feedback



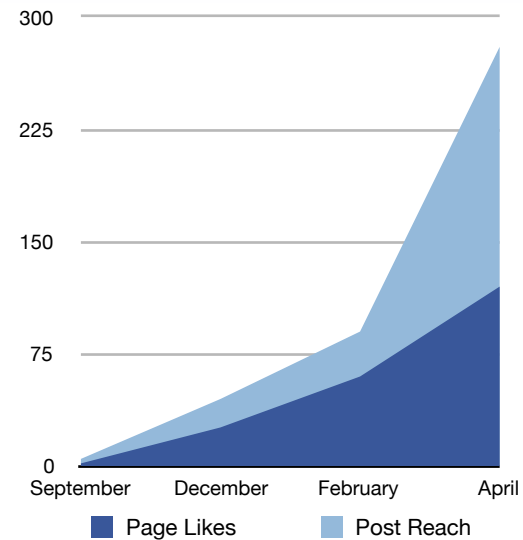
Social Media



facebook

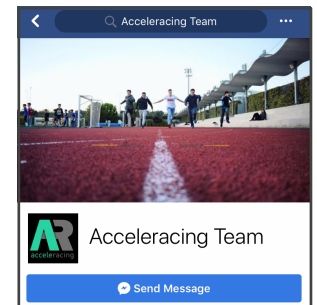
Reasons for choosing this platform:

- ▶ Platform with the highest number of users (2.2 billion)
- ▶ Very popular nowadays even among older generations
- ▶ Opportunity to develop a very professional page
- ▶ Option to upload both photos and long- lasting videos on High Definition
- ▶ Allows communication with audience and opportunity to get feedback
- ▶ Option to broadcast live



live broadcast

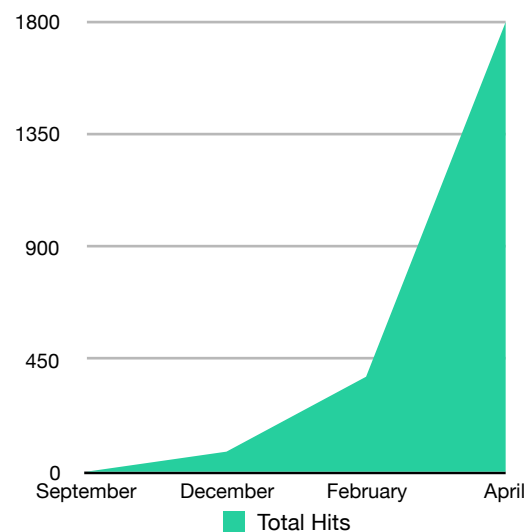
professional look



accelerating.ea.gr

website

- ▶ Via our social media profiles we were continuously promoting our website.
- ▶ Vice versa, via our website we redirected our viewers to our social media, especially with the feature that displays our Instagram feed directly on our site.



memories.

Instagram feed

