Smart Marketing

Opening position

Developing the good name of the Czech Republic as a highly innovative country can be a haphazard process. The Czech Republic is promoted abroad primarily in the traditional way (beer, ice hockey, cut glass and tourism). Exceptions include some international exhibitions, such as EXPO, where there has been a long-term effort to present the Czech Republic as a technologically advanced country. However, there is a lack of a comprehensive communications strategy, including a unified graphical concept involving key public and private institutions. The result is marketing fragmentation, both on a product basis (presentation of the top fields in which the Czech Republic is world-class) and in communication (advertising, PR, direct marketing). As a result, in spite of a number of exceptional successes in the areas of the latest trends in science, research and commercial applications, the Czech Republic is not perceived as a country of innovative opportunities with exceptional human potential in a number of technological fields.

Goals

- To build the brand of the Czech Republic as a confident innovation leader - to communicate the Czech Republic as a country with scientific potential, advanced industry and doing research in numerous fields, with educated, ingenious people of great inventiveness.

- To present both past global successes and a contemporary innovation ecosystem, incl. a modern Innovation Strategy.

- To build a brand on the excellence of Czech research centres, the unique products of Czech companies, leading-edge science in the most advanced technologies and successful innovative individuals.

Tools

- Development of a marketing team that will systematically introduce new elements for communication of the Czech Republic across ministries, research organisations and businesses.

- Creation of a style guide for the „The Czech Republic: The Country for the Future" strategy and introduction of its elements into key national and international documents and activities (conferences, exhibitions, EXPO, EU presidency, etc.) including integration into the online communication tools of the relevant professional public institutions, embassies, foreign representations of the Czech Republic and the Czech Centres.

- Creation of tools for the communication mix (advertising, PR, support, direct marketing) for the Czech Republic – Innovation Leader of Europe 2030 concept, especially on the basis of new communication technologies making use of social networks, etc.

- The launch of a long-term communications campaign using examples of scientific and commercial success, the success of scientific teams and their leaders in selected areas of technology: AI – energy – efficient systems – laser technologies – nanotechnology – space technologies – biotechnology – chemistry and chemical technologies, etc.

- Active representation for the Czech Republic as a technological leader at the international level (EU, OECD etc.), the key role of the Prime Minister, ministers, ambassadors and foreign representations of the Czech Republic.

- Including experts with an insight into the Czech Republic's innovation and research potential in delegations of institutional figures, with a specific mission objective.

- Organisation of incoming missions of foreign experts and scientists who are influential in the research policies of their countries in order to engage them in our national RD&I and present to them the best of Czech research and innovation.

- Systematic promotion of research opportunities in the Czech Republic in multiple language versions, communication of a so-called Welcome Office for foreign scientists.

- The organisation of thematic technology missions of Czech experts to countries with cooperation potential.

Notes