ChipsC² LT
CHIPS COMPETENCE CENTER

PROMOTIONAL MATERIAL AND VIDEOS

Project number: 101217991

Lithuanian Chips Competence Centre

Deliverable No. D3.3

Version 1.3

CENTER FOR PHYSICAL SCIENCES AND TECHNOLOGY
VILNIUS UNIVERSITETAS 1579 UNIVERSITAS VILNENSIS
VILNIUS TECH Vilnius Gediminas Technical University
ktu kaunas university of technology 1922
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MINISTRY OF EDUCATION, SCIENCE AND SPORT OF THE REPUBLIC OF LITHUANIA

PROJECT INFORMATION

Project Acronym	ChipsC²-LT
Project Title	Lithuanian Chips Competence Centre
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Call	DIGITAL-Chips-2024-SG-CCC-1
Project Coordinator	FTMC (Valstybinis mokslinių tyrimų institutas Fizinių ir technologijos mokslų centras)
Project Partners	Vilniaus Universitetas (VU), Vilniaus Gedimino Technikos Universitetas (VGTU), Kauno Technologijos Universitetas (KTU)
Project Duration	June 2, 2025 - June 1, 2029 (48 months)

DELIVERABLE INFORMATION

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Contributing beneficiary(ies)	All WP leaders
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1 EXECUTIVE SUMMARY

This deliverable presents the comprehensive promotional materials and audiovisual production framework developed for the ChipsC²-LT project during the first six months of implementation. Building on the strategic foundation established in the Communication and Dissemination Plan (D3.1), this document translates strategic objectives into tangible communication assets that strengthen the Lithuanian Chips Competence Centre's visibility within national and European semiconductor ecosystems.

The promotional package encompasses three core components that work synergistically to establish ChipsC²-LT's professional presence. First, a fully developed visual identity system ensures consistent brand recognition across all touchpoints, as detailed in the Lithuanian-language Brand Guidelines (Appendix A). Second, a comprehensive suite of digital and print materials optimised for multi-channel deployment provides the tools necessary for effective stakeholder engagement. Third, a structured audiovisual production plan ensures the creation of the required video content and promotional materials.

These materials directly support the project's ambitious communication targets established in the Grant Agreement. The competence centre aims to reach more than 50 SMEs annually, generate over 50 media mentions, and achieve more than 1,000 views per success story across digital channels.

During the initial six-month period, the consortium has successfully established the ChipsC²-LT brand identity and launched the project website at chipsc2.lt, activated the LinkedIn professional network presence, and initiated development of the institutional video. The visual identity system, featuring the distinctive chip-circuit logo in deep blue and gold, creates immediate recognition while conveying technological excellence and Lithuanian leadership in innovation.

This strategic alignment with WP7's Funding Support Action Plan ensures that every video demonstrates concrete value creation for Lithuanian companies while positioning the competence centre within the broader European Network of Chips Competence Centres.

Looking ahead, this deliverable establishes clear production workflows, quality standards, and monitoring mechanisms to guide communication activities throughout the project's 48-month lifecycle. The scheduled M24 update will incorporate lessons learned from the first implementation phase, expand the materials portfolio to meet demonstrated stakeholder needs, and showcase success stories that validate ChipsC²-LT's contribution to European semiconductor sovereignty.

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2 DESCRIPTION OF WORK

The development of promotional materials and videos under D3.3 represents a carefully orchestrated collaborative effort across all consortium partners. This work leverages each institution's unique capabilities while maintaining a unified creative direction under FTMC's coordination. The implementation draws upon the 80 person-months allocated to WP3 activities, with resource distribution optimised to maximise impact while ensuring operational efficiency.

Consortium partners contribute based on their expertise: VGTU manages the YouTube channel and coordinates video production; VU provides scientific credibility and technical content; KTU ensures business relevance through industry connections. This collaborative approach enables efficient production of required materials.

The production workflow established during this initial phase balances creative ambition with practical constraints. Each material undergoes systematic development through defined phases: strategic planning, where objectives and key messages are established; creative development, where concepts are refined and validated; production execution, where materials are created according to specifications; quality assurance, where compliance with brand, technical, and regulatory requirements is verified; and, finally, distribution deployment, where materials are released through appropriate channels. This structured approach prevents production bottlenecks while ensuring consistent quality across all outputs.

Resource allocation reflects lessons learned during the first six months. Initial assumptions about the balance between digital and print materials have been adjusted based on stakeholder feedback and usage patterns. The strong preference for digital content has led to increased investment in video production and interactive web tools. At the same time, print materials are now produced on demand for specific high-value interactions.

3 PRODUCED MATERIALS

The materials developed under this deliverable establish ChipsC²-LT's professional presence across all communication touchpoints. The production strategy emphasises coherent brand expression while optimising each material for its specific purpose and audience. This comprehensive approach ensures that, whether stakeholders encounter ChipsC²-LT through a LinkedIn post, a conference presentation, or a detailed technical document, they experience consistent quality and messaging.

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3.1 Branding & Identity

The ChipsC²-LT visual identity represents the culmination of extensive design exploration and stakeholder consultation. The identity system balances multiple requirements: conveying technological sophistication while remaining approachable, expressing Lithuanian identity while demonstrating European integration, and maintaining flexibility for diverse applications while ensuring consistent recognition. The complete visual identity system is documented in the Brand Guidelines (Appendix A), which provides comprehensive specifications for all brand applications.

Figure 1: ChipsC²-LT primary logo

The core logo design employs an abstract representation of semiconductor circuitry, rendered in a style that suggests both precision engineering and dynamic innovation. The mark's geometry derives from actual chip architectures while simplifying to ensure reproduction at any scale. The chosen colour palette combines deep blue (#003366), representing technological depth and reliability, with accent gold (#FFB81C) that connects to Lithuanian national identity while conveying excellence and innovation. These colours were selected after extensive testing to ensure compliance with accessibility standards and effective reproduction across digital and print media.

Figure 2: ChipsC²-LT logo variations - with Lithuanian and English text

The business card system demonstrates practical brand application in a constrained format.

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Figure 3: Business card designs for different partners

Document templates extend the visual system into daily communication tools. The PowerPoint template provides multiple slide layouts addressing various presentation needs, from title slides that make strong first impressions to data visualisation formats that maintain clarity while reinforcing brand identity. Word templates encompass reports, letters, and technical documents, each supporting a professional appearance while ensuring document accessibility. These templates include automated features such as table of contents generation and citation management, improving efficiency while maintaining consistency.

Figure 4: Document template examples - Word and PowerPoint

The visual identity guidelines document serves as the authoritative reference for brand application. Beyond simple logo placement rules, it addresses complex scenarios, including co-branding with partner institutions, integration with EU

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visibility requirements, and adaptation to emerging digital platforms. The guidelines include extensive examples of correct and incorrect usage, helping partners avoid common mistakes while encouraging creative applications within defined parameters.

3.2 Print & Digital Materials

The material portfolio developed during this initial phase establishes foundational communication tools while maintaining flexibility for future expansion. The digital-first approach reflects contemporary communication preferences while sustainable print production serves specific strategic purposes.

The ChipsC²-LT website stands as the centrepiece of the digital communication infrastructure. Built on a robust content management system, the site architecture accommodates multiple user journeys while maintaining intuitive navigation. The homepage immediately communicates the competence centre's value proposition through carefully crafted messaging and visual elements that guide visitors toward relevant content based on their needs. Service descriptions translate technical capabilities into business benefits, using progressive disclosure techniques that provide increasing detail for interested users without overwhelming casual browsers.

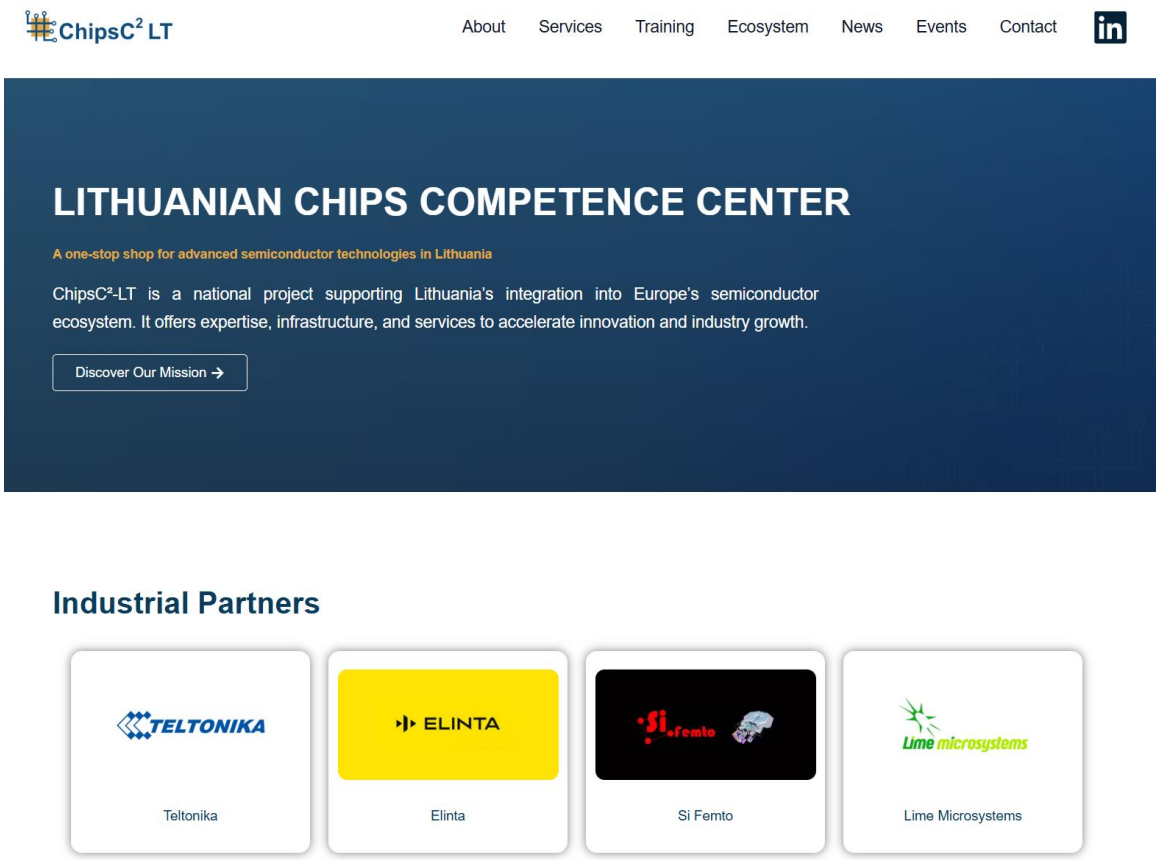

Figure 5: Website homepage screenshot

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The resource center functionality transforms the website from simple information provision to active lead generation. Valuable content, such as technical guides, funding information, and case studies, requires registration and builds a qualified stakeholder database while delivering genuine value to users. The registration process uses progressive profiling, gradually gathering information across multiple interactions rather than requiring extensive details upfront. This approach improves conversion rates while building richer stakeholder profiles over time.

LinkedIn presence establishment has exceeded initial projections, with follower growth demonstrating strong organic interest in ChipsC²-LT content. The platform strategy balances promotional messages with valuable insights, establishing the competence centre as a thought leader rather than simply another institutional account. Content planning follows a sophisticated editorial calendar that aligns with industry events, funding cycles, and partner activities, ensuring relevance and timeliness. Engagement metrics indicate powerful resonance with technical articles that bridge research and commercial application, informing future content development.

Social media efforts focus on LinkedIn as the primary professional platform for B2B engagement. The newsletter framework, scheduled for launch in Month 9, will provide regular touchpoints with registered stakeholders. Rather than generic institutional updates, each edition will deliver targeted value through success stories, funding opportunities, technical insights, and event invitations. The delay from the original M6 launch allows the incorporation of learnings from website analytics and LinkedIn engagement, ensuring the newsletter addresses demonstrated information needs rather than assumed interests. The technical infrastructure supports basic segmentation for targeted communication based on stakeholder characteristics and engagement history.

Print materials maintain strategic importance despite digital emphasis. The capability brochure, currently in final design phases, provides a comprehensive overview of ChipsC²-LT services in a format suitable for high-stakes meetings and formal presentations. The design follows professional standards appropriate for institutional materials that convey quality and attention to detail. However, print runs remain deliberately modest, with on-demand production enabling updates without the waste of obsolescence.

The media kit assembles essential resources for journalist engagement in easily accessible formats. Beyond standard elements such as press release templates and logos, the kit includes backgrounders on Lithuanian semiconductor capabilities, expert profiles with suggested interview topics, and pre-cleared imagery for publication. This comprehensive approach reduces barriers to media coverage while ensuring accurate representation of ChipsC²-LT activities and impacts.

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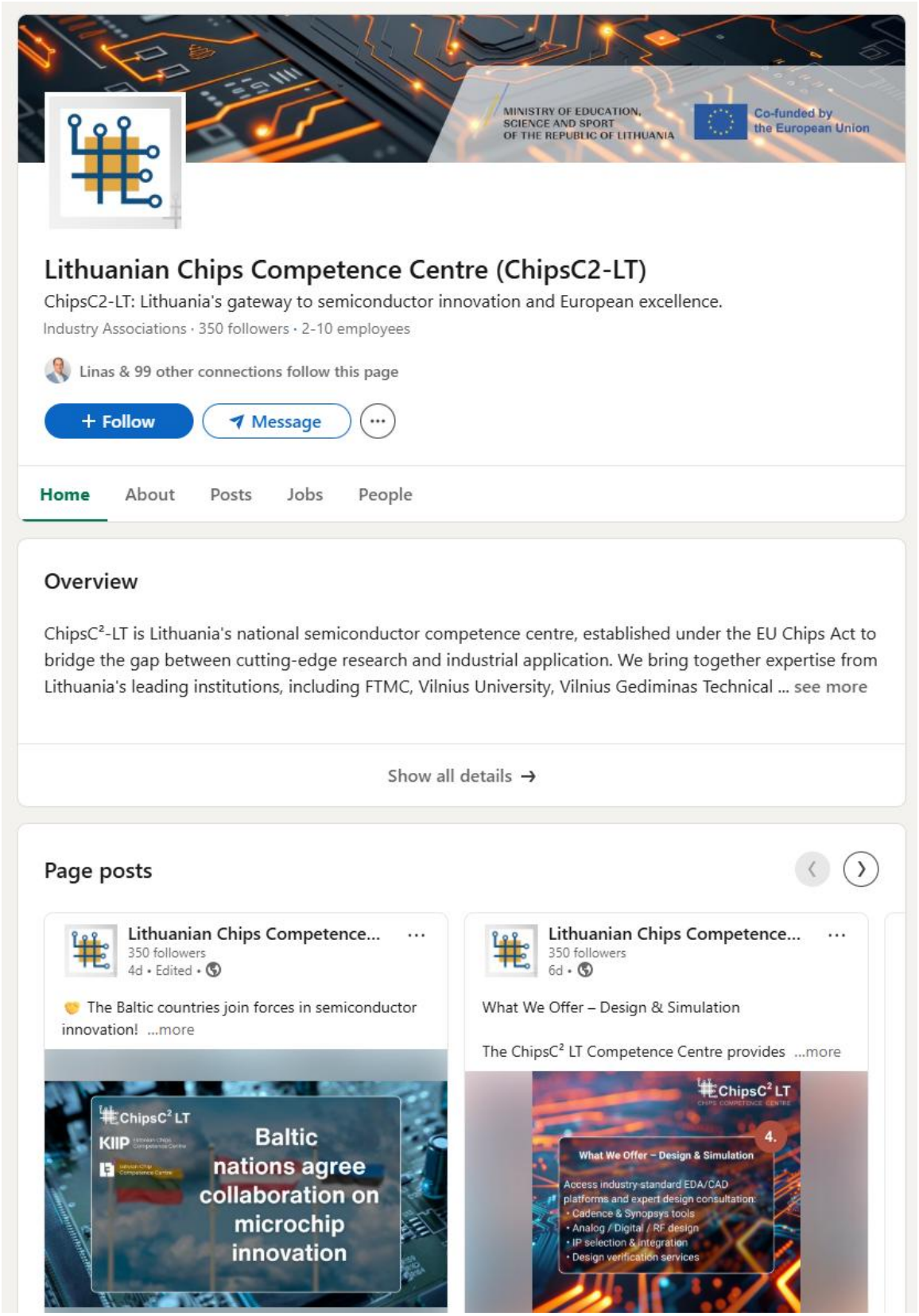

Figure 6: LinkedIn page layout and sample posts

Building on these foundational materials, the audiovisual production plan addresses the dynamic content needs of modern stakeholder engagement.

4 AUDIOVISUAL PRODUCTION PLAN

The audiovisual strategy recognises video as the most powerful medium for conveying complex technical capabilities while building emotional connections with stakeholders. The production approach focuses on creating authentic success stories that demonstrate real business impact and educational value.

4.1 Types of videos to be produced

The video portfolio encompasses carefully selected formats that serve specific communication objectives while maintaining production efficiency. Each video type follows defined specifications that ensure consistency while allowing creative variation to maintain audience engagement.

The institutional video (currently in development) is a 3-5-minute overview of ChipsC²-LT's value proposition and services. It will be produced in both English and Lithuanian versions to ensure broad accessibility for domestic and international audiences.

Success story videos form the core of content production, with 6 required annually under the Grant Agreement KPIs. These 2-3-minute pieces showcase real company transformations achieved through ChipsC²-LT support, following a consistent format: establishing the company's challenge, showing the intervention, and demonstrating measurable outcomes.

Social media clips are 30-60 second pieces extracted from longer productions or captured during events. These are optimised for LinkedIn and other platforms to maintain regular content flow and audience engagement between major video releases.

Technical tutorials address specific technical challenges in 2-5-minute instructional formats. These videos support the centre's educational mission while demonstrating expertise to potential clients and partners.

Event coverage documents key conferences, workshops, and technical demonstrations for a broader audience reach. Coverage focuses on capturing presentations and technical content with lasting value for the semiconductor community.

4.2 Production and responsibilities

Video production responsibilities are shared across the consortium. VGTU manages the YouTube channel and coordinates access to video production facilities. FTMC ensures content aligns with project messaging and brand

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guidelines. VU and KTU contribute technical expertise and business cases for success stories.

The production workflow follows a simple process: partners identify success story candidates, coordinate interview schedules, and review content before publication. Each success story focuses on real company challenges and solutions, avoiding excessive production complexity in favour of authentic storytelling.

All video content complies with GDPR requirements through standard consent forms. Participants are informed about how their content will be used and have the right to review materials before publication.

The consortium aims to produce 6 success stories annually, with additional promotional materials created as resources permit. Production schedules accommodate partner availability and align with project milestones and events.

4.3 Video promotion and audience

The promotion strategy maximises video reach through coordinated multi-channel deployment that leverages both owned and earned media channels. Each video release follows a structured campaign that builds anticipation, maximises launch impact, and sustains engagement through strategic content recycling.

Videos are distributed primarily through YouTube for hosting and LinkedIn for professional engagement. Channel optimisation follows platform best practices while maintaining authentic communication. Partner institutions amplify reach by sharing content through their networks, adapted for specific audiences.

Performance measurement extends beyond simple view counts to encompass meaningful engagement metrics. Completion rates indicate content effectiveness, with drop-off analysis identifying improvement opportunities. Engagement rates, including likes, comments, and shares, demonstrate audience resonance. Click-through rates from videos to websites measure conversion effectiveness. Sentiment analysis of comments provides qualitative feedback on how messages are received. Geographic and demographic data inform future targeting strategies. These metrics inform monthly reviews that guide content calendar adjustments and production priorities.

5 DISSEMINATION & USAGE

Digital distribution serves as the primary dissemination channel, leveraging the immediacy and measurability of electronic channels. The ChipsC²-LT website serves as the central repository, providing authoritative versions of all public materials, while email campaigns and social media extend reach to diverse stakeholder groups.

Internal coordination ensures efficient dissemination across the consortium. Monthly coordination meetings align partner activities, preventing duplication while

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ensuring comprehensive coverage. The shared content calendar visible to all partners enables coordinated campaigns that amplify impact. Performance dashboards provide real-time visibility into dissemination effectiveness, allowing rapid adjustments when metrics fall short of targets. Best practice sharing sessions transfer successful tactics across partners, improving overall communication effectiveness.

5.1 Language of communication

The language strategy balances local accessibility with international reach, recognising that effective communication requires not just translation but cultural adaptation. The approach prioritises resources based on audience importance and content permanence, ensuring sustainable multilingual communication.

English serves as the primary language for international communication, reflecting its status as the de facto standard for scientific and technical discourse. All materials targeting European audiences, including ENCCC communications, conference presentations, and technical documentation, originate in English. The writing style follows plain English principles, ensuring accessibility for non-native speakers, who comprise a large share of the European semiconductor community. Technical terminology uses established industry standards to maintain precision while avoiding unnecessary jargon.

Lithuanian-language materials address domestic stakeholders, particularly SMEs and regional organisations that may lack strong English-language capabilities. Rather than simple translation, Lithuanian versions undergo cultural adaptation that ensures messages resonate with local audiences. Examples and case studies emphasise Lithuanian companies and contexts. Regulatory and funding information reflects national frameworks. The tone adapts to Lithuanian business communication norms, which tend to be more formal than international standards.

Accessibility considerations extend beyond language to encompass a range of disabilities. Alt text for images provides screen reader compatibility. Video captions include sound descriptions for hearing-impaired users. Colour contrast ratios meet WCAG standards for people with visual impairments. Document structures use proper heading hierarchies for navigation assistance. These accessibility features improve usability for all users, not just those with disabilities.

To ensure these dissemination activities achieve intended impacts, robust monitoring mechanisms track performance across all channels.

6 MONITORING & UPDATE (@M24)

The monitoring framework tracks progress toward Grant Agreement KPIs through quantitative and qualitative metrics. Performance measurement includes success story production (ensuring 6 annual stories), media mentions, website analytics,

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and video engagement metrics. Qualitative evaluation through stakeholder feedback and user testing ensures materials meet communication needs.

Monitoring utilizes standard analytics tools across web, social media, and video platforms, with data consolidated for holistic performance assessment. Monthly WP3 meetings review progress and address immediate issues to maintain alignment with project objectives.

The Month 24 update will refresh promotional materials based on accumulated experience. Updates will include new success story videos, website optimization based on user analytics, expanded social media presence where warranted, and revised print materials with current case studies. This ensures materials remain effective throughout the project duration.

7 DEVIATIONS AND CORRECTIVE ACTIONS (at @M6)

The implementation of D3.3 has mainly proceeded according to plan, with minor adjustments that reflect practical learnings and strategic optimisation. No significant deviations compromise deliverable objectives or project outcomes.

The newsletter launch postponement from Month 6 to Month 9 represents strategic optimisation rather than delay. Initial planning assumed immediate newsletter viability, but early implementation revealed the need to develop a richer stakeholder database before launch. The additional three months enable subscriber acquisition through website registrations and event participation, ensuring a sufficient audience for meaningful engagement. The delay also allows the incorporation of user behaviour insights from website analytics, informing content strategy and segmentation approach. This adjustment demonstrates adaptive management that prioritises effectiveness over arbitrary adherence to a timeline.

Other minor adjustments include focused platform activation on LinkedIn and refined production timelines to accommodate partner coordination. These changes reflect practical implementation learnings without compromising deliverable objectives.

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8 APPENDIX

8.1 Abbreviations

Abbreviation	Full Form
B2B	Business-to-Business
CCC	Chips Competence Centre
CDP	Communication and Dissemination Plan
CMS	Content Management System
DMP	Data Management Plan
ENCCC	European Network of Chips Competence Centres
EU	European Union
FAQ	Frequently Asked Questions
FSAP	Funding Support Action Plan
FTMC	Center for Physical Sciences and Technology
GA	Grant Agreement
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
KTU	Kaunas University of Technology
M	Month (project timeline)
MQP	Management and Quality Plan
PM	Person-Month
PMV	Promotional Material and Videos
QR	Quick Response (code)
SC	Steering Committee
SEO	Search Engine Optimization
SME	Small and Medium-sized Enterprise
SRT	SubRip Text (subtitle format)
VGTU	Vilnius Gediminas Technical University
VU	Vilnius University
W3C	World Wide Web Consortium
WCAG	Web Content Accessibility Guidelines
WP	Work Package

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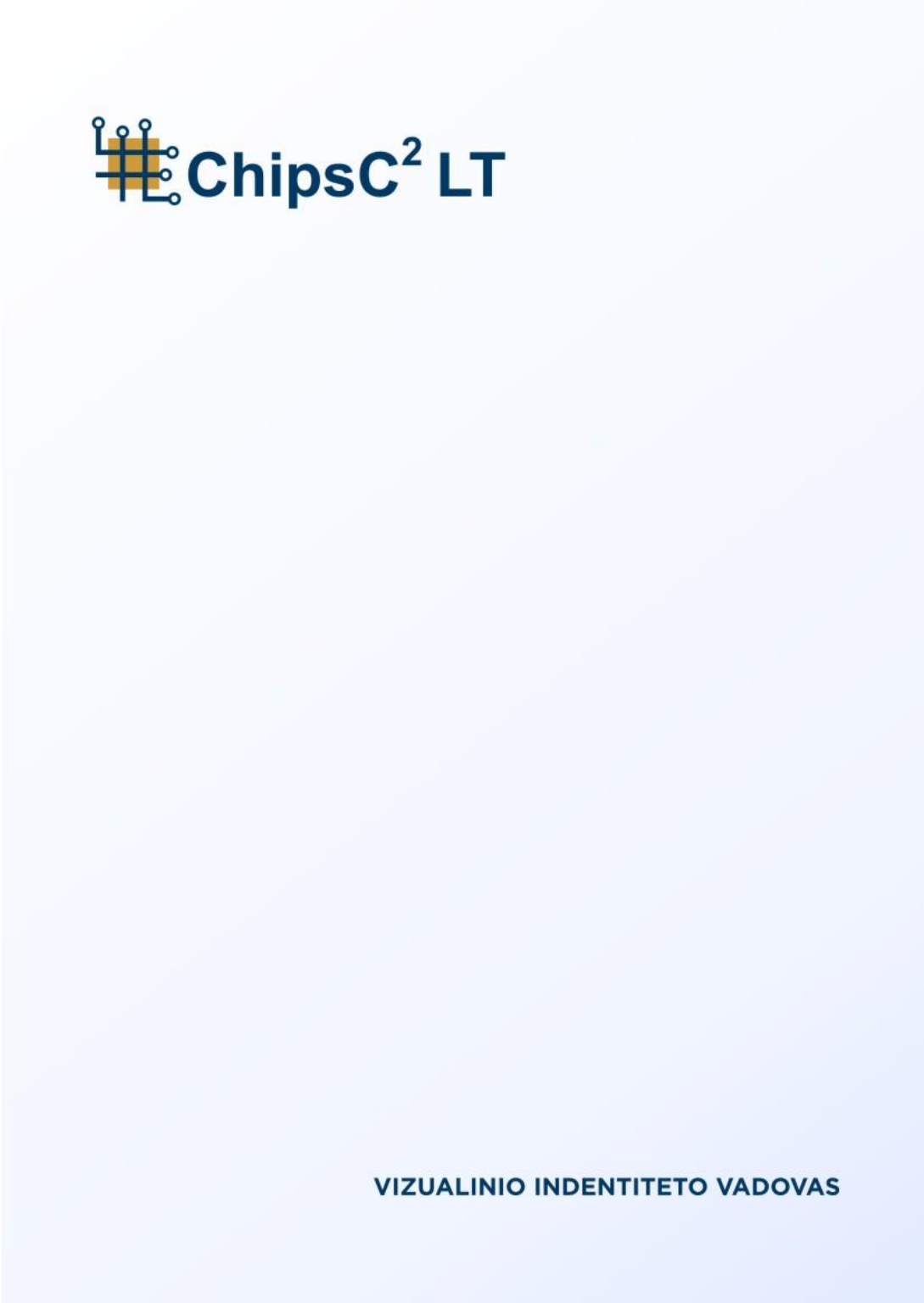
8.2 Brand book in the Lithuanian language



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ChipsC² LT

VIZUALINIO INDENTITETO VADOVAS

LOGOTIPAS

REKOMENDUOJAMAS MAŽIAUSIAS DYDIS

LOGOTIPO SPALVOS

ChipsC² LT

Logotipą sudaro:
dviejų spalvų grafiniai simboliai vaizduojantys lusto elementus ir žodis "ChipsC²LT" sujungtas iš didžiųjų ir mažųjų raidžių.
Ženkle naudojamos dvi spalvos - tamsiai mėlyna ir auksinė.

C M Y K 97-76-25-2	C M Y K 90-53-17-0	C M Y K 73-33-14-0	C M Y K 16-9-4-0
R G B 0-57-102	R G B 27-88-135	R G B 68-122-163	R G B 227-235-255
C M Y K 9-38-88-0	C M Y K 5-26-73-0	C M Y K 4-15-43-0	C M Y K 100-60-0-40
R G B 209-154-57	R G B 230-180-95	R G B 242-208-150	R G B 247-228-195

SPALVOS CMYK/RGB SKALĖJE


ChipsC² LT


ChipsC² LT

ChipsC² LT

VIZUALINIO INDENTITETO VADOVAS

LOGOTIPAS SU PAPILDOMU INFORMACINIU UŽRAŠU

ChipsC² LT
LUSTŲ KOMPETENCIJŲ CENTRAS

ChipsC² LT
LUSTŲ KOMPETENCIJŲ CENTRAS

LOGOTIPAS SU PAPILDOMU UŽRAŠU (LT)

ChipsC² LT
CHIPS COMPETENCE CENTRE

ChipsC² LT
CHIPS COMPETENCE CENTRE

LOGOTIPAS SU PAPILDOMU UŽRAŠU (ENG)

PAGRINDINIS ŠRIFTAS

"Gotham" - tai pagrindinis šriftas naudojamas stenduose, plakatuose, leidiniuose ir skaitmeninėse reprezentacinėse priemonėse.

Naudojami keli pagrindiniai šio šrifto stiliai:
"Gotham Ligth", "Gotham Book", "Gotham Medium".

Gotham Ligth
AĄBCČDEĖĘFGHIĮJKLMNOPQRSTUŪŲVWXYZ
aąbcčdeėęfghiįjklmnopqrstuūųvwxyz
1234567890

Gotham Book
AĄBCČDEĖĘFGHIĮJKLMNOPQRSTUŪŲVWXYZ
aąbcčdeėęfghiįjklmnopqrstuūųvwxyz
1234567890

Gotham Medium
AĄBCČDEĖĘFGHIĮJKLMNOPQRSTUŪŲVWXYZ
aąbcčdeėęfghiįjklmnopqrstuūųvwxyz
1234567890

ANTRINIS ŠRIFTAS

"Arial" yra sisteminis šriftas, naudojamas "Word", "Exel", "PowerPoint" ir kitiems dokumentams kurti.
(gali būti naudojami ir kiti šio šrifto stiliai: Arial Regular, Arial Italic, Arial Bold)

Šis šriftas nenaudojamas reprezentacinės išorės komunikacijos priemonėse.

Arial
AĄBCČDEĖĘFGHIĮJKLMNOPQRSTUŪŲVWXYZ
aąbcčdeėęfghiįjklmnopqrstuūųvwxyz
1234567890

ChipsC² LT

VIZUALINIO INDENTITETO VADOVAS

VIZITINĖS KORTELĖS

ChipsC² LT

ChipsC² LT

CHIPS COMPETENCE CENTRE

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CHIPS COMPETENCE CENTRE

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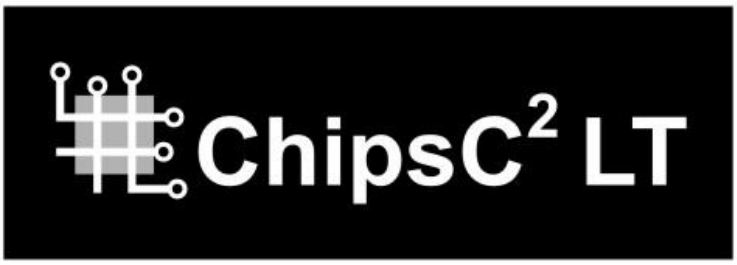
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CHIPS COMPETENCE CENTRE

ChipsC^2 LT

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Document prepared by ChipsC²-LT Project Management Team
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