

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
New Worlds - Non-Traditional Space Education and Outreach (7)

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## BRAND IDENTITY IN SOCIAL MEDIA FOR SMALL SPACE PROJECTS

## Abstract

**We are working in outreach department of three small space projects: FREDE, Space is More and Scorpio. During several years spent in the industry we tried crowdfunding, used social media and prepared actions with sponsors. Each project gave us a different perspective and we want to share our experience.**

Small space projects tend to treat outreach and creating brand identity as something secondary, even unnecessary. However, gaining brand recognition creates a lot of opportunities. Dynamism of space industry requires tight cooperation with different branches of technology. Having a solid brand makes networking more effective, which helps in searching for new business opportunities.

Nowadays, the popularity of space industry is increasing both among technical industries and in pop culture. It's easy to get on top of the wave with a bit of outreach know-how. Small projects can use it as a very strong tool helping to develop a stable position on the market.

We've prepared case studies of three space projects that grew because of good outreach approach. These projects were born at the University and now some of them are changing into something independent. We know that vast majority of space projects originated from Universities and therefore think that knowledge we gathered is important, especially at the beginning.

**Space is More** was born to take part in Inspiration Mars project. The team needed to raise money to take part in the competition. We decided to organize a crowdfunding campaign and raised apr. 25,000USD with 1,000 supporters, what made it a record-breaking campaign in the country. Since then Space is More is recognized across the country.

**Scorpio** is a project of designing and building Mars rover analogs. The rover is prepared to take part in competitions such as University Rover Challenge organized by The Mars Society. Thanks to a good visual brand identity and social media this project is recognizable in the country, the team took part in dozens of interviews and was invited to worldwide conferences. Scorpio is an example of well-prospering Facebook fanpage that led to ProJuvanes award in Scientific Project of the Year category - a prize based on internet voting.

**FREDE** - FREon Decay Experiment is a project that took part in ESA Programme - REXUS/BEXUS. FREDE is a great example of cooperating with big companies. The team cooperated with Alfa Romeo during the flight campaign that took place in Kiruna, Sweden.