**oneM2M champions sponsored campaign plan**

Overview

* oneM2M is compiling quotes from oneM2M ‘Champions’ to use as part of an awareness campaign that promotes testimonials from key participants in the oneM2m standard
* A sponsored LinkedIn campaign will be created and launched that targets adverts towards oneM2M’s audience to highlight the calibre of oneM2M’s membership, the importance of the standard, and the standard’s relevancy in the current context of IoT and M2M.

Ad budget: £100 per post

Target audience:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| APAC | Australia | LATAM | Europe | North America |

Job titles to target:

Developers, Software Engineer, Directors, CEO, Program Executive, Engineer, Principal Engineer, Research Engineer, Strategic Asset Manager, Research Assistant, Network Solutions Specialist, Business development, CTO.

Companies to target:

[To be compiled]

* PPR and oneM2m to build out list. Companies will be taken from members of oneM2M’s constituent member organizations and global technology companies that oneM2M would like to communicate to

Member Groups:

Industrial IoT (IIoT) for Sustainability, Digital Transformation: Discussion Forum for | Apps | IOT | AI | Blockchain | Cloud (Azure, AWS), Amazon AWS Architects Engineers Developers Consultants Entrepreneurs Experts Web Services Cloud, IoT - Internet of Things India, AWS Cloud Computing (For Interested Parties & Users), IoT Community - Internet of Things Community, Internet of Things (IoT) | OpenAI ChatGPT | AI | ML |, Internet of Things, IoT, M2M, Smart Cities, Connected Home, Edge Computing, IIOT and Big Data, IoT and M2M Connectivity, Artificial Intelligence, Deep Learning, Machine Learning, IoT Zone, oneM2M, ETSI people, Multi access Edge Computing, Future Mobility & Transportation (last-mile, on-demand, e-mobility, connected, smart cities), Fourth Industrial Revolution (Industry 4.0), Industry 4.0 & the Industrial Internet, Smart Cities, Connected Home, Edge Computing.e

Sponsored Post(s):

[To be drafted]

Quotes – these will be used in the graphic of each post:

* Andreas Kraft: “oneM2M integrates all the necessary IoT components into a unified framework, brings together state-of-the-art technologies, and helps business customers to implement their use cases and innovations independently from a single proprietary technology, openly and sustainable.”
* Poornima Shandilya (CDOT): “The power of oneM2M lies in providing uniform interfaces, standard data models across several IoT/M2M use cases and collaboration with existing standards such as 3GPP, LWM2M, OCF, OGC, MODBUS and more, thus laying a foundation for interoperable and sustainable IoT/M2M deployments.”
* The posts can either be ran as individual posts for each ‘Champion’, or grouped together as two quotes for each post
* PPR proposes that the posts and their graphics will have a similar look and feel to the below examples:

