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**THE MARKETING PLAN AND COMMUNICATION
TECNOPARQ AS A TOOL TO INCREASE BRAND
VALUE AND IT'S ATTRACTION FOR
NEW BUSINESS**

PARALLEL SESSION 7

Marketing and communication:
Attracting companies. Seducing stakeholders

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The Marketing Plan and Communication tecnoPARQ as a tool to increase brand value and it's attraction for new business

1. Abstract:

The tecnoPARQ (Technology Park of Viçosa) is a unit of the CenTev (Technological Centre for Regional Development of Viçosa), an agency of the Federal University of Viçosa (UFV). Opened in April 2011, it is still a recent venture with the main objective to promote the interaction between university, government and the productive sector. The institutional internationalization of tecnoPARQ is defined as a competitive and strategic advantage since it covers almost all the scientific centers of the university with emphasis on marketing and communication sectors, being considered an important condition for the attraction and retention of business and investments .

The aim of this study is to present the marketing and communication strategies used by the tecnoPARQ. Considering that the brand is still incipient in a wide market full of specificities, the main contribution is the search for strong and positive partnerships, aiming a global and high added-value vision for its brand.

2. Introduction:

The global economic scenario presents numerous consumer demand and a fierce business competition. Entrepreneurs and governments come to the need to promote innovation and sustainable growth and one of the mechanisms for inducing the binomial innovation and growth are technological parks. Within this context, was opened in April 2011, the tecnoPARQ (Parque Tecnológico de Viçosa), one unit of the Technological Centre for Regional Development of Viçosa (CenTev), an agency of the UFV. It is still a recent development, with the aim of promoting interaction between universities and productive sector, enabling knowledge can be transformed into wealth and benefits to society.

The tecnoPARQ is conducive to the emerge and development of technology-based enterprises aimed at generating innovative products and technologies institutional environment. Systematized actions lead to the establishment of research partnerships between companies and the Federal University of Viçosa. In order to offer residents opportunities to companies access to other technical and scientific resources, in addition to UFV, is developing strategies focusing on internationalization through international partnerships between UFV and renowned companies and education, research and international innovation institutions.

According to the National Association Entities Promoting Innovative Enterprises (ANPROTEC) and the Brazilian Agency for Industrial Development (ABDI), technology parks¹ constitute a favorable

¹ ABDI. (2010, december 06). <http://www.abdi.com.br/>. Retrieved August 20, 2013, from ABDI: <http://www.abdi.com.br/Estudo/Parques%20Tecnol%C3%B3gicos%20-%20Estudo%20an%C3%A1lises%20e%20Proposi%C3%A7%C3%B5es.pdf>

environment, and offers advantages to companies, among these there is the possibility of increased competitiveness through technological upgrading, boosting the development of regions and countries.

Technology parks are important agents of change and boosters socioeconomic vocation of the region where they live. Demanding policies for growth and expansion require great recognition to attract new business partners, employees, economic and financial resources. They are institutions with different activities with very specific needs and public relationship. Therefore the actions of communication and marketing are key to attracting new clients and retaining existing ones. However, there is still a very great difficulty in finding professionals with expertise in this area, as well as literature on the specifics of the activities and needs of communication and marketing for technology parks.

Within this context, the objective of this study is to present the marketing and communication strategies used by technoPARQ. Specifically, with the development of this study aims to: identify the main characteristics of the communication and marketing plan of the institution; analyze the main blockages to promote the brand and the advantages and disadvantages of promotion strategies used; present the results of strategic communication and marketing activities developed by technoPARQ.

3. Theoretical framework:

The literature on communication strategies and marketing for technology parks is still very limited, almost nonexistent, as well as skilled professionals with expertise in this area. For the theoretical background of this matter was searched renowned authors from the fields of communication, marketing, innovation and technology to conceptualize the main topics to be covered in this article.

3.1. Innovation:

The Oslo Manual defines:

“Technological Innovations in Products and Processes (TPP) understand the new technology deployments and substantial technological improvements in products and processes. An innovation (TPP) is considered implemented if it has been introduced on the market (product innovation) or used in the production process (process innovation). A TPP innovation involves a series of scientific, technological, organizational, financial and commercial activities. An innovator in TPP is a company that has implemented technologically new products or technology or substantial improvement over the period under review processes.”²

Drucker states that for innovation to develop correctly it is necessary a hard, disciplined and creative work by directing their application straight and clear.

² FINEP. (2006, december 18). <http://www.finep.gov.br/>, 3 edition. (ARTI/FINEP, Editor) Retrieved august 26, 2013, from FINEP: <http://download.finep.gov.br/imprensa/oslo2.pdf>

“The organization for change requires a high degree of decentralization. This is because the organization should be structured to make decisions quickly. And those decisions should be based on proximity to the performance , with the Market, with technology and with all the many changes occurring in society, on the environment, for innovation.”³

According to Tigre (2006), technological innovation increases productivity and competitiveness of organizations, in addition to boosting the economic development of regions and countries. “Innovation is the process by which firms master and program development and production of goods and services that are new to them, regardless of whether they are or not new to their competitors.”⁴

The technology is an aspect of strategic planning that needs to be compared to typical patterns of competition in the market. The processes of innovation and diffusion cannot be completely separated, diffusion contributes to the process, feeds and directs the innovation process.

“When an innovation is introduced pioneered by a single company, its economic impact is limited to the scope and possibly innovative experiences to its costumers. An innovation only produces comprehensive economic impact when it is spread widely across companies, sectors and regions triggering new ventures and creating new markets.”⁵

Technological development is usually not essential autonomous, it reflects choices and public policy objectives and social choices. Innovation according Tigre⁶ is closely linked to the concept of technological change.

“The changes in techno-economic paradigm, in turn, involve not only technological innovations but also in the social and economic fabric in which they are inserted. Such revolutions do not occur often , but its influence is lasting. A paradigm shift covers branches of the economy.”⁷

3.2. Marketing

According to Kotler and Keller⁸ marketing involves identifying and meeting human and social needs, defined in a simplistic way by the authors as “a way of meeting needs profitably”.

Customer satisfaction, a key objective of Marketing activities, has been the target of companies through so-called Relationship Marketing. Theme, this one, which came up in the business world through the work of Regis McKenna - “Relationship Marketing”⁹. Since then several classical authors, such as Philip Kotler has been devoted to the subject. The author, in his 1998 work, states that

³ (DRUCKER, 2001, p. 7)

⁴ (TIGRE, 2006, p. 56)

⁵ (TIGRE, 2006, p. 71)

⁶ TIGRE, P. B. (2006). In P. B. TIGRE, *Innovation Management: Brazil's economy technology* (pp. 56, 71). Rio de Janeiro: Elsevier.

⁷ (TIGRE, 2006, p. 71)

⁸ Kotler, P., & Keller, K. L. (2005). In P. Kotler, & K. L. Keller, *Marketing Management* (12 ed.). São Paulo: Pearson Education_BR.

⁹ McKenna, R. (1993). In R. McKenna, *Relationship marketing: successful strategies for the age of the* . Rio de Janeiro: Campus.

“Satisfaction is the feeling of pleasure or disappointment resulting from comparing the expected product performance (or outcome) in relation to the expectations of the person,”¹⁰

Kotler describes that the shares in the company are reflected off it, and then determines the internal marketing as “a successful job hire, train and motivate skilled employees who wish to serve consumers well.” Also highlights the author, “Internal Marketing is established to improve the work of employees aimed at external audiences, consumers”¹¹.

Bekin¹² emphasizes that the internal marketing process, should consider three basic premises:

- 1) The market is focused on the customer, and customers can only be earned and retained with excellent service. Thus, we can infer that service excellence can only be offered by individuals motivated and satisfied, then the internal marketing provides through his actions that possibility;
- 2) Employees have expectation consequently, they are the first market for the organization. This way, they should be treated as customers and specially valued as individuals;
- 3) Involve and engage allies employees with the goals and decisions of the company is to deliver excellent service to customers and managing human resources.

These assumptions emphasize the idea of involvement, commitment and appreciation of the employee and that before the external marketing, internal marketing must come. To launch the external market the organization must conquer before its workforce.

Thus we stress the importance of hiring, considering the need of the company that has a policy of internal marketing, engaged from hiring an employee to his performance and making a difference with the external world that is the consumer of the goods or services of the company.

3.3. Marketing Institucional

Until the 80's the use of institutional marketing was restricted to the form of corporately promote a company and its brand, without the purpose of selling or launching products and services, aimed at obtaining, maintaining and improving the company's image in the market.

“As a marketing tool, institutional advertising in the past was defined as a communication that was restricted in presenting the brands and the qualities of an organization without showing the products and services offered to the market. Currently the institutional propaganda is defined as communication with emphasis on environmental or social concern, and in some cases, cultural.”¹³

Institutional Marketing cannot be considered as an additional sales technique or as a way to save ads in media. Its goal is to work identity, formation and consolidation of the image of an

¹⁰ (Kotler, Marketing management: analysis, planning, implementation and control, 1998, p. 53)

¹¹ (Kotler, Marketing management: analysis, planning, implementation and control, 1998, p. 40)

¹² BEKIN, S. F. (1995). In S. F. BEKIN, *Talking about internal marketing*. São paulo: Makron Books.

¹³ (Pinheiro, 2008)

organization (or project). For this, lends itself to the “polishing picture” activities, in search of solid reputation and public recognition of the company.

“Used to form, maintain, consolidate or change the concept of a public organization, without showing the products or services offered to the market. The Institutional Marketing is the formation of the image of the company or repositioning. This tool uses the brand as a way to strengthen the company for internal costumers (employees) or external (consumers).”¹⁴

Also according to Pinheiro¹⁵, actions related to Institutional Marketing have character development of thought, usually linked to sustainability, the environment, community and culture. “The Institutional Marketing creates lasting bonds with consumers since it features elements “non-commercial”¹⁶ but the company’s values.

“To select the actions that best meet the needs and goals of the organizations, these are guided by objective market analysis and the sensitivity of managerial professional who are responsible for the facts and other agents of institutional environment that due to the opportunities and threats that arise and the environment institution must analyze the internal and external environment of the company, to seize opportunities and counter threats.”¹⁷

The success of an action of Institutional Marketing, often appeals may be conditioned upon the characteristics of Enterprise Marketing, which is “Traditional Marketing, where organizations make use of Enterprise Marketing, reinforcing the Institutional Marketing.”¹⁸

The Institutional Marketing can be applied in Public or Private companies, with or without profit, where a particular organization seeks costumer credibility.

“These companies disclose their brand in order to encourage, directly or indirectly, through this or other media brand in the consumer’s mind. He points out the need to transmit such importance to it, since the basic institutional goal is to set the brand in costumer’s mind.”¹⁹

There are many variables that make the success of a company and its products. But the main thing is undoubtedly its image that it is still the best place to stand.

3.4. Communication Plan

A communication plan is a document that sets out who should take organizational communication, is the formalization of what we want to achieve through this business tool. This plan needs to include a few basic elements, considering, according to Kotler and Armstrong²⁰ what you want to achieve with the communication, the message you want to pass, recipients that you want to reach, among other factors.

¹⁴ (Pinheiro, 2008)

¹⁵ Pinheiro, A. (2008, julho 30). <http://administradorespinheiro.blogspot.com.br/2008/07/importncia-do-marketing-institucional.html>. Retrieved agosto 29, 2013, from Administradores Pinheiro:

<http://administradorespinheiro.blogspot.com.br/2008/07/importncia-do-marketing-institucional.html>

¹⁶ (Pinheiro, 2008)

¹⁷ (VAZ, 1995, p. 34)

¹⁸ (VAZ, 1995, p. 61)

¹⁹ (Pinheiro, 2008)

²⁰ KOTLER, P., & ARMSTRONG, G. (2000). *Introduction to Marketing*. Rio de Janeiro, RJ: LTC.

“Communication is the action to make ideas common. In companies it is a vehicle that runs through the information about planning, action plans, organizational goals and objectives. The success of this project will depend on the way we speak and how we are understood. When we succeed in communicating we get the expected results. In other words, communication is only effective when it is able to change people’s attitudes. And it can be defined through feedback.”²¹

Considering the four elements that make up the communication: Sender, Message, Channel e Receiver interact forming the words and also the perception of what is being said. The sender may face problems if he does not use appropriate language to the listener, but it can also happen with the receiver, mainly through selective perception, or just listen to what suits him. “Thus, it is necessary to use a suitable channel to convey this message clearly and coherently. Do not just inform, it is necessary to form an idea.”²²

Kotler and Keller²³ suggest 8 steps to develop a communication plan:

a) Identification of the target audience:

A communication plan may have more than one target audience, which can often mean that different plans should be developed according to each of the targets.

The proper definition of the target audience of communication will define decisively all the following steps. A communication made for a confused or unfocused target tends not to bring the expected results because the shots end up being scattered, not reaching anywhere.

b) Determination of objectives:

Communication may have several goals, such as introducing a new product, awareness and attitude toward the brand, purchase intention and so on.

c) Development of communication:

What to say (strategy of message), how to say (creative strategy) and who to say (message source). It is common to have a tendency to think first in the media for communication, before determining their goals and develop the message.

d) Select communication channels:

Personal (including mouth-to-mouth, buzz marketing and viral marketing) and non-personal (such as media, sales promotion, events and experiences and public relations).

e) Establishment of the budget:

²¹ (Tallarico, 2013)

²² (Tallarico, 2013)

²³ Kotler, P., & Keller, K. L. (2005). In P. Kotler, & K. L. Keller, *Marketing Management* (12 ed.). São Paulo: Pearson Education_BR.

Definition of how much to spend on communication such as available resources, percentage of sales, parity with competition, and goals and tasks.

f) Decision on the communication mix:

Involves managing different media, such as advertising, sales promotion, public relations and media relations, events and experiences, sales force and direct marketing (including Internet marketing), due to the type of market product, the stage of the buyer and the stage of the product life cycle.

Measurement of communication results:

g) Evaluation of the impact of communication in the target audience.

h) Integrated marketing communication management:

Integration, cohesion and coherence between messages and tools selected for communication.

The communication strategy aims to communicate clearly and comprehensively the value proposition of the company, in other words, “what” the company, through its products and services, has to offer to its target audience (customers).

“The communication strategy should also telegraph the company’s positioning. A combination of: ”the company’s identity , image the company has towards the market and value proposition materialized through its products and services.”²⁴

Defined the goals of the communication plan, it is for the responsible management plan, identify the most effective media to make communication a tool of day-to-day.

According to Bekin²⁵, communication, however(...)

(...) ”shall establish a comprehensive information system able to make allowances for all to fulfill their tasks efficiently. Everyone - from the manager to the janitor - need information about customer expectations, what advertising is promising to customers on service routines etc. But all this effort information can get lost, no matter how good the campaign is, if there is no feedback, if the information does not turn into dialogue in return.”²⁶

The definition of media depends on the size of the company and the budget that is available for the implementation of the communication plan.

It is necessary that the manager of communications and marketing of the company evaluates the benefits and costs, before setting the best for the company. Table 1 presents the advantages and disadvantages of the mainstream media towards internal communication.

Table I: Means of communication: advantages and disadvantages²⁷

²⁴ (KOTLER & ARMSTRONG, 2000, p. 47)

²⁵ BEKIN, S. F. (1995). In S. F. BEKIN, *Talking about internal marketing*. São paulo: Makron Books.

²⁶ (BEKIN, 1995, p. 52)

²⁷ *pmelink.pt*. (2013, 05 02). Retrieved December 19, 2013, from Pmelink: http://www.pmelink.pt/article/pmelink_public/EC/0,1655,1005_18187-3_41097--View_429,00.html

MEANS OF COMMUNICATION	ADVANTAGES	DISADVANTAGES
Meeting	It is one of the most effective means to communicate actively in Small and Medium Enterprises (SMEs). It immediately conveys information and reference.	Excess meetings eventually cause disinterest.
Placard	Simple, easy management and suitable for all types of messages. Suitable for informing legal aspects and actions of the company.	Variable cost (depends on whether designers or bright placards are used, for example).
Brochure	Make known company news and all actions. Gets the whole team.	Expensive.
Manual host	Presentation of the company and its procedures. Facilitates integration.	It takes time to systematize.
Letter to staff	Document signed by the administrator or director focusing on key aspects of company life. Targeted and personalized. Efficient in combating rumors.	May have misconceptions, if not objective.
Surveys	Diagnosis climate of the company. Allows expression of the views of employees.	Time for making and analyzing.
Suggestion box	Encourages entrepreneurship, creativity and participation. A chance for all employees make suggestions.	Acquisition cost of the box and query suggestions regularly.
Intranet	Easily adapts to small, medium and large companies. Enables rapid movement of information	Vary depending on the degree of computerization of the company.

	and can facilitate bureaucratic procedures. A tool of the twenty-first century.	
Journal of business	It can be distributed in the company and the home of all employees. Considered by many as an internal communication channel reference. In SMEs, their size can not be justified, especially by financial burdens. But a "homemade" version of some A4 sheets with news, photocopied and distributed in the company, it is possible to do. The most important is the writer who has the ability to capture the attention of readers.	Expensive. Involvement of specialized human resources (journalist or press officer). Time of writing, layout, printing and distribution.
E-mail	It is a tool that can be used by companies of all sizes, especially for those who do not have an intranet. It is a quick and inexpensive mean of sending an internal newsletter or flash information.	The existence of a computer program that allows access to the entire company is required.

4. Materials e methods

4.1. Type of Research

The methodology used was the method of action research, teaching and scientific instrument, in which the research is intended to participative transformation, subjects and researchers interact in the production of new knowledge. This is a survey of emancipatory educational character, where

mediation between research and previous studies seeks to structure an educational process that allows consistency between ontology and epistemology.²⁸

Maria Amelia Franco Santoro defines action research in the following terms:

"The critical action research considers the subject's voice, perspective, sense, but not just for recording and subsequent interpretation of the researcher: the voice of the subject will be part of the fabric of the research methodology. In this case, the method is not made by the steps of a method, but it is organized in the relevant situations arise in the process. Hence the emphasis on the formative nature of this type of research because the subject must be aware of the transformations that take place in himself and in the process."²⁹

Engel agrees with the author by saying that "As the name implies, action research seeks to unite the research to action or practice, ie, to develop knowledge and understanding as part of the practice."³⁰

For its specificity, action research was chosen as the method for this study. Therefore, we seek a pedagogical exercise that enables the researcher to act transforming his object of analysis. This choice is due to the fact that this methodology refers to scientific and practical action synchronously being considered ideal to produce knowledge and implementing changes in work practices, thereby producing improvements to collectively desired ends, ie, action research seeks to produce knowledge for the restructuring of formative processes.

Communication strategies and marketing from tecnoPARQ were chosen as the object. Data collection was done by more than one procedure: observation, analysis of documents, interviews and historical processes developed by the Technological Park of Viçosa. The purpose of this is to enhance the efficiency and effectiveness of marketing and communication activities of this institution, with consequent reduction in the loss of time and costs, by reducing operations that do not produce satisfactory results.

The Qualitative Research believes that there is a dynamic relationship between the real world and the subject, ie, an inseparable link between the objective world and the subjectivity of the subject that cannot be translated into numbers. The interpretation of the phenomena and assigning meanings are basic in the qualitative research process. It does not require the use of methods and statistical techniques. The environment and the direct source for data collection was the sector of communication and marketing tecnoPARQ.

We also used the literature through the study of materials and articles published on issues related to the object, and information available on the internet. We attempted to identify primary and

²⁸ Galdino, M. (2011, march 17). *What action is searchable?* Retrieved december 12, 2013, from Scribd: <http://pt.scribd.com/doc/50957503/O-que-e-pesquisacao>

²⁹ (Franco, 2005, p. 486)

³⁰ (Engel, 2000, p. 181)

secondary sources and the materials needed for this work. "Its main advantage is that literature allows coverage of a much wider range of events than that which could directly search."³¹

4.2. Research Instrument

Interviews with the purpose of providing general information about the problem were raised by the present study, using an interview informal in nature, ie, less tied to concepts, guided more relevant questions were also performed when necessary to be able to compare the results obtained.

Considered the most common source of data in qualitative studies³², the interview is presented as the "quintessential instrument of social research."³³

The interaction process is divided into four sets axes: interviewer, interviewee, the interview situation and interview script. The content of the questions, the number of questions needed to clarify the issues most relevant study must be based on literature review. The facts reported should be checked in terms of credibility.

Marconi & Lakatos³⁴ describe some advantages of the interview, in which we highlight:

- a) Flexibility with regard to the possibility to repeat the interviewer's questions or clarify and further formulating it in a different way;
- b) Allows the generation of data that are not in documentary sources, and which are relevant and meaningful;
- c) Provides for more accurate information regarding the subject investigated.

On the other hand, these authors emphasize some limitations among which are:

- a) Allowing the respondent difficulty in understanding the questions;
- b) Allowing the respondent to be influenced, consciously or unconsciously, by the interviewer on your physical appearance, expression, ideas;
- c) Provision of the respondent to give the necessary information.

Among the different ways that the interview may present is considered in this study, semi-structured³⁵ or semi-directive³⁶ interview that proved the most appropriate, since it allows to "deepen a particular field."³⁷

³¹ (GIL, 1999, p. 27)

³² MASON, J. (2002). *Qualitative Researching* (2 ed.). London: Sage.

THOMAS, J. R. (2005). *Research Methods in Physical Activity* (5 ed.). Champaign, il: Human Kinetics.

³³ (MARCONI & Lakatos, 1990, p. 84)

³⁴ MARCONI, M. A., & Lakatos, E. M. (1990). *Research Techniques: planning and execution of research, sampling and research techniques, preparation, analysis and interpretation of data* (5 ed.). São paulo: Atlas.

³⁵ QUIVY, R. &. (2008). *Handbook of Research in Social Sciences*. (5 ed.). (M. A. J. M. Marques, Trans.) Lisboa: Gradiva.

³⁶ MASON, J. (2002). *Qualitative Researching* (2 ed.). London: Sage.

³⁷ GHIGLIONE, R., & Matalon, B. (2005). *The Survey: Theory and Practice*. (3 ed.). (C. L. Pires, Trans.) Celta: Oieras.

4.3. Procedure for data Collection

To collect data, methods of observation were used, unstructured interview and literature search of documents and files of communications procedures performed by tecnoPARQ.

The primary data was obtained through analysis of the communication plan of the institution, the calendar of upcoming events and the dissemination of these strategies, as well as processes for the exploration of new businesses and partners to tecnoPARQ, focusing on processes communication for the internationalization of tecnoPARQ brand and their business.

The secondary data relating to the analysis of existing documents in the organization, were obtained through the study of regulations, standards, manuals and others. Techniques used in data collection were document analysis and objects of the institution and literature in which books, articles, magazines that focused on the research were used.

The procedure for data collection was qualitative and scientific research instruments were used: a personal observation (in situ), followed by informal interview whose basic feature dialogue between an interviewer and an interviewee.

According to D'Ascension, "the technique of direct observation, or personal, therefore, constitutes spot check of everything that happens in the environment in which it develops the process under study, a systematic and planned manner."³⁸

5. Results

The institutional internationalization of tecnoPARQ was defined as a competitive strategic advantage and is being worked on various areas of the institution, with an emphasis on marketing and communication sectors, to be considered an important factor for the attraction and retention of businesses and investments, as already presented in the Literature Review.

The Communication and Marketing Plan of tecnoPARQ was prepared considering three strategic areas: objectives, communication strategies and communication practices, as described below.

The "objective" item sets the order of the executive committee to draw up a formal document setting out the "why" and "what for" of organizational strategies and promotional communication tecnoPARQ, so that these are always integrated into the organization's mission, their overall objectives and its strategy for development.

The second item "communication strategies" defines the profile of the audience divided into interest groups. Because it is a very broad and diverse universe, based on common characteristics of its actual and potential customers and develop strategies targeting allows messages best suited to each customer's profile, allowing the essence of the messages to be used complies with the interests of each group or individual. Interest groups are defined as:

³⁸ (D'ASCENÇÃO, 2001, p. 1*2)

- a) Internal staff (employees);
- b) Business and technology-based companies;
- c) Vehicles of communication (newspapers and news channels);
- d) Representatives of public authorities;
- e) Associations and NGOs.

The last item "communication practices" defines the operational activities to be performed by the press office of the tecnoPARQ as activities concerning procedures for internal communication, intranet tecnoPARQ system and those relating to activities for external communication. External communication is there to give an integrated manner with the nuclei of prospecting for new business and business monitoring, always in line with the objectives of CenTev and tecnoPARQ by:

- Electronic Portal of CenTev/UFV ;
- Profiles and pages in virtual social networks (Facebook, Twitter e LinkedIn);
- Online Newsletter of CenTev/UFV;
- E-mail marketing;
- Telemarketing;
- Printed Newsletter;
- Printed about tecnoPARQ and disclosure of its events, courses, seminars and lectures graphic parts;
- Disclosure of spontaneous reports in the local media vehicles and others;
- Involvement of members in programs and interviews for radio and TV;
- Whenever necessary, by holding an event and specific demands may come to other forms of communication, such as advertising on billboards, radio, tv, etc. are used.

All the communication actions of tecnoPARQ seek the achievement of six (6) specific objectives:

- 1) Develop and monitor processes and procedures related to communication;
- 2) Improve internal communication;
- 3) Explore and attract partnerships, investments and developments;
- 4) Give knowledge about the initiatives and results achieved by tecnoPARQ to the most representative segments of society, mobilizing and sensitizing the public and private actors;
- 5) To strengthen and consolidate the institutional image of tecnoPARQ;
- 6) Disseminate national and international initiatives promoted by tecnoPARQ for recognition and legitimacy of the strategies formulated.

The communication actions of the tecnoPARQ are structured into three main vectors:

- 1) Internal Communication that aims at aligning the flow of information between the employees and residents of the Companies tecnoPARQ.

- 2) The Press Release/Dissemination, which aims to give visibility to passing tecnoPARQ actions and structuring projects as instruments of entrepreneurship, innovation and competitiveness.
- 3) In parallel dissemination, Mobilization, which seeks membership of multiple corporate and public actors, align efforts and garner new business and research centers to achieve the vision of the desired future tecnoPARQ.

When designing a marketing and communications planning, an institution must seek alignment with establishing its strategic planning, where the goal is to define what the company does and where it wants to go, defining the best strategies for achieving the desired goals short, medium and long term. The communication plan and marketing should be one of the tools used for strategic planning of the institution to achieve its objectives. Therefore the plan of Communications and Marketing tecnoPARQ covers other aspects such as:

- a) The definition of the project and identification of the problem;
- b) The image or brand awareness to be created in the minds of your target audience or intended to sell WHAT;
- c) The definition of the business, positioning the brand in the market tecnoPARQ;
- d) The definition and study of competition and its practice of communications and marketing;
- e) Specification of resources required to implement the proposed actions, as well as the sources and ways to use them;
- f) Identification and definition of the needs of their clients, or stakeholders that the institution intends to comply;
- g) The analysis of the weaknesses and trends of internal and external marketing environments;
- h) The assessment as to the applicability of the proposed actions and practiced for communication strategies and marketing tecnoPARQ;
- i) The definition of actions, deadlines and responsible for implementing the same.

The communication problem identified in the case of tecnoPARQ, is that the institution has a brand so far little known. The brand is new, is being, therefore, more susceptible to environmental threats marketing introduction.

The Communication Plan and Marketing tecnoPARQ establishes actions and strategies to position your brand in the marketplace as the privileged environment of entrepreneurship, research, development and innovation.

The actions of communication and marketing tecnoPARQ aim to sell the image of a differentiated innovation environment, both with regard to their functioning and structure, as in regard to products, services and benefits offered to the business community, academia and society at general. Ideal Environment for institutions and technology-based companies, whose competitiveness

is related to the intensive use of scientific and technological knowledge, develop their activities and research centers to install their development and innovation (RD & I).

The relevance of the work of tecnoPARQ is evidenced by the 192 publications that were featured on news channels and on the web during the year 2013. In 2012 there were 115 publications and in 2011, 60. In 2013 and 2014 were sent, to date 113 online newsletters with news, courses and events related to your mailing tecnoparq with 6,813 emails registered. Over the past three years have been published 9 printed newsletters, which are also available in digital format.

As a result of the internationalization strategies directed highlights the international cooperation agreement signed between the UR and UFV Wargening-mediated tecnoPARQ in partnership with the department of international relations at UFV (DRI / UFV), in partnership with the Saint Hyacinthe Technopole (Canada) and most recently as a member of the affiliation WoFIN - World Food Innovation Networking. These partnerships have corroborated that the tecnoPARQ receive this November two international events of great importance and the INNOVET 2014 Membership Meeting of WoFIN.

The tecnoPARQ has no direct competitors with respect to its location, sector of activity and calling to attract companies. However, the study and analysis of marketing and communication for other technological parks direct and guide the development of strategies for communication and marketing tecnoPARQ.

A detailed analysis of the financial, administrative, marketing and operational feasibility together with the periodic review of the Planning Communications and Marketing tecnoPARQ also become more dynamic with the anticipation of problems that may arise in the development of the proposed strategies.

6. Strategies for Brand Promotion and Best Practices in Communication

The plan of Communications and Marketing tecnoPARQ outlines strategies to achieve the desired success and demonstrate the differential of this institution and its excellence in carrying out the activities efficiently targeting:

- Advertise tecnoPARQ strategically;
- Assign credibility to the institution;
- Enhance brand reputation;
- Enhance the corporate image.

Increasing number of companies and research centers who reside there. For feasibility and achievement of desired goals, the tecnoPARQ defined, among others, the following strategic priority actions in its Plan of Communication and Marketing:

- 1) Hire Company specializing in advising printed for branding and corporate image of tecnoPARQ through spontaneous publicity. The goal is to assign credibility to the institution

through the dissemination of news of interest to society in the media of unblemished reputation.

- 2) Hire an Advertising Agency and Marketing for a thorough and accurate diagnosis and better use of various tools for valuing tecnoPARQ brand through actions such as: creation and artwork for stationery; pieces for print media; promotional layouts; ads for placement on billboards, magazines, newspapers and television; actions for integrated communication; market assessment; launch promotional activities; planning and creating materials for CRM- Customer Relationship Management and internal marketing, development and production of video spots and institutional, commercial and merchandising actions at fairs, congresses and events targeted.

The tecnoPARQ brand is being introduced, and therefore more susceptible to threats in the market, which makes it extremely important to have a strong investment in strategic marketing and communication actions. Technology Parks have a group of very large and diverse clients operating in various sectors and therefore require a greater effort to adapt the communication messages and channels of communication to each of its clients.

Base technology companies, technology parks, business incubator are still unknown subjects for most people. The reality of tecnoPARQ is no different, one of his biggest problems of communication and marketing is still unknown as a brand, a very large and well directed effort is needed to pique the interest of your potential customers and market.

The tecnoPARQ has been developing important endomarketing actions as frequent meetings with internal staff to discuss matters of common interest to more than one core and periodic meetings in order to assess the current strategic plan of the institution and propose new objectives and strategies for development of a new plan for the next 5 years. Another action that internal marketing has been producing effective results is the office of design thinking prioritizing collaborative work in multidisciplinary teams seeking innovative solutions.

For a better utilization of this effort tecnoPARQ in parallel implementation of this project will provide courses, training and mentoring to develop skills in the business of technology and innovation management, marketing management, quality management, distribution management, as well as providing consulting , advisory services and intellectual and industrial property services for their residents.

To optimize the process of attraction and establishment of new enterprises, the executive board of tecnoPARQ defined two tools: the Lure of Enterprises Plan and Plan of Communication and Marketing. They are two totally independent and integrated tools, working with their respective management synchronized and complementary manner to achieve the objectives established in the strategic plan of the institution.

The CenTev in Synergy is an initiative that merges shares internal marketing and relationship marketing, the event happens regularly and aims to interact tecnoPARQ related companies,

partners, external companies and colaboradores academic community as well as create an environment conducive to dialogue, entrepreneurship and innovation.

The tecnoPARQ has also been implementing other actions to promote their brand as the Innovation Link project in partnership with the Permanent Commission on Intellectual Property UFV (CPPI), whose central action to promote interaction between companies and UFV. The office will allow companies the opportunity to pursue ideas, research projects and technologies outside their centers of research and development (R & D) and UFV offer a showcase of technologies that are being developed in their laboratories, through its research, converting business knowledge and technological development to market.

Certainly these strategies are valid actions that cooperate for more effective results in communication and marketing activities tecnoPARQ. A well-designed and structured document allow greater efficiency and effectiveness of all actors involved in the communication and marketing process as well as the best use of resources to these activities.

It is noticed that with these actions the institution has defined the actions of communication and marketing as strategic.

7. Final considerations:

Constructs and associated services and the shares offered by tecnoPARQ contribute and facilitate the process of communication with its stakeholders. This becomes important as technology parks are institutions with different activities with very specific needs and public relationship with various actors in their marketing environment.

As tecnoPARQ brand is under Introduction it is extremely important to a correct situational analysis and the development of a plan of effective and efficient communication for the survival and growth of the brand. Other efforts are also needed as the development of e-business and other aspects related to communication and information technologies.

Therefore, the actions of communication and marketing are key to attracting new customers and retaining existing ones. However, there is still a very great difficulty in finding professionals with expertise in this area, as well as literature on the specifics of the activities and needs of communication and marketing for technology parks.

The communications planning and marketing to strengthen the institutional brand tecnoPARQ seeks to demonstrate organizational characteristics and institutional development of internal motivation, promoting a culture o developing innovative products and services through the use of differential and unique features with an emphasis on innovation, marketing, quality, distribution and communication strategies and customer prospecting.

Strategic communication planning is to manage the business and investment portfolios of certain organization, assess the strengths, considering the growth and market position, and finally, develop strategies and tactics to achieve the objectives according to Kotler.³⁹

In this new scenario that requires a new applicability of the theories of marketing and communication for development strategies in a very specific and promising reality highlights the importance of studying communication and marketing practices developed by tecnoPARQ, as well as the view your board that attaches utmost importance to investments in sectors such as communications and marketing of the institution.

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³⁹ Kotler, P. (1998). In P. Kotler, *Marketing management: analysis, planning, implementation and control* (5 ed., pp. 40, 53). Sao Paulo: Atlas.