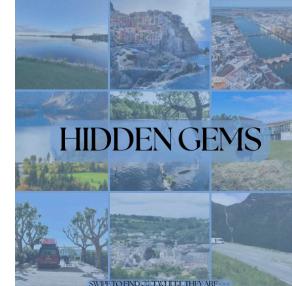
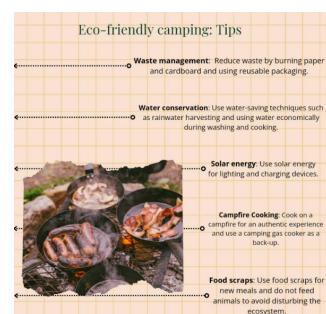


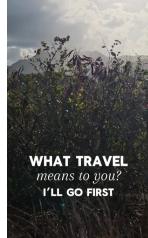
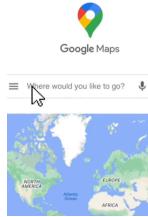
## Week 1

Post	Justification	Link	Picture
(Insta) Places to visit	This is a slide show of ten different (small) places to visit while you are traveling with your camper. In research we've learned that young people that are traveling prefer places that are not well known and that are still authentic. Inspiration for that, is shown in this post. In the first picture, all the places are already shown, to tease the people of what is coming in the next slides.	<a href="https://www.instagram.com/p/DDC3KUyNcia/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/p/DDC3KUyNcia/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>	
(Tiktok) visit Greece	In the video we show how beautiful Greece is. It inspires people to film the beautiful things of their journey and share this with fellow travelers via Campsite. This is what we are asking for in the description as well.	<a href="https://vm.tiktok.com/ZNeEYb1D5/">https://vm.tiktok.com/ZNeEYb1D5/</a>	
(Insta) Inspirational quote	With this quote we want to show people to always say the positif and bright side of traveling. The name of our campaign is adventures with a purpose. This quote shows the adventures traveling brings.	<a href="https://www.instagram.com/p/DDHmohulu5I/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/p/DDHmohulu5I/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>	

(Tiktok) Sustainable traveling	Research has shown that sustainable traveling is important nowadays. This video shows the things you can do during your camper journey. And that camper traveling is good for the environment, this video shows you why.	<a href="https://vm.tiktok.com/ZNeEYAbcK/">https://vm.tiktok.com/ZNeEYAbcK/</a>	
(Insta) Join campsite	A call to join campsite. With 3 reasons why. This post is meant to promote the website. It has nothing to do with travel or travel places, but more of why you should use campsite during your travels	<a href="https://www.instagram.com/p/DDM0IfToU2z/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/p/DDM0IfToU2z/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>	<p>JOIN CAMPSITE NOW!</p> 
(Tiktok) Show the world	This video shows the beautiful things camper travels brings you. Our target audience wants to go on adventure and really get out of their life during their travels. This video shows how beautiful things during your travels can be. We think this video would really work on tiktok because research has shown that the first second of the video is the most important of the video. This video has a catchy start and hopefully people will continue watching.	<a href="https://vm.tiktok.com/ZNeEYxbr7/">https://vm.tiktok.com/ZNeEYxbr7/</a>	
(Insta) Sustainable traveling	This is the same video we have already posted on Tiktok. Research have shown that	<a href="https://www.instagram.com/reel/DDRISnwoU6G/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DDRISnwoU6G/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>	

## Week 2

Post	Justification	Link	Picture
Places to visit "instagram"	With this post, we want to provide tips on fun places for our target audience to visit.	<a href="https://www.instagram.com/p/DDUtXBSouX2/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/p/DDUtXBSouX2/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>	
Sustainable Travel Essentials	With this post, we want to help our target audience buy more environmentally friendly products that help with environmentally conscious travel.	<a href="https://www.instagram.com/p/DDXCir0oE2M/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/p/DDXCir0oE2M/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>	
Tip of the day	In this post, we want to inform our target audience about recycling opportunities in countries we travel through and make that attractive to young adults.	<a href="https://www.instagram.com/p/DDZopHYoHxo/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/p/DDZopHYoHxo/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>	
Informational, travel with campsite	In this post, we give ecological tips to make travel even more conscious for the target audience, this way we want to broaden their knowledge and come across as environmentally conscious as a company.	<a href="https://www.instagram.com/p/DDcO7OUo0cp/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/p/DDcO7OUo0cp/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>	

Places to visit "Tik Tok"	This post is to give tips to our target audience on where to travel to. We think it is important to give our target audience information and ideas to maintain their interest.	<a href="https://vm.tiktok.com/ZNeEYB3Xt/">https://vm.tiktok.com/ZNeEYB3Xt/</a>	
Advertisement campsite	With this post, we want to advertise our website and get people interested in checking out our website/ Tik Tok account.	<a href="https://vm.tiktok.com/ZNeEYxsDA/">https://vm.tiktok.com/ZNeEYxsDA/</a>	
Inspiration	With this post, we want to inspire our target audience to embark on a new journey and convince them about one of the benefits of travelling. the aim of the post is also to get people who are not yet travelling to travel and see the post as a sign to do so. As a result, by inspiring people, we hope to gain more followers.	<a href="https://vm.tiktok.com/ZNeEYHpd5/">https://vm.tiktok.com/ZNeEYHpd5/</a>	

## Week 3

Post	Justification	Link	Picture
vanlife starter kit (insta)	<p>With our campaign we want to bring both awareness about our website but also to the environment. With this post we combine the two by showing an element of our website, which is sharing tips and tricks, but also the sustainability aspect of choosing sustainable and eco-friendly options over non- eco-friendly materials.</p> <p>Bar soaps are typically wrapped in uniform cardboard or paper packaging that breaks down when it is thrown away. Since bar soap boxes and wrappers are made from less material than liquid soap bottles, they use less energy, use fewer resources, and create less waste overall. Scientists found that when people replace liquid soap with bar soap, they use about six times less product every time they wash their hands. As soap washes away, it flows down your drain and enters the water supply, where it can potentially affect the environment. The natural oils in bar soap are known to degrade quickly into nontoxic material compounds, while the synthetic surfactants, dyes, fragrances and preservatives in liquid soap may take much longer to biodegrade and cause harm as they return to the earth (The Earthling, 2023)</p> <p>The main reason why bamboo toothbrushes have gained popularity over the years is due to the fact they are biodegradable and plastic free. Due to their natural material, the bamboo handle can break down over time via natural processes, returning to the soil as organic matter (brushfreshco, 2023)</p> <p>Sustainable bedding uses environmentally conscious materials and processes that minimize environmental harm. These bedding options incorporate the use of</p>	<a href="https://www.instagram.com/p/DDoXG6BtP8s/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBINWFIZA==">https://www.instagram.com/p/DDoXG6BtP8s/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBINWFIZA==</a>	

	<p>eco-friendly production techniques where less water and energy are consumed, leading to lesser carbon footprints.</p> <p>Likewise, organic fibers such as cotton or linen are usually grown without chemical fertilizers or pesticides, preventing soil degradation and water pollution (The salt earth, n.d.).</p> <p>Plastic bags are lightweight and often get blown out of trash cans and landfills. Reusable bags on the other hand help to reduce litter and keep those areas clean (project clean water, n.d.).</p>		
natures medicine (tt)	<p>Natural herbs have been used for a long time to treat and prevent many illnesses. Promoting and incorporating herbal medicines into basic healthcare develops sufficient capacity enhancement. This should be viewed as a sustainable route. It possesses the potential to support the Sustainable Development Goals (SDG) and the promotion of herbal medicines by the World Health Organization (WHO), as well as to facilitate the development of new drugs, improved access to healthcare, the preservation of forest resources, and assistance in bridging socioeconomic gaps (Pathak, et al., 2024).</p>	<p><a href="https://vm.tiktok.com/ZNeEqKAFm/">https://vm.tiktok.com/ZNeEqKAFm/</a></p>	

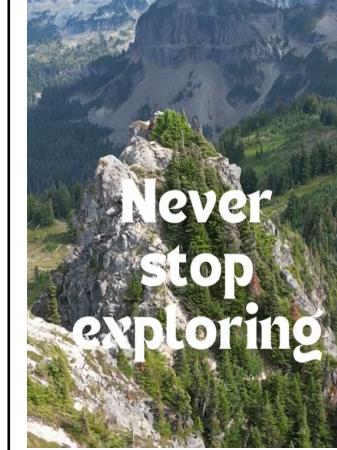
capsule wardrobe (insta)	<p>By focusing on quality over quantity and sticking to a few key pieces, a capsule wardrobe can help reduce waste, save money, and minimize the environmental impact of fashion. One of the biggest environmental benefits of a capsule wardrobe is that it encourages people to buy less clothing overall (a sustainable closet, 2023).</p>	<p><a href="https://www.instagram.com/p/DDr-40xoax/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/p/DDr-40xoax/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a></p>	
grocery tips (tt)	<p>"we harmonize worldwide litter-type inventories across seven major aquatic environments and find that a set of plastic items from take-out food and beverages largely dominates global litter" (morales-caselles, 2021).</p> <p>Meal prepping allows you to plan your meals efficiently, reducing the need for frequent trips to the grocery store and lowering transportation-related emissions. Being intentional about your food choices contributes to the fight against climate change (a sustainable closet, 2023).</p> <p>Farmer's markets promote sustainable agriculture by reducing the environmental impact associated with food production and distribution. Locally sourced produce minimizes the carbon footprint as it travels shorter distances compared to imported goods (sustainable agriculture network, 2024).</p> <p>By growing your own food, you are helping to reduce the high amounts of burning fossil fuels that fill our environment as a direct result of importing foods from farmers. You also are reducing waste from food packaging materials such as man-made plastics and cardboard, that also travel hundreds and thousands of miles (triangle pest control, n.d.).</p>	<p><a href="https://vm.tiktok.com/ZNeEYDV4n/">https://vm.tiktok.com/ZNeEYDV4n/</a></p>	

natures medicine (insta)	Videos get 21.2% more interactions than image posts and 18.6% more interactions than carousel posts, but only 16.7% of Instagram posts are video posts (Ray, n.d.). Besides these statistics, we would like to connect the insta and tiktok account by having similar content it is	<a href="https://www.instagram.com/reel/DDxaFMJlkBj/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DDxaFMJlkBj/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>	
garage sale (tt)	Finding a new use for an item by selling it in a garage sale makes your household more environmentally sustainable because it diverts goods from landfills and even avoids the potentially expensive and energy-intense recycling. Re-use is always better than recycling (sydneygaragesalesfinder, n.d.).	<a href="https://vm.tiktok.com/ZNeEYhbRo/">https://vm.tiktok.com/ZNeEYhbRo/</a>	
sustainable campgrounds (insta)	<p>La roubine doesn't stop at sustainable energy and water, they also take an eco-friendly approach to sanitation and maintenance. Heat pumps, solar energy, biodegradable products, recycling, electric vehicles, and much more are all standard at the French camping.</p> <p>Casas Novas de Palmeira, in Portugal, only uses renewable energy. There are no electric hook-ups or waste disposal for motorhomes here, but you'll get to spend time in the shadows of acacias and palm trees. Plus, you'll be close to nature and get to enjoy a sense of freedom that you can't find just anywhere.</p> <p>uhlenköper is a german campground with They only use certifiably green electricity, with solar panels generating renewable energy. The site also recycles water and has its own buyback centre. Plus, all the food is organic, and the natural outdoor pool has no chlorine or</p>	<a href="https://www.instagram.com/p/DD152jEokIv/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/p/DD152jEokIv/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>	

other chemical additives in it.

Campers feel close to nature at Wheems Organic Farm in Scotland, as they look out over the white sandy beaches and steep cliffs, and the sky seems to stretch out endlessly, in a way almost unlike anywhere else in Europe. Plus, campers can purchase farm-fresh produce right on-site and immediately use it to make tasty, organic meals (camping info, 2023).

## Week 4

Post	Justification	Link	Picture
(Insta) Join the community	Our goal with this post is to encourage our readers to register for an account on our website and become part of our community. due to the fact that not every person who views or follows our content has an account on our website.	<a href="https://www.instagram.com/p/DD4h7ljqgZg/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/p/DD4h7ljqgZg/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a>	<p>Do you want to <b>EXPLORE</b> THE WORLD?</p>  <p>Join CampSite VISIT OUR SITE www.Campsite.com</p>
(Tik Tok) Aesthetic video encourages people to travel	This video is aesthetically pleasing and it says "Never stop exploring", we want to encourage people to travel the world and never stop exploring.	<a href="https://vm.tiktok.com/ZNeEYfT4s/">https://vm.tiktok.com/ZNeEYfT4s/</a>	



(Insta) How to be sustainable while traveling?	<p>These days, we observe that many people wish to travel sustainably but are unsure how to do it. We would like people to know what they can do to travel sustainably. In this video we show you how you can start with that.</p>	<p><a href="https://www.instagram.com/reel/DD9eob8latK/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/reel/DD9eob8latK/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a></p>	<h2>Sustainable at your travle!</h2> <p>Make a shopping list based on your actual needs, taking into account meal plans and portion sizes.</p> <p>Also bring your own bag, and try to purchase fruits and vegetables that are not wrapped in plastic to help reduce the amount of food going to waste!</p> <p>More sustainable living tips at <a href="http://www.Campsite.com">www.Campsite.com</a></p> 
(Tiktok) Tips for a solo traveller	<p>We want to help people with creating new connections and memories. This can be very interesting for solo travellers as well. To reach that audience we also created a post of tips for solo travellers. To reach the goal of our post, the last tip is to join the Campsite community.</p>	<p><a href="https://vm.tiktok.com/ZNeEYkVKs/">https://vm.tiktok.com/ZNeEYkVKs/</a></p>	
(Insta) Recycle on your trip	<p>We seek to build sustainable travel and an environmentally conscious community. We made this post in order to accomplish this since it can educate our community about recycling. We want our community to be environmentally responsible, to create sustainable travels. To reach this we created this post, because it can teach our community about recycling on your travels.</p>	<p><a href="https://www.instagram.com/p/DEDe3TluTJf/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==">https://www.instagram.com/p/DEDe3TluTJf/?utm_source=ig_web_copy_link&amp;igsh=MzRIODBiNWFIZA==</a></p>	<h3>WHY RECYCLING MATTERS!</h3> <p>DID YOU KNOW THAT RECYCLING 1 TON OF PAPER CAN SAVE:</p> <ul style="list-style-type: none"> <li>4,000 kilowatts of energy</li> <li>7,000 gallons of water</li> <li>17 full-grown trees</li> </ul> <p>Recycling helps reduce waste, conserve natural resources, fight climate change.</p> 