

Communication and Media Plan

PRJ4 – Marketing

Group 3.1

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Introduction

Posby is a brand, based in the Netherlands, that stands for empowerment, honesty, self-acceptance and happiness.

In a world where the media enforces a twisted reality about body standards to its audience, it is important to let people create a reality with correct expectations, because wrong impressions lead to wrong expectations.

The brand wants to empower its consumer by being honest towards them to bring self-acceptance into their life which in turn will increase their happiness.

The problem of wrong impressions caused by the media is largely affecting young women between the age of 18-26, who are also studying and figuring out what they want to do and how to be independent adults. Thus, it is important to bring awareness about this issue at a stage in one's life where they are shaping themselves.

In order to communicate our brand to our target, we will make use of the social media platforms – Facebook and Instagram as they are largely used by our target group in the Netherlands.

Communication message and objectives

Communication objective: We want to reach 300 followers on Instagram by the end of March, 2021.

By communicating via different social media platforms, such as Instagram, Twitter, and Facebook we would like to create more awareness for our brand that is about body positivity. By spreading awareness about body positivity, we want to attract people to look at our posts, stories, and end up going to our website to buy products related to our bodies, such as underwear, swimsuits, and more.

On a realistic note, we would like 100 people each to look at our posts on Instagram, Twitter, and Facebook. So, across these 3 social media platforms, 300 people in total. If this will work out, then maybe we will set the limit to a higher bar (new goal) so that we can work towards this. For example, from 300 to 500 people, to reaching 1000 people.

We want to affect our customers by letting them feel self-accepted, included, and let them have self-confidence so that they can feel comfortable in their own body. This also shows some of our values which are important to our brand, and therefore we want to create more brand awareness for customers. By spreading across our message with our body positivity movements, we want to make society accept each other more.

We want our audience to look at our body positivity movements posts and realise that each body is ideal, and that they should be proud of it. We know that reaching a “perfect body” according to society is unrealistic, and therefore women should not feel this pressure because its unachievable and be comfortable in their own body. So, we want to them to realise that they should accept themselves how they are, not put themselves down because of unrealistic standards.

We want to achieve the goal of people looking at our posts and realise that you should not be afraid of the standards of society regarding your body, because for most of the people who watch healthy/fitness influencers it's unrealistic to live up to the expectations of getting the “perfect body.” By doing this, we want to create awareness for the people and therefore try to get the people to go to their website because they create a loyalty towards our brand and therefore, we can sell our products.

Target audience

The persona that we created in the Brand Roadmap was Linda:

- Linda de Groot
- 21 Years old
- Student at a University in Amsterdam
- Hobbies: going to gym or hanging out with friends
- Spends much time online for Uni and for entertainment.
- Netflix, YouTube, Instagram
- Has gotten very insecure about her body and looks, because of the twisted reality created online.

Our main target audience exists of Dutch women between the ages of 18 and 26. This target audience is part of the Generation Z and the in between generation called the Zennials. We picked these age groups, since we think that these are the people that struggle with body standards and expectations coming from the media.

Media Usage age group 18-26

The most used media platforms used in 2020 by our target audience consists of WhatsApp, Facebook, YouTube, and Instagram (Wijker, 2020). We found that only about 17% of our target audience is on TikTok. We think that this is very low since it is a new platform and is still being introduced to our target audience (Wijker, 2020).

If we look at Facebook, the group from 18-34 is the age group in which most people are active on Facebook. Within the Netherlands, we found that women are often more active on Facebook than man. For our own target audience, the percentage of men and women are even and are 8,8% (Tankovska, 2021).

When looking at Instagram, we can see almost the same phenomenon happening. Women are more active on this platform and in the age groups of our target audience, we see that a higher percentage of women is active on this platform (NapoleonCat, 2021).

How much our target audience uses social media is something we have to calculate. We found that the daily social media usage in the Netherlands for 15–19-year old's is 143 minutes per day. For the age group of 20-39, the average time spent on social media per day is 114 minutes (Wijker, 2020). For our target age group, we decided to take the average of these two, which results in an average of 128 minutes on social media per day.

The times that people are spend on social media have been calculated and result in (Davey, 2020):

Instagram: 8am, 1pm and 9pm

Twitter: 8-10am, 12pm and 7-9 pm

Facebook: 9-10am, 12-1pm and 4-5pm

From our own experience, we can say that this also includes our target audience.

From our own done research, we can conclude that the group of 18–28-year-olds on average spend 129 minutes of time on Instagram per day. 67% Of users in this age group log in more than once a day. The trendiest topics on Instagram are travel, music, and food and drink (Sehl, 2021). This is on average for every age group and not just our target audience.

Media Usage women (18-26)

The “Centraal Bureau Statistiek” (Beuningen & Kloosterman, 2018) states that social media has an important role in the life of women. It also states that women often find it harder to not be online than men.

Research (Bathoorn, 2013) shows that women and men in the Netherlands have different behavior on social media. Men, often just want to check in instead of staying on the platform for a while. Women often like to stay in contact with a brand of page and don't mind getting sales or any other commercials that might interest them as much as men. The research used for this is an older research, but we discussed and believe these findings still are applicable in this time.

Preferences and behavior

Our target audience is in the category of Generation Z and Zennials. We found that Gen Z prefers tech, entertainment and food brands. The most popular brands for this generation are Google, Netflix, YouTube and Amazon. Women mostly liked brands like Bath and body works, Walt Disney and Dove (raphael, 2019).

Since our target audience exists of a Dutch group, we also looked at some research done within the Netherlands. We found that, when looking at fashion brands, Generation Z and Zennials mostly prefer high end fashion and sustainable fashion brands over cheap clothing brands (Huiskes, n.d.). Generation Z and the Zennials were born when the internet and smartphones already existed. This means that most people of this generation are used to being online. On average this generation is online for 6 hours a day. Research states that this generation is looking for transparent and authentic messages from brands (Studelta, n.d.).

Branding towards Gen Z and Zennials

Research (Nicole, 2018) has shown that when branding towards women there are some things you should consider:

- Don't stereotype.
- Don't automatically use pink as main color.
- Market where women are online (see also “media usage”).
- Create compelling content:
 - “30% of women refuse to read content that doesn't either *entertain or inform*”
 - “60% of women will only share content that is *thought-provoking and intelligent*”
 - “70% of women will share content that *makes them laugh*”

We decided to look at how other brands target groups within the Generation Z and found some results (Lamb, 2018):

- Gen Z cares about the impact that they make on everything, they pick brands that they believe impacts the future and world in a good way.
- Gen Z likes influencers. They like being talked to personally.
- Gen Z likes to feel part of something bigger. They like being involved in the advertising process and supporting brands.

- Gen Z likes getting to the point. They don't like having to look for the information, but they prefer it to be straightforward.

For our own brand "Posby", we want to communicate that we are a social and positive brand. We find it important what our audience thinks of us. We want to communicate of course that they should follow our brand or buy our products, but our main communication goal is for our audiences to feel confident whatever they look like and feel confident in their own bodies.

Media Tactics

TIME/DAY

IG: 8AM, 1PM, 9PM; Friday

Twitter: 8-10AM, 12PM, 7-9PM; Mo – Fri

FB: 9-10AM, 12-1PM, 4-5PM; Thu-Sun

5-3-2 rule: 5 parts curated relevant content for our audience by us

3 parts own content created

2 parts personal, fun content that humanizes the brand to the audience

As stated above, our target group is female students living in the Netherlands with the age of 18 to 26 years old. The target group is most active on Instagram, with Facebook, Twitter and Tiktok following. That is why we will mainly focus on Instagram. Instagram is known and mostly used to show friends, family and other people you know what is going on in your life, however the content on this platform can be quite polarized. What is meant with this is that people mostly show only the positive aspects of their life in Instagram.

This can make other users insecure about themselves, and that is exactly why we want to use Instagram as a marketing platform. Posby is all about respect, self-confidence, and empowerment, and that is why it is important and effective for our brand to market on Instagram.

Facebook is one of the biggest social media platforms out there, everyone knows it and most people being familiar with it. The platform offers many different possibilities for companies to share content and get in touch with its target group. Facebook's biggest plus side is that it gives both companies and the users the choice to join groups or participate in communities.

These communities give the user the feeling as if they are part of a group, because of this the users will be more engaged with the company and its message. Our target group is also very active on Facebook with female usage being higher than that of the male counterpart, and 18 to 25-year-olds making up 25% of all Facebook usage in the Netherlands. Furthermore, we can take advantage of the fact that Instagram is owned by Facebook. What this means for us is that we can link our platforms together to create one cohesive place for our audience to communicate with us.

If we ever feel the need to expand our content to another platform, we would either chose Twitter or Tiktok.

Twitter is known for its use of short messages, directed to the people that follow them with quick actions like retweeting, likes and commenting. This may not sound so different from Instagram, however the difference in use is night and day. Twitter posts consists mostly out of questions, answers and discussions, the perfect place to communicate with our target group 1-on-1..

Tiktok is a relative new platform, however Tiktok is currently now one of the fastest growing platforms out there with a usage increase of 149 percent in just one year in the Netherlands. Besides the increase, is the biggest group of users also between 16 and 25 years old, and Tiktok has about 20 percent more female users then male. This makes Tiktok the perfect place for this company to market more video content.

Planning

CONTENT CALENDAR									
Month	Week	Day	Day of the week	Instagram	Hour	Type of Activity	Facebook	Hour	Type of Activity
M A R C H	4	22	Monday		9:00 AM	Post Image		8:00 AM	Post Image
		23	Tuesday		x	Follow relative accounts		x	Find relative groups to share page
		24	Wednesday		11:00 AM	Post Image		11 AM & 1 PM	Share Instagram Post & Post Image
		25	Thursday		x	Share relative post/brand on story		8:30 AM	Post
		26	Friday		10:30 AM	Post Carousel Image		x	Share relative post/brand/page
		27	Saturday		x	Follow relative accounts		x	Find relative groups to share page
		28	Sunday		5:00 PM	Story		x	x
	5	29	Monday		x	Share relative post/brand on story		x	Share relative post/brand/page
		30	Tuesday		x	Share relative post/brand on story		9:00 AM	Post Image
		31	Wednesday		11:00 AM	Post Image		11 AM & 1 PM	Share Instagram Post & Post Image
A P R I L	1	1	Thursday		x	Share relative post/brand on story		8:30 AM	Post
		2	Friday		10:30 AM	Post Carousel Image		x	Share relative post/brand/page
		3	Saturday		x	Share relative post/brand on story		x	Share relative post/brand/page
		4	Sunday		5:00 PM	Story		x	x
	2	5	Monday		x	Share relative post/brand on story		x	Share relative post/brand/page
		6	Tuesday		x	Share relative post/brand on story		9:00 AM	Post Image
		7	Wednesday		11:00 AM	Post Image		11 AM & 1 PM	Share Instagram Post & Post Image
		8	Thursday		x	Share relative post/brand on story		08:30	Post
		9	Friday		10:30 AM	Post Carousel Image		x	Share relative post/brand/page
					x	Share relative post/brand on story		x	Share relative post/brand/page & Share brand page on relative groups
		10	Saturday						
		11	Sunday		x	x		x	x

Legenda:	
	Posting
	Other activity
	Nothing

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