

Media campaign project Document

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Learning outcome 1, 3 & 4
Interactive media products
Iterative design
&
Professional standard

Cretu Claudia
ICT & Media Design
Semester 2 Class 2

- Project plan (Professional standard)

The media campaign project is a project that focuses on the creation of digital and non-digital media products to promote and create traffic for an informative website about the city of Breda, launching on the 12th of April, that is developed by GoodNews, a digital agency under Handpicked.

The five completely different target groups of the under-development-platform creates a confusion and difficulty on how to attract those target audiences for the first time. Therefore, GoodNews would like to receive insights from our team on how the marketing campaign and promotion can be optimized for the target audience of choice.

First thing to do was to create a [Project Plan Media Campaign](#) . For this project plan I contributed by writing the deliverables, non-deliverables, roles, and I created the risk assessment chart. Writing this part of the project plan required my communication with the team and discussing agreements.

Risk assessment chart:



- Research (Professional standard)

For this project it was needed a lot of research. I researched for proposal questions which are general questions that will help the team chose the target group and find ideas for the final products.

These are the questions I thought about and the yellow ones are the those who helped the most with the decisions and the ones that the team chose from all my questions.

Claudia:

- Do you already have a marketing strategy?
- How do you announce and promote events in Breda?
- How many tourists usually come to see these events?
- Are you using advertising? If yes, how do you feel about it?
- What are the most visited places in Breda? Why?
- What nationalities visit Breda?
- What is the center of tourism in Breda?
- How many students are coming for studies to Breda?

Other research that I did was about digital marketing strategies that can be applied to promote the city of Breda. The idea of the project is to promote the website “explorebreda.nl” and get as many users as possible to visit it. I created a document with my findings and discuss them together with my team.

Link to my research document: [Digital marketing \(Claudia's research\)](#)

- Client contact and presentation (Professional standard)

For this project I am the person that is contacting the client, speaking on LinkedIn. I contacted the client two times to ask about a guide that we need, if the company has a limited budget and to find out more about the client goal and the target audiences.

For the presentations, in our first presentation I participated and presented the teams choice for the target group, the argument for that and the results received on the surveys. The presentation went very well, the client was happy with the group ideas and the presentation overall. I also presented in all progress presentation from Li Li class, and at the second and final one with the client. I believe along the way my presenting skills have improved, now being able to have eye contact with the audience and client and having an appropriate body language.

- Survey and user testing (Interactive media products)

I participated in the discussion about the target audience and the choice was tourists. For these two surveys were created, an online one and one that was on a wallet designed poster on paper. I created the survey that is on the poster choosing and writing the questions for it. I asked for feedback from my peers, and they said that the questions are good, and the survey is ready to be send. After that, I participated in spreading the flyers with the survey around the campus, giving it to people on the street and sharing the online survey with family and friends.

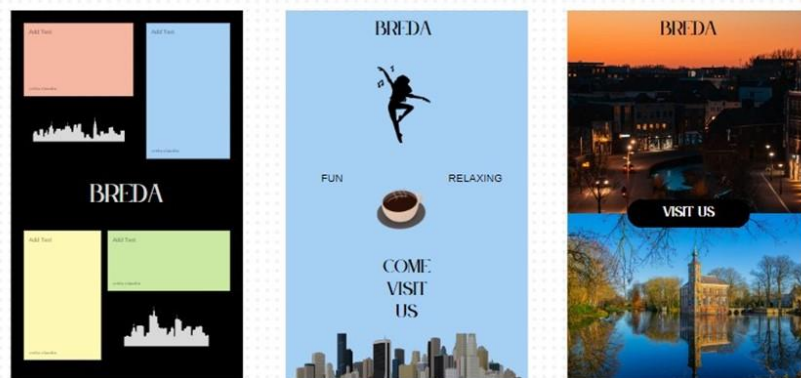
After the survey received enough answers, I did a summary from that to define a conclusion and gather some more information about our target audience and final products.

Links to the survey summary:

1. [Flyer Survey summary](#)
2. [Survey Summary](#)

- Posters (Iterative design & Interactive media products)

For this project one of the products that we decided to make is a poster. I participated in making is the paper poster. My part was to design some ideas of posters that we can use for the final product. I designed three posters' ideas. One of them is more of a sketch, like a low-fidelity prototype, and the other two are more explicit. The ideas came to me after I searched for poster templates and researched how to create a poster.



After one of my colleagues designed a poster based on our ideas, me and two more peers went to the crafting place in Fontys building to cut them and fold them to look like a wallet. The wallet idea was one of my peers' ideas, but I thought that it will be attention grabbing. After folding the wallets, I went to spread them around in Fontys buildings and give them to teachers and people on the street, participating in this user test for the poster.

The client liked this idea and design, with the exception that Breda is a green city and the concern of pollution with paper appeared. For that I came up with the idea of making the posters with dissolvable paper, so then if people throw it on the ground, or ends up on the ground, on the next rain, the poster will disappear without polluting the city.



- TikTok video (Iterative design)

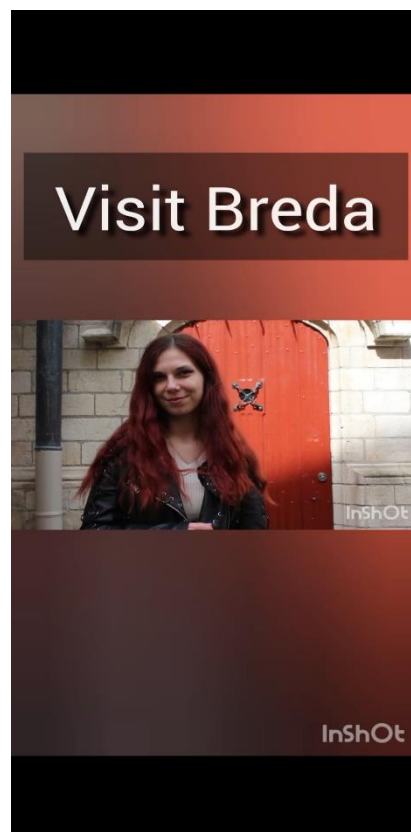
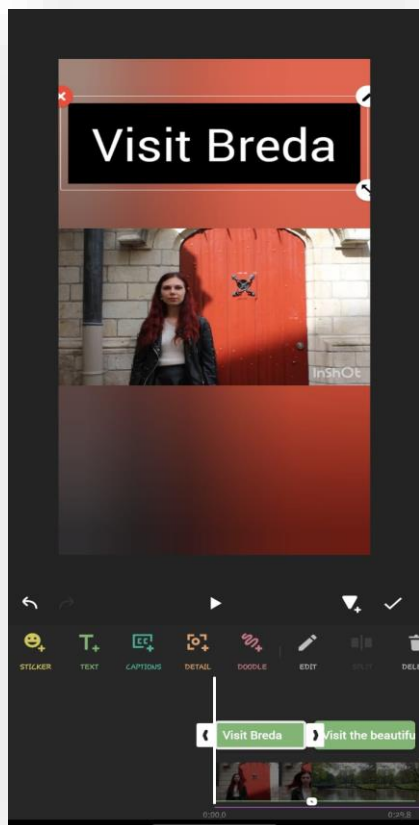
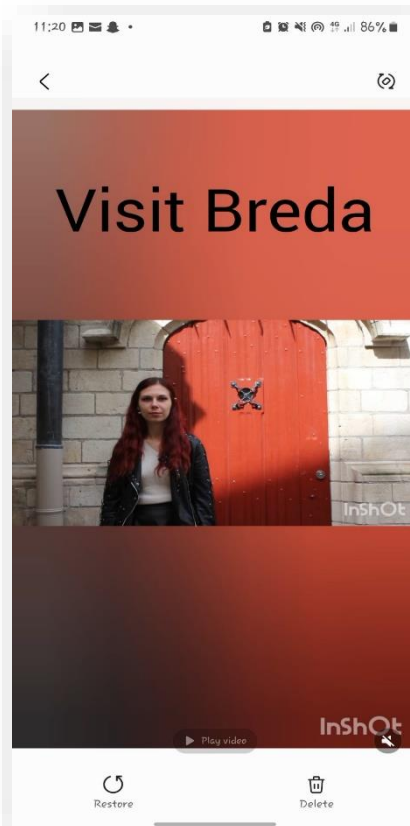
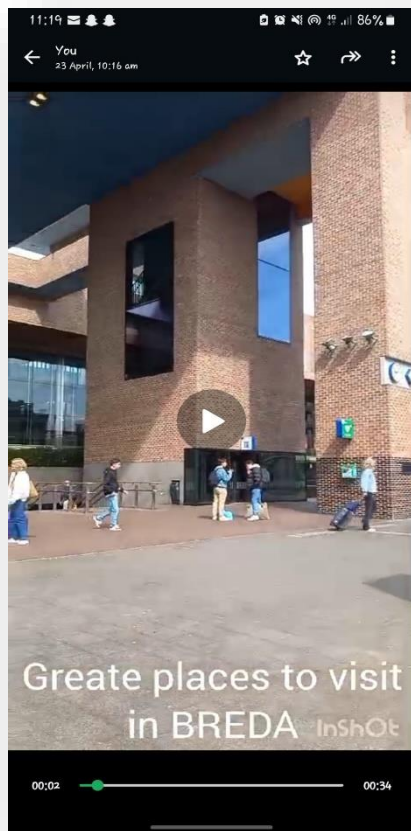
Another product that the team decided together to have, were two Tik Tok videos that would promote both the city and the website. I created one of the videos. First step was to watch other videos similar to what we need to find inspiration. I saw that most of them promote nice places in the city that can be visited and display the websites in the description or at the end of the video. I knew that it has to be a short video so that the user will not get bored and stay until the end.

I created the videos with an app on my phone named "In shot". The general idea was to display interesting places in Breda to visit, and at the end to display the website that we have to promote.

First video had only images with the city with white text and natural sound from the places. I asked for feedback and the suggestions were to put something interesting at the beginning, so the user attention is grabbed, to change the text in something more visible and to choose a song instead of the normal sound of outside and nature. I changed the video putting a scene with me from the ad that we created to grab user attention and played with the text until it was visible and clear, and it did not take too much of the view. I also changed the sound putting a nice song in the background. For this process I constantly asked my peers and design teacher for feedback, reflected on it and implemented suggestions.

The final version of the TikTok can be found on my video page, in my portfolio.

Here are some pictures from my creating process:



- YouTube video ad (Iterative design)

One more product that our team decided to have is a YouTube video add in the style of a game. The game was about a trip, where the tourist is teleported in Breda, and has to find three X to win the game and go home. The idea is that while searching for the X they also visit the city. I participated in this video creation by being the tourist. Me and one colleague went to Breda to film it. I started acting following the advice that my peer gave me and took a lot of shots for the video to come out good. We searched for nice places to put the X and for me to find it in the ad. There are three places, two in the park and one at the church where I, as a tourist find the X every time. At the end of the add I throw the X in the sky and the camera goes up to the sky filming Breda s logo and the website URL, with the message to visit Breda and the website.

It was a very fun experience, my first video and acting experience.

The video ad can be found in my video page in my portfolio.

- Final presentation (Professional standard)

At the final presentation with the client all the team members presented, and the client was happy with our idea. The feedback that we received was that the ideas are very good, but for our next time is better to connect all the products more than we did.

From this project I learned how to create a media campaign, a little bit how to act, improved my design and communication skills.

- Project report (Professional standard)

At the end of the project me and my team created a [MEDIA CAMPAIGN PROJECT REPORT](#) where the final and current situation were explained. I contributed writing the process and result and evaluation.