

Project 2 / Media Campaign

For our second project we had to make a media campaign and basically come up with creative ways to drive traffic to the website explorebreda.nl, our client was the company making the site, called handpicked, the representatives asked us to choose a target group and basically get them to use the site.

After a long debate between choosing tourists or companies (i had so many good ideas for this one) as our target group, we reached a consensus, our target group was locals and future locals, nobody wins.

Breda QR codes:

My first idea was to create QR codes with image backgrounds, first i tried to do them for specific restaurants and cafes, but it didnt look good, so i went with the breda logo:

I created this by using goeey.ai and uploading the logo of breda to mix it with the QR code.



Final Product.

Videos:

For digital marketing the idea was clear, videos, so me and my group went to breda to record clips, they made two youtube edits, and i made a video of a cool healthy cafe in breda. at this moment my idea for the tiktok was for the community managers find nice places, and recommend them, which would be in brand with what the explorebreda.nl site does.

Here you can watch the tiktok:

[copy_A58D367B-6CC1-4E80-8795-BAB5FB9750AF.mov](#)

Hidden Spots:

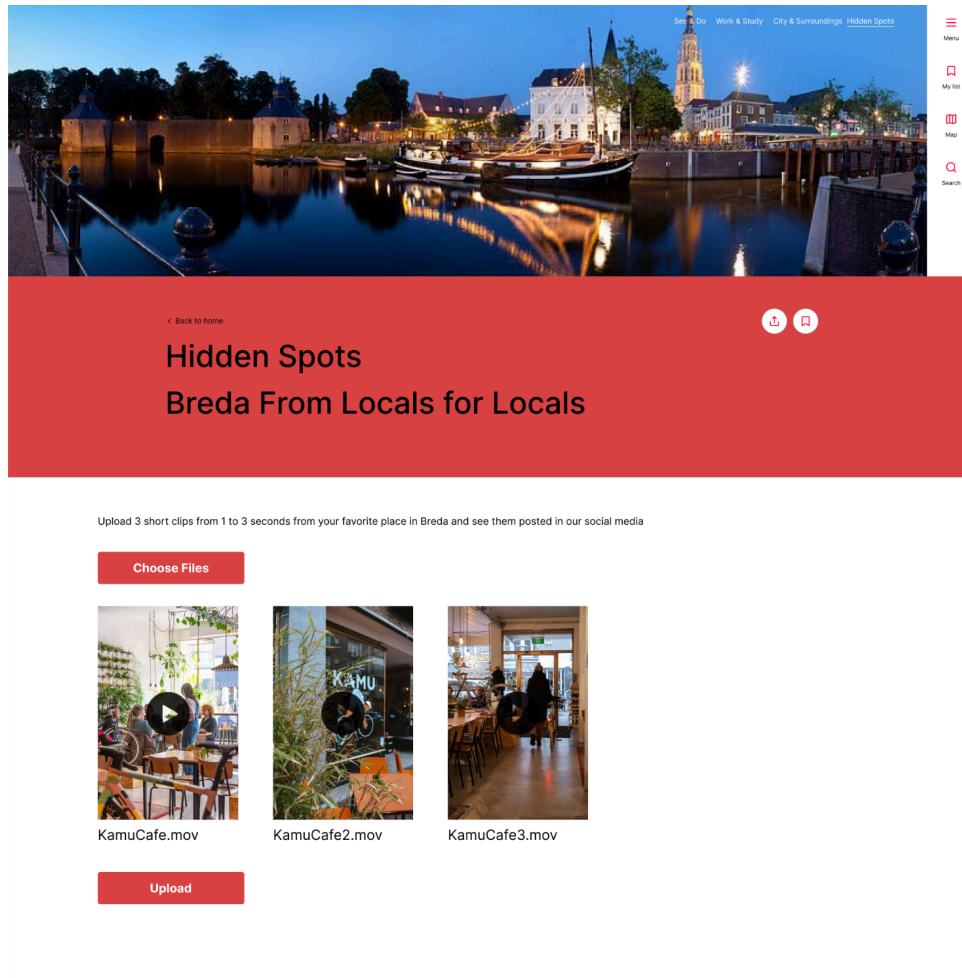
From the Tiktok, which was only made by compiling clips, I had the idea of having locals upload clips of their favorite spots in the city to a part of the [explore breda](https://explorebreda.nl) site.

This would help the CMs by generating:

- **A lot of Content:** Consistency is key for organic growth, and this idea generates a wealth of content.

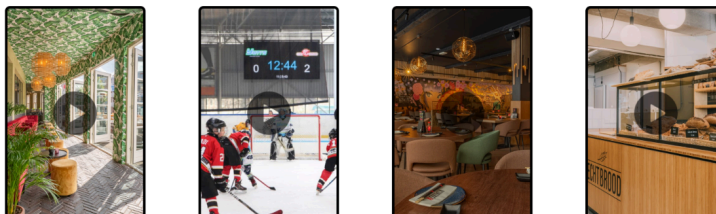
- **Unbiased recommendations:** Instead of only having a select few community managers perspective, we encourage all residents to share their go-to places. This approach provides a well-rounded perspective of what locals truly appreciate.
- **Target Market Loyalty:** Participating in this campaign allows residents to feel connected to the website. This sense of ownership creates loyalty and enhances word-of-mouth promotion.

Hidden Spots site design:



Videos from locals to locals:

a look to videos created with clips uploaded by other locals



thought process for Hidden spots

The night before the presentation I had this feeling of our work not being enough, maybe it was the high expectations I had for this project due comparing it to the complex media campaigns I see day to day, or maybe I was just stubborn because I was excited about this project in the beginning. So i started thinking of things we could do, i said “maybe if we had more tiktoks it would be better”, but how to get them so late at night the night before the delivery, and then it clicked, I remembered that I helped my ex mother-in-law’s hotel with social media a couple years ago, being the lazy man i am, i wrote a python script that meshed clips together and gives a clip compilation video. Basically infinite content.