

Media Literacy

Step-UP Fred : a gamified learning supplement

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Week 1 – Media analysis

Choose a topic or subject that you want to create a campaign for.

Step-UP Fred – A word searcher gamified learning experience (for English) for 12-17 year old students at VMBO level

- **Analyze the topic of your choice**

Analyse media strategies already being used to influence people around the topic you chose above using theoretical elements brought to you in the lecture from week 1.

For the exact requirements, check the assignment in the LAB PDF for week 1.

Write the results in the column below. Personal reflection is optional (for an excellent).

Step-UP Fred is a paid English educational game. So the researched media strategies are around how other paid (English) educational games influence people into buying their product, as well as the influencing of the public and education groups opinions on the use of gamified learning in their child's or students' education.

*Companies and games who try to sell their gamified learning supplement, are quick to use **testimonials**. They gather positive reviews from the children using their product, the parents of said children who had bought the product, or teachers and schools who use the learning supplement in their lesson program. As a parent or teacher/school, it is important to know if the product is effective and worth the money, as well as how easy it is to use. If children enjoy the product, it is more likely they'll talk to other students about it, who can then ask for the product from their parents. Testimonials like 'my son's English grade is now an 8 instead of a 5 thanks to X (the product)!', bring this proof. Typetopia (Typetopia, n.d.) , a typing course, uses testimonials from other kids that have used it and Kahoot! (Kahoot, n.d.) uses testimonials from teachers and companies to prove the worth and credibility of their product.*

*Another marketing strategy companies use is **bandwagon**. In the case of most companies and games, they would make claims such as '50.000 students are already learning 50 new English words a week, when will you?' to encourage people that their product is a wanted and almost needed product as tons of other people are already using it. An app that does this really well (although strictly not being a game, but it is an educational tool), is Duolingo (Duolingo, n.d.). They continuously let the user know that over X amount of people use their product and they have learnt X amount already. They also use testimonials.*

*As well as testimonials and the bandwagon strategy, **framing** is another key marketing strategy used by educational games. When marketing their product, they push the positive reviews (**the testimonials**), and the improving qualities of their product on the skill level of users. Schmitz (2015) and an article on ResearchGate which goes into the benefits and tensions of games in the classroom (Warren, Dondlinger, Stein, & Barab,*

2009) mention that there are also negative aspects of gamified learning, and these companies are not likely to address where the product fails to teach or if it's difficult to use for the children using it, or set up/start for the parents/teachers who bought the product. The positives of the product get highlighted, while the negative aspects such as difficulty to use, results, only fun to play/not truly educational or no real structure.

Transfer is also certainly used in educational games. Duolingo is a gamified app to learn languages. It uses the colour green, since green is typically seen as a friendly and calming colour. Aside from that, and importantly so, green is seen as a motivating colour as can be found in an article on green in colour psychology (Cherry, 2022). So Duolingo tries to transfer the feelings of approachability, calm and motivation to their app. Even Step-UP Fred, has green as its main colour, based on the results of an extensive survey on the most liked visuals for (educational) games.

Finally, **Glittering Generalities** is also a media strategy that is employed to influence people by influencing them on a more emotional level and can be interpreted in the best way for each receiver. Kahoot! uses this strategy. They have multiple advertisements and pictures with glittering generalities, such as a post where they appeal to teachers and students that their product will make homework awesome (Kahoot!, 2017). By doing this, they are appealing to the emotions of people who want to have more fun doing homework or want to make it more fun for students. They aren't promising how they will do this in this initial advertisement yet, just that it does.

So in conclusion, I believe that all of the strategies mentioned earlier are effective if used correctly. People looking for education games typically are struggling with learning being difficult, having low motivation or not finding learning fun. Strategies such as **testimonials, framing, transfer and glittering generalities**, want to draw your attention away from the negative emotions connected to learning and more to the fun part of education. This is where these strategies work exceptionally well for gamified learning, since the whole idea of gamified learning is to make learning a more effective, motivating and fun experience.

Personal reflection:

Going into the research of the marketing strategies of educational games, I was already aware of what the problem was with a lot of these games as well as what **did** work. That gave me a better insight when looking at the marketing strategies of these games. I knew testimonials were something that worked well, as investors and users were more interested in the product when others told them the product was nice or they had interest in it. Looking at the educational games on the market right now, a lot of what I had suspected that their market strategies would be were confirmed. Thanks to that, I was able to find out and understand their marketing strategies fairly quickly, as I had thought about some of these methods when developing Step-UP Fred.

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Week 2 – Brand strategy

Describe the audience you are going to focus on.

Medium income parents of students who struggle to learn English or publication groups who wish to add gamified learning to what they provide to students/schools.

- **Create a brand strategy that is relevant for your topic and your audience**

Create a brand strategy using theoretical elements brought to you in the lecture from week 2. For the exact requirements, check the assignment in the LAB PDF for week 2.

Write the results in the column below. Personal reflection is optional (for an excellent).

Create your own brand

Audience:

My audience will be medium income parents of students who struggle to learn English or publication groups who wish to add gamified learning to English lesson methods that they provide to students/schools.

For parents whose kids struggle with English, their biggest pain could be/is a lack of a learning method that helps their child or a lack of a motivational source for the child to want to invest into learning English. As discovered by a survey carried out by me on over 20 VMBO students struggling with English and confirmed by a publication company in an interview (Uitgeversgroep, personal communication, December 5th, 2022), the lack of motivation is a main source of students struggling with learning English.

Research has shown that gamified learning is a very good method to help learn as well as motivate students to practise a subject more often (Kiryakova, Angelova, & Yordanova, 2014).

For publication groups, their biggest pain (according to the interview with the publication company: Uitgeversgroep) is that they have difficulties with finding quality educational games/gamified learning supplements that match their needs. They expressed that they don't really know where to start looking. They have also stressed that at least this one publication company, is very aware of the benefits of gamified learning and are actively trying to embrace it.

For these publication groups, it is especially relevant that the game is gamified without losing sight of the learning goal and keeping close to the information that needs to be taught (Uitgeversgroep, personal communication, December 5th, 2022). The publication company is well aware of the trend of schools to add gamified learning to their curriculums (Caponetto, Earp, & Ott, 2014) so they want to be able to provide gamified learning supplements to the schools that they supply learning material to.

A persona for the parents of the students could be:



The easiest way for teams to create and share beautiful living documents.

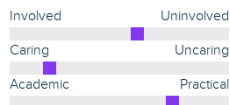
User Persona Name



"A quotation that captures this user's personality."

Age: **40 and 43**
Work: **Cop and Pianist**
Family: **Married, one child**
Location: **Enschede, Overijssel**
Character: **The caregiver**

Personality



Curious Lack skill Busy

Goals

- Finding a tool to help their child learn a subject
- Finding an affordable, high quality learning tool
- Finding a learning tool that motivates their child to use it/learn a subject

Frustrations

- They are unable to help motivate their child to learn English
- They are unable to teach English to their child due to lack of skill and time
- They have trouble finding a high-quality, affordable tool that both motivates and helps learn English.

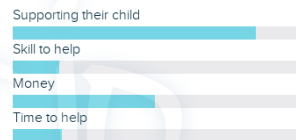
Bio

Robert and Emily have a 13 year old daughter, Rebecca. Rebecca is currently in her 2nd year of high school and a good student. However, she struggles with English and doesn't enjoy learning it. She would rather play games with her friends.

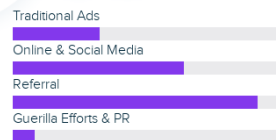
Robert and Emily have tried to help Rebecca with English, so she would get better and get more confidence, thus making her more motivated to learn English. Unfortunately, both Robert and Emily had little academic education and are both not skilled at English nor do they have the time to really sit with her.

From friends they heard that their child had improved their grades by using online learning tools. They now also want to look into buying a learning tool for Rebecca but they have to take their medium to low income into account.

Motivation



Preferred Channels



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A persona for the publication groups could be:



The easiest way for teams to create and share beautiful living documents.

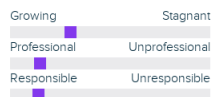
User Persona Name



"We are looking to add to our lesson methods that we send to schools"

Work: **Educational Publication**
Location: **Hengelo, Overijssel**
Character: **The ruler**

Personality



Exploring Professional Efficient

Goals

- Finding a high-quality but affordable gamified learning supplement that they can add to their lesson methods.
- Finding a learning supplement that helps teach and motivate the students of the schools they supply lesson methods to
- Finding a learning supplement that students can input their own information in so that they can learn their current school topics

Frustrations

- It is difficult for them to find an easy to use, affordable and high-quality learning supplement
- Learning supplements/games they can find, are quick to be focused too much on the game aspect and lose track of the learning aspect
- They have trouble finding a learning supplement that allows for the desired inputs from students (being to put in their own words like flashcards)

Bio

Educational publication company Persan has been in the industry for many years now. They have a few select school groups that they supply English learning methods to. As the times change, Persan realized they should also change to keep interest in their lesson methods/products. They have discovered that gamified learning has been proven to help and can be a successful tool. They want to implement it to make them stand out more and secure clients for their lesson methods.

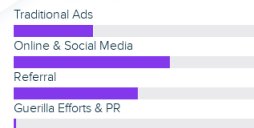
Persan has done research into gamified learning and knows that they want a gamified learning tool which helps motivate the students to learn as well as allow the students to add their own learning material.

They have money to spend on getting gamified learning experience created but lack the time, knowledge, skill or desire to create these tools themselves. They are now looking into other companies to create the tools for them.

Motivation



Preferred Channels



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My brand:

My ultimate goal or mission is to be able to supply parents or publication groups with a high-quality, affordable, and effective gamified learning tool for English.

The SWOT of the brand are represented by the product the brand offers.

SWOT:

Strengths: <ul style="list-style-type: none">- <i>There is a want and need for the product the brand supplies</i>- <i>Step-UP Fred is a unique gamified way of learning a language, as it is a 3D word searcher with definitions and optional personal input</i>- <i>Gamified learning is becoming more popular and gathering more proof every year as to why it's a beneficial learning tool.</i>	Weaknesses: <ul style="list-style-type: none">- <i>The school/educational market is difficult to get into as there are usually quite fixed methods used by schools.</i>- <i>Parents and publication companies want proof the product is effective and there is currently not a lot of proof</i>
Opportunities: <ul style="list-style-type: none">- <i>Step-UP Fred lends itself to be easily be extended to include other languages or subjects that use definitions.</i>- <i>Step-UP Fred can be marketed both to publication/school groups or the commercial market. Mostly there would be different financial and advertising tracks for either target audience.</i>	Threats: <ul style="list-style-type: none">- <i>A lack of good results from students using the product could lower the credibility of the product and thus also lower the interest in it</i>- <i>As the product comes out, different companies would be able to make a similar products with bigger budgets and higher quality, thus potentially luring clients away from Step-UP Fred</i>-

Competition:

*The target audience of the competitors are similar to the target audience of Step-UP Fred. Kahoot! is an example of a more commercial approach to the educational market. They aim their product to be mostly towards teachers. But other competition aim more towards schools. Minecraft Education is aimed at teachers **and** school groups. They want to have whole schools using their product.*

The competition such as the ones listed above, are serving the need of an alternative way of teaching or learning school subjects. They are filling the needs of schools/teachers to have a way to motivate students, especially those who struggle with the normal lesson methods or getting motivated.

Swot:

Strengths: <ul style="list-style-type: none">- Minecraft Education has a very visual and interactive way of teaching, it can make a subject more clear as it can be visualized- Kahoot! brings a competitive element to reviewing or learning a subject. A need to win will lead to students paying closer attention and being more motivated to learn the subject	Weaknesses: <ul style="list-style-type: none">- They borderline on being too gamified (too many things happening that distract from the learning goal) or they are not gamified enough to help motivate to learn more difficult topics of subjects- Products like Kahoot! don't have space to grow in many directions (add new ways to play/learn)
Opportunities: <ul style="list-style-type: none">- The competitions products are often able to be used for a multitude of subjects and new subjects can be added over time	Threats: <ul style="list-style-type: none">- There are many different (better) ways to do what makes certain products attractive, so it's easy to take the idea of the competition and better on it

Brand positioning:

The brand positioning of a lot of educational games are that they create easy to use, gamified learning experiences to help motivate students or visualise school subjects

Defining Brand Purpose, Essence, Promise, Proof and Personality:

The **purpose** of the brand is to help students feel more motivated and capable of learning a subject as well as help teachers and parents to be able to provide a tool to their students or child to improve their skills.

The **essence** of the brand is simplicity, cooperation and ingenuity. The brand strives to create a product (Step-UP Fred) that is simple enough not to distract from the learning goal, is made in collaboration with publication companies of lesson methods as well as being a new gamified, more fun way of learning to boost motivation.

The **promise** of the brand is to fill the need for visual gamified learning tools that can help teach a subject as well as motivate a student in a unique and new way.

The **proof** of the brand is that the brand stays deeply involved with the students and those involved in creating the lesson methods, ensuring the product is both functional (has the desired effect) and fun to use.

The **personality** of the brand is to be confident, open and filled with passion. The brand has a passion to create the best new gamified learning supplement and should be seen as someone/something trying to help someone be better.

Brand Design

Language:

The main language of the brand is English. This should allow the brand to be as easy to go international as possible and accessible to more countries.

Name:

The name of the brand is Butter Reforged

Tag line:

Learning as never before

Tone of voice:

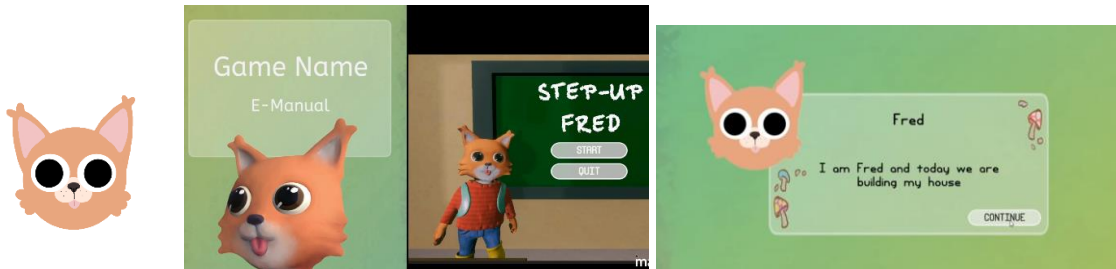
The tone of voice should be funny but not a comedy show, midway formal and casual to make it more comfortable but still professional, leaning towards respectful but not overly stiff as well as enthusiastic but still factual.

Brand Story:

Created by a passionate team of students who saw the growing interest in and proof of gamified learning experiences, Step-UP Fred was created in 2022. It was designed to help students struggling with the English language to become more skilled and motivated. Step-UP Fred was created in close collaboration of students and creators of lesson methods.

Visuals:

According to trends, teens (who are high school students), are fond of a softer visual style with cartoonish art style and characters. That is also the visual style of the product and the brand.



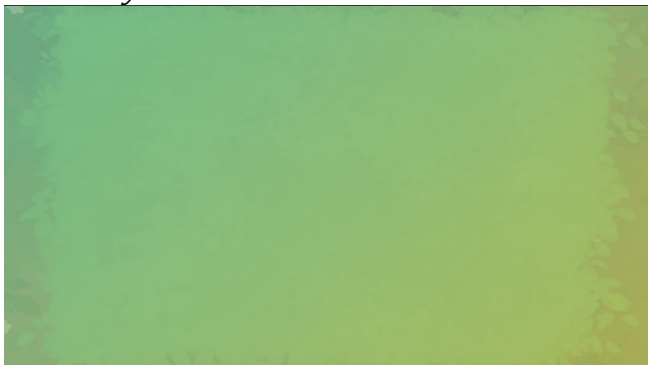
Logo type:

The logo type will be a simple image of a butter stick with a forge on it. So it is a literal depiction of the brand name while making it more playful. The name can be added to emphasize the name of the brand.



Colours:

The brand colours will be mainly light shades of green and blue, side colours are purple pink and red. So light and/or bright colours. The colours were based on the results of an art survey where it was checked what colours students preferred in (education al) games



Typography:

The typography will mainly be the font 'ABeeZee' to be readable and not overly childish but still rounded and comfortable. It will still look professional without looking stiff. It is

also the font that is used for the manual. That is where the definitions of the words that the player has to find in the word searcher can be found.

A shaped mass of bread, baked in one piece.

My justification:

The brand addresses needs of both parents of struggling students and educational publication company. By ensuring them of the benefit of the product and providing them with the necessary information and testimonials, they should be easier to convince to invest in the product and to think positively of the brand.

The brand image is based on what is trending in both the game world as well as it being professional. It should appeal to students as well as publication companies, which makes it easier for parents to invest in the product.

Personal Reflection:

Same as with the first week's assignment, I was already a little familiar with the brand strategy that Step-UP Fred should have as well as the branding strategy of other educational games/learning supplements. I had never done a lot of actual research into it though so that was very interesting to do for this week's assignment.

What was difficult for me was that the product was always meant to be for both publication companies **and** parents of students or teachers, which meant that I needed to think about two groups when creating my target audience definition, doing the research and when creating the target audience personas.

For both groups, the wants and needs as well as the pains they had differed so I was able to delve into what both groups really wanted and needed.

The research into the brand strategy of other brands was interesting as it was the first time I'd really dug into it. It was interesting to see the different strategies of product that were aimed more at the commercial market vs products that were aimed more at the educational circuit.

Week 3 – Story & Content

- **Create a story for your own campaign**

Create a story using theoretical elements brought to you in the lecture from week 3.
For the exact requirements, check the assignment in the LAB PDF for week 3.

Write the results in the column below. Personal reflection is optional (for an excellent).

My story – Step-UP Fred
<p>Receiver:</p> <p>Previous experience:</p> <ul style="list-style-type: none">- Are they familiar with you at all?<ul style="list-style-type: none">- The parents, teachers, schools and educational publication companies are not familiar with the brand and its product. This is due to Step-UP Fred starting development in December of 2022. The few schools the project group reached out to as well as the educational publication company I interviewed for the project, have heard of the brand and product since the product was tested with them.- Parents, teachers, schools and educational publication companies are becoming increasingly aware of gamified learning products that teach a subject or help supplement learning.- Positive, neutral, or negative experiences?<ul style="list-style-type: none">- The parents typically have positive to neutral experiences. They have mostly positive experiences with their child actively liking a subject more, getting better at a subject and getting more motivated to learn. A product like WRTS, which provided online flashcards, also has proof that is working and makes learning easier, which is positive. Some products might not work as expected which could lead to neutral experiences.- The publication companies have mostly neutral experiences. During the interview we had with a publication company of educational material, it got stated multiple time that they knew that gamified learning had benefits but they didn't know how to make these games themselves and they found it difficult to find products that fit all their needs.- Current opinion<ul style="list-style-type: none">- The parents like how gamified learning seems to motivate their child to learn a subject easier but they are worried that some products might be too gamified or cost too much. A study by Amzalag (2021) on parents to ask for the attitude towards gamified learning was quite similar.- The publication companies like gamified learning and want to provide clients with it so they have the best possible methods to help students learn. They would like more products that can be personalized to their content. <p>Involvement:</p> <ul style="list-style-type: none">- The parents who want ways to help their child get motivated or understand and learn a subject better, are (actively) looking out for products which they believe could be able to do this. If they like a product and/or see results, they will spread the positive effect of the product to fellow parents. Especially during Covid, when their children couldn't go to school, parents started looking for educational technology more, as stated by some research (Osorio-Saez, Eryilmaz, & Sandoval-Hernandez, 2021).- The publication companies are focused on finding a product that can be personalized and professional enough to present to their clients (school groups).

They are more directly involved with the product as they want to be able to adjust the product to fit their lesson method and material.

Motivation:

- **Do they care about my information?**
 - *Most parents who want to help their child, will care about the information since they are actively looking for a brand/product that can help their child. The information on why the product works will be very interesting for them and a decider if they will want to investigate the product or even invest in it.*
 - *The publication companies will be able to tell on their own if something is absolutely or absolutely not suitable to help teach students. They will care about the information that I provide in the way that they are interested in how effective the product is and why it should support their lesson material. Mostly what they care about, is to boost motivation. That is important information to them.*

Mood:

- **Positive, Negative, or Neutral:**
 - *The parents are in a positive mood towards the brand and product since it has received positive reviews by some students and providers of educational methods.*
 - *The publication companies have a positive mood towards the brand and product since it is very easy to make accessible to put in their own lesson material.*

Messages:

Content:

- **What type of content do they like?**
 - *The parents like it when there are positive reviews from users and parents, so testimonials. They like seeing the effects of a product. They also like seeing short videos on the use of the product so that they really understand what the product is and does. There are multiple articles, such as one from Bennett (2021), mentioning the reason testimonials work so well and gamified education is no difference on that rule, with multiple educational games using them as well, such as Duolingo or Typetopia.*
 - *The publication companies like content that is specified to them. Short demonstrations of the product and how it could fit their needs. They like recommendations from others in their line of work.*
- **What type of content do they hate?**
 - *The parents don't like content that feels messy, unprofessional or inappropriate. They don't like memes, videos that are extremely comedic or violent.*
 - *The publication companies hate unprofessional and badly made content. They don't care for memes or fancy videos. They want to know information on the product told straight to them, not embellished.*

Source:

- **What types of brands/sources do they like?**
 - *The parents like brand which prove their worth. Brands like WRTS or Typetopia which have a lot of users and proof of effect.*
 - *The publication companies like brands like Minecraft Education, who have a lot of information and proof of their effectiveness.*
- **What types of brands/sources do they hate?**
 - *The parents hate brands that have no backing on why their product should work and little to no proof of the effect of their product.*
 - *The publication companies hate brands that are difficult to reach, hard to work with and unprofessional.*

Genre:

- **What genres do they like?**
 - *The parents like humor, inspirational, and scientific. I based that on the survey I sent out on genres that got 9 responses. They responded with humor, inspirational and scientific almost exclusively.*
 - *The publication companies like scientific and inspirational. I based that on the publication company I had talked to during last project, since we asked them then what kind of advertisements they would like to see and what they wouldn't like to see.*
- **What genres do they hate?**
 - *The parents and publication companies hate action, horror and shock. I got that information based on a survey I sent around to a few parents that I knew. 9 people responded and those genres were the only ones mentioned under genres that they hate. The same counts for genres that they like.*

Strategy:

- *The parents are more susceptible to bandwagon, testimonials and glittering generalities. Testimonials, as mentioned before, are currently being used by an incredible amount of brands to create a sense of trust in the product or service. Also, as mentioned as well by an article from Bizadmark (n.d.), the concept of bandwagon and glittering generalities (although not named this in the article), work very well to build a sense of trust as well as a feeling of need to invest in the product or service.*
- *The publication companies are more susceptible to transfer, testimonials, and glittering generalities. I based this on what I learned from the interview I had done during the last project, as it is hard to find out from the internet. In that interview, the owner of the company told us that they want to hear from schools, students or parents that they like the product, if they're going to be investing in it.*

Refining personas week 2:

User persona of the parents of the students:

Xtensio The easiest way for teams to create and share beautiful living documents.

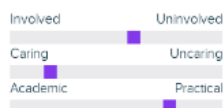
User Persona Name



"We want to help our struggling child improve but lack the skill or time to do so"

Age: **40 and 43**
Work: **Cop and Pianist**
Family: **Married, One child**
Location: **Enschede, Overijssel**
Character: **The Caregiver**

Personality



Curious Lack Skill Busy

Goals

- Finding a tool to help their child learn a school subject
- Finding an affordable, high quality learning tool
- Finding a learning tool that motivates their child to use it and learn a subject

Frustrations

- They are unable to help motivate their child to learn English
- They are unable to teach English to their child due to lack of skill and time
- They have trouble finding a high-quality, affordable tool that both motivates the student and helps learn English.

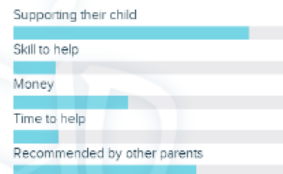
Bio

Robert and Emily have a 13 year old daughter, Rebecca. Rebecca is currently in her 2nd year of high school and a good student. However, she struggles with English and doesn't enjoy learning it. She would rather play games with her friends.

Robert and Emily have tried to help Rebecca with English, so she would get better and get more confidence, thus making her more motivated to continue learning English. Unfortunately, both Robert and Emily had little academic education and are both not skilled at English nor do they have the time to really sit with her.

From friends Robert and Emily have heard that their child has improved their grades by using online learning tools. They now also want to look into buying a learning tool for Rebecca but they have to take their medium to low income into account.

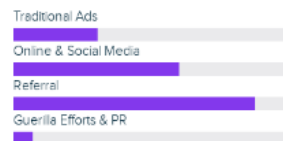
Motivation



Brands & Influencers




Preferred Channels




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User persona of an educational publication company:


Upgrade your account to remove Xtensio branding and access premium features.

User Persona Name



Exploring Professional Efficient

Interested

Goals

- Finding a high-quality but affordable gamified learning supplement that they can add to their lesson methods
- Finding a learning supplement that helps teach and motivate the students of the schools they supply lesson methods to
- Finding a learning supplement that students can input their own information in so that they can learn their current school topics

Motivation

Going with the trends


Adding new aspect to their lesson material

Money

Desire or knowledge to create games

Based on gamified learning research

Brands & Influencers



Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerilla Efforts & PR

Private/personalized approach

Frustrations

- It is difficult for them to find an easy to use, affordable, but still high-quality learning supplement
- Learning supplements/games they can find, are quick to be focused too much on the game aspect and lose sight of the learning aspect
- They have trouble finding a learning supplement that allows for the desired inputs from students (being able to put in their own words like flashcards)

Bio

Educational publication company Persan has been in the industry for many years now. They have a few select school groups that they supply English learning methods to. As the times change, Persan realized they should also change to keep interest in their lesson methods/products. They have discovered that gamified learning has been proven to help and can be a successful tool. They want to implement it to make them stand out more and secure clients for their lesson materials.

Persan has done research into gamified learning and knows that they want a gamified learning tool which helps motivate the students to learn as well as allow the students to add their own learning material.

They have money to spend on getting gamified learning experience created but lack the time, knowledge, skill or desire to create these tools themselves. They are now looking into other companies to create the tools for them.

Personality

Growing Stagnant

Professional Unprofessional


Responsible Irresponsible

Interested Un-interested

Game knowledge No knowledge

Work: Educational Publication
Location: **Hengelo, Overijssel**
Character: The Ruler

"We are looking to add gamification to our lesson methods that we send to schools"

DO NEXT  **Customer Journey Map**

[See related templates](#)

Goal for campaign:

- Desired effect:

- The desired effect on the parents is to influence them that Step-UP Fred is beneficial for the child and something they should invest in.
- The desired effect on publication companies is to convince them that they should include Step-UP Fred into their provided lesson material to schools.

- Time:

- The desired time is to do it as quickly as possible, at least with the publication companies. Once the product (and thus the brand) has an in with a school, the brand can get reliable results on the effect of the product and establish trust with students, teachers, schools and publication companies. The brand can grow easily from there.

- Budget:

- Due to me being a student, the realistic budget for the campaign is 0 euros. I can't afford to spend money. However, if money wasn't a

problem, the money would go mostly towards the campaign aimed at parents (the commercial market). The budget would be towards 50.000 a year for starters so proper advertisements can be done on multiple platforms.

Connect the dots:

- **Content:**
 - The content for the parents will be testimonials on social media and short videos on how the product works on social media, YouTube, ads (and potentially a website).
 - The content for the publication companies will be informative videos on the benefits of the product and brand, a personal approach and testimonials.
- **Genre:**
 - The genre for the parents and publication companies will be scientific, inspirational and for the parents also a little humor.
- **Strategy:**
 - **Bandwagon:** if other parents or educational companies start using the product, the parents and publication companies that don't, might start feeling like they're missing out and invest in the product/brand.
 - **Testimonials:** When parents of struggling students, students themselves, school or publication groups start putting out messages that the product actually works or other positive messages about the product and/or brand, other people might be more willing to invest.
 - **Glittering generalities:** With statements to lure them into the positive effects of using/implementing Step-UP Fred, parents and publication companies can be convinced of the pros of using the product.

Campaigns:

- **Campaign message 1:**
 1. **Text:** "A new way of learning, learn subjects in 3D word searchers "
 2. **Visuals:**
 - The visuals would be pretty straight to the point, using the game art. It would be videos of how the game works and some testimonials worked in. The aim would be to provide them with a more informational angle.
- **Campaign message 2:**
 1. **Text:** "Learn subjects with Step-UP Fred, the new learning game!"
 2. **Visuals:**
 - The visuals would be more playful. It would still highlight the information that proves why and how Step-UP Fred works, but also take a more playful angle by making Fred (the player character) more of a spokesperson for the product and brand.

Testing with audience + choosing best campaign:

I was not able to do this yet as I am awaiting a few responses. I have reached out to the publication company I had originally talked to, as well as 5 VMBO students and their parents.

Update:

I have gotten feedback from both VMBO students and their parents, and the publication company. Both had a preference for campaign message 2. They liked since the product is aimed at students age 12 and older, that the brand and campaign message also are a bit more mature. Especially the parents of the VMBO students expressed a more positive reaction to campaign message 1, as they felt it was more trustworthy and professional.

They liked the idea of the campaign being straightforward with the product, why it works and the research behind it.

*Concluding this, I will be going forward with **Campaign Message 1**.*

My justification:

Since the subject of the brand and product is rather serious, namely education, the angle of the campaign can't be too childish. Parents or professional publication companies aren't looking for a company to help teach their child that presents themselves unprofessionally and with lack of proof of effect.

That's why especially testimonials get a front seat in the campaign.

The choices on how to approach the campaign are based on what I've seen other similar brands do and get positive feedback on. This is to make sure that my campaign will also be effective and get the desired result with the desired target audiences.

My personal reflection:

I found this the most fun but also most difficult part of Media Literacy so far. It was fun digging into different campaign strategies and learning what worked, didn't work and why. I didn't do quite as much research as I wanted to due to a lack of time to read through all possible sources online to determine which ones are valuable for the campaign. I still feel like I got enough though to back my findings and what I wrote for my own campaign.

Week 4 – (Social) Media distribution

• Create a media strategy that is relevant for your topic and audience

Create a media strategy using theoretical elements brought to you in the lecture from week 4. For the exact requirements, check the assignment in the LAB PDF for week 4.

Write the results in the column below. Personal reflection is optional (for an excellent).

My media strategy

1. Research your receiver on their online behavior and trends they like / hate.

- Which Channels do they use?

According to a survey done to view on which channels parents, defined as having a child under 18 by the researchers, can be found on a multitude of platforms (Duggan, Lenhart, Lampe, & Ellison, 2020). Duggan et al. state that based on their survey it became clear that from the group they had fill in the survey, that Facebook was the most popular platform for parents with 74% of parents using the platform. The closest platform was Pinterest with only 28% using it and Instagram with 24% of parents using it.

I posted a poll in my Instagram story to ask which platform parents of my followers used most. Seeing how I'm close to 18 years old, most of my friends and followers are of a similar age and can give useful insight into what their parents use most. After waiting some time, the results (40 responses) pointed towards Facebook being the most used by parents according to their children with 60%. Instagram came second with 20%, a significant gap.

- When do they use them?

Parents often use Facebook to share pictures of their children, vacations or other subjects that are important to them. Facebook also sees a lot of parents use the platform to ask questions, share their opinions and engage in discussions (Cino, Demozzi, & Subrahmanyam, 2020).

Instagram is more often used to follow close friends or children and to post images of important people, animals or situations in their lives.

- How often do they use them?

Parents, especially moms, check their Facebook multiple times a day. According to Leins (2015), more than half of the parents active on Facebook check their account several times a day. They use Instagram but if they have it, they typically check it less than they do their Facebook. This is especially compared to non-parents.

- Which devices do they use?

Parents appear to mostly be using their Mobile to access their social media and other channels through which the campaign could reach them. Considering mobile, desktop, tablet ownership, statistics show that mobile is the biggest % with over 86% of millennial moms owning a phone, compared to 64% for tablet and only a little more than laptops (Statista Research Department, 2022).

- What trends do they like?

- Trending topics:

According to an article on Tutopiya (Tan, 2022), popular current topics amongst parents right now are:

Children on social media, children and technology (games), politics, eating healthier and changes to parents work life.

- Trending content

Parents like questions and answers, and they like discussion forums. Someone will pose a topic or a question and it is very popular for tons of adults and parents to leave their opinion or experience on the topic.

- **Trending memes:** ([Website with meme list](#))

Looking at different lists of memes for parents, it is clear that trending memes for parents are often memes related to the struggles of raising a child or other people telling them how to parent.

Examples:



Me: It's time for bed!

My kids:



- **Trending events**


Trending events in the target audience are events such as BBQ's and other events they can attend with their (teenage) child. Not a lot of research could be found on what trending events for parents of students are, aside from parents generally wanting to spend time with their children and wanting them to do events that will better their social and academical skills.

2. Refine your persona from week 3.

User persona of the parents of the students:

Xtensio Upgrade your account to remove Xtensio branding and access premium features.

User Persona Name



Curious Lack Skill Busy

Goals

- Finding a tool to help their child learn a school subject
- Finding an affordable, high quality learning tool
- Finding a learning tool that motivates their child to use it and learn a subject

Frustrations

- They are unable to help motivate their child to learn English
- They are unable to teach English to their child due to lack of skill and time
- They have trouble finding a high-quality, affordable tool that both motivates the student and helps learn English.

Bio

Robert and Emily have a 13 year old daughter, Rebecca. Rebecca is currently in her 2nd year of high school and a good student. However, she struggles with English and doesn't enjoy learning it. She would rather play games with her friends.

Robert and Emily have tried to help Rebecca with English, so she would get better and get more confidence, thus making her more motivated to continue learning English. Unfortunately, both Robert and Emily had little academic education and are both not skilled at English nor do they have the time to really sit with her.

From friends Robert and Emily have heard that their child has improved their grades by using online learning tools. They now also want to look into buying a learning tool for Rebecca but they have to take their medium to low income into account.

Motivation

Supporting their child

Skill to help

Money

Time to help

Recommended by other parents

Brands & Influencers

Typologie wrts

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guenila Efforts & PR

Active Channels

Facebook

Instagram

Pinterest

LinkedIn

Personality

Involved Uninvolved

Caring Uncaring

Academic Practical

Interests

Technology No technology

Health Unhealthy

Games No games

"We want to help our struggling child improve but lack the skill or time to do so"

Age: **40 and 43**
Work: **Cop and Pianist**
Family: **Married, One child**
Location: **Enschede, Overijssel**
Character: **The Caregiver**

DO NEXT → [Customer Journey Map](#)

[See related templates](#)

I chose not to refine the one from the publication company as the research of this week is barely relevant to the publication company and thus the persona doesn't change.

3. Create a content strategy matrix

- Preferred channel mix (realistically):

- 40% Owned - Social Pages, Emails, (eventual) Website
- 60% Earned – Reviews, Mentions, Social Shares
- 0% Paid

	Awareness	Consideration	Evaluation	Decision
Owned	Facebook Instagram	Facebook Instagram	Facebook Instagram	Facebook Instagram Email
Earned	Facebook Instagram	-	-	-
Paid	-	-	-	-

- First, decide what a 'decision' is for your campaign.

The ultimate goal is to make them express interest into purchasing the product if it got published, which they can do by following the account and/or signing up for a list to show the interest in the product.

4. Choose 1 channel to focus on and choose your interaction tactics (for that channel only).

- What Channels will you use?

Facebook, since the research showed it was the most used platform by the target audience.

- Create interaction tactics for ONE channel:

- I can post promising snippets of the product, disclaiming the benefits of it.
Then state its creation and production could happen if enough people liked and shared the product('s account).
- I can open discussion on the benefits of gamified learning in education and hopefully get more people interested and invested in the topic. Education is always an active topic among parents, especially when you bring gaming into the mix.
- In this interaction tactic I can also share links/content from other channels or users to solidify the campaign's position.
I could open a link where the first 30 people to sign up can try out the game for free.
I will ask for likes or shares with my followers, as proof of interest could be enough for the team to completely build and publish the product on the commercial market.

5. Create a content calendar for 1 week (for that 1 channel only).

- How will you schedule your messages?

• What are your timings?

I will post consistently between 6pm and 10pm and I will post 1 thing each day. If there is enough reaction, I could post more to answer questions or host discussions + share research.

• Day of the week

I will post each day starting Tuesday the 24th to Saturday the 28th of January.

• Moment in the day

Between 6pm and 10pm

• What is the right moment?

The right moment is in the evening when parents have come home from work and are talking to their children (discussing problems of the day) and having the free time to look at their phones.

	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
<i>Facebook</i>	Video Post Tuesday <i>Using promotional material as a first introduction</i>	Research Wednesday <i>A post containing links and a small text on the benefits of the product</i>	Video post Thursday <i>More detailed explanation of the product</i>	Competition Friday <i>First 30 sign ups can try the product for free upon production</i>	Opinion Saturday <i>Dialogue – asking for opinion</i>

URL to my online content:

<https://www.facebook.com/profile.php?id=100089807558274>

My justification

I will justify my choice for Facebook as well as my choice for what to post each day. As I also mentioned in the research, when looking at which channel parents mostly used, Facebook came out on top often. I did research and found surveys and websites confirming that Facebook was the most often used platform. As I also mentioned, I posted a poll in my Instagram story to ask my followers which platform their parents used most often. More than 50 people responded and 68% of the people responded that Facebook was the platform their parents used most often. The combination of the research and that poll, led me to choose Facebook as my channel for marketing my campaign.

Each post that I plan on doing is based on what research told me was popular content among parents, what they use their channels (specifically Facebook) for as well as wanting different ways to provide information and interact with interested people.

Video Post Tuesday:

I want to start with Video Post Tuesday. Facebook is an easy channel on which to see a lot of short videos and those are often watched. So when I want to introduce the campaign and product, I want to start by posting a promotional video (which had already been made for the project) to gather interest. People can see the video come by and then go the page for more information or posts.

Research Wednesday:

I will then follow Video Post Tuesday up with Research Wednesday. Assuming people saw the promotional material from Tuesday, they might be interested in knowing more about the product. On the Wednesday, I would post a comprehensive post on the benefits of gamified learning, specifically related to our product. The post will also contain a few links of sources for people that want to know more about the topic.

This post will also be able to open discussion on the benefits of gamified learning and other opinions people might have.

Video Post Thursday:

I will follow up Research Wednesday with Video Post Thursday. Unlike Video Post Tuesday, this post will contain a video which goes more into detail in how the product works. It will essentially take a person through a play session, showing them how the

product would functionally work (outside of promotional material). People that were interested from the original posts, could find this very interesting as they were considering it and the extra detailed information, could convince them that it's an interesting product.

Competition Friday:

After Video Post Thursday I will have Competition Friday. It is the call to action for people interested from previous posts, as I slowly released more information over the last few days. The post will contain a link and the first 30 people to sign up, would get free access to the demo version of the product. This would be underlined that it would only happen if there is enough interest to continue to build the product and brand further. People somewhat interested in the product, might consider this enough of a pull to sign themselves up for a potential free prize.

Opinion Saturday:

To finish of the week, on Opinion Saturday I would post an open line to ask people for their opinion on gamified learning. As the research and the product could be considered controversial and are by nature a topic of discussion, I'm sure this could lead to a bigger flow of response. The more responses the page and brand gets, the more people will see it.

My personal reflection:

I really liked working on this week. It allowed me to get a deeper look into how and what to publish in order to get the best reach possible. It took me a while but I eventually figured out a nice connection between all my posts as well as the goals I wanted to reach with each post, allowing for a good justification per post.

I found it difficult to find the right research at first to see which platform or content I should use, but once I did, it was easy to write and a lot of things connected to each other.

I think I did a good job this week with backing everything with research. Previous weeks I've struggled with supporting it enough at first, but with this week I made sure I really started with the research and back everything with it, which is also why it was a very nice and logical process to work on.

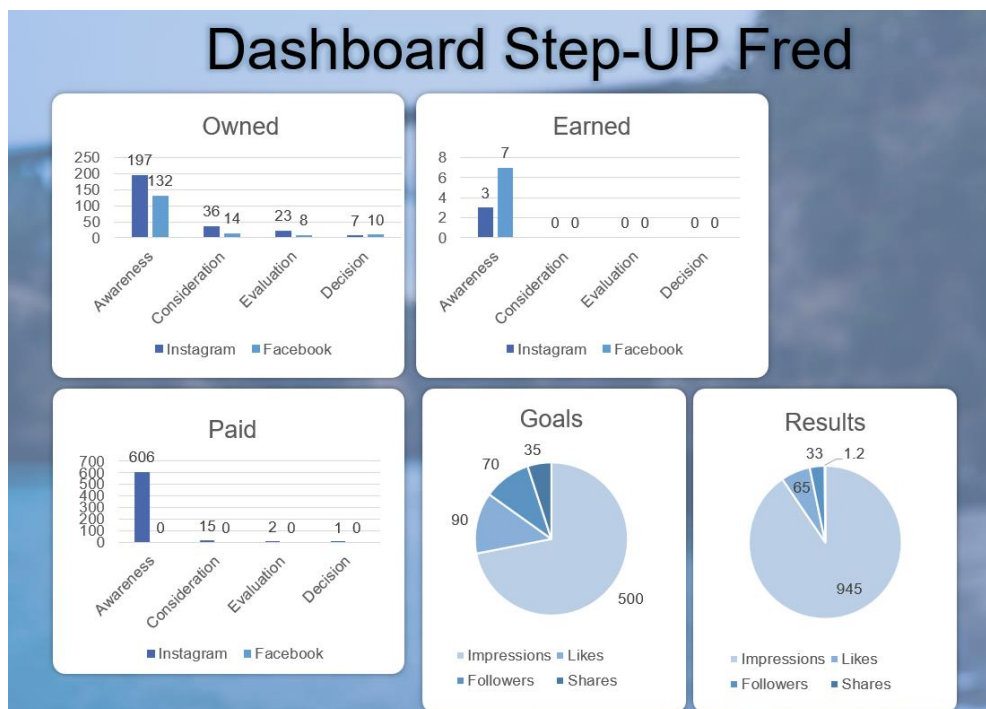
Week 5 – Measurement & Evaluation

• Create a dashboard and evaluate the results of your campaign

Create a dashboard and evaluate the results of your campaign using theoretical elements brought to you in the lecture from week 5. For the exact requirements, check the assignment in the LAB PDF for week 5.

Write the results in the column below. Personal reflection is optional (for an excellent).

My Final dashboard:



My results:

1. Add goals and targets to your Content Strategy:
2. Then add metrics and targets to your channels. Now you have a dashboard.

	Awareness Reach 120 people	Consideration Engaging with 60 people	Evaluation Make 40 people interested in the account	Decision Make 20 people endorse the campaign
Owned	Facebook (Impressions) Goal: 100 total Instagram (Impressions)	Facebook (Likes) Goal: 60 total Instagram (Likes)	Facebook (Followers) Goal: 40 total Instagram (Followers)	Facebook (Shares) Goal: 20 total Instagram (Share Story) Email (Sign-up)
Earned	Facebook (Impressions) 20 total Instagram (Impressions)	-	-	-

Paid	-	-	-	-
3. Measure the results from the first content round and fill in your dashboard.				
	Awareness Reach 120 people	Consideration Engaging with 60 people	Evaluation Make 40 people interested in the account	Decision Make 20 people endorse the campaign
Owned	Facebook (Impressions) <u>Goal: 100 total</u> Result: 115 Instagram (Impressions)	Facebook (Likes) <u>Goal: 60 total</u> Result: 7 Instagram (Likes)	Facebook (Followers) <u>Goal: 40 total</u> Result: 8 Instagram (Followers)	Facebook (Shares) <u>Goal: 20 total</u> Result: 9 Instagram (Share Story) Email (Sign-up)
Earned	Facebook (Impressions) <u>Goal: 20 total</u> Result: 5 Instagram (Impressions)	-	-	-
Paid	-	-	-	-

4. Evaluate: What went well, what could have gone better, what needs to be changed?

Overall

- **What went well?** Both videos but especially the first promotional video did really well. Each day I managed to get out the content I wanted and during the time frame that I set earlier. All content was roughly what I had in mind when creating the content strategy and I was happy with the quality of the posts.
- **What could have gone better?** All content except for videos, got barely any impressions. The followers I got, were for a part just friends from the study. More people who didn't know me or the product before, should have interacted with the page.
- **What needs to change?** I should try to post more videos since they seem to get a better reach and response, as well as reaching out more to the target audience as well as more interaction with similar pages (sharing). The page needs to get on the home pages of more people or be more easy to find (by commenting on posts of other similar accounts).

Per channel (Look at your content calendar)

Facebook (The only channel I used for this week was Facebook)

- **What went well?** The videos with promotional material in them did pretty good with a high viewing rate. The videos were easier to measure but they also seemed to get more impressions than the pictures I posted. Although the amount of likes or followers was low, the account seemed to get quite some views from people who just stumbled across the videos.
- **What could have gone better?** There wasn't a lot of interaction, such as likes, follows, shares or comments. The post with information on why gamified learning works, didn't spark the discussion I wanted/expected it to and was probably the post with the least response to it.
- **What needs to change?** I need to try to find the target audience more to bring the brand to their attention as well as make more pictures or videos instead of text. The information post was only text. The videos seem to do best so I should try to post those more. I also think I should add a channel to be able to reach more people, as Facebook is the correct channel according to research, but it's proven to be difficult to get the amount of

impressions and/or interactions that I wanted/expected.

5. Create new content and publish a 2nd round of posts

New content calendar:

	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>
<i>Facebook</i>	Picture Wednesday <i>Promotional pictures to show more of the product</i>	Share Thursday <i>Share a page that has similar target audience and/or content as Step-UP Fred</i>	Video post Friday <i>A video of people playing the game to better show how it works in real life</i>	Share Saturday <i>Share a post with similar content and add some own information</i>	Future Sunday <i>Release a picture and describe text with some ideas for the future of Step-UP Fred</i>

	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>
<i>Instagram</i>	Video Post Wednesday <i>Using promotional material as a first introduction on Instagram</i>	Share Thursday <i>Share a page that has similar target audience and/or content as Step-UP Fred</i>	Video post Friday <i>A video of people playing the game to better show how it works in real life</i>	Research Saturday <i>A post containing links and a small text on the benefits of the product</i>	Future Sunday <i>Release a picture and describe text with some ideas for the future of Step-UP Fred</i>

6. Then, measure again and provide a final results dashboard.

	Awareness Reach 500 people	Consideration Engaging with 90 people	Evaluation Make 70 people interested in the account	Decision Make 35 people endorse the campaign
Owned	Facebook (Impressions) <u>Goal: 120 total</u> Result: 132 Instagram (Impressions) <u>Goal: 60 total</u> Result: 197	Facebook (Likes) <u>Goal: 20 total</u> Result: 14 Instagram (Likes) <u>Goal: 60 total</u> Result: 36	Facebook (Followers) <u>Goal: 20 total</u> Result: 8 Instagram (Followers) <u>Goal: 40 total</u> Result: 23	Facebook (Shares) <u>Goal: 20 total</u> Result: 10 Instagram ((Story) shares) <u>Goal: 10 total</u> Result: 7 Email (Sign-up)
Earned	Facebook (Impressions) <u>Goal: 15 total</u> Result: 7 Instagram (Impressions) <u>Goal: 5 total</u> Result: 3	-	-	-
Paid	Instagram (Impressions) <u>Goal: 300 total</u> Result: 606	Instagram (Profile visits) <u>Goal: 10 total</u> Result: 15	Instagram (Followers) <u>Goal: 10 total</u> Result: 2	Instagram (Shares) <u>Goal: A5 total</u> Result: 1

Instagram URL: https://www.instagram.com/stepup_fred/

7. Answer the questions for a proper conclusion on slide 23 of the lab presentation:

Overall

• **What went well?**

The impressions of Instagram were much higher than expected. I reached 603 accounts that weren't followers, with posts from my Instagram profile. A lot of the impressions were from the ad I paid for, but even the organic content that I posted (not boosted by an ad), got almost 200 impressions.

The Facebook posts were high quality and of the level I wanted. I shared more content and opened the account up to be more easily seen by more people. I managed to get all posts out on both Instagram and Facebook on schedule and the best timeframe, according to my research. I also used tags which spread the content better.

• **What could have gone better?**

Facebook became more stagnant after the first week. The amount of views on the videos was significantly lower than the views on the videos of the first week.

The actual interaction on both platforms could have also been better. The impressions (especially on Instagram) were really good but in terms of likes, comments and/or shares, there was barely any interaction.

• **What needs to change for a future project?**

I should find a way to get more interaction and even more impressions. A good thing might be to focus more on advertisements and getting people to interact with the channels more. The true booster of a product like this, is proof of its effect as well as testimonials from people in the target audience. That's an important factor when looking at a future project.

Receiver

• Did the research on behavior and trends match with the results?

In terms of people sharing the brand/the content (aside from the paid ad), Facebook did better, which was as the research predicted. I think with more time, and more effort in order to get in contact with similar products or the target audience, Facebook could do very well for what the brand needs. Instagram was the second channel that the research pointed out could work well, and it worked well indeed. So that matched with the results.

My research on trends didn't fully match with the results, or at least the channels didn't reach the right audience or weren't presented in the right format. According to my research, parents of students (so the TA), were likely to engage in discussions on Facebook, especially regarding topics such as games, education or teens. The results don't show any type of discussion on any of those topics so it didn't match there.

Medium

• Did the distribution strategy work?

The addition of (paid) Instagram was definitely a great idea. I was able to keep a much closer eye on the impressions and how many accounts I reached. Generally speaking, I got less results than I wanted and expected (except for the impressions phase), but enough that it's fair to say both channels and the mix were a good idea. I think the content and reach should change but the general strategy had enough results to prove it could work.

• Did the Interaction tactics work?

The first introduction video with just promotional material did the best out of all Facebook posts. The idea of the interaction tactics in the second week for both channels, worked better on Instagram. Although, for both channels the interaction tactics didn't work extremely well past the impression stage of the content mix.

Message

• Did I plan our content in the best way?

I think the Facebook plan in especially the first week was very solid and had reasoning to support why certain content got published on certain days. The content in the second week on Instagram was very solid too, and it did well, but on Facebook it could have been more connected, as it seemed to lack something to really attract people to the Facebook page.

• Did I deliver the content in the best way?

I think I could have added more tags from the start as well as commented and shared more different pages.

The second week, the post I did in which two players narrated the process of playing the game was the most new content I made. I didn't create too much new material, both due to time and because I already had a lot of content from the project.

This also meant that some of the posts could have used more visually pleasing pictures. I had to look for what I had + the research could have been formatted into more of a visual and less text, since that's proven to be more attractive to look at.

My justification:

The content calendar between Instagram and Facebook was a slightly different. The content for two days differed between the channels. This was because I'd already been posting on Facebook for a week. The introductory video as well as the post with research, were in my opinion vital interaction tactics. Those weren't on Instagram yet, so I took two days to post that on the Instagram. The posts on Facebook were different here, as I added a post with a bunch of pictures on how the product and brand look as well as one more post than on Instagram where I shared a post from another account.

The addition of Instagram as a channel can be easily justified. From the research done in the previous week into the behavior and trends of the target audience, it became clear the top two channels used, were Facebook and Instagram. After the first week of posting, I realized I wasn't getting quite the impressions and interactions that I was hoping for on Facebook alone.

This led me to create a business Instagram account. This allowed me to see the impressions and all other data on a much closer level and allowed me the best look into what was happening on the page. I decided to pay for a small ad, to see if it would actually make a difference. The Instagram page had close to 200 impressions on its own but the ad definitely gave the page a bigger reach, reaching more than 600 accounts. From this, I learned that ads, however small, can have a significant impact on how much an account reaches.

As you can see in the dashboard, I had higher expectations for Instagram than for Facebook. This was because I had paid for an ad on Instagram and although I didn't expect the amount of accounts I ended up reaching, I did expect that it would get me more impressions, interactions, etc., than a channel I hadn't paid for at all. Facebook had gotten me good data in the first week but it wasn't exceptional, so I thought it would be a fair estimation to think Instagram would get better data, which ended up being true.

My personal reflection:

I found it harder this week to improve on the content. I was so confident the content from the first week would have better results that I struggled to improve on the content strategy at first. However, once I sat down and worked on my new content (strategy), I saw a lot of areas where I could have done better in the first week and I used that to make sure I didn't make the same mistake in the second week.

Instagram did way better than I had expected. The interaction level was still low but the amount of impressions a 6 euro ad got me, made me pretty sure if I invested more time and money, this marketing strategy could indeed work. Instagram was always my second choice for a channel based on the research, and the results proved why. Facebook could have done better, and I'm not sure why it didn't do that well in the second week. This would be an area where I could still learn.

=====

Source list:

- Amzalag, M. (2021, July). *Parent Attitudes Towards the Integration of Digital Learning Games as an Alternative to Traditional Homework*. Retrieved from Research Gate: https://www.researchgate.net/publication/351357190_Parent_Attitudes_Towards_the_Integration_of_Digital_Learning_Games_as_an_Alternative_to_Traditional_Homework
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