



**MEDIAHUIS  
NOORD**

# Marketing Communication Plan

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## Executive summary

Team VADEFA made this marketing communication plan for Mediahuis Noord to use as their additional strategy to promote their podcasts.

The company is advertising its podcasts through its own print media and social media algorithms. Mediahuis Noord's main strength is producing both entertaining and educational content while still focusing on honest journalism. However, the weaknesses are focusing on the more unreachable target audience and the marketing activities that are related to it. There are opportunities, though, to fix it. The company's threats include no real long-term profit. Maintaining their own YouTube channel and creating a video in 2-3 months will raise the awareness of the podcasts. Collaboration with the festival "Welcome to the Village" will (**missing information**). Finally, finalising the NRC app to fit the context of Mediahuis Noord's podcasts will increase engagement by 25% in 3 to 6 months.

The suggested target audience for Mediahuis Noord is people living in the North of the Netherlands, aged 30-39, listening for edutainment purposes. The created persona is in the appendix.

With the recommendations, unique selling points of Mediahuis Noord will be maintaining a variety of content while still reaching a niche target audience. Meanwhile, competitors such as AD, Stichting Omrop Fryslân, CH Media, Admeira and Neo Advertising do not live up to it.

VADEFA's recommended campaign solutions contain the following: 1) developing the existing NRC app to fit a subscription-based Mediahuis Noord podcast platform; 2) creating more content on their YouTube channel for promotional purposes; 3) collaborating with a festival to advertise podcasts and perhaps host a panel, in exchange promoting the same festival in the podcasts or other Mediahuis Noord's media, e.g., newspapers.

The campaign propositions are realistic and would fulfil all of the (SMART) goals, thanks to the thorough analysis of the current and the potential organisation's situation regarding their podcasts.

# Introduction

In October of 2022, Mediahuis Noord came to the students of Creative Business at NHL Stenden with a question: how can they add value to their podcasts? The first assignments were writing reports on the company's current and potential business models. The next step is communicating the marketing strategy, which is the purpose of this communication plan.

The document consists of four main chapters, each with its focus.

The first chapter, situation description, introduces the reader to Mediahuis Noord's background, their marketing mix with a focus on the promotional aspect, an internal and external analysis using the SWOT method, and campaign goals using the DAGMAR and SMART model.

The second chapter describes the updated target audience of Mediahuis Noord's podcasts. It provides the segmentation criteria, the profile, and, of course, the persona that is based on the discussed segmenting.

The third chapter, positioning and message, will discuss the competitors of Mediahuis Noord regarding their product – podcasts, and then differentiate their unique and emotional selling points. Then, as a conclusion to the position of the company, a visualised positioning matrix.

The final chapter will introduce and discuss VADEFA's campaign ideas, including their description, visualisation, description of channels using the POEM method, and the aspects of when it all could be done.

## Situation description

### Introduction

The group work below was called to help the work of Mediahuis Noord. Four different marketing plans (7 Ps of marketing, SWOT analysis, DAGMAR model and SMART goals) will help examine the company's marketing activities, and using the resulting strengths and weaknesses, the marketing group VADEFA will develop of a new marketing plan, thus increasing the effectiveness of Mediahuis Noord's marketing campaigns.

### Client's background

Mediahuis Noord is one of the leading media companies in the North of the Netherlands and a publisher of more than 30 news and weekly newspapers. The company manages more than 50 regional and national channels. One of the company's most important strengths is its unconditional belief in independent journalism and strong, relevant media that make positive contributions to the people and society. Users, advertisers, and readers are the focus of the company. The company is a learning, responsive and agile organisation. The media offered for advertisers are representing strong brands such as De Telegraaf, NRC, De Limburger and others. (Mediahuis, 2022)

### Marketing mix

Essentially, there is a type of image for the marketing mix: the 4 Ps of marketing and the 7 Ps of marketing. In this case, 7 Ps of marketing (see: Figure 1) will be used, since this version covers a larger spectrum. In accordance with the task, there will be a more detailed description of promotion. (Brooks, 2022)



Figure 1: The 7Ps of the Marketing Mix

### Product:

The product under analysis will be the podcasts of Mediahuis Noord. Among other things, they have a podcast covering crime stories, sports, and cultural tours, but they also have one called M&M, which dissects topics related to marketing and media.

### Price:

The clients pay indirectly, since the listeners do not pay Mediahuis Noord to have access to the current broadcast, but to the various streaming sites. However, for the newspapers published by Mediahuis Noord, which, of course, contain the advertising material of the podcast.

### Promotion:

From a promotional point of view, Mediahuis Noord makes good use of its newspapers. If the client has already bought the newspaper, the articles written in it can easily encourage them to listen to their podcasts as well. After all, it is only necessary to mention in the given article that one can find several interesting topics through the podcast. Of course, this also requires client work, since, in addition to opening one of the streaming apps, the listener also has to search for the podcast. From there, one can track, rate, and even add the podcast to their favourites.

### Place:

Through the streaming (Spotify and Apple Podcasts) sites, the client can easily find and follow the podcast channel they are interested in.

Although it should be mentioned that Spotify also has a free version, where anyone can enjoy the service provided by the application in exchange for advertisements. Students can follow their favourite podcast channels on other social media platforms (Instagram, Facebook, Twitter), and, thanks to the algorithms of the previously mentioned social media platforms, it also provides an advertising platform.

## Situation description

### Personnel:

Mediahuis Noord has a total of 479 employees. And four people constantly deal exclusively with podcasts.

### Process:

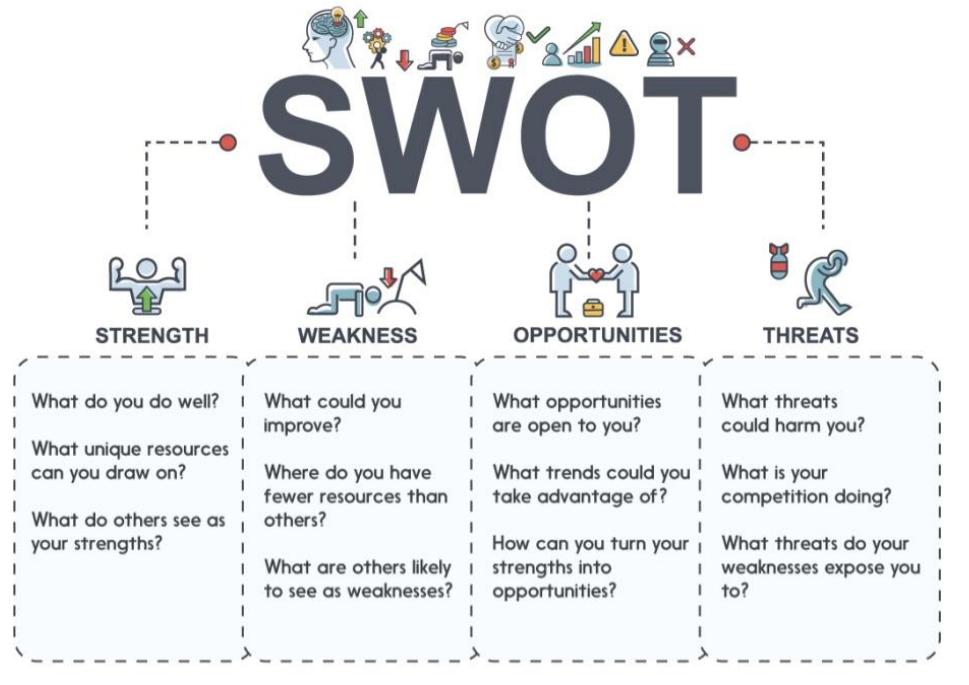
The first step is for the customer to feel the need for the current product. If someone is already among the subscribers, they can easily switch to the podcast. This can be achieved simply by mentioning at the end of the newspaper articles that the reader can learn even more about the current topic by joining the podcast listeners. After that, it is up to the customers to search for the podcast of their choice on any streaming channel.

### Physical evidence:

Although podcasts are not tangible for the customer, they can still be considered objective. Through the streaming interfaces, we can elicit action from the client, as in addition to listening, it also encourages them to take action: they can follow, evaluate, and track their favourite podcast on other social media platforms.

## SWOT analysis

The SWOT (strength, weakness, opportunities, threats) analysis (see: Figure 2) is important because it allows one to assess the areas in which the company performs well, and it is also possible to get a comprehensive view of the competitiveness of the given company. (Saraswat, 2022)



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The entrepreneurs' guide

Figure 2: SWOT Analysis

From strength Mediahuis Noord essentially produces both entertaining and educational podcasts, but their focus is journalism. And their most important principle is full free media responsibility. As well as their various media activities support and complement each other.

In the case of the podcasts, Mediahuis Noord's weaknesses are mainly the age of their target audience and their way of conducting the podcasts' marketing campaign. In order for someone to be able to use the podcast content, they must be able to use the given device (phone, TV) or find it on the given platform.

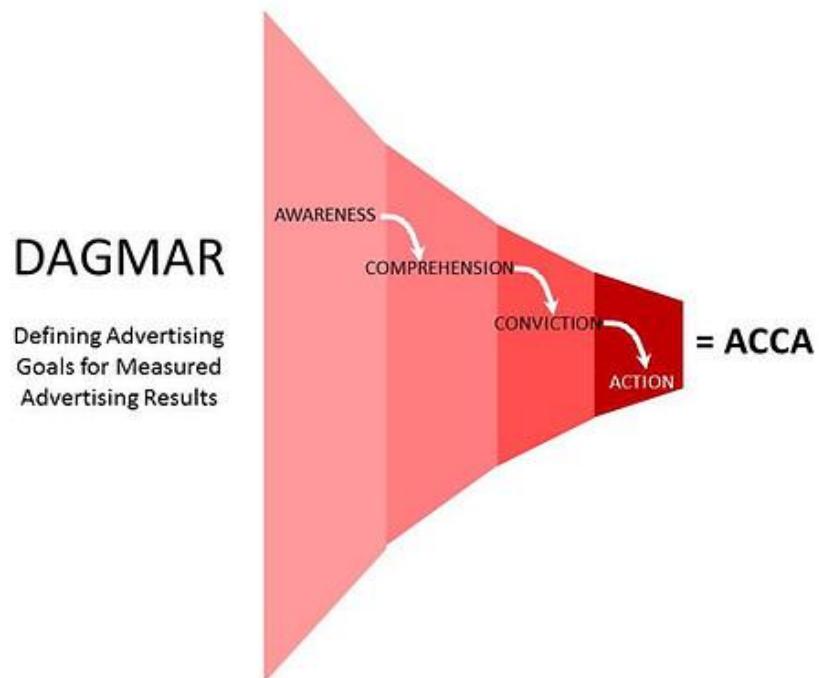
None of the podcasts have a separate marketing campaign, the company advertises its podcast activities through its newspapers.

In terms of opportunities, with suitable marketing activities, they could gain a larger listening audience, since their podcast activity is both entertaining and educational, so it could also be built on the younger generations.

The ratio of outcome to income is currently the biggest threat to the company in the case of podcasts. Investments are disproportionately larger than profits. Thus, for understandable reasons, the company is unable to, for example, return the money from the profit to marketing.

## DAGMAR

The DAGMAR model (see: Figure 3) helps to customise the perfect campaign for the given company in four steps, so that it is as successful as possible. (DAGMAR, n.d.)



(StudiousGuy, 2018)  
Figure 3: DAGMAR/ACCA Model

Awareness – the objective is to create awareness of the product amongst the target audience. Once it is done, it has to be improved, developed and maintained to keep the attention of the customers, because they can be easily distracted by competitors. With lowering the target audience to 30+, Mediahuis Noord has to find a way to promote their product. One way to do that is by getting an agreement for advertising the podcasts at festivals such as “Welcome to The Village”. The festival is the perfect environment for marketing since its location is in the Northern part of the Netherlands, and it reaches a broad public. Mediahuis Noord can make an agreement with them to get a panel at the festival and have real-life podcasting. Another way to raise awareness is by making an agreement with competitors for exchanging ads. Mediahuis Noord can promote their product if they promote the podcasts. \*more research on how they are\*

Comprehension – the objective is to provide more information about the product. Awareness is not good enough to stimulate purchase. Understanding about the product and the organisation are essential. Mediahuis Noord can tie their website with well created YouTube videos. The videos do not have to take more time and resources than the usual content – just a decent camera and prepared script. The content of those videos can not only explain the themes of the podcasts but also can give insights of the company: how they work, what are their principles, what they are standing for, etc. There is a chance to do real-life podcasting at the festival as well – a Q&A section should be there too.

Conviction – the objective is to create a positive mental disposition to buy a product. The person has their beliefs, preferences, interests, and they have to be convinced that the product is worth the purchase. The company has strong unique and emotional selling points, which include honesty, responsibility and awareness (as they always rely on strictly checked facts). They possess a strong sense of community since their main goal is to connect with and keep engaged the Dutch people in the North specifically. All that being said, while they make their YouTube videos, they can emphasise on those characteristics of theirs.

Action – the objective is to make the customer buy the product. Currently, Mediahuis Noord distributes their products on social network platforms such as Spotify, consequently not getting the needed revenue. So, to make the customer pay for their products, a good idea would be to finalise their own NRC app , in which they may add memberships. Once the customer has been engaged and informed, they can continue with purchasing a plan in the app, so that they can get exclusive content.

## SMART goals

With this technique (see: Figure 4), the goals of the given company and the areas that seek development can be clarified. Thus, achieving successful advertising campaigns. (Cuofano?, 2022)

## What Are SMART Goals?

A SMART goal is any goal with a carefully planned, concise, and trackable objective. To be such a goal needs to be specific, measurable, achievable, relevant, and time-based. Bringing structure and trackability to goal setting increases the chances goals will be achieved, and it helps align the organization around those goals.



FourWeekMBA

Figure 4: SMART Goals

YouTube channel – the goal is to create YouTube videos which can promote not only the podcasts but the company and their values. So, goal 1 is to gain 1000 subscribers in a period of 3 to 5 months, by posting content related to the podcasts once per week.

(Inglis, 2017)

Festival promotion – the goal is raising awareness with at least 30% of the target audience of the podcasts until the end of the campaign.

Developing an app – the goal is to work on the app in which the product plus additional material will be uploaded and paid for from customers. for a period of 3 to 5 months. That will increase customer engagement by 25%.

## Conclusion

Mediahuis Noord is one of the biggest media companies in the North of the Netherlands, where they publish more than 30 news and weekly newspapers in which the company represents independent journalism and strong, relevant media. With the help of the Marketing Mix, SWOT analysis, DAGMAR and SMART goals, it is now clear what the situation description is. The 7Ps have shown that the product is the podcast, the promotion of the podcasts mostly happens in their newspapers, and the place where Mediahuis Noord listeners can listen to their favourite podcasts is through streaming sites. Through the SWOT analysis, it became clear that the strength of Mediahuis Noord is having both entertaining and educational podcasts. However, their weakness is the target audience's age, which leads to an opportunity to broaden the listening audience. Their biggest threat is losing revenue. Because of DAGMAR, it is clear what the perfect campaign for Mediahuis Noord should be, and the SMART goals show why it is the most suitable campaign. The company needs a new way to promote its products. Cooperation with the festival "Welcome to the

### *Situation description*

Village" is suggested, to get more known. Also, a YouTube channel with videos about all the information about the podcasts, to increase awareness for Mediahuis' podcasts and values. And their own application, where they upload their podcasts for money. All those suggestions should focus on a target audience. However, instead of focusing on the one Mediahuis Noord already has, it is also possible to expand.

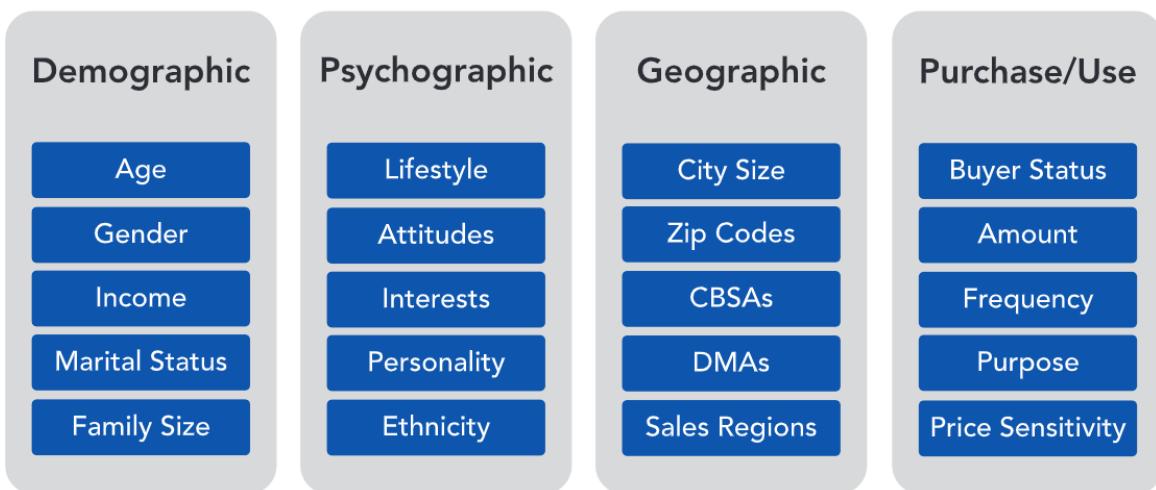
# Target audience

## Introduction

In marketing communication, it is vital to identify the people who would be most likely to purchase the product – the target audience. That is why segmentation helps – narrowing down large audiences to more specific ones. A segmentation profile of the people with the highest probability to buy a product is called the primary profile. (Juska, 2017)

## Segmentation criteria

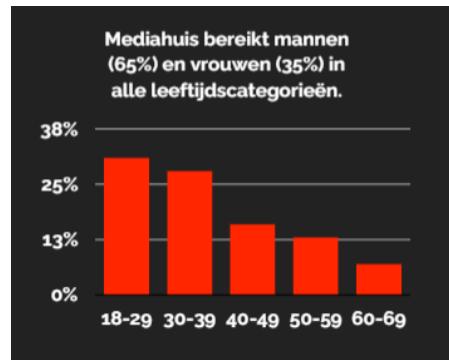
The main segmentation categories are: geographic, demographic, psychographic, and purchase/use (behavioural). They are the foundation for planning a marketing communication strategy.



(Juska, 2017)

Figure 5: Segmentation Categories

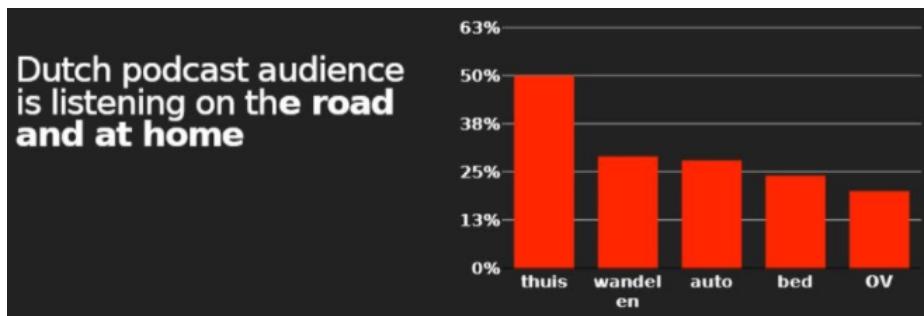
The age target group of Mediahuis Noord currently is 45 and up. However, the picture below shows that the majority of their listeners are even younger than that (Mediahuis, sd). While the company's podcasts attract both men and women, it mostly depends on the genre of the podcast, for example, "Het verdwenen meisje" attracts 61% women and 39% men (J. Haaima, personal communication, October 3, 2022). Overall, though, the attracted audience of Mediahuis Noord's podcasts is 65% men, women being only 35%.



(Mediahuis, sd)

Figure 6: Gender/Age Podcast Listener Statistics

The income of the target audience does not play a crucial role. However, as nearly 30% of Dutch podcast listeners like to listen to podcasts while driving to work in a private vehicle, the household's income preferably should be enough to afford such a purchase.



(Podcast panelscan, 2021)

Figure 7: Location Podcast Listener Statistics

Marital status and family composition also do not play a crucial role in the target audience of Mediahuis Noord regarding their podcasts. Nevertheless, as it may help with creating a persona, the average family in which the parents are not married in the Netherlands has two children. (Centraal Bureau voor de Statistiek, 2022)

Mediahuis Noord tries to focus all of its products on the North of the Netherlands. According to a questionnaire that the research professionals of NHL Stenden created to learn about different audiences' podcast consumption, in the age group 30-39 the mode (75%) of the location of residence was Leeuwarden, a city where Mediahuis Noord has its headquarters as well and is a part of Friesland.

Leeuwarden	6
Komhorn	1
Snakkerburen	1
Total	8

Table 1: Questionnaire Residence Results

By doing research, ESFJ was found to be the most suitable character type. It is the consul character that can be described with such traits as bubbly, extrovert, and well-organised. (Priebe, 2015)

Based on the previously mentioned questionnaire's results in the age group 30-39, it is to be concluded (judging from the mean) that people in the said age group watch linear TV, streaming TV, stream music/audio, and use Facebook, Instagram, and YouTube couple of times per week. They listen to podcasts a couple of times per month, read newspapers and use WhatsApp – a couple of times per day.

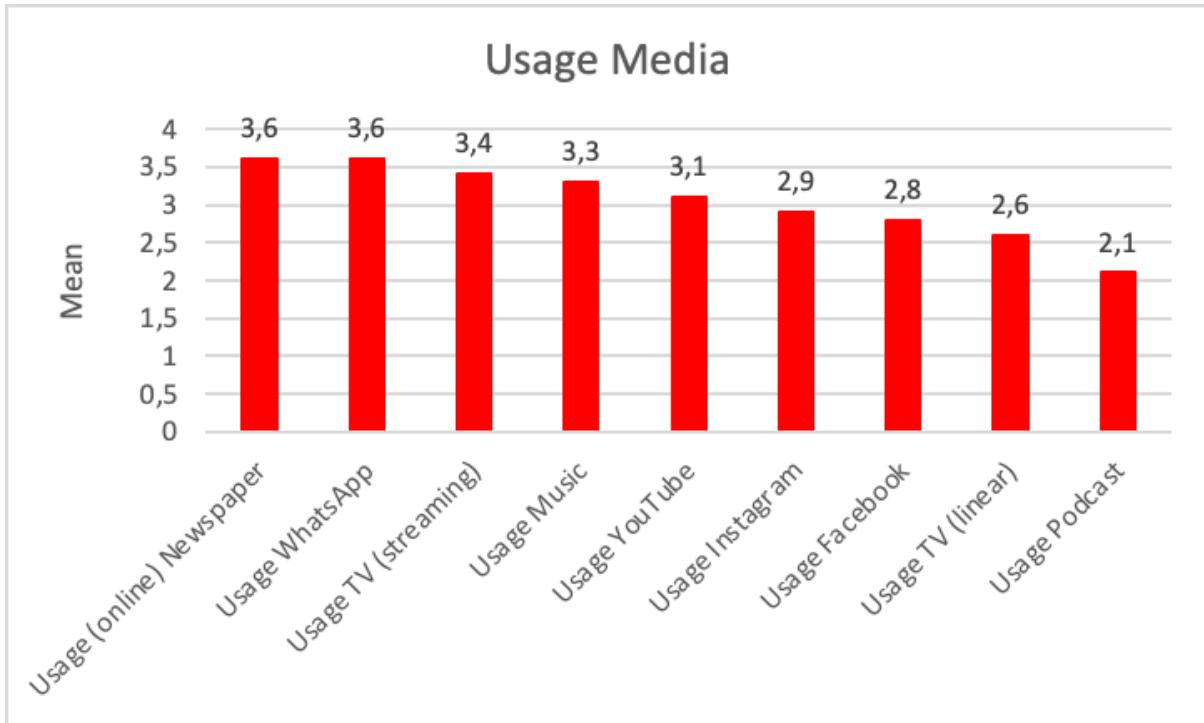


Table 2: Questionnaire Usage Media Results

Based on the mentioned questionnaire, people in the age group 30-39 listen to podcasts most frequently for edutainment purposes, judging by the mean. The category described the following statements:

- I can learn something new from podcasts
- I can educate myself when I listen to podcasts
- I can expand my mind from podcasts
- Podcasts provide entertainment at time that are convenient for me
- Podcasts are entertaining
- I like to learn of other people's experience through podcasts

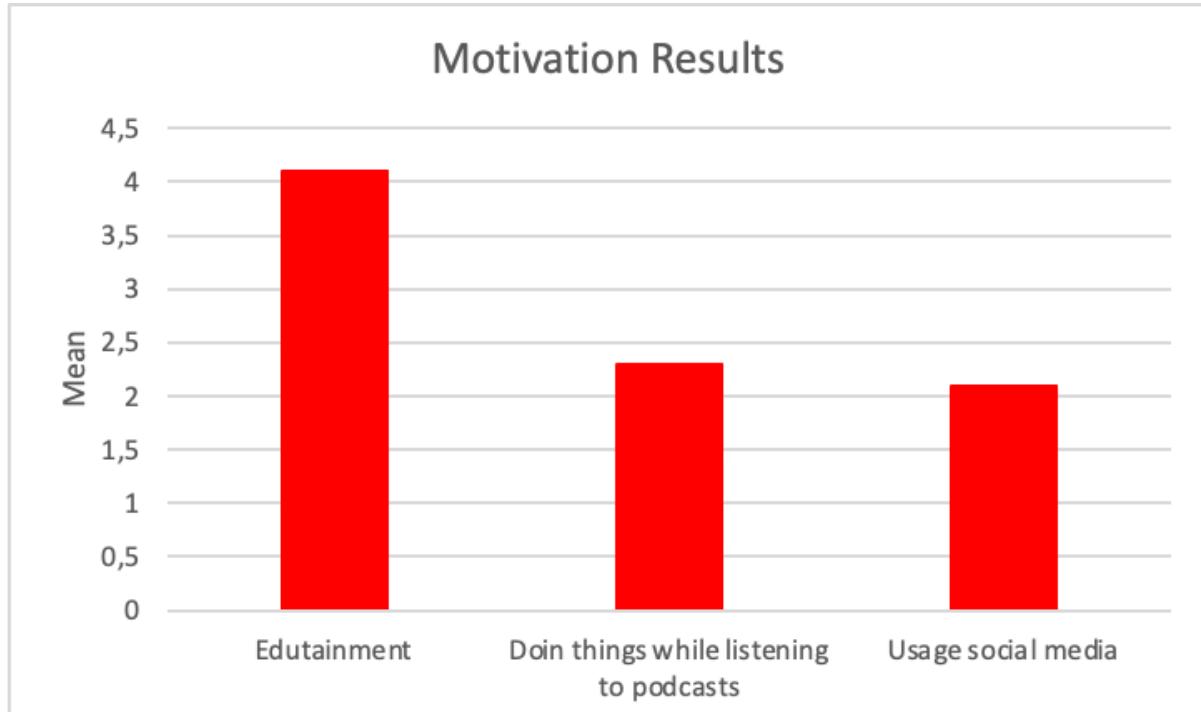


Table 3: Questionnaire Motivation Results

## Segmentation profile and target audience selection

Developing an audience profile is crucial for creating a successful communication plan. A segmentation profile can help envision the perspective for the best advertisements, brand visibility, strategies and others and increase profit and growth. (Juska, 2017)

In the segmentation criteria chapter, there will be a recap of a few already discussed segmentation profile details and additions to it in this chapter.

The perfect target group for Mediahuis Noord's podcasts at the moment is in the age group 30-39, which falls under the millennial generation, also known as Generation Y. Education is not of importance because people with different educational levels enjoy listening to podcasts.



(Mediahuis, sd)

Figure 8: Education of Podcast Listeners

However, the results of a questionnaire that research professionals from NHL Stenden university created about the consumption of podcasts show that the modes (37.5% each) of the selected target age group have obtained a bachelor's or a master's degree.

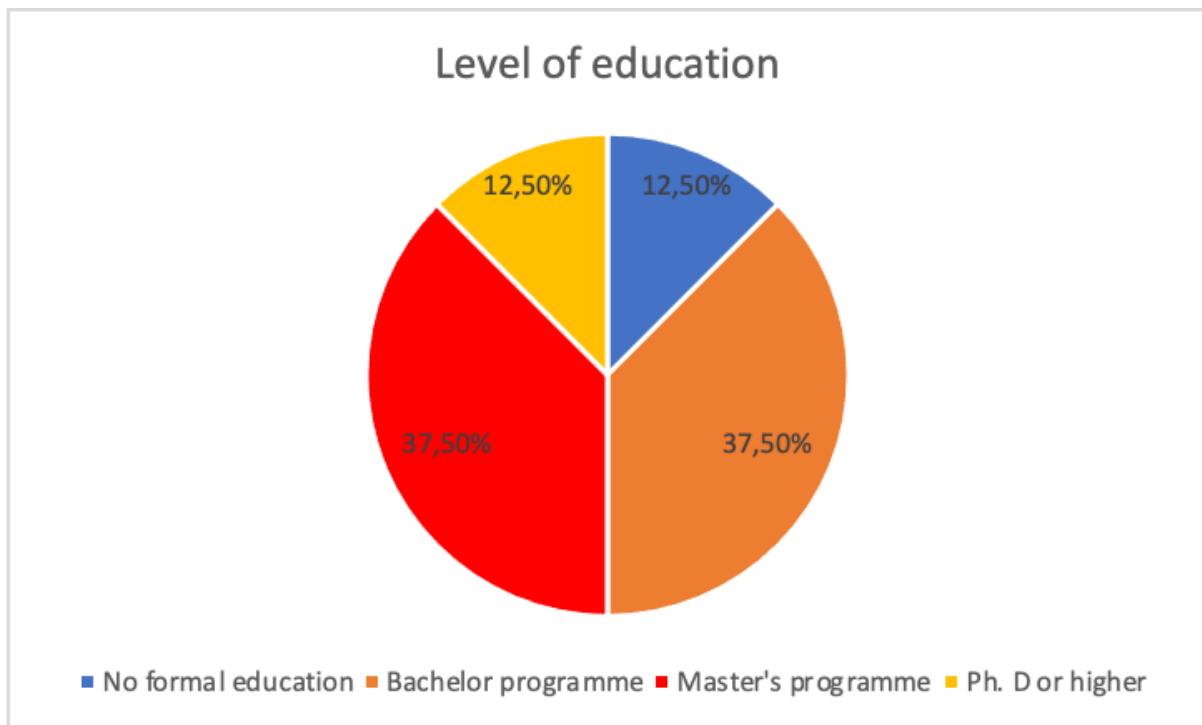


Table 4: Questionnaire Education Level Results

Concluding further from the motivations to listen to podcasts, the target audience likes to learn something new, educate themselves, be entertained conveniently and learn from others' experiences from podcasts.

So, the most significant segmenting criteria and the selected audience are in the table below.

Geographic	Local	Regional	National	International
Age	10-19	20-29	30-39	40+

## Target audience

Motivation	<b>Education</b>	<b>Entertainment</b>	Productivity	Socialising
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Table 5: Segmentation Profile

## Persona

Personas represent groups of real consumers who are in the same segment. It is possible to show them through a fictional individual created by doing extensive research on the segmented audience. A persona should seem like a real person, thus helping a brand to understand what needs, pains, etc. their target audience might have. (Miaskiewicz & Kozar, 2011)

Based on the newly developed target audience and traceable information for it, in the appendix, there is the new persona of Mediahuis Noord's podcasts.

The created persona's gender is based on the majority of the podcast listeners being male (see: Segmentation criteria). The age is based on the mean of the questionnaire's results from the target age group (see: Table 6).

Age category	Mean
30-39	35.6520

Table 6: Mean in the Target Age Category

The occupation of the created persona is a teacher, as it is the most typical job for the persona's personality type. (NERIS Analytics Limited, 2019) The obtained education degree is a master's because that is a requirement for elementary school teachers. An average elementary school teacher at the beginning of their career earns approximately EUR 3500 per month. (Ministerie van Algemene Zaken, 2022)

The average 36-year-old male in the Netherlands is not in a marriage. (Centraal Bureau voor de Statistiek, 2022a)

Based on the motivations to listen to podcasts (see: Segmentation criteria), the created persona likes to learn from them, educate himself by listening to podcasts, be entertained when it is convenient and learn from other people's experiences. The general frustrations of the persona's personality type are things being too radical and changing at the last minute. (NERIS Analytics Limited, 2019)

## Conclusion

To conclude, the main criteria of the slightly updated target audience of Mediahuis Noord's podcasts are the living location being in the North region of the Netherlands, in the age group 30 to 39. They choose to listen to podcasts for both educational and entertaining – edutaining – reasons. It is crucial to know that to create a successful and effective campaign. With this information, it is also easier to recognise the company's position in the market.

# Positioning & message

## Introduction

Brand positioning is relative to the competition, meaning that, e.g., an orange soda's supplier is in a position against other orange or perhaps other flavour soda suppliers. Effective positioning defines what makes an organisation unique, revealing the unique selling point (USP). It provides the reason why potential customers should choose an exact product instead of another one. (Blakeman, 2018)

## Competitors

There are several types of competitors, two of them being direct and indirect competitors. Direct competitors are selling the same product to the same market the same way, while indirect competitors are also targeting the same market but selling a different product. (Tribby, 2013)

### 1. Stichting Omrop Fryslân:

The NPO's Omrop Fryslân is a regional public broadcast company that serves the Frisian community. They create stories that inform, inspire, and entertain the audience. (Algemien, n.d.)

Their content is distributed via a variety of platforms, including radio, television, and social media. (Algemien, n.d.)

Omrop Fryslan's team state on their website that they consider themselves to be trustworthy, recognizable, and in close contact with their audience. (Algemien, n.d.)

Their main area of interest and, presumably, their USP is their relatively small target audience, which is the Frisian community, as is clearly apparent even from their name. They proudly proclaim on their website that they are closely connected to them and that they want to attract non-Fryslan speakers into their community as well. (Algemien, n.d.)

### 2. CH Media:

CH Media produces entertaining content and reliable journalism that engages the audience and moves them. (Wir sind CH Media, n.d.)

CH Media offers quality journalism through its daily and weekly newspapers and magazines. CH Media represents first-class entertainment as the industry leader in both private Swiss radio and private Swiss television. With its brands in publishing and entertainment, CH Media has a daily audience of about three million across all platforms. Modern print facilities complete the media group's offering of goods and services. (Wir sind CH Media, n.d.)

They reach their audience through their variety of channels – TV, radio, newspapers, magazines, digital and print media. (Unsere Marken, 2022)

### 3. Admeira:

Leading Swiss marketing firm for TV advertising is Admeira. They stand for powerful TV brand names. The diverse advertising environments of regional, national, and international television stations are included in their portfolio. The Swiss advertising sector has access to the best reach, contacts, and sales opportunities thanks to these premium products. (Admeira – your Swiss TV Marketer, 2022)

Their services are available to local, national, and global advertising clients, agencies, and other suppliers of advertising inventory thanks to their nationwide presence. (Admeira – your Swiss TV Marketer, 2022)

We are committed to providing efficient, effective and customer-focused solutions that make our clients' campaigns successful. With locations across the country, our services are open to national and international advertising clients, agencies and other providers of advertising inventory. (Admeira – your Swiss TV Marketer, 2022)

#### 4. Neo Advertising:

Neo Advertising is a Swiss company that specialises in “out-of-home” advertising. As a pioneer in digital solutions, the company started out by installing the first digital displays in Switzerland in shopping malls, and later on expanded to other locations like exhibition halls, points of sale, and business centres. (About us, n.d.)

The company, which has experienced one of the fastest growth rates in the media industry in recent years and competes in all display formats (classic, digital, event, mega poster), is now the third-largest player in the outdoor advertising market (mobility, consumption, living spaces). (About us, n.d.)

## USP and ESP

An emotional selling point of Mediahuis Noord's podcasts is the relevance of the topics to the Dutch people living in the North of the Netherlands. An example of that is the podcast “Het verdwenen meisje”, which is a well-known story based on an event that people of the target audience can recognise (Oosting, 2022).

\* ... \*

## Position of the brand

Brand positioning should be done correspondingly to the competition. (Blakeman, 2018) That is what Figure 14 portrays. Mediahuis Noord will be able to differentiate itself from other competitors by implementing a few suggested changes and maintaining its USPs. Hence their niche target audience (see: Target audience) and variety of content available – from podcasts about known unsolved crimes to even local sports teams.



Figure 14: Positioning Matrix of Mediahuis Noord

## Conclusion

In the market, there are different types of competitors, direct and indirect. In these categories are companies such as Stichting Omrop Fryslân, a regional public broadcast company; CH Media, which produces entertaining content and reliable journalism; Admeira, a leading Swiss marketing firm for TV advertising; and Neo advertising, a Swiss company that specialises in out-of-home advertising. What makes Mediahuis Noord different from those companies is their emotional selling point: their news is relevant to their target audience. From the brand position, some little adjustments can make Mediahuis Noord stand out even more. The next step is to campaign that and choose which channels to use.

# Campaign & channels

## Introduction

A campaign should have a unifying message and image that appeals to a specific target audience. One can consider it effective if the campaign focuses on long-term results and promotes a strong brand image by attracting loyal customers. It is vital to understand the company's way of operating product-wise and the ability to offer tangible and valuable benefits that the competitors might not recognise. (Blakeman, 2018)

## Campaign description

As the generation of millennials generally is more familiar with phones and their features, including new apps, (Kotler, 2023) a way for Mediahuis Noord to popularise their podcasts and keep loyal and engaged customers would be to further develop the company's own app for mobile phones. They can include a paid subscription model in the NRC app prototype. Customers who would use it would automatically spend more time on the application, and it would not be as tempting to turn to other brands' products, as the possibility of doing so would decrease by 46%. (How Can a Mobile App Improve Your Business? (2022, January 26). FINSMES.)

The Mediahuis Noord's application could be an average app (Garg, A. (2022, December 8)), which means that it would have such features as login, push notifications, search and messaging.

While experimenting with the app, Mediahuis Noord can focus on expanding its social media presence by committing more to its YouTube channel by uploading relevant content regularly. On there, they could upload weekly updates on their product and host Q&A sessions.

With the development of all those channels, the company should focus on their values – honest journalism and loyal community service. While making the new content, they should emphasise the importance of delivering double-checked and truthful facts. They should mention how important it is to share one's own opinion and urge their customers to speak their minds (especially on the sports podcast commentary). On their freshly upgraded app and YouTube channel, there will be the opportunity for messaging, commenting, and asking questions in the Q&A section. With all of those new opportunities, the new target audience would have the chance to form a strong, loyal community and a long-lasting relationship with the company.

There is also an option to cooperate with a festival in the region of Mediahuis Noord. A great option would be "Welcome to the Village", where Mediahuis Noord can have its own panel in exchange for advertising the festival in its podcasts or newspapers.

With this cooperation, Mediahuis Noord's podcasts can get more known, and the reached audience will expand as the festival is for young and old and attracts a diverse group of people. "Welcome to the Village" and Mediahuis Noord match because they both want a sustainable relationship with their audience. "Welcome to the Village" is a three-day festival for performing (visual) arts, social design, food and innovation, which the Sustainable

Development Goals inspired. Because “Welcome to the Village” lost their place to celebrate in the Groene Ster, it is yet to be determined when and where the next festival will occur.

## Campaign visualisation

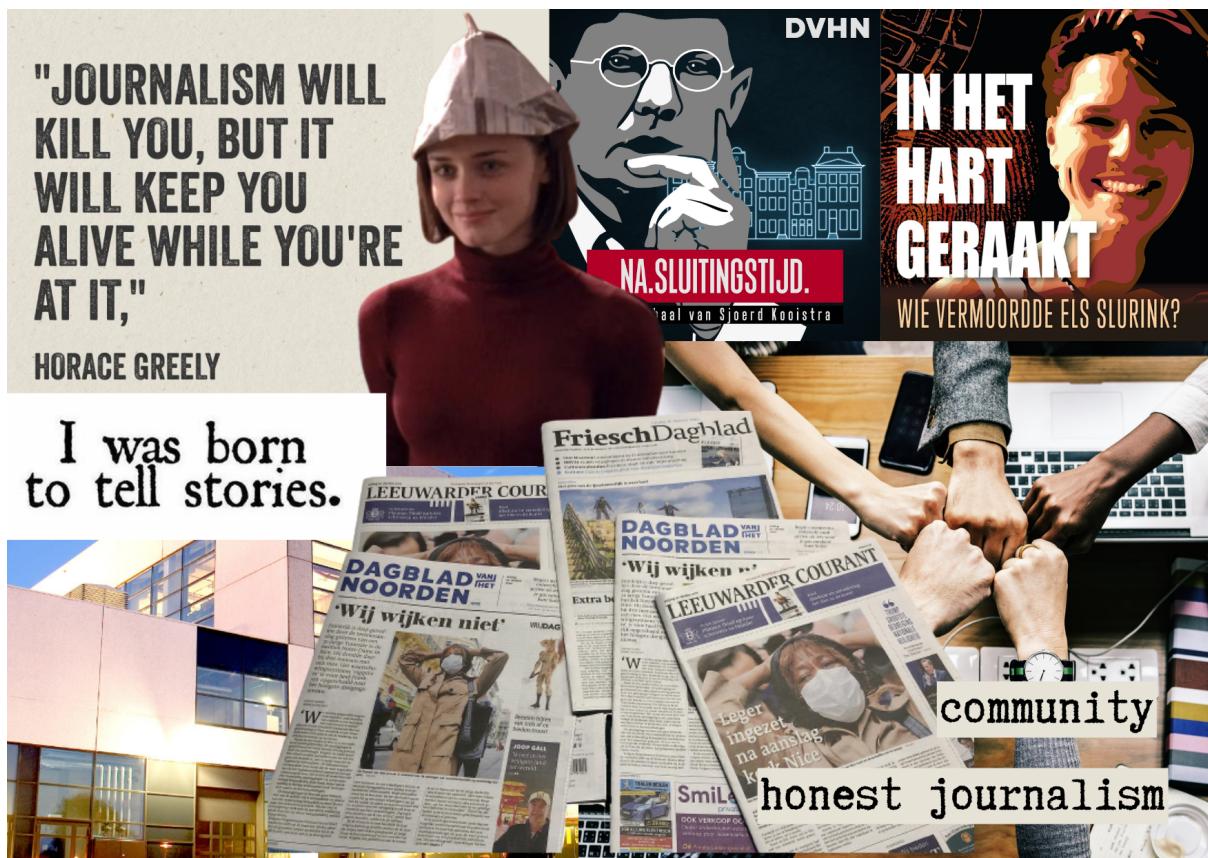


Figure 9: Moodboard for Mediahuis Noord YouTube Channel

In Figure 9 it is a mood board for Mediahuis Noord capturing their values. This can be a YouTube video prototype inspiration.

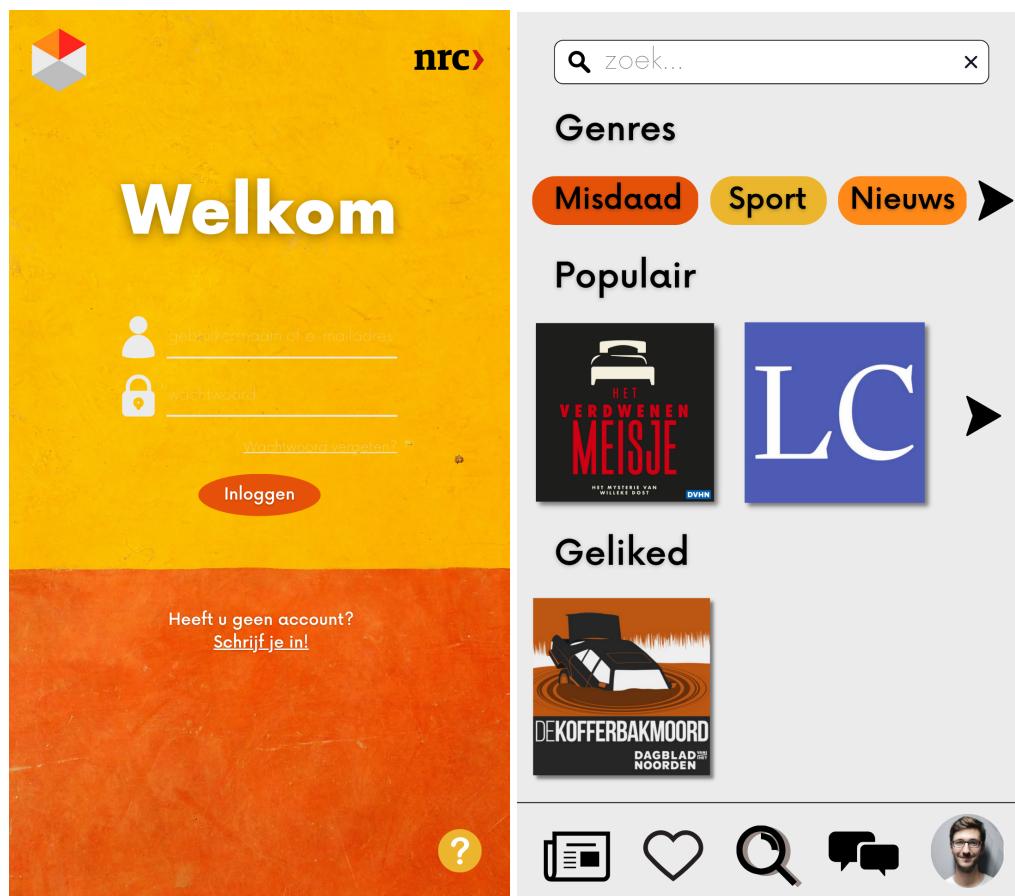


Figure 10: Look of the Podcast Platform

In Figure 10, there is a possible view of the upgraded NRC app. A video in a similar style as on the website <https://www.mediahuisnoord.nl/> could be shown in the background when logging in.



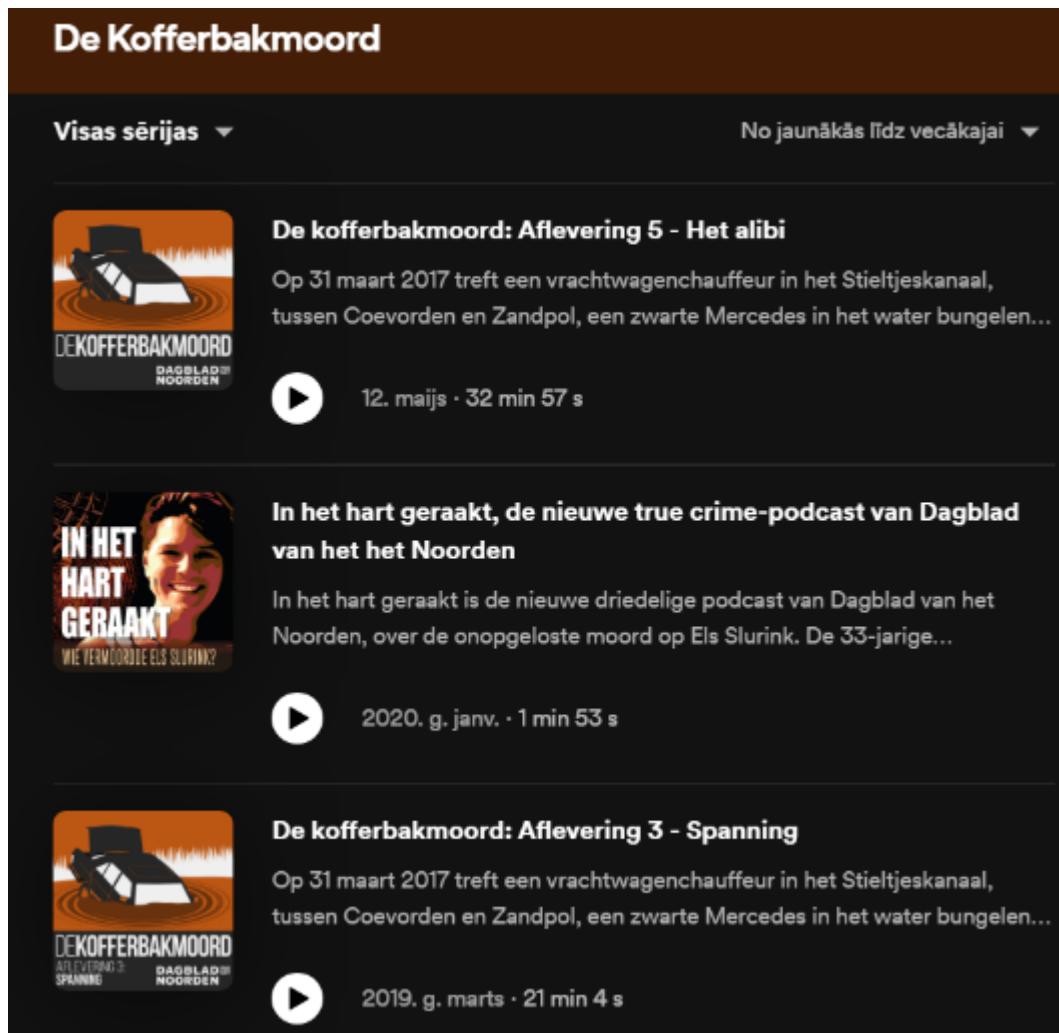
Figure 11: Moodboard for Festival Promotion

In Figure 11, it is a mood board for the collaboration of “Welcome to the Village” and Mediahuis Noord.

## Description of channels

POEM is a framework that one can use for digital marketing strategies that stand for paid, owned, and earned media. The model can also help strengthen the relationship between the company and its customers. (Suñga, C. A. 2022, May 30).

Examples of paid media include ads and commercials, making it an advertising form that utilises various channels – for now, the only paid media Mediahuis Noord uses for podcasts is Spotify advertisements.



(De Kofferbakmoord, n.d.)

Figure 12: Snapshot of "De Kofferbakmoord" Episodes

Examples of owned media contain the organisation's own website, blog pages, social media accounts and others – Mediahuis Noord lays down their advertisements in their own print media. They mainly write articles for podcasts in their own newspapers. They post a bit of information on their own website as well. They have Facebook, Instagram and Youtube channels in which they post regularly. Unfortunately, they do not have many subscribers/views on either of the platforms. They have a Twitter account but the last activity there was a year ago.

Finally, such examples of approaches as publicity, brand awareness, and press releases explain earned media. (Suñga, 2022)

## Campaign planning

For the planning of the campaign the RACE method will be used (Chaffey, 2022). The RACE marketing planning model offers businesses a straightforward framework for creating omnichannel communication or digital marketing strategy that addresses the issues of connecting and engaging with online consumers in order to drive online or offline sales.



Figure 13: RACE Method

Mediahuis Noord already has been focusing on advertising in their print media – the newspapers. With lowering the age of the target audience, a different approach has to be added – they should focus more on reviving and updating their socials because according to the book Principles of marketing Generation Y grew up in a society where computers, satellite TV, mobile phones, and social media were widespread, this generation is largely characterised by their ease with digital technology. So, by developing more structured and well-planned ads for their social, figures from the new target group will be attracted.

While making YouTube videos, they can expose their principles to the public. They can put inspirational stories of the journalists that were investigating the crime cases, or doing an interview showing how close together are the people who watch the sports podcasts. People of a higher power in the company can participate in the making of the videos by giving their opinions on the company's current situation and possible future. Once people are introduced to the content, they should be encouraged to repost, reshare, or subscribe to the channel. That can become possible if a giveaway or some other type of reward is announced. For example, every 500th follower to the YouTube channel gets 50% off the paid membership in the app. Another example can be: with every shared post the distributor gets a higher chance of getting to ask the leader of the investigation team a direct question. People can get stimulated to leave a question in the Q&A section, which might be answered later in the podcast itself.

Once the customer is fully aware of the products and the messages of the company, they will want more content. That is the step where the paid subscription to the NRC app is introduced. It will be advertised and linked to all media and channels. And, when a person purchases this service, they will get unlimited access to behind-the-scenes content and commentary, interviews of the hosts and guest stars and so on.

The final step is getting a long-term relationship with the customer. The figures from the target audience have to be encouraged to renew their subscription and stay loyal to the company. A first-time buyer has to become a regular customer. Engagement can happen through social presence. Mediahuis Noord should spend time communicating with the people – answering their questions in the Q&A section on their site, responding to comments on YouTube, Facebook, and Instagram and engaging in people's everyday life. In that way Mediahuis Noord will build itself as a part of the community, boosting the customer lifetime value. The end results will be measured in repeating sharing on socials and then repeating the purchases, in the increase of viewers not only to the podcasts but to the channels as well.

## Conclusion

Mediahuis Noord needs a new campaign, something to lure their new target audience. A good way for the company is their own app. Customers will automatically spend more time on their app and for the users, it would not be as tempting to turn to other brands. With Mediahuis Noord's own YouTube channel they show their values and behind-the-scenes videos to their customers. The cooperation between "Welcome to the Village" and Mediahuis Noord will attract more people and expand their target audience. The visualisation of the campaign is done in a mood board for Mediahuis Noord's main values and for the collaboration with "Welcome to the Village", as well as a visualisation of the new view of the NRC app. For the digital marketing strategies POEM was used, which showed the paid, owned, and earned media. For the planning of the campaign, the RACE method was used. It became clear that Mediahuis Noord should start focusing more on its social media channels, such as its YouTube channel. When the customer is aware of the products and the messages, the company can focus on the NRC app where they give the customer more content. The final step is creating a long-term relationship with the customers.

## Conclusion

Mediahuis Noord is one of the leading companies in the North of the Netherlands that is a publisher of newspapers, manager of national and regional channels, as well as producer of podcasts. From a promotional point of view, the company does not take the opportunity to use its newspapers for granted. That is the place where the podcasts get advertised. However, the customer has to take action to reach the podcast themselves. Mediahuis Noord's main strength is the ability to produce both entertaining and educational content while still focusing on true journalism. However, the weaknesses are focusing on the more unreachable target audience and the marketing activities that are related to it. There are opportunities, though, to fix it. The company's threats include no real long-term profit, as they currently are not getting enough revenue from the podcasts. It is crucial for marketing campaigns to raise awareness and comprehension of the brand, convince the customers of its value and take the action to consume the product. To increase awareness of the product, a video in 2 to 3 months has to be created and (**when**) a collaboration between "Welcome to the Village" and Mediahuis Noord arranged. To increase engagement by 25% in 3 to 6 months, an app with certain characteristics has to be developed.

The target age group of Mediahuis Noord's podcasts was lowered from 45+ to 30 to 39, with the location of residence still remaining in the North of the Netherlands. Conveniently enough, edutainment is the main motivation to listen to podcasts. Other details that can be found in the persona include having obtained a master's degree and using Facebook, Instagram, and YouTube on a weekly basis.

Competitors of Mediahuis Noord regarding podcasts include Stichting Omrop Fryslân, CH Media, Admeira and Neo Advertising. The position of the brand is on top of the axes that measure niche target audience and variety of content.

As the organisation's new target audience is more familiar with technologies and social media, a suggestion for Mediahuis Noord would be to develop an application that would contain all of their podcasts plus extra added content, respectively available with a subscription. While working on that, it would be an idea to create podcast-promoting videos on YouTube to attract more people to the product. Last, but not least, there would be a collaboration at a "Welcome to the Village" event.

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# Appendix

## Johannes de Jong



"We better stick to the routine; we don't want to look stupid."  
- Monica Geller, Friends

**Age:** 35  
**Work:** Elementary school teacher  
**Income:** €3500.- per month  
**Education:** Master's programme  
**Family:** In a relationship and have two kids  
**Location:** Leeuwarden  
**Character:** Consul

**Personality:**  
ESFJ



### Goals

- To learn something new from podcasts
- To educate myself by listening to podcasts
- To be entertained when it is convenient for me
- Like to learn from other people's experiences

### Frustrations

- Hates when things change at the last minute
- Does not like when things are too outside of the box, also if it discussed in podcasts

### Bio

Johannes is working as a teacher for an elementary school in Leeuwarden. Johannes is social, with a bubbly personality and he has a big group of friends. He cares a lot about his friends, and will always make sure they are happy. He has a relationship with his high school sweetheart and has two kids with her. Johannes enjoys his job and loves to help his oldest kid with his homework. But when he needs some chill time, he loves to listen to podcasts, to learn and enjoy at one time. He also likes to listen to them in the car.

### Motivations to listen to podcast

I can learn something new from podcasts

I can educate myself when I listen to podcasts

I can expand my mind from podcasts

Podcasts provide entertainment at time that are convenient for me

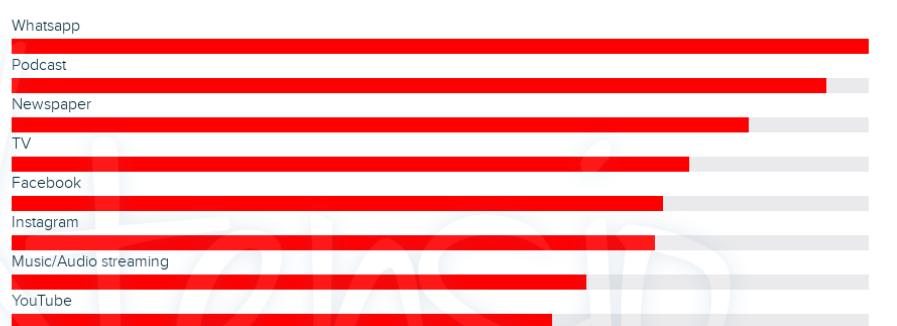
Podcasts are entertaining

I like to learn from other people's experience through podcast

### Brands & Influencers



### Preferred Channels



Persona