

Micro Analysis

Scenario

Introduction

Marketing builds profitable relationships with customers by creating customer value and satisfaction. The marketing environment consists of macro and micro environments. This chapter will look at and analyze the microenvironment of the company Scenery. (Kotler et al., 2019)

The microenvironment consists of figures close to the company that affects its ability to engage and serve customers.

Marketing success requires building relationships with other company departments, suppliers, competitors, and customers, which combined make up the company's value creation and delivery network. (Kotler et al., 2019)

Business Model Canva

By using the business model framework Glitch Cast will outline the blueprint of how a company creates, delivers, and captures value within the micro environment. (DaSilva & Trkman, 2014)

It encompasses several key components: the value proposition, which defines the offerings provided to customers. Customer segments, identifying target markets. Channels through which the company interacts with. Customer relationships- established to foster loyalty and satisfaction. Revenue streams generated from sales, and subscriptions. Key resources and partnerships that enhance capabilities and reach.

By carefully analyzing and optimizing these elements, Glitch Cast strives to develop coherent strategy to effectively meet market demands, and sustain long-term growth.(DaSilva & Trkman, 2014)

THE BUSINESS MODEL CANVAS - SCENERY

KEY PARTNERS

Who are our key partners?

- **Hollywood star**
- **Famous people/guests for the shows**
- **Banijay network**
- **NHL Stenden**
- **Investors**
- **CIA/ local authorities**
- **Netflix and other streaming platforms**
- **MasterChef, Peaky Blinders, Survivor, Temptation Island and Simon's Cat**

KEY ACTIVITIES

What key activities do our value propositions require?

- **Producing documentary series and films**
- **educating /entertaining**
- **bring stories to the audience**
- **Licensing**
- **Distribution**
- **Data Analytics**
- **Sales & Marketing**

KEY RESOURCES

What Key resources do our value propositions require?

- **Book revenue**
- **Private/soft money**
- **the most skilled staff**
- **Time**
- **students**
- **Brand**
- **Platform**
- **Supply Chain**

VALUE PROPOSITIONS

What value do we deliver to the customer?

- **Interest towards sports and why we play**
- **High-end filmmaking**
- **Unique access: untold stories**
- **stories made for a large audience**
- **Comprehensiveness**
- **being original**
- **innovation**
- **insightful and inspiring ideas**
- **Honest journalism**

CUSTOMER RELATIONSHIPS

what type of relationship does each of our customer segments expect us to establish and maintain with them?

- **Up-to-date**
- **Informal/formal**
- **personal**

CHANNELS

through which channels do our customer segments want to be reached?

- **Facebook and other socials**
- **website**
- **email**
- **calling**
- **acquaintance**
- **gorilla marketing**

CUSTOMER SEGMENTS

For whom are we creating value?

- **Gen Z**
- **Millenials (as the biggest user group on Netflix)**

COST STRUCTURE

What are the most important costs inherent in our business model?

- **Time**
- **Energy**
- **Infrastructure**
- **Salaries**
- **Injury insurance**
- **Production**
- **Licensing**
- **Marketing**
- **General Operational**
- **Research and Development**

REVENUE STREAMS

For what value are our customers really willing to pay?

- **Subscription model (if they have a share from Netflix?)**
- **Advertising?**

People, Purpose, Structure

The aim of the chapter "*People, Purpose, Structure*" is to show in detail the company's goal, objective and human resource. (Ays et al., 2000)

By examining a company's "people, purpose, and structure," analysts can acquire a thorough picture of its internal dynamics and capabilities, which are essential variables in judging its competitiveness, sustainability, and resilience in the micro-environment. This insight guides strategic decision-making, risk assessment, and performance evaluation, which will help ClitchCast creative agency to navigate through the business landscape and create a product fulfilling the client's goals (Kotler et al., 2019)

People - Founded by Isidoor Roebers and later joined by partner Lea Fels, Scenery approaches documentary production with an entrepreneurial attitude. (Scenery, n.d.)

Currently, they have 26 associated members of whom 25 live in the Netherlands and 1 in the USA. Their roles are as follows: 12 work on Media and Communication, 8 - Arts and Design, 6 - Operation, 6 - Business Development, 2 -Research; 2 - Education; 1 - Administrative; 1 - Customer Success and Support; 1 -Community and Social Services and 1 in Entrepreneurship. (LinkedIn, n.d.)

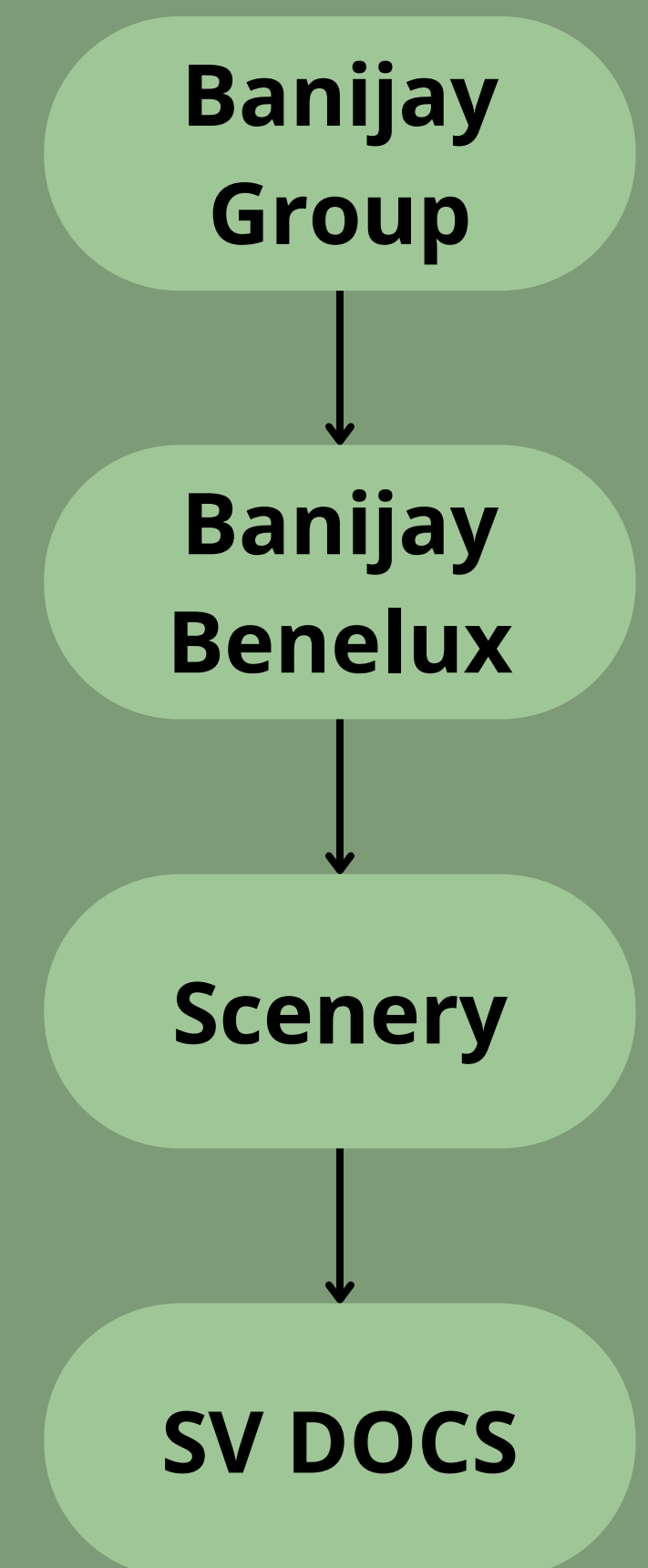
The employees of the company value professionalism, dedication, and honest journalism. (Scenery, n.d.) They are skilled in various areas such as television, film and film production, video production, documentaries, journalism, , digital media, English etc. (LinkedIn, n.d.)commercials

Purpose - The Amsterdam-based company aims to reach a global and wide audience with its productions, making intangible stories relatable for a broader public. With a focus on original and character-driven stories, they strive to bring these ideas to the audience with great attention to cinematography and storytelling. (Scenery, n.d.) Recent projects have been produced for global platforms including Netflix, Universal, and Amazon Prime, and locally for television broadcasters and streamers such as VPRO, KRO/NCRV, and Videoland. (Scenery, n.d.)

They like to think big when it comes to innovative ways of bringing stories to the public, and come up with franchise structures over multi-disciplinary outlets, thus creating a larger reach and new possibilities. (Scenery, n.d.)

With their stories, they offer another perspective - or scenery. Insightful and inspiring ideas, brought inexcitingly and compellingly

Structure- Newly-formed Banijay Benelux comprises Banijay Belgium, Jonnydepony, EndemolShine Netherlands and the associated Dutch production companies, SimpelZodiak, NL Film, EndemolShine Scripted, Topkapi, Posh Productions, **Scenery** and TVBV. Its key brands include Big Brother, Expeditie Robinson (Survivor), Op1, Deal or No Deal, Hunted, Good Times Bad Times, Temptation Island, Penoja, All You Need is Love, Familie, **Human Playground**, Liefde voor Muziek and SV DOCS which is developed by Scenery. In addition, its offering encompasses Banijay Benelux sports division Southfields, which stands as the largest in the country, responsible for numerous live football fixtures, Formula 1, wielersport, baseball, and hockey. (Benelux - Banijay Group - We Are Banijay, 2023) The company – founded in August 2020 – operates under the leadership of CEO Peter Lubbers. (Benelux - Banijay Group - We Are Banijay, 2023)



Conclusion

Finally, marketing plays an important part in developing lucrative client connections by providing value and satisfaction. Scenery's microenvironment is made up of internal and external variables that influence its capacity to engage and service customers effectively. Using the business model paradigm, Glitch Cast describes its approach to developing, distributing, and capturing value within its microenvironment (DaSilva & Trkman, 2014). Starting with the *value offer*, the most important values the client has are High-end filmmaking and access to unique, untold stories. Their *target markets* are "Corporate clients" (businesses who look for the documentary type of videos/content) like the Banijay network, Netflix, and other platforms; "Millenials film enthusiasts" (people from Generation Millenials who enjoy documentaries and specifically sports documentaries); and "International communities" (our findings show that figures from the Benelux region and the USA make the most viewers). Scenery manages to build a *customer relationship* by staying loyal, relevant, and up-to-date. They manage to do that by harnessing *key resources* like the most skilled personnel and their branding. (Scenery, n.d.)

Conclusion

By assessing its "people, purpose, and structure," Glitch Cast receives insights into its internal dynamics and capacities, which guide strategic decision-making and performance evaluation. The company was founded by Isidoor Roebers and has 26 members (Scenery, n.d.) who are media professionals with various skills in the areas of film, television, and journalism. (LinkedIn, n.d.)

Scenery is part of the Banijay Group and specifically Banijay Benelux. One of the key brands of Scenery are "human Playground" and "SV DOCS" (Benelux - Banijay Group - We Are Banijay, 2023). The Amsterdam-based company's goal is to reach a worldwide and diverse audience with its performances, making intangible stories more accessible to a wider audience. With a focus on innovative and character-driven storylines, they seek to present these ideas to the public while paying close attention to cinematography and storytelling. (Scenery, n.d)

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