

# SoMe project

## Creative Brief

### Project Summary:

The purpose of the SoMe (Social Media) project is that you must work both strategically and tactically with social media - and that you also work with translating your strategic considerations into actual SoMe content.

### Goals:

#### Primary Goal

To socially integrate upcoming students.

#### Secondary goal

To make people more aware of BAAA and its opportunities.

### Audience Profile:

The target audience is upcoming international students of BAAA.

This target audience is very creatively engaged<sup>1</sup> and explorative as well as independent<sup>2</sup>. Their main motivation to study in Denmark is free/quality education and exploring a new culture and language<sup>3</sup>. Due to them essentially starting a new life, their main need is social integration. Their secondary needs - like being updated on and fulfilling practical information, learning the language, not being stressed - comes easier. Therefore our focus is on the social aspect.

### Perception/Tone/Guidelines:

#### Brand voice chart:

Voice Characteristic	Description	Do	Don't
Playful/funny	We're an institution that knows how to	*Cater to Generation Z humor	*Childish humor *Unprofessional humor

---

<sup>1</sup> considering them choosing Multimedia Design

<sup>2</sup> considering them choosing to go study abroad - leaving familiarity behind and seeking adventure and new experiences

<sup>3</sup> Source: Natalia Blautenberg, Dominyka Muraskaité

	have fun. Use it to connect to users in a way that shows we think of them. Look at "Basement Student Bar" on FB	*Emojis *Positive energy	
Tolerance /inclusive	We are open to all nationalities, personalities, sexualities and religions. Everyone is welcome.	*Be more or less politically correct *Show that everyone is of equal value	*SJW *Post about controversial topics
Motivational / Inspirational	Happy, fun, creative. We're dealing with people who are explorative and creative. We want to make them feel like BAAA is a place they can unfold their potential.	*High in energy *Opportunistic *Demonstration in BAAA potential, e.g. borrowable equipment, cinema room, school architecture etc.	*Unrealistic expectations *Idealization

We want the target audience to feel like the academy is a place where they can unfold their (creative) potential and think that the academy is a socially rich place, where friendships and perhaps lifelong bonds blossom.

This campaign helps achieve this goal by engaging the students in social events and amusing content.

## Communication:

The overall message we're trying to convey to our target audience is BAAA is a place where you can blossom like a flower in the creative, yet professional, and social aspect.

This campaign will be promoted through Facebook, Instagram, and Tiktok.

**Targeted Message/Target Line:**

The only limit is your own mind