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[[1]](#footnote-0) and explorative as well as independent[[2]](#footnote-1). Their main motivation to study in Denmark is free/quality education and exploring a new culture and language[[3]](#footnote-2). 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 have fun. Use it to connect to users in a way that shows we think of them.  Look at “Basement Student Bar” on FB | \*Cater to Generation Z humor  \*Emojis  \*Positive energy | \*Childish humor  \*Unprofessional humor |
| 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.

The UX we want them to experience …

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.

## Competitive Positioning:

## Targeted Message/Target Line:

The only limit is your own creativity

# Styleguide

Color

Iconography

Typeface

Tone of Voice

Logo

Logo Spacing

Inappropriate Logo Uses

Social Media Guidelines

Photo Guidelines

Campaigns

1. considering them choosing Multimedia Design [↑](#footnote-ref-0)
2. considering them choosing to go study abroad - leaving familiarity behind and seeking adventure and new experiences [↑](#footnote-ref-1)
3. Source: Natalia Blautenberg, Dominyka Muraskaité [↑](#footnote-ref-2)