



PRJ4 BRAND DEVELOPMENT *MARKETING*

Floor Gerritsen (210217)
Bridget Bakker (210612)
Lars Jansen (211682)
Robert Dancanet (211153)

Class 6 – Group 4
Date – 14/04/23



COMMUNICATION MESSAGE & OBJECTIVES

BIG IDEA

Providing parents with young children with additional time to spend with loved ones.

COMMUNICATION MESSAGE

"Less time worrying, more time enjoying"

REACH OBJECTIVE

The reach objective is by Friday, April 7th, our social media posts should be viewed by 200 people.

AFFECT OBJECTIVE

At least 60 parents of young children will like our posts and understand our message that additional time can be provided by our service to connect with loved their loved ones. Therefore, we aim to have 60 likes in total of all our posts by Friday April 7th.

RESPONSE OBJECTIVE

The response objective is to have 20 people following our Facebook page and Instagram account, and to click on our website link.

ACHIEVEMENT

We would like to raise brand awareness and for people to visit our website. When more people become acquainted with our service, we would understand if our brand is valued by our target audience.

TARGET AUDIENCE

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The target audience of Purely is parents, who are still romantically together, with young children between the age of 0-4 years.

From our interviews, we can conclude most of the people in our target audience are mainly active on Facebook and Instagram.

They use these platforms on a daily basis, for approximately one to two hours. In addition, they are most active on social media during the evening because during the day they are busy with their job and looking after their children. Therefore, they do not have time to scroll through social media.

Their activity on social media is mostly to keep in touch with friends and family, get information, watch videos, post about their children, and occasionally respond to posts from their friends and family.

Other brands our target audience liked, were brands like Hello Fresh, Jumbo, and Prenatal. Some of our interviewees responded they also follow these brands on social media to get inspired, and keep up with trends. From this, we can conclude their online behaviour can influence their offline and buying behaviour.

MEDIA TACTICS

PLATFORMS

Regarding our media tactics, we have made the decision to make use of the following social media platforms: Facebook and Instagram. These platforms were chosen to communicate our message to our target audience which is parents with young children because these are the channels our target audience is most active on.

We found out through the problem interviews that the target audience makes use of these social media channels on a daily basis and mostly in the evening because they are busy during the day. Their online activity consists of keeping in touch with family and friends, responding to good news, receiving support, posting about their own children, Facebook groups with other moms, and gaining useful information.

We as a brand decide to use our Facebook page and Instagram account to communicate our communication message, brand values, our brand concept, and the service that we offer. Through our interviews, we found out that our target audience is most active before they go to bed. With this useful insight information, we came up with a media campaign that would aim to reach preferably 200 people by April 7th.

To reach our objectives we came up with the communication message “less time worrying, more time enjoying”. We aim to make our post engaging and visually pleasing while still remaining true to our brands look and vision.

CONTENT CALENDAR

Content Planning

Week 12

Friday 24/03

PLATFORM	POST	SUBJECT	TAGS	TIME	RESPONSIBLE
Facebook	-	-	-	-	-
Instagram	Instagram reel	Introducing our company	#parentlife #purely #lovedones #freetime #datenight #nomoreworries #community	17.00	Lars

Week 13

Monday 27/03

PLATFORM	POST	SUBJECT	TAGS	TIME	RESPONSIBLE
Facebook	Instagram reel	Introducing our company	#parentlife #purely #lovedones #freetime #datenight #nomoreworries #community	16.00	Floor
Instagram	Instagram photo	Introducing our communication message	#lesstimeworryingmoretimeenjoying #parentlife #purely #lovedones #freetime #datenight #nomoreworries #community	16.00	Floor

Wednesday 29/03

PLATFORM	POST	SUBJECT	TAGS	TIME	RESPONSIBLE
Facebook	Image	Introducing our service	#lesstimeworryingmoretimeenjoying #parentlife #purely #lovedones #freetime #datenight #nomoreworries #community	17.00	Bridget

Instagram	Instagram photo	Introducing our service	#parentlife #purely #lovedones #freetime #datenight #nomoreworries #community	17.00	Bridget
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Friday 31/03

PLATFORM	POST	SUBJECT	TAGS	TIME	RESPONSIBLE
Facebook	Image	A quote that resembles our values	#parentlife #purely #lovedones #freetime #datenight #nomoreworries #community	17.00	Lars/Robert
Instagram	Instagram photo	A quote that resembles our values	#parentlife #purely #lovedones #freetime #datenight #nomoreworries #community	17.00	Lars/Robert

Week 14

Monday 03/04

PLATFORM	POST	SUBJECT	TAGS	TIME	RESPONSIBLE
Facebook	Image	Activities at Purely	#parentlife #purely #lovedones #freetime #datenight #nomoreworries #community	17.00	Floor
Instagram	Instagram photo	Activities at Purely	#parentlife #purely #lovedones #freetime #datenight #nomoreworries #community	17.00	Floor

Wednesday 05/04

PLATFORM	POST	SUBJECT	TAGS	TIME	RESPONSIBLE
Facebook	Image	Quote from user	#parentlife #purely #lovedones	17.00	Bridget

			#freetime #datenight #nomoreworries #community		
Instagram	Instagram photo	Quote from user	#parentlife #purely #lovedones #freetime #datenight #nomoreworries #community	17.00	Bridget

Friday 07/04

PLATFORM	POST	SUBJECT	TAGS	TIME	RESPONSIBLE
Facebook	Reel	Staying tuned for our website	#parentlife #purely #lovedones #freetime #datenight #nomoreworries #community	17.00	Lars/Robert
Instagram	Instagram reel	Staying tuned for our website	#parentlife #purely #lovedones #freetime #datenight #nomoreworries #community	17.00	Lars/Robert

Week 15

Monday 10/04

PLATFORM	POST	SUBJECT	TAGS	TIME	RESPONSIBLE
Facebook	Final photo	Thanking everyone for liking and following	#parentlife #purely #lovedones #freetime #datenight #nomoreworries #community	17.00	Floor
Instagram	Instagram photo	Thanking everyone for liking and following	#parentlife #purely #lovedones #freetime #datenight #nomoreworries #community	17.00	Floor