

Branding Project.

Voor dit project gaan we werken aan de branding voor de Fontys Health Innovation minor. In deze minor werk je samen met medestudenten uit verschillende studies aan complexe uitdagingen en ontwikkel je innovatieve ideeën voor de gezondheidszorg, waarbij de eindgebruiker altijd centraal staat.

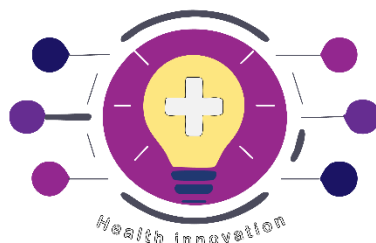
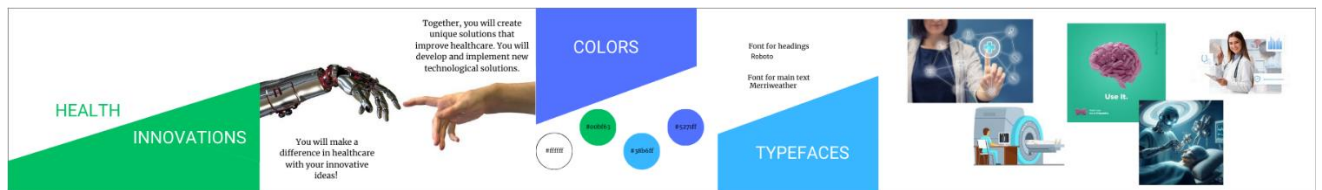
Start

Toen we met het project begonnen hebben we samen met de groep een team charter gemaakt met daarin de afspraken die we met elkaar hebben gemaakt. Deze gaan vooral over aanwezigheid en communicatie, maar ook over kritisch zijn tegen elkaar.

<h1>Team Charter</h1> <p>Group 02</p> <p>Andrejs Dvoskins Alexandru Hoater Yurick Neuman Mila Pulverenti Sem Schneider Okan Uzer</p>	<h2>Group Norms</h2> <p>Communication</p> <ul style="list-style-type: none">• We will listen to each other and give constructive feedback. <p>Punctuation</p> <ul style="list-style-type: none">• Arrive on time and communicate via WhatsApp if late or unable to attend. <p>Quality</p> <ul style="list-style-type: none">• We will ensure our final deliverables are of a high quality and agreed upon by all members <h2>Core Values</h2> <ul style="list-style-type: none">• Quality• Creativity• Teamwork• Fun
---	--

Vervolgens hebben we als groep allemaal een stylescape gemaakt over fontys health innovation, die we daarna met elkaar kunnen vergelijken en feedback kunnen vragen over welke het beste bij de minor past.

Branding Identiteit



Dit zijn de stylescapes die we hadden doorgestuurd naar Jeroen, hier hebben we feedback over gekregen wat de beste aspecten van elke stylescape is

How did you look for your minor study and what were some of the factors you looked for in the study.

"I looked on Keesopminor.nl to look at all the minors available to me within the Netherlands. My top priority was finding a minor that allowed me to showcase my creativity and was advertised as a creative minor."

"I looked on Keesopminor.nl initially to make a list of different minors that were offered. After I had this list, I looked them up on social media platforms like Instagram and YouTube in order to see what I could expect from these minors. I think social media gives me a firsthand look into a typical 'day in life' of a student in this minor through fun videos and showcasing projects, and ultimately was a major factor in making my decision. "

Based on this webpage, do you understand what this minor entails?

"Yes, I think the webpage explains what the minor entails pretty well as the text goes in depth. There is just a lot of text to read."

"I can get a clear idea as to what I would do in this minor, however I am missing some visuals on the webpage as this is an important factor for me and I think it would help me visualize it more clearly."

What would you say are the strengths about the current branding of this minor (color, font, logo, name, etc.)

"I do not think there is anything exciting about it. I find the logo quite generic, and the colors are just the Fontys one. It could be nicer to make it more unique."

"I think the logo is cool as it combines healthcare and innovation clearly using cross and circuit lines. The colors do not remind me of healthcare or innovation though."

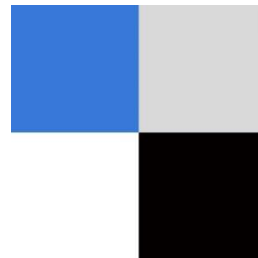
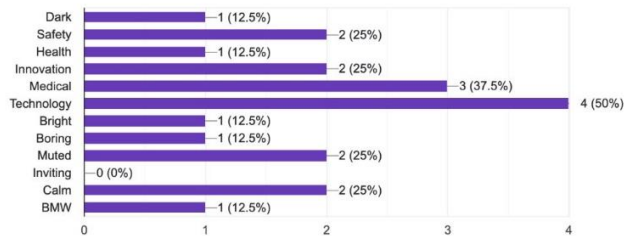
We hadden vervolgens 2 personen uit onze doelgroep geïnterviewd; 1 daarvan was een student uit de ict-sector, en de andere was uit de zorg sector. Hierdoor raakten we beide vlakken waar de minor over gaat. We hadden vragen gesteld over hoe ze bij hun minor kwamen, wat ze denken waar de minor Health Innovation over gaat en wat ze vinden van de huidige stijl die ze gebruiken.

Hier kregen we later nog feedback over dat het goed is dat we personen uit verschillende sectoren hebben geïnterviewd, maar dat 2 niet echt genoeg is voor een duidelijk resultaat. Hierdoor wordt het onderzoek minder betrouwbaar dus daar gaan we bij het volgende onderzoek aan werken.

We hadden uit de feedback van Jeroen over de stylescapes een aantal kleurenpaletten gekozen die we verder gingen onderzoeken. Hierbij maakten we gebruik van een google forms, deze kun je als een enquête doorsturen of laten invullen door andere studenten waardoor je meer antwoorden krijgt. Hierdoor wordt het onderzoek dan weer meer betrouwbaar.

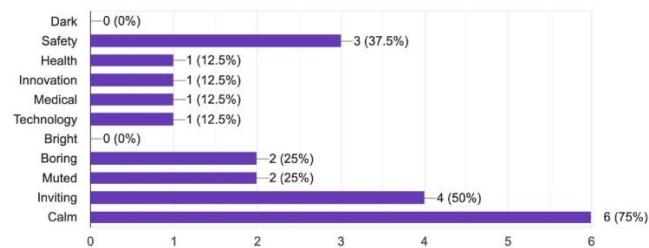
Which adjectives do you feel best describe the following colour palette?

8 responses



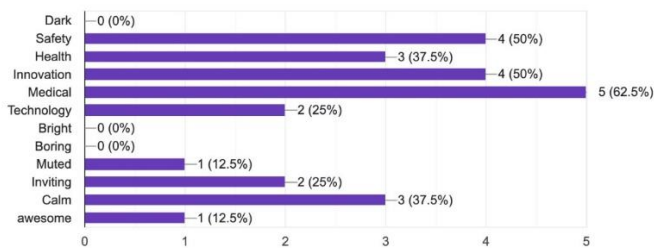
Which adjectives do you feel best describe the following colour palette?

8 responses



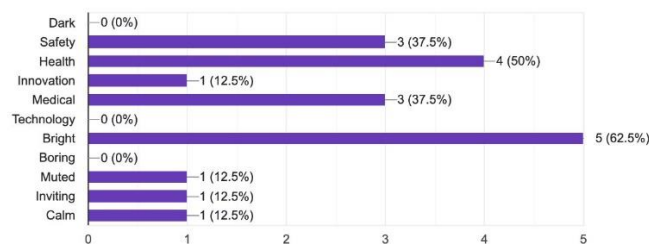
Which adjectives do you feel best describe the following colour palette?

8 responses

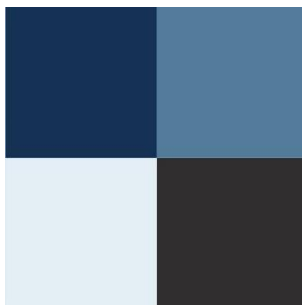


Which adjectives do you feel best describe the following colour palette?

8 responses



Uit deze gegevens hebben we 2 nieuwe kleurenpaletten gemaakt die we eigenlijk voor de rest van het project hebben gebruikt. Deze waren allebei goed en bruikbaar volgens Jeroen, dus hadden we gewoon met beide deze kleurenpaletten verdere visuals gemaakt.



Terwijl het groepje bezig ging met de brandguide verder invullen ging ik verder met de content strategie, hierbij was ik al aan het nadenken voor een out of the box manier om meer publiciteit te krijgen voor de minor Health Innovation. Ik had het idee om Youtube te gebruiken voor livestreams waarbij je interacties kunt hebben met de kijkers.

Hieronder staat de volledige content strategie die ik heb gemaakt.

Strategy Youtube Livestream

Brief explanation of YouTube and Livestream

YouTube is the world's largest video content sharing platform, with billions of users watching and uploading videos every day. Livestreaming on YouTube allows users to share real-time video content with their audience, enabling interaction via live chat. This provides a unique opportunity for organizations and institutions to communicate directly with their target audience and engage them in events, presentations and more.

Setting up the Livestream

Setting up a successful livestream on YouTube requires careful planning and technical preparation. The following is a detailed explanation of the steps required to create a professional and effective livestream:

A. Preparations and Planning

- **Goals:** Define your (end) goals or milestones that you would want to reach with the usage of the livestream, this could be obtaining more publicity for the Health innovation minor, or provide information about the minor.
- **Content and Script:** Develop a script or outline for the content of the livestream. This includes the introduction, talking points, visuals and closing. Make sure the content is engaging, informative and conveys the core message of the minor.

B. Technical requirements

- **Equipment:** Provide high-quality equipment, including a camera, microphone and lighting. Depending on budget and availability, this may include professional video cameras, external microphones and studio lighting
- **Streamingsoftware:** Choose a reliable streaming software or platform that is compatible with YouTube, such as OBS Studio, Streamlabs OBS, or XSplit. This software allows you to configure, manage, and stream your live stream to your YouTube channel.

C. Technical Configuration

- **YouTube-settings:** Go to YouTube Studio and click on “Livestreaming. Configure the settings for your livestream, including the title, description, privacy settings and schedule.

- **Equipment settings:** Connect your camera, microphone and other equipment to your computer. Test the equipment and adjust settings for the best image and sound quality.

Streaming settings: Configure streaming settings in your streaming software, such as stream quality, bit rate and server settings.

D. Promotion

- Promote the live stream by making announcements on social media, the school website and other relevant channels. Invite interested parties to subscribe to your YouTube channel and enable notifications for the live stream. Fontys can make use of its other socials like Instagram, LinkedIn or they can provide the info directly at the fontys colleges

With these comprehensive preparation and technical steps, you will be well equipped to set up a professional and engaging livestream that raises awareness of the minor and attracts potential students.

Our idea

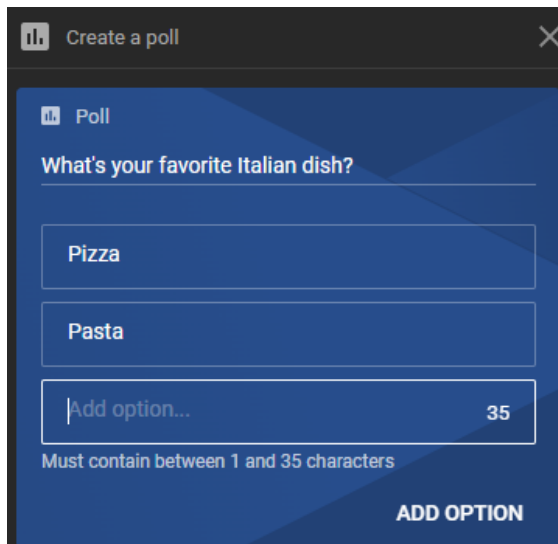
Our idea is to host an interactive Livestream on YouTube to raise awareness of the minor. The livestream will have a professional, yet welcoming setting, with a presenter and a student present. Through this setup, we want to create a dynamic and engaging session that will give potential students an authentic view of what the minor has to offer.

Since Fontys already has a youtube channel with over 3000 subscribers, this is already a good headstart to making this a succes.



A. Interaction with viewers

During the livestream, viewers are encouraged to ask questions via the YouTube chat. The presenter, instructor and student will answer these questions to allow direct interaction and provide potential students with the information they need. We can also make use of polls in the livestream to further engage with the viewers.



The image shows a 'Create a poll' window from YouTube. The poll title is 'What's your favorite Italian dish?'. There are two options listed: 'Pizza' and 'Pasta'. Below these is a text input field with the placeholder 'Add option...' and a character count of '35'. A note below the input field states 'Must contain between 1 and 35 characters'. At the bottom right of the window is a button labeled 'ADD OPTION'.

Through this approach, we aim to provide an engaging and informative livestream that appeals to potential students and inspires them to apply for the part-time program. The combination of personal stories, practical information and audience interaction will leave a positive impression and hopefully increase interest.

A few examples on how these livestreams may look like:





Multiple camera angles provide a more professional and dynamic view



YouTube

Zoeken

Inloggen

Fontys Hogeschool

LIVE : Fontys Health Innovation Minor

3,04K abonnees

Abonneren

88 viewers Started: 18 Minutes Ago

Top Chat

FontysTV We want to put a web ca...

Nightbot Welcome to our stream! Please read the description below the feed for further details and please keep chat related to what is presented. If you like what you see, please give us a thumbs up

maz Hi @Paul Smith

Rizwana Patel paul hello.

Paul Smith Hi Rizwana

Rizwana Patel

Rizwana Patel heading towards Indonesia.

Jimmy morning @Paul Smith

Jackie Morning @Mazz.

Jimmy morning @Jackie

Paul Smith Evening Jimmy

Jackie Hiya Jimmy

Jimmy howdy

Rizwana Patel good day all

maz Hey @Jackie @Jimmy

Jimmy

Alleen voor abonnees

Een Japanse ambachtsman die zijn leven heeft gewijd aan het...

Amazing JAPAN

293K weergaven · 12 dagen geleden

Instagram content strategy

Content Strategy:

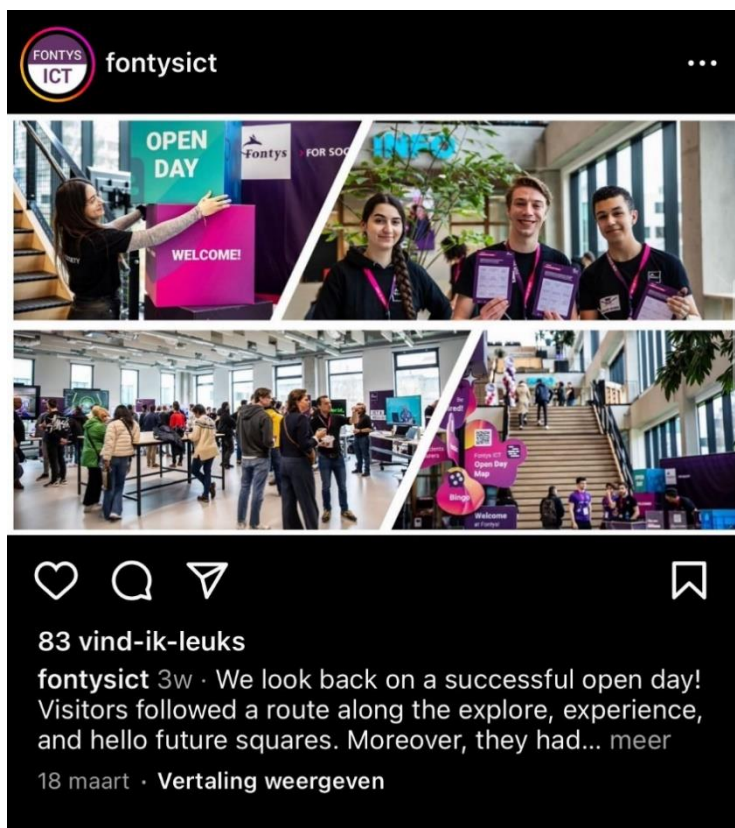
An effective content strategy for the target audience (people who might want to pursue the Healthcare minor at Fontys) should focus on providing valuable information, inspiring potential students and showcasing the benefits of pursuing this minor. Here are examples for content:

1. Informative blog posts and articles:

- Information about the Fontys Health Innovation minor that clarifies to the student exactly what this minor entails. Also, the advantages of the minor can be listed

1. 2. Usage of one-time students:

- Publish success stories of former students, showing how the minor changed their lives and helped them become successful in their daily lives. Fontys already does this by sharing student experiences on Instagram and LinkedIn, for example, and sometimes there are events where you can strike up a conversation with graduate students who have done this minor

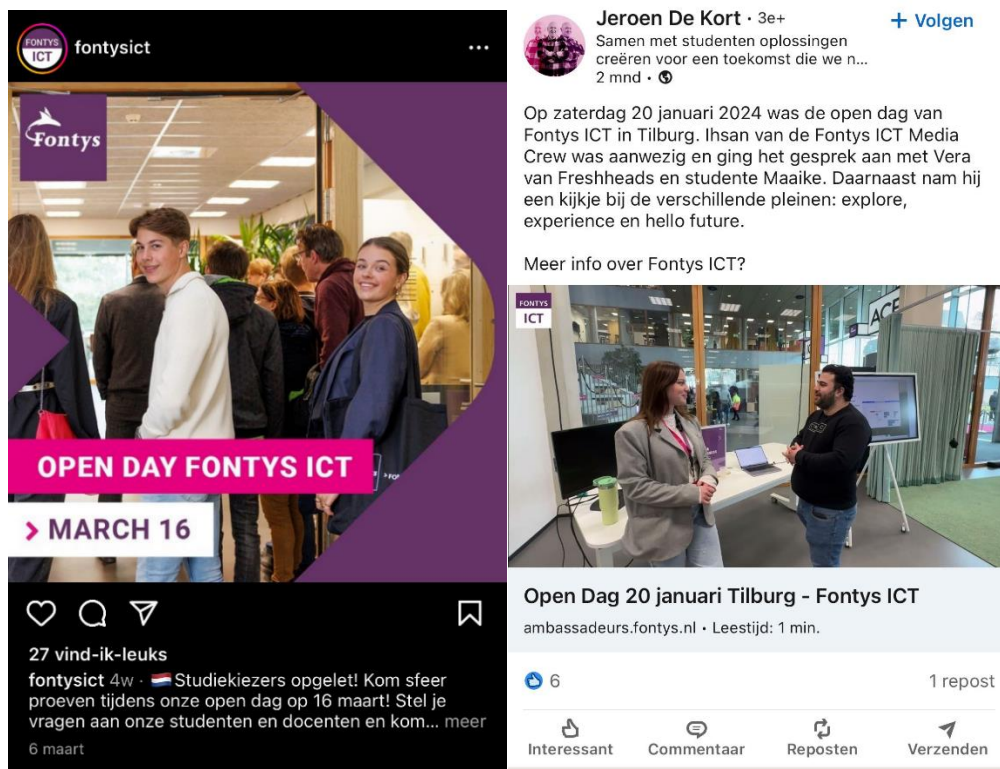


2. Webinars and workshops:

- Organize online events (also called Webinars in the business world) in which experts talk about trends and developments in the Health innovation sector and how the education at Fontys aligns with them.
- Offer workshops that cover specific skills relevant to the target audience, such as introductions to Healthcare, as well as the more technical Innovation side. This in turn provides more insight on what the minor entails

3. Social media content:

- Share updates regularly about the minor, such as registration deadlines, events and new course content on social media platforms.
- Publish short videos in which students, teachers and alumni share their experiences and why they chose the program.



Here you see a few examples of how Fontys distributes information about open days, for example. The platform you use for this is very important. The younger target group sees this information more quickly on Instagram, while the somewhat older side of our target group are more easily addressed via LinkedIn.

4. Infographics:

- Create infographics that show growth trends in the Health industry, as well as potential career opportunities after graduation.

By offering a diverse mix of informative, inspiring and practical content, Fontys can capture the interest of different potential students and help them achieve their goals in the healthcare sector.



Statistics

To find out what the most suitable social media platform is to publish content to we will have to dive deeper into the statistics.

Instagram is still one of the most popular social media sites in the Netherlands. It has approximately 5 million users each day, with about 46% of users being between the age 19-34. Instagram also released a new app called “Threads” but this app is comparable to X (Formerly known as Twitter), so it isn’t suited for publishing content to raise awareness for students. It did have a lot of users when it released, about 3 million, but a lot of those users have quit using the app.

Instagram is the best option for releasing content on because of both the suitability for both posting photos and videos, and because the users are part in our target audience.

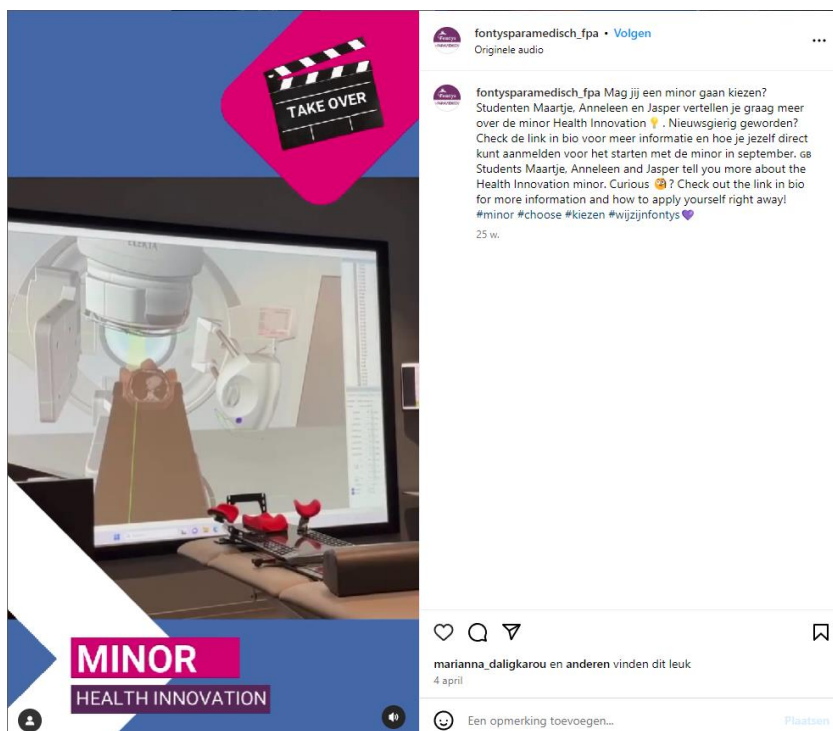
Instagram

	2023	2024	Stijging in % en #
Aantal gebruikers	7,8 miljoen	8,0 miljoen	+3% / +255.000
Aantal dagelijkse gebruikers	4,7 miljoen	5,0 miljoen	+5% / +240.000

There have already been a few posts about the minor Health Innovations posted on the Instagram account of Fontys Paramedics. This account has over 1300 followers, so it is a good start to raising awareness for the minor.



The videos that are posted on there already are based on giving information on what the minor is about. They do this with the help of students who are doing or did the Health Innovation minor. This is very important because u get an insight into what the students thought of the minor, and what they did afterwards.



https://www.instagram.com/reel/C5V-kV7tL37/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==

LinkedIn can also be used to publish information on, but the downside is that a big part of the students doesn't use LinkedIn yet. Fontys already has a LinkedIn account with a huge following of over 236 thousand people, so we do already have a head start in reaching a lot of people.



Planning

It is important to have a planning on what content should be posted at what times. The minor has 2 times that you can enter in a year. One starts in September, and the application for this runs from 1 February until 1 July. And the second one starts in February, and the application for this one runs from 1 July until 15 December.

It is important to raise awareness for the minor before the application is open, and when the application is officially open we need to create incentive for the students to want to join the minor. There also has to be a preparation phase where we post about preparing for the minor, as well as a last call to action phase where we get the students who are still in doubt of what minor they want, to join the health innovation minor.

September Start		February Start	
Jan	Raise awareness	Jan	Preparation
Feb		Feb	
Mar	Create Incisive	Mar	
Apr		Apr	Raise awareness
May		May	
June	Last Call to Action	June	
July	Preparation	July	
Aug		Aug	Create Incisive
Sept		Sept	
Oct	Raise awareness	Oct	
Nov		Nov	Last Call to Action
Dec		Dec	Preparation

We hadden de taken opgesplitst, een paar mensen maakten de brand guide af, terwijl andere wat visuals maken voor het project. Dit zijn de visuals uiteindelijk geworden die mijn groepsgenoten hebben gemaakt.



HEALTH INNOVATION

- 
- ☒ Innovation
☒ Real-World
☒ Impact

Fontys Hogescholen

MINOR
STARTING FROM **FEB**
17TH

www.fontys.nl/Health-Innovation

HEALTH INNOVATION

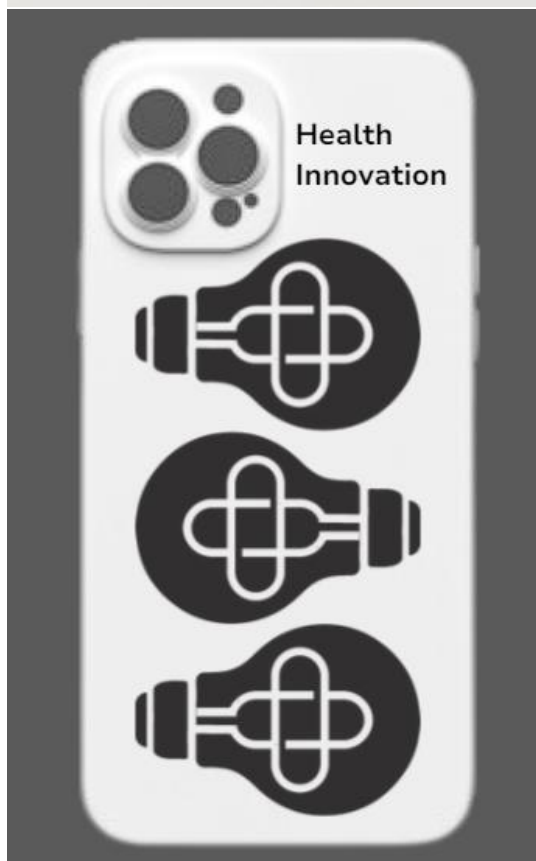
- 
- ☒ Innovation
 - ☒ Real-World
 - ☒ Impact

Fontys Hogescholen

MINOR
STARTING FROM

**FEB
17TH**

www.fontys.nl/Health-Innovation



Na de presentatie kregen we erg goede feedback, ze vonden de promotievideo superleuk en vonden het heel fijn dat we een contentstrategie hadden met een planning. Over de visuals waren ze erg van onder de indruk, dus in conclusie is dit een geslaagde opdracht!