

Marketing plan

HOME ADVANTAGE

Theodora Ioana Ionescu (230974)
Floor Dillen (232904)
Emma Damen (233210)
Evi Danen (234597)
Jur Gust (232714)
Jeroen de Groot (220865)

CLASS 3, GROUP 1 | 09.12.2024

Management summary

“Home advantage” is a 25-minutes documentary that focuses on Reneé’s passion, namely field hockey. The documentary aims to focus on the bright side of her life, even though she faces difficulties. The launching date of it is the 15th of June 2025 and its main objective is to educate people by showing that even though the protagonist has a disability, she can enjoy life like any other person. We aim to target Dutch people that are still in education, aged between 13 to 25 years old, since at those ages, people still shape their behavior and personality traits (Van Dijk et al,2020). The platform we are going to use to launch the documentary is NPO start and for the promotion part, we want to focus on Instagram, YouTube and TikTok, since these are the most popular platforms used by our target audience in The Netherlands. We want to start our promotion two weeks before the release date, on the 1st of June and it will continue for one month after the release date, namely the 15th of July. For the budget, we set €25,000, the average budget for a 25-minute film. After the promotion plan is done, we will measure the outcome using different tools, from insights from the NPO Start platform, to Instagram, TikTok and YouTube insights as well as the reviews on IMDB or other platforms.

Table of Contents

Situation analysis	4
<i>Internal analysis</i>	4
<i>External analysis</i>	6
<i>PESTEL</i>	7
<i>Swot analysis</i>	8
Objectives	9
<i>Marketing objectives</i>	9
<i>Communication objectives</i>	10
<i>Media objectives</i>	10
Strategy	10
<i>Audience segmentation</i>	10
<i>Position matrix</i>	11
<i>Competitors</i>	12
<i>Persona</i>	12
Tactics	13
Product	13
Price	13
Place	14
Promotion	14
Action	14
Control	18

Introduction

Everyone is allowed and free to do sports, because sports have been in our traditions for the longest time. However, for some it's harder to do sports than others. For example, for disabled people it's sometimes harder to move around or harder to find connection in the people they are in a team with. They react maybe in another way than their peers expect. In The Netherlands there are teams to accommodate that. We want to put them in the spotlight so more people will create more of these special teams.

"Field of inclusion" is a 25-minutes documentary about Reneé, a 25-year-old Dutch girl who finds her place in her hockey team. Since birth, she has been struggling with a mental disability which made the process of social integration difficult. After becoming part of the Were DI field hockey team, Reneé made various friends that she considers like a family who make her feel accepted, loved, and appreciated. The documentary follows the protagonist through a training day, where she shows us how they prepare for a hockey match. People can observe the dynamic of the team through the visuals and they can find out about Reneé's feelings from the interviews.

S- Situation analysis

This Situation Analysis covers the situation around NPO Start. NPO Start is a Dutch streaming service which is accessible for everyone in the Netherlands. It provides a wide range of mostly Dutch content, including live and on-demand content, to a large audience that enjoys watching programming about important social issues. We think NPO Start would be great fit for our short documentary because NPO emphasis inclusive, educational programming.

Internal analysis – microenvironment

4Ps

1. Product

NPO Start offers a wide range of content, including TV shows, news, documentaries, and programs for children, through its online platform where viewers can watch live TV and on-demand content from the Dutch Public Broadcasting NPO. The platform includes free accessible content under NPO Start and additional premium content without advertising and with higher image quality through NPO Plus. (Home, n.d.)

2. Price

NPO Start is free for everyone. However, they have different programs, and one of these programs is paid. This program is called NPO Plus and will give the viewer more advantages than people without this subscription, such as watching without advertisements and TV programs being available earlier and longer. The price for this subscription is €2,95 per month with the first month free. However, the customer needs to pay €0,01 to control their payment details (NPO Start, n.d.)

3. Place

Users can reach the NPO Start platform via the official website of NPO Start, [NPO.nl/Start](https://npo.nl/Start). Apps for smartphones and tablets (IOS and Android). Smart TVs and media players such as Apple TV and Chromecast. In addition, the content is available through TV providers such as Ziggo, KPN, which offer NPO channels and on-demand programs (Ziggo Community, 2024), (KPN Community, n.d.).

4. Promotion

NPO Start is promoted via the Dutch public channels (NPO 1, NPO 2 and NPO 3) and digital channels, including social media platforms like Facebook, Instagram, and Youtube. These social media platforms are used to reach younger target groups. Its focus is on reaching Dutch audiences who are interested in public service content and documentaries. (Ster reclame, n.d.)

Marketing Objectives

‘NPO Start makes a contribution to the media and develop it even further’. They also want to maximize the findability and the visibility of all the programs. Additionally, they want to have various offerings of NPO programs. NPO Starts marketing objectives are to increase the reach and engagement of Dutch public broadcasting content through accessible streaming services. They aim to make public TV and educational programming more available to Dutch citizens, especially young audiences who prefer on-demand streaming over traditional TV (NPO, n.d.).

Vision & mission

NPO is open and accessible to all. “Open, to bring 18 million Dutch people closer together”. Understanding issues and understanding each other. Their mission is to move the Netherlands forward by providing content that inspires curiosity. What sets NPO Start apart is its independence from political and commercial influencers, allowing them to stay neutral (About NPO, z.d.).

Unique competencies

NPO Start’s main strength is offering free access to high-quality content, making it accessible to Dutch-speaking audiences. As a trusted public broadcaster, NPO Start also benefits from a strong reputation for reliability and credibility. Its mandate to prioritize education and cultural enrichment over profit, which further distinguishes it from private streaming services, making it an ideal platform for distributing socially relevant documentaries (About NPO, n.d.). One more feature of NPO Start is that they provide services for blind and deaf people. They have an audio description called ‘earcatch’ which will work in sync with the TV program. Deaf viewers can install an interpreter at the side of the screen, which is different from other platforms that only provide subtitles (NPO, n.d.)

Financial revenue information

NPO Start is mostly funded by the public, they receive funding from the government that gets paid by broadcasting fees collected from Dutch households. In 2023 the NPO had a total budget of €1.049 million. Almost a quarter of this budget consists of different earnings, like Ster-ads and contributions from the organization themselves. The earnings from the subscriptions of NPO Plus get used to make this streaming service possible. (NPO, n.d) (Marketing Report, David de Jong, n.d.)

External Analysis - Macro Environment

Competitors

NPO Start faces competition from several streaming platforms, both local and global. One of its main competitors is Videoland, a Dutch platform that focuses on entertainment, including reality TV and dramas. Unlike NPO Start, it requires a subscription and does not offer free access. Netflix is another competitor, with a wide range of international and local content that appeals to a broad audience. However, it lacks the specific focus on Dutch public service programs. YouTube also competes by offering free content, especially to younger viewers. However, its content is largely user generated, making NPO Start's professionally selected programs. (Similarweb, 2024) Kijk.nl, owned by SBS is another competitor to NPO Start that works in the same market segment. They work with the same concept as Videoland, along with the function to watch back anything that has been broadcasting on SBS before, you can also watch international movies.

Current customers

The current customer base of NPO Start consists of a very diverse audience. The customer base consists of residents of The Netherlands who have an interest in high-quality, culturally relevant content. (NPO, n.d.) Some segments are:

1. Families, and parents like the platform for its educational content and its children's programs.
2. Young Adults and Students are looking for on-demand content because they don't always have time to watch their favorite show when it is live broadcast.
3. Older Adults are interested in news content that can be easily found on NPO Start.

Potential customers

Like many other streaming services, the NPO uses what is known as 'Geo-blocking'. This limits content to a specific area. In this case, the Netherlands. due to licensing agreements and broadcast rights. Belgian audiences, especially those in Flanders, are a market NPO Start hasn't fully reached yet. They speak Dutch and share cultural ties with the Netherlands, making NPO Start's content relatable. Expanding to Belgium could increase viewership and engagement (Marc, 2024).

Market share

On-Demand streaming is a big trend right now. NPO Start responds to this by expanding their content. The audience of NPO Start, especially the younger audience, prefers streaming

platforms over traditional TV. NPO Start benefits from this trend by making everything on their platform On-Demand. You can watch back everything that has been broadcast before and even watch entire series On-Demand (Wilson, K. April 4th, 2024).

PESTEL

Political

NPO Start operates within the Dutch public broadcasting system, which relies on government funding from taxpayer money. This means that changes in government policies can directly impact NPO Start's budget and operations. Additionally, government regulations dictate the responsibilities and programming requirements for these broadcasters, ensuring they meet public service obligations, such as providing accurate news and educational content. As a result, NPO Start must carefully navigate this political landscape while addressing the needs of its diverse audience (Ministerie van Algemene Zaken, 2021).

Economic

The economic environment plays a significant role in NPO Start's success. Since it is funded by taxes, a stable economy is crucial for maintaining its operations. However, during economic downturns, there could be less tax revenue, which might lead to budget cuts for public broadcasting. As subscription-based services become more popular, viewers may expect more from NPO Start. This could push the platform to explore new ways to generate income, like its NPO Plus subscription, while still offering free content (CvdM, n.d.).

Social

The shift from traditional TV to On-Demand streaming is a big trend that influences all streaming services. The younger audience prefers On-Demand streaming over linear television. NPO Start can adapt to this by working on their offerings and platform design. But not only younger audiences enjoy watching On-Demand content. The older population is also slowly switching to online streaming. NPO Start needs to find a way to balance its content and platform design so both groups stay satisfied. NPO Start serves a wide audience, offering content in Dutch that reflects the country's culture and values. (Sweeney, 2022)

Technological

To stay competitive, NPO Start must regularly update its website and mobile app to ensure a smooth user experience. Their site is easy to navigate and compatible with smart TVs and other devices (Pocketinfo, n.d.). With the rise of binge-watching and smart home technology, NPO Start should also consider using tools like artificial intelligence to personalize recommendations for viewers (Antonyuk & Litslink, 2024).

Environmental

There are a lot of programs that can be found about environmental issues. Climate and nature are a big topic for NPO. These programs can be observational, educational, scientific, etc. Since NPO is fixated on the Dutch society they can spread a message very easy. Therefore, if they want to spread awareness for an environmental issue, they can. Therefore, environmental issues are used by NPO to produce programs about them (NPO, n.d.).

Legal

The Dutch public broadcasting system operates under strict legal regulations that govern broadcasting standards, content appropriateness, copyright, and data protection. Compliance with the General Data Protection Regulations is crucial for NPO Start, especially for its online platforms that collect user data. The broadcasters must also follow laws regarding intellectual property rights when creating and distributing content (Ministerie van Algemene Zaken, 2021). Legal challenges related to licensing and content rights can pose risks, requiring careful management to ensure compliance and avoid penalties. (Government.nl, n.d.)

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">• <u>Free access to content</u><ul style="list-style-type: none">○ Free access to live TV and on-demand content makes it highly accessible and attractive to a wide audience (NPO, n.d.)• <u>Dutch language content</u><ul style="list-style-type: none">○ The focus on Dutch language content differentiates it from international competitors• <u>Trusted public broadcaster</u><ul style="list-style-type: none">○ Because NPO Start is part of the Dutch Public Broadcasting Organization, viewers have built a lot of trust and loyalty• <u>Government funding</u>	<ul style="list-style-type: none">• <u>Dependent on public funding</u><ul style="list-style-type: none">○ Financial stability relies heavily on government budgets, making it vulnerable to finding cuts• <u>Limited global appeal</u><ul style="list-style-type: none">○ By focusing on Dutch content, it isn't really appealing for the international market (NPO, n.d.).• <u>Technical issues and app compatibility</u><ul style="list-style-type: none">○ There have been reports of NPO Start not working as it should. These technical problems can frustrate users

<ul style="list-style-type: none"> ○ Because of government funding, NPO Start has a lot more financial stability than competitors 	<p>and deter them from using the platform (Hut, 2023)</p>
<p>Opportunities</p> <ul style="list-style-type: none"> • <u>Adapting new technology</u> <ul style="list-style-type: none"> ○ Technological advancements like 4K streaming and AI-driven personalized recommendations can improve the user experience and potentially get more customers (Wilson, K. April 4th, 2024). • <u>Expanding to new markets and audiences</u> <ul style="list-style-type: none"> ○ If NPO Start focuses on making more digital content for younger audiences and expanding its service to neighboring countries like Belgium. Viewership and revenue could increase. (Marc, 2024) 	<p>Threats</p> <ul style="list-style-type: none"> • <u>Competition from global platforms</u> <ul style="list-style-type: none"> ○ Giant streaming platforms like Netflix, Disney+, and Amazon Prime have a lot more to offer than a local streaming service like NPO Start. This can draw audiences away from NPO Start (Antonyuk & Litslink, 2024). • <u>Change in viewer preferences</u> <ul style="list-style-type: none"> ○ As international and On-Demand content gets more accessible and popular every day. A lot of people will prefer this over the traditional Dutch content they know. NPO Start must continuously adapt to keep its audience engaged.

O- Objectives

Marketing objectives

NPO Start aims to increase the reach and engagement of Dutch public broadcasting content by 20% within the next six months through accessible streaming services. Their focus is on making public TV and educational programming more available to Dutch citizens, especially young audiences who prefer on-demand streaming. They also aim to increase subscriptions to NPO Plus while maintaining a strong free-to-access model (NPO Start, n.d.).

Additionally, NPO Start seeks to promote art, diversity, and charitable causes, inspiring and mobilizing its customers, staff, volunteers, and donors (Grzegorek, 2024). Increasing the user base for NPO Plus by highlighting ad-free viewing and extra content is another key objective, as well as increasing brand awareness and promoting Dutch culture.

To enhance user experience and increase audience engagement, NPO Start aims to offer a variety of shows and content across different devices, ensuring the platform is easy to use and navigate, with helpful recommendations and a smooth viewing experience (Home, n.d.).

Communication objectives

With this documentary we want to spread awareness of this segment of society and especially the bright side of it. There are some huge misconceptions and judgements about this group, and we want to show the opposite. We think this documentary will be interesting for the audience because this topic does not have a lot of awareness yet, especially not related to sports.

Media objectives

During our research, we found out that NPO Start has 2.3 million users daily (Ster n.d) and it is one of the most viewed broadcasting channels in The Netherlands. Knowing this, we aim to reach at least 10,000 impressions, including young, old, male, female, or other, within the first month of our documentary's release. The tools we will use are digital advertising and prominent placements on NPO Start's homepage if possible and other popular sections of the platform. This will involve close monitoring of engagement metrics to adjust strategies as needed, ensuring we maximize visibility and impact, this approach will support NPO Start's goal of increasing subscriptions to NPO Plus, while maintaining its strong free-to-access model.

S- Strategy

Target audience segmentation

Demographic segmentation

Our primary audience consists of young adults of all genders and races, ages 12 to 25, who are currently in education such as primary school, high school, university and with any family status such as single, in a relationship or even engaged. The reason why our targeting is this broad is that for our topic and theme, these elements do not have to be that specific.

Economic segmentation

The documentary will be available on NPO Start, a free platform, making it easily accessible to students and young adults across low- and middle-income levels.

Geographic segmentation

We are targeting audiences across the Netherlands, targeting on the big student cities such as Amsterdam, Rotterdam, and Tilburg, focusing on individuals who benefit of internet/TV or NPO Subscription.

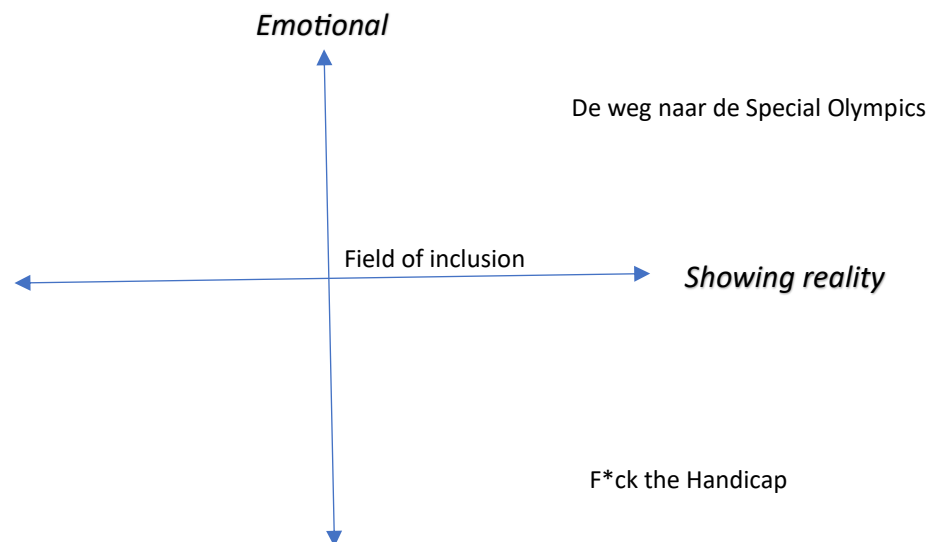
Psychographic segmentation

Our audience includes individuals who prioritize values like open-mindedness, empathy, equality, inclusion, compassion, honesty, integrity, and transparency. This audience is socially conscious and engaged with current societal issues, seeking to make a positive impact and align with brands and media that reflect these values.

Behavioral segmentation

As for their online behavior, we target people who are socially online, with an average screen time of minimum 4 hours a day. Statistics have shown that in The Netherlands in 2024, 13 million people aged 18 or above used social media platforms for more than the time we specified above (Kemp, 2024). During our research we noticed that the most used platforms are Instagram, TikTok, Snapchat and Facebook, namely the platforms we want to focus on during our marketing plan. The reason why we chose to focus on people with a minimum screen time of 4 hours is because during this scrolling time, people are exposed to a lot of new information.

Position matrix



Our documentary focuses on the emotional and informative part, for a mainstream target audience. The topics it is going to cover are inclusivity, friendship, and overcoming barriers. Unlike any other documentary on NPO Start, “Home Advantage” brings a personal touch to the story, portraying an intimate close-up. We want to express the true, happy side of Renee’s life, how she feels included, proud, connected, motivated, accepted, empowered and optimistic in

the hockey team. Our unique selling point is showing reality on camera, without interrupting or contributing to the story. Furthermore, looking at our competitors, there are only a few documentaries that illustrate a disabled protagonist with her team as rough as we do. We want to be as transparent as possible in showing and presenting Renee's story and how she feels accepted in her hockey team. We aim to educate people about people with disabilities because in some cases there are a lot of misconceptions.

To determine the positioning of our documentary on NPO Start, we began by analyzing similar existing content. We identified documentaries that focus on personal stories of individuals with disabilities, sports-related themes, and those emphasizing a sense of belonging or overcoming social obstacles.

Competitors

The documentary "F*ck the Handicap" on YouTube is also a competitor it addresses social issues extensively but may not deeply engage viewers on an emotional personal level (YouTube,2024). Or "De weg naar de Special Olympics," which is on NTR (NTR,2023). This documentary highlights a global sports event where athletes with intellectual disabilities, supported by coaches and volunteers, come together, it engages viewers on an emotional and personal level but might not emphasize community and belonging as profoundly as our documentary. Our documentary, "Field of Inclusion", stands out in this competitive landscape. It combines high emotional engagement with a focus on both personal journeys and broader social themes. This unique positioning underscores the intimate bonds and personal growth within Renee's hockey team, highlighting their supportive community dynamics.

Personas – See appendix A for more detailed information

Persona 1 – the one we want to focus on more

Lise Visser- 21-year-old psychology student from Amsterdam, Netherlands. She aspires to become a therapist and is actively involved in social causes, particularly for the inclusion of disabled individuals. Lise is described as open-minded, empathetic, and extroverted, and she enjoys volunteering and watching documentaries in her free time. Her frustrations include the misunderstanding of mental health issues, societal stereotypes, and the lack of support for mental health. Lise's passion for social awareness and inclusivity is evident from her active involvement in volunteering for non-profit organizations. She is deeply empathetic and is particularly moved by the challenges faced by disabled individuals, which fuels her desire to make a positive impact in their lives. Her commitment to spreading awareness and kindness is

reflected in her role as a moral supporter within her friend group, where she is known for her kindness and unwavering support. In addition to her academic pursuits, Lise is dedicated to staying informed about societal issues by reading articles and watching documentaries. This reflects her proactive approach to understanding and addressing the challenges faced by society. Her choice of platforms for entertainment, such as NPO Start, Netflix, Max, Prime Video, and Videoland, also provides insight into her interests and preferences. Lise's frustrations with the misunderstanding of mental health problems, societal stereotypes, and the lack of support for mental health highlight her commitment to addressing these important issues. Her determination to become a therapist and her active involvement in social causes demonstrate her strong sense of purpose and her desire to contribute positively to society.

T- Tactics - 4 P's

Product

The core product is a short documentary about a mentally handicapped girl who found connection in her hockey team. The story will portray the true, happy side of Renee's life. We want to change the standard bias of having pity for the people who are different from us. We also want to raise awareness about the importance of inclusion in sports. Renee's life is a perfect example to bring these thoughts across. Everybody should be able to do sports, regardless of whether you have a handicap or not. Visually appealing shots of the cold training night, combined with real life testimonials and exciting, cheerful action shots of the training will showcase the warmth and comfort that can be found in this team.

Price

Our main goal with this documentary is to distribute the message and focus on accessibility and engagement rather than generating revenue. To ensure accessibility and engagement across our target audience we will distribute our documentary on NPO Start, a free to use streaming service in The Netherlands (See Situation Analysis, Product). We will offer the documentary free for streaming so it can have a big social impact on residents of the Netherlands. Even though this documentary will be free to stream we will have an eye on the future and look at opportunities. Potential future opportunities like sponsorship deals with organizations that focus on inclusivity, or partnerships with other relevant organizations, can be a chance to generate revenue in the future. The budget that we set is €25,000 euros, the average budget for a documentary, based on sources.

Place

As said before we will distribute our documentary on NPO Start. Because NPO Start is a well trusted public broadcaster with a strong reputation for reliability and credibility (See Situation Analysis, Unique Competencies), it's a perfect platform for reaching a big audience in The Netherlands. Our goal of promoting inclusivity aligns with NPO Start's vision and mission of bringing people closer together (See Situation Analysis, Vision and Mission). Additionally, we will share trailers, clips, and promotional content on social media platforms to engage with younger audiences as well.

Promotion

As a starting point, we aim to start our marketing campaign two weeks before the documentary is published on NPO Start, namely 1st of June 2025, and we want to finish the marketing campaign one month after it is released, on 15th of July 2025. This way, we want to make sure that people hear about our short documentary before the release date, and they still talk about it after it is released. The promotion budget that we established is 25,000 euros, since it is the average cost of creating and publishing a documentary (Ryan, 2024). Firstly, for the two weeks before the release, we want to post on NPO's social media platforms such as Instagram, TikTok, Facebook, reels from the filming day, teasers and posters that match the style of our documentary, using multiple shades of green, brown, orange, which are the primary colors in our color palette. This way, we aim to reach at least 1.000 NPO Start followers. The reason why we target a small number of people is because on its socials, NPO Start has a very small number of followers, compared to other competitors. Additionally, the customers of the distribution website can find out easily about our documentary. Furthermore, we want to use paid advertising on Instagram, since it is the most popular social media platform used by our target audience. With paid ads, we have the opportunity to reach 3.000-4.000, users that can discover our documentary as well as the NPO platform. Moreover, using the billboards in the biggest cities in The Netherlands, we want to target at least 2.000 people who might be curious about our product and in the end to look for it on NPO. With our last promotion plan, which is partnering with Roxy Dekker, a famous Dutch influencer, we aim to access our target audience, enhance engagement, visibility and credibility. We hope we will target 10k people, since she has a big number of followers, almost 500.000 on Instagram.

A- Action

Action Items	Beginning date	Ending date	Responsible	Cost	Remarks

			party		
1. Online posts on NPO's social media platforms (Instagram, TikTok, Facebook)	1st of June	15th of June	NPO Start	5 euros – 19 euros per post depending on the reach (Social Sellinat or Team 2024)	First, we want to start posting twice a week, from the 1 st of June till 15 th of June teaser videos of our short documentary, including behind the scenes videos and impactful scenes from the actual documentary. Afterwards, we want to focus on posting the poster of the short documentary until the end of the campaign.
2. Paid advertising on Instagram	15th of June	15th of July	Instagram	4.000-7.000 euros per month (Keena nd, 2022)	We want to invest in paid content on Instagram, since it is one of the most popular and effective social media platforms in The Netherlands, with 8,15 million users in 2024. The benefit of paid advertising is reaching a substantial number of users and from a financial viewpoint,

					we would receive revenue based on the cost-per-click and cost-per-mille. This way, we can raise brand awareness and reach a larger audience.
3. Billboards in Amsterdam and Rotterdam	15th of June	29th of June	Stopperdeal.nl	1,180 euros for both billboards for two weeks (Stopperdeal, n.d)	<p>We want to create our own billboards in Amsterdam and Rotterdam since these are the biggest student cities in The Netherlands. We want to create and display them only in the first two weeks after we publish the documentary.</p> <p>On the billboard, we want to design a catchy, interesting and emotional poster with a short text that invites people to watch the documentary on NPO Start. We are going to use billboards for two weeks because those are the most favorable weeks to promote the</p>

					<p>documentary.</p> <p>Moreover, two weeks is enough time to reach our audience, and if we prolong the billboards, people will already be tired of seeing the same ad in the same place.</p>
<p>4. Partner with one influencer from The Netherlands</p>	<p>15th of June</p>	<p>17th of June</p>	<p>Roxy Dekker</p>	<p>5.000-10.000 euros per post (Hitchcock, 2024)</p>	<p>We want to partner with Roxy Dekker because she is famous in The Netherlands and through her posts, people can find out about our documentary. We want an average of two Instagram posts per day, which in total will be 20.000-40.000 euros for both days, depending on her demand and reach. We give her the freedom post in</p>

					<p>whichever way she wants the “call to action” for our documentary, but we want her to post one feed photo and three stories on Instagram. The reason why we want to partner with her for only two days is that the first two days of the release represent the most favorable time for online promotion.</p>
--	--	--	--	--	--

C- Control

Marketing objectives and communication objectives–

As we already mentioned in the *Objectives* part of our marketing plan, the topic of our short documentary matches perfectly the objectives of NPO, to promote diversity, inclusion, education and charitable causes. With this documentary we aim to change people’s perspective on people with disabilities and we want to raise awareness on this topic. In order to measure the effectiveness of this objective, we will read and reflect on the reviews and comments we will have. Furthermore, we want to take into consideration the discussions on social media, either in posts, comments or videos.

Media objectives –

Our main objective is to reach 10,000 views within the first month. For measuring this objective, we want to ask NPO Start to share the data regarding views with us, if possible. If not, we will focus on reviews, or other discussions on platforms such as IMDB. Furthermore, we can use Google Analytics or other platforms that can provide this type of information. For the posts on social media, we want to measure the effectiveness by checking the posts’ insights, such as the likes, comments, shares numbers, as well as the number of people it reached. Each app has its own feature where you can see the actual numbers of the posts in real time. Some of

them have even better features, where you can notice how many followers or non-followers viewed or tapped on your post. When it comes to paid advertising, the measure is considerably easier because there is an automatic system where we will check how many people viewed, interacted with, and read the ads. In case we measure it, and it is not effective enough, we want to change our strategy and buy ads on TikTok or Facebook. Furthermore, when it comes to the billboard, we will measure its effectiveness by tracking awareness and reach either through polls or impressions in data traffic and through social media mentions and hashtags. For Roxy's promotion, we thought of asking for quantitative metrics, such as views, likes, shares and comments as well as measuring the media growth.

References

About NPO. (z.d.-a).

<https://npo.nl/overnpo/organisatie-npo/about-npo>

Aanmeldopties | NPO Start. (n.d.). NPO Start.

<https://npo.nl/start/aanmelden>

Antonyuk, S., & Litslink. (August 12, 2024). Netflix and Learn: How Netflix Uses AI to Personalize Recommendations. Litslink.

<https://litslink.com/blog/all-about-netflix-artificial-intelligence-the-truth-behind-personalizedcontent#:~:text=Have%20you%20ever%20noticed%20that,existing%20content%20on%20the%20platform>

Commissariaat voor de media. (2023, November 2). Commissariaat voor de media

<https://www.cvdm.nl/voor-medi makers/publieke-omroepen/landelijke-omroep/#:~:text=De%20publieke%20omroepen%20worden%20gefinancierd,van%20commerciële%20en%20politieke%20beïnvloeding>

Geniet nu van NPO Start via de Mediabox Next. (2024, August 19th).

<https://community.ziggo.nl/t5/Tips-van-Ziggo/Geniet-nu-van-NPO-Start-viade-Mediabox-Next/ba-p/647133>

Government.nl. (n.d.). Media Act: Rules for broadcasters and programming.

<https://www.government.nl/topics/the-media-and-broadcasting/media-act-rules-for-broadcasters-and-programming>

Grzegorzek J. (July 9, 2024). Marketing objectives for non-profit organizations, Medium.

<https://medium.com/@JerryGrzegorzek/marketing-objectives-for-non-profit-organizations-4be31bae0a15>

Hitchcock J. (August 28, 2024). Influencer Pricing: The Cost of Influencers in 2025.

<https://www.shopify.com/blog/influencer-pricing>

Home. (n.d.). <https://npo.nl/overnpo>

Hut, E. (December 5, 2023). De NPO Start-app werkt niet meer op sommige tv's en dit is de reden. TVgids.nl.

<https://www.tvgids.nl/nieuws/de-npo-start-app-werkt-niet-meer-op-sommige-tvs-en-dit-is-de-rede>

Keenan M. (February 27, 2022). How Much Does it Cost to Market on Instagram? (+ 4 Tips to Maximize Your Spend).

https://manychat.com/blog/instagram-marketingcosts/?utm_source=google&utm_medium=DSA&utm_campaign=categories&gad_source=1&gbraid=0AAAAAC9IA3IEjTujb0M1iPndSXUBdDjt_&gclid=Cj0KCQiAgdC

6BhCgARIsAPWNWH3htP3UyDPPNwQVrcg-

9q9BgBAv9Io0_c3R3zg4BYLSsLtjwLWM8LYaAisiEALw_wcB

Kemp S. (February 21, 2024). DIGITAL 2024: THE NETHERLANDS.

<https://datareportal.com/reports/digital-2024-netherlands>

Marc. (September 6, 2022). Hoe kijk je naar de NPO vanuit het buitenland? VPN Deals.

<https://vpndeals.nl/kennisbank/npo-kijken-in-het-buitenland/#:~:text=In%20het%20kort,je%20die%20buitenlandse%20blokkades%20omzeilen>

Marketing Report, David de Jong. (n.d.). NPO krijgt in 2022 recordbedrag vanuit OCW.
Marketing Report.

<https://marketingreport.nl/npo-krijgt-in-2022-recordbedrag-vanuit-ocw/>

Ministerie van Algemene Zaken. (2021, March 4th). Waarom kan ik programma's van de publieke omroep niet onbeperkt terugkijken op NPO Start? Rijksoverheid.nl.

<https://www.rijksoverheid.nl/onderwerpen/media-en-publieke-omroep/vraag-en-antwoord/programma-terugkijken-npo-start>

Ministerie van Algemene Zaken. (February 15, 2021). Wat doet de Nederlandse Publieke Omroep (NPO)? Rijksoverheid.nl.

<https://www.rijksoverheid.nl/onderwerpen/media-en-publieke-omroep/vraag-en-antwoord/nederlandse-publieke-omroep>

Npo. (n.d.). Waar we voor staan. Wat zijn onze doelen en hoe willen we die waarmaken?

<https://npo.nl/overnpo/waar-we-voor-staan>

NTR. (2022). De weg naar de speciale Olympics.

https://ntr.nl/NTR-Documentaires/137/detail/Op-weg-naar-de-Special-Olympics/VPWON_1352878

Online reclame | Hoe werkt het | Ster reclame - Ster reclame. (n.d.). Ster.nl.

<https://www.ster.nl/online-reclame-bij-ster/>

Onze prioriteiten. (n.d.). <https://npo.nl/overnpo/onze-prioriteiten>

Ryan C. (March, 2024). How to Plan Your Documentary Budget, Once Films.

<https://oncefilms.com/blog/documentary-budget>

Similarweb. (2024). Top 10 npo.nl competitors. Similarweb.

<https://www.similarweb.com/website/npo.nl/competitors/>

SocialSellinator Team. (January 5, 2024). The Ins and Outs of Cost Per Social Media Post Pricing.

<https://www.socialsellinator.com/social-selling-blog/cost-per-social-media-post>

Ster reclame (n.d.). Bereik en doelgroepen Publieke Omroep. Ster reclame

<https://www.ster.nl/bereik-doelgroepen/>

Stopperdeal.nl. (2024).

https://stopperdeal.nl/download/?utm_source=google&utm_medium=cpc&utm_campaign=buitenreclame_phrase&utm_content=billboard-digitale&gad_source=1&gbraid=0AAAAA-T0fz7DCXbihFsnywU_oaGcG7mFB&gclid=CjwKCAiA3ZC6BhBaEiwAeqfvyhT_55C0ZqHqGPx769kCSFMQSzkFJHJrb9f9Cx7qEN5Gc5vrFcbCJBoC2a0QAvD_BwE

Sweney M. (August 17, 2022). Younger viewers shun traditional TV channels as 90% opt for streaming services.

<https://amp.theguardian.com/tv-and-radio/2022/aug/17/younger-viewers-shun-traditional-tv-channels-as-90-opt-for-streaming-services>

Van Dijk M. P. A., Hale W. W., Branje S, Meeus W., Hawk S. T. (May 1, 2020), Personality Development from Age 12 to 25 and its Links with Life Transitions,

<https://journals.sagepub.com/doi/10.1002/per.2251>

Waarom kan ik NPO Start niet gebruiken? | KPN Community. (n.d.).

<https://community.kpn.com/streaming-122/waarom-kan-ik-npo-start-niet-gebruiken-608692#:~:text=Let%20op%3A%20Live%20televisie%20kijken,je%20zapt%20naar%20kanaal%20205>

Wilson, K. (2024, April 4th). Exploring the Evolution of On-Demand Entertainment: How Streaming Services Shape Our Viewing Habits - Peace Tech. Peace Tech.

<https://www.peacetech.net/2024/04/04/exploring-the-evolution-of-on-demandentertainment-how-streaming-services-shape-our-viewing-habits/>

YouTube. (2020). Documentary Fuck the handicap:

<https://www.youtube.com/watch?v=EGaBOtRekYQ>

Appendix

Appendix A - Persona's

Persona 2

Johannes de Vries- 13-year-old boy from Rotterdam, The Netherlands. Johannes an introverted individual who is currently in his first year of middle school. He has a keen interest in playing video games and aspires to become a doctor in the future, driven by his desire to help others and make a lasting impact. Despite his introverted nature, Johannes does spend time with his close friends a few times a week.

Johannes' family plays a significant role in shaping his values and beliefs. They prioritize inclusivity, open-mindedness, compassion, and transparency. His parents have instilled in him the importance of being friendly and inclusive to everyone, regardless of cultural background, societal norms, or health issues. From a young age, his family has exposed him to various social issues by watching documentaries and engaging in discussions about topics such as climate change and the treatment of disabled individuals.

While Johannes is aware of these social issues, he feels constrained in expressing his thoughts within his social circle. He feels that the people around him do not engage in discussions about controversial or challenging topics. This lack of inclusivity and social awareness is a source of frustration for him.

In terms of leisure activities, Johannes spends a significant amount of time on social media platforms such as Tik Tok, Instagram, and YouTube, where he mainly watches gameplays. Additionally, he has access to streaming platforms like NPO Start, Max, and Netflix, where he enjoys watching series, documentaries, and movies. He also regularly watches TV with his family, particularly in the evenings when interesting TV shows are broadcasted.

Johannes' goals include broadening his knowledge, engaging in social activities, and ultimately using his future career to help others. He aims to spread positivity and contribute to society in a

meaningful way. His personality traits are described as open-minded, inclusive, self-aware, curious, friendly, and emotional.

Lise Visser

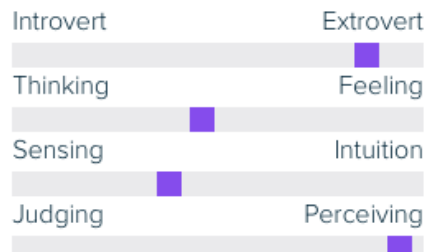
Age: 21 years old

Occupation: Third year at UvA, psychology student

Family status: single

Location: Amsterdam, The Netherlands

Gender: female



Personality traits :

open-minded, inclusive, self-aware, extroverted, creative, compassion, generous, empathetic

Goals:

- Become a therapist
- Help people overcome their problems
- Encourage behavioral change

Frustrations:

- Misunderstanding of mental problems
- Stereotypes
- Lack of support for mental health in society

Online behavior

Online articles/ research papers

Online & Social Media

Streaming platforms

TV



Description

Lise is a 21 years old dutch woman who lives in Amsterdam and who aims to become a therapist after graduation. She is still in education, studying psychology at UvA in Amsterdam. Alongside her kindness, empathy and inclusivity, Lise is an extroverted person who loves to socialize and to involve herself in social events. Ever since she was in high-school she liked to read articles and to watch documentaries about various topics, because she wanted to be socially aware of the problems that society encounters. She is very emotional and the subject that triggers her the most is disabled people because she thinks that they are treated wrong and not included in society.

In her free time, she chooses to volunteer for non-profit organizations because she enjoys to give a helping hand to people in order to make them happy. Besides that, she likes to watch documentaries/series or movies on platforms such as NPO Start, Netflix, Max, PrimeVideo, Videoland.

She stands behind certain values and she chooses to be surrounded by people who share the same values like her. In her friend group she is seen as a moral supporter and the kind and loving person who always has your back.

Even though she tries to make a change in society by spreading awareness and kindness, Lise is often surprised that a lot of people are misunderstanding and judging certain topics.

Johannes de Vries

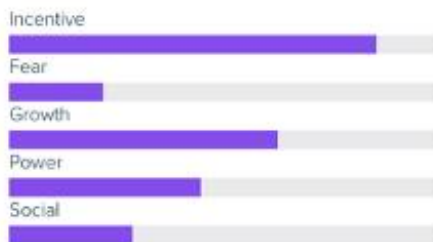
Age: 13 years old

Occupation: first year middle school

Family status: single

Location: Rotterdam, The Netherlands

Gender: male



Personality traits :

open-minded, inclusive, self-aware, curious, friendly, emotional, self-aware

Goals:

- Broaden his knowledge
- Involve in social activities and spread positivity
- Help other people with his future job

Frustrations:

- Lack of discussions about harsh topics
- Lack of people's social awareness
- Lack of inclusivity in society

Online behavior



Description

Johannes is a 13-year old introverted boy, located in Rotterdam, The Netherlands. He is first year in middle school and as a main hobby, he likes to play video games. His life goal is to become a doctor because he has the desire to help other people and to leave a long lasting impact. He usually spends his time alone but he goes out a few times a week with his close friends. He is raised in a family who stands behind certain values such as inclusivity, open-mindedness, compassion and transparency and he is taught by his parents to be friendly and inclusive with everybody, without judging cultural background, societal norms or health issues. Ever since he was younger, his family helped him broaden his perspective by watching documentaries and discussing different topics such as climate change, disabled people that deserve to be treated as normal human beings and other controversial subjects. He is aware of these problems but he never speaks out loud what he thinks because in his social group people do not bring out these issues.

As for his online behavior, he spends a lot of time on social media platforms such as TikTok, Instagram and YouTube mainly watching gameplays but he also has access to streaming platforms, namely NPO Start, Max, Netflix, where he watches series, documentaries and movies. He watches TV on a daily basis with his family, usually in the evening, when interesting TV shows are broadcasted.