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# **MyFUJIFILM (WARS):** **Marketing** **Communication Plan**

**Printed Memories:**  
How MyFUJIFILM can activate  
Gen-Z to do more with their  
*digital photos?*



# 0. Table of Contents

<b>1. Introduction</b>	.....	4
<b>2. Situation Analysis</b>	.....	5
<b>2.1. Market Analysis</b>	.....	5
2.1.1. PEST Analysis	.....	5
2.1.2. Competitors Analysis	.....	8
2.1.2.1. Product Range	.....	9
2.1.2.2. Target Audience	.....	11
2.1.2.3. Website and App Experience	.....	12
2.1.2.4. Delivery and Fulfillment	.....	13
2.1.2.5. Customer reviews and feedback	.....	14
2.1.2.6. Marketing and Advertising	.....	15
2.1.2.7. Comparing Websites	.....	17
2.1.2.8. Positioning Map	.....	19
<b>2.2. Brand Analysis</b>	.....	20
2.2.1. Reasons to believe MyFUJIFILM	.....	20
2.2.2. Benefits of MyFUJIFILM	.....	23
<b>2.3. SWOT Analysis</b>	.....	25
<b>3. Target Group and Persona</b>	.....	28
<b>3.1. Target Group Research</b>	.....	28
3.1.1. Methodology of Investigation	.....	28
3.1.2. Research Question and Outcomes	.....	29

3.2. Target Group Description .....	31
3.3. Persona .....	32
<b>4. Creative Concept Development .....</b>	<b>33</b>
4.1. Consumer Dilemma and Consumer Insights .....	33
4.2. Big Idea .....	34
4.2.1. Approach .....	34
4.2.2. Outcome .....	35
4.3. Campaign Message .....	36
<b>5. Campaign Strategy Development .....</b>	<b>37</b>
5.1. Approach .....	37
5.2. Media Mix .....	39
5.2.1. PR Activities .....	39
5.2.1.1. Photobooths .....	39
5.2.1.2. Festivals .....	40
5.2.1.3. Abstractions .....	44
5.2.2. Social Media .....	48
<b>6. Plan of Action .....</b>	<b>53</b>
<b>7. Conclusion .....</b>	<b>56</b>
<b>8. References .....</b>	<b>57</b>
<b>9. Appendices .....</b>	<b>61</b>

## 1. Introduction

In today's digital world, countless **precious moments are captured**, stored, and often forgotten, accumulating **virtual dust** in the cloud. This project for MyFUJIFILM aims to change that by encouraging young adults, aged 18–25, to transform their stored digital memories into **tangible keepsakes** they can enjoy every day. Rooted in FUJIFILM's legacy as a leader in photographic film, cameras, and imaging products, MyFUJIFILM brings this heritage to life in a different context, allowing anyone to turn their photos into lasting pieces, including photo prints, canvases, collages, and photo books that tell a story for the future.

This project challenges us to address a key question: **How can we inspire our target audience to see the value in doing more with their photos and transforming digital files into meaningful, tangible representations of their personal history?** By researching the interests and motivations of our audience, we aim to revive appreciation for physical photos in a generation that primarily exists in digital reality. To make an impact, this project will combine **deep research and strategic insights** into youth culture with **innovative marketing approaches** that extend **beyond traditional social media**.

The MyFUJIFILM project is a call to action for young people to move their moments out of the cloud and **into the real world**, creating physical items they can keep, gift, and revisit time and again. Focusing on originality and out-of-the-box thinking, this initiative seeks to engage our audience and inspire a new way of preserving life's most cherished moments.

## 2. Situation Analysis

### 2.1. Market Analysis

#### 2.1.1. PEST Analysis

##### Political

- The GDPR (General Data Protection Regulation). MyFUJIFILM's collection of consumer data to create personalized photographic products makes it crucial for the company to prioritize full compliance with these regulations. In Dutch: *Algemene Verordening Gegevensbescherming* (AVG). (Ministerie van Algemene Zaken, 2024)
- As a manufacturer, MyFUJIFILM must comply with Dutch packaging laws. Some of the most important laws are:
  - "You are required to pay for and organize the collection and recycling of packaging.
  - The percentage of materials used for packaging that you must recycle must increase each calendar year.
  - You are required to take preventive measures to:
    - minimize the amount of packaging material
    - facilitate the collecting and recycling of the packaging
    - reduce the amount of hazardous substances in the packaging

- maximize the amount of recycled material used in new packaging
  - give the packed product the longest possible shelf life
  - reduce the amount of litter produced. (Netherlands Enterprise Agency) "
- Attend the Dutch Copyright regulations (Netherlands Enterprise Agency)
- In its most recent sustainability plan as of September 22<sup>nd</sup>, 2024, FUJIFILM announced the implementation of global operations across the company, including MyFUJIFILM, in order to comply with the laws of each country and region.

## Economical

- Besides the crisis and inflation, the Dutch economy is growing, and in 2024 it should grow by 0.8%. (*Economic forecast for Netherlands*)
- From the age of 17 to 24, the average salary in the Netherlands is €3,146. (Nivera, K, 2024)
- In 2021, 66% of individuals aged 15 to 24 had a higher purchasing power compared to 2019. (CBS, 2022)

## Social

- 1.2 trillion photos were taken worldwide in 2021 and 1.72 trillion in 2022, which equals an estimated 54540 every second and 4,7 million daily.  
(Photutorial, 2022)
- People have thousands of photos on their phones and digital devices.  
“The average user has around 2,100 photos on their smartphone in 2023. iOS smartphone users have approximately 2,400 photos on their phones, while Android users have around 1,900 photos on their phones.”  
(smays.com)
- When on special occasions or moments like vacations, people find it almost mandatory to take photos to save the memories.  
(news.virginmediao2.co.uk)
- Research by FUJIFILM Ireland found that 44% of pictures are lost because they weren't printed or backed up.
- 53% of pictures that are printed are printed directly from the camera.  
(FUJIFILM Ireland)
- “We scroll through and reminisce, and share photos on social media, but most of our photos will stay on our phones. So, if our phone disappears, do our photos. (FUJIFILM Ireland)
- “People are losing precious reminders of significant events and memories in their family history.” (FUJIFILM Ireland)
- The Most Photographed Generation Will Have No Pictures in 10 Years!  
(Mike Yost Photography)

## Technological

- 96.3% of people have a smartphone in the Netherlands and it is the highest rate ever. (*Statista, 2024*)
- 1.2 trillion photos were taken worldwide in 2021 and 1.72 trillion in 2022, which equals an estimated 54540 every second and 4,7 million daily. (*Photutorial, 2022*)
- People have thousands of photos on their phones and digital devices. "The average user has around 2,100 photos on their smartphone in 2023. iOS smartphone users have approximately 2,400 photos on their phones, while Android users have around 1,900 photos on their phones." (*smays.com*)
- MyFUJIFILM produces high-quality paper and uses top-notch printing machines under the FUJIFILM brand which already has a reputation. (*MyFUJIFILM*)

### 2.1.2. Competitors Analysis

To analyze the different competitors, we researched their websites, reviews, social media channels, and marketing campaigns. With this information, we made the competitor analysis.

### 2.1.2.1. Product Range

#### Hema

##### Types of Photo Products:

- Hema offers a variety of products, such as photo books, photo prints, canvas prints, posters, calendars, greeting cards, and gifts such as mugs and phone cases.

##### Customization Options:

- Photo books can be customized with different layouts, themes, and captions. Hema also offers multiple sizes for their products, and customers can choose finishes such as glossy or matte.

##### Price Range:

- It is generally affordable, with photo books starting at around €10.50 and photo prints starting at €0.10.

#### Albelli

##### Types of Photo Products

- Albelli offers a wide range of products, including photo books, photo prints, wall decorations, calendars, greeting cards, and photo gifts.

##### Customization Options:

- Albelli is known for its extensive customization options, especially for photo books, where users can choose from different covers, paper qualities, layouts, and themes. They also offer automatic photo book creation.

##### Price Range:

- Albelli is in the mid to high price range. Photo books start from around €14.95, depending on size and customization. Photo prints are available from €0.10 each.

**Cewe**

## Types of Photo Products:

- Cewe offers a very wide range of products, including photo books, photo prints, posters, canvas prints, wall decorations, calendars, phone cases, greeting cards, and various photo gifts.

## Customization Options:

- Cewe is known for its flexible and extensive customization options, especially for photo books. Users can choose from different sizes, paper types, covers, and layout options. They offer a special software program for detailed customization.

## Price Range:

- Cewe is in the mid to high-end segment. Photo books start at around €7.95 for a small softcover book, but the price can quickly increase depending on the finishes chosen. Prints start at €0.10.

**Once Upon**

## Types of photo products:

- Once Upon specializes in photo books and does not offer a wide range of other photo products. They focus on making photo books simple and stylish with a minimalist look.

## Customization options:

- The focus is on simplicity and ease of use. Once Upon offers less extensive customization options than competitors such as Cewe or Albelli.

## Price range:

- Once Upon is in the mid to high price range. Photo books start at around €27 for a softcover book with 30 pages. The price can go up depending on the number of pages and the chosen format.

### 2.1.2.2. Target Audience

<b>Hema</b>	<p>Primary customers:</p> <ul style="list-style-type: none"><li>→ As Hema itself states, they target a wide audience, from families who make photo books to young adults looking for personalized gifts.</li></ul> <p>Marketing tone and style:</p> <ul style="list-style-type: none"><li>→ Accessible and friendly. They present their products as simple and affordable solutions to capture memories. The tone is simple and customer-friendly.</li></ul>
<b>Albelli</b>	<p>Primary Customers:</p> <ul style="list-style-type: none"><li>→ Albelli primarily targets people who want high-quality photo books and personalized photo products. Their customers often include families, couples, and hobby photographers.</li></ul> <p>Marketing tone and style:</p> <ul style="list-style-type: none"><li>→ Albelli's style is elegant and professional, focused on highlighting the quality and durability of their products. Their marketing tone is more refined, appealing to consumers who value a premium feel.</li></ul>
<b>Cewe</b>	<p>Primary Customers:</p> <ul style="list-style-type: none"><li>→ Cewe targets a broad demographic, but primarily customers looking for high-quality photo products, such as families, photographers, and those who want to capture special occasions like weddings and travel.</li></ul> <p>Marketing Tone and Style:</p> <ul style="list-style-type: none"><li>→ Cewe's style is professional and established, with a focus on quality, reliability, and service. They position themselves as a premium brand.</li></ul>
<b>Once Upon</b>	<p>Primary customers:</p> <ul style="list-style-type: none"><li>→ Once Upon focuses on a young, modern target group that values simplicity, aesthetics, and ease of use. The platform is especially popular with millennials and young adults who want to quickly and easily create a photo book, for example of travels, weddings, or other important moments.</li></ul> <p>Marketing tone and style:</p> <ul style="list-style-type: none"><li>→ Once Upon's marketing is modern, fresh, and minimalist, with a focus on stylishly capturing everyday moments.</li></ul>

### 2.1.2.3. Website and App Experience

#### Hema

##### User Interface (UI) and User Experience (UX):

- The website is clean, user-friendly, and easy to navigate. Their photo section is well-organized with a clear process for uploading and customizing products.

##### Mobile-Friendliness:

- Hema has a mobile app that allows users to create and order products directly from their phones.

#### Albelli

##### User interface (UI) and user experience (UX):

- Albelli's website is modern and clean, with clear steps for designing and ordering products. They offer a lot of options during the creation process, but they remain user-friendly.

##### Mobile-friendliness:

- The website is mobile-friendly, and they offer a mobile app that makes it easy to create and order photo books.

#### Cewe

##### User Interface (UI) and User Experience (UX):

- Cewe offers both an online platform and downloadable software for designing photo books and other products. The website is well-designed, but the software offers many more advanced customization options. The software can be a bit overwhelming for beginners.

##### Mobile Friendliness:

- Cewe has a mobile app that allows customers to easily create and order their photo books and products from their phones.

#### Once Upon

##### User interface (UI) and user experience (UX):

- The mobile app is the core of the service. The desktop experience is more limited because the platform is focused on mobile use.

##### Mobile-friendliness:

- Once Upon offers a user-friendly mobile app that makes it easy for customers to create photo books. The app is designed with the user in mind, and the interface is simple and intuitive. Users can upload photos directly from their smartphone and process them into a book.

### 2.1.2.4. Delivery and Fulfillment

Hema	<p>Shipping options:</p> <ul style="list-style-type: none"><li>→ They offer standard home delivery in the Netherlands and other countries. Shipping is relatively fast, with delivery times of 3-5 days.</li></ul> <p>Pick up in-store:</p> <ul style="list-style-type: none"><li>→ Customers can choose to pick up their order for free in a Hema store.</li></ul>
Albelli	<p>Shipping options:</p> <ul style="list-style-type: none"><li>→ Albelli offers a variety of shipping options, including standard and expedited delivery. Delivery time is on average 5-7 business days, depending on the type of product and the country of delivery.</li></ul> <p>Pick up in-store:</p> <ul style="list-style-type: none"><li>→ Albelli does not offer a pickup option in physical stores, as they are an online-based service.</li></ul>
Cewe	<p>Shipping options:</p> <ul style="list-style-type: none"><li>→ Cewe offers standard and expedited shipping options. Delivery times range from 5-7 business days for most products, depending on complexity and delivery address.</li></ul> <p>In-store pickup:</p> <ul style="list-style-type: none"><li>→ Cewe partners with several physical stores (such as Kruidvat and Albert Heijn) where customers can pick up their orders.</li></ul>
Once Upon	<p>Shipping Options:</p> <ul style="list-style-type: none"><li>→ Once Upon offers standard shipping options, with delivery times of 5-10 business days, depending on the country of delivery. They do not have expedited shipping options.</li></ul> <p>In-Store Pickup:</p> <ul style="list-style-type: none"><li>→ Once Upon does not have physical stores or pickup points.</li></ul>

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### 2.1.2.5. Customer Reviews and Feedback

#### Hema

Overall Customer Satisfaction:

- Generally positive, with many customers praising the affordability and ease of use. Photo books and prints are popular, with customers appreciating the quality for the price.

Common Complaints or Compliments:

- Some negative reviews mention slow shipping during busy seasons or issues with the quality of the prints not meeting expectations, this is relatively rare.

#### Albelli

Overall customer satisfaction:

- Generally very positive. Customers praise the high quality of the photo books, wall decorations, and prints. Albelli is often recommended for its product quality.

Common complaints or compliments:

- Customers are often satisfied with the extensive personalization options and the quality of the end product. A common complaint is the price, which is perceived as being on the high side compared to some competitors, and sometimes long delivery times.

#### Cewe

Overall customer satisfaction:

- Cewe generally receives very positive reviews, especially for the quality of their photo books and their extensive customization options.

Common complaints or compliments:

- Customers praise the high-quality finish of the products, but sometimes there are complaints about the user-friendliness of the software (for beginners), as well as longer delivery times during peak seasons such as the holidays.

**Once  
Upon****Overall Customer Satisfaction:**

- Once Upon generally receives very positive reviews, especially for its ease of use, sleek designs, and the quality of its photo books. Customers often appreciate the quick and streamlined process of creating a book via their smartphone.

**Common Complaints or Compliments:**

- Compliments often focus on user-friendliness and modern, minimalist design. Many customers also appreciate that the platform is specifically geared towards creating stylish books quickly. However, a common complaint is the lack of customization options and the relatively higher price for a limited number of options.

### **2.1.2.6. Marketing and Advertising**

**Hema****Campaigns and messages:**

- Hema often focuses on the affordability and simplicity of their services. Their campaigns usually emphasize how easy it is to create personalized gifts and photo books.

**Channels used:**

- They use email marketing, social media (Instagram, TikTok, and Facebook), and in-store promotions. On their social media, they often show user-generated content, in which customers show how they use Hema's photo products.

**Albelli**

## Campaigns and messages:

- Albelli focuses on the premium experience that their photo books and wall decorations offer. They emphasize the quality of their products and how they help to preserve memories. They often also zoom in on special moments such as weddings and holidays.

## Channels used:

- Albelli uses social media, email campaigns, and online advertising. They advertise heavily on platforms like Facebook and Instagram and work with influencers to promote their products.

**Cewe**

## Campaigns and messages:

- Cewe focuses on quality and reliability in their campaigns, positioning their products as a way to capture precious memories sustainably. Their slogan often emphasizes creating something that will last for generations.

## Channels used:

- Cewe uses television advertising, online advertising, social media (Instagram, Facebook), and email campaigns. They have a strong online presence and work with influencers and photographers to promote their products.

**Once  
Upon**

## Campaigns and Messages:

- Once Upon focuses on minimalist and modern advertising, emphasizing the ease and aesthetics of their photo books. Their message is often about capturing beautiful moments in a simple and stylish way. They also emphasize the speed and simplicity of their app-based platform.

## Channels Used:

- Once Upon makes extensive use of social media such as Instagram, where visually appealing content and photo books are shared. They also collaborate with influencers who promote the app to young, design-conscious consumers. They also focus on email marketing and online advertising.

### 2.1.2.7. Comparing Websites

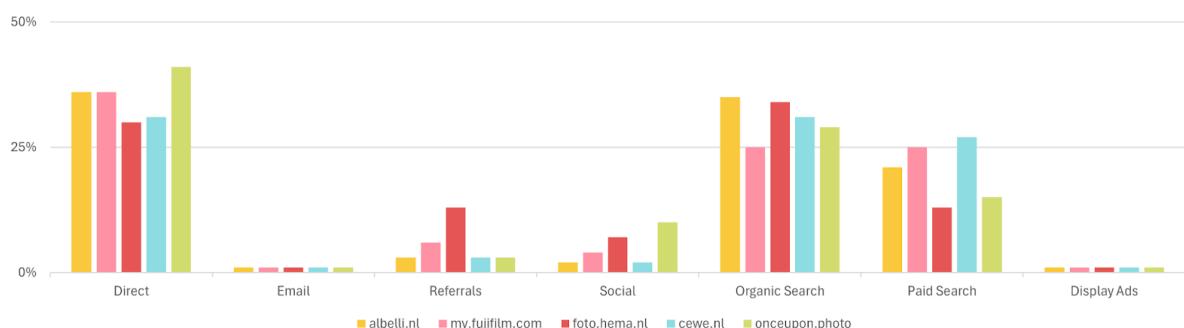
We used Similarweb, which allows for a clear view of competitors' website traffic sources, popular channels, and engagement stats. This insight helped us identify effective strategies and areas for improvement by learning from competitors' traffic patterns and referral sources.

#### Total Views

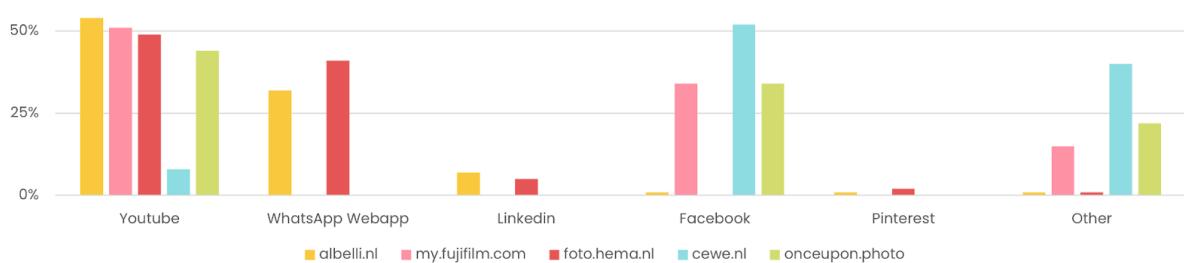
Jun 2024 - Aug 2024 . Worldwide



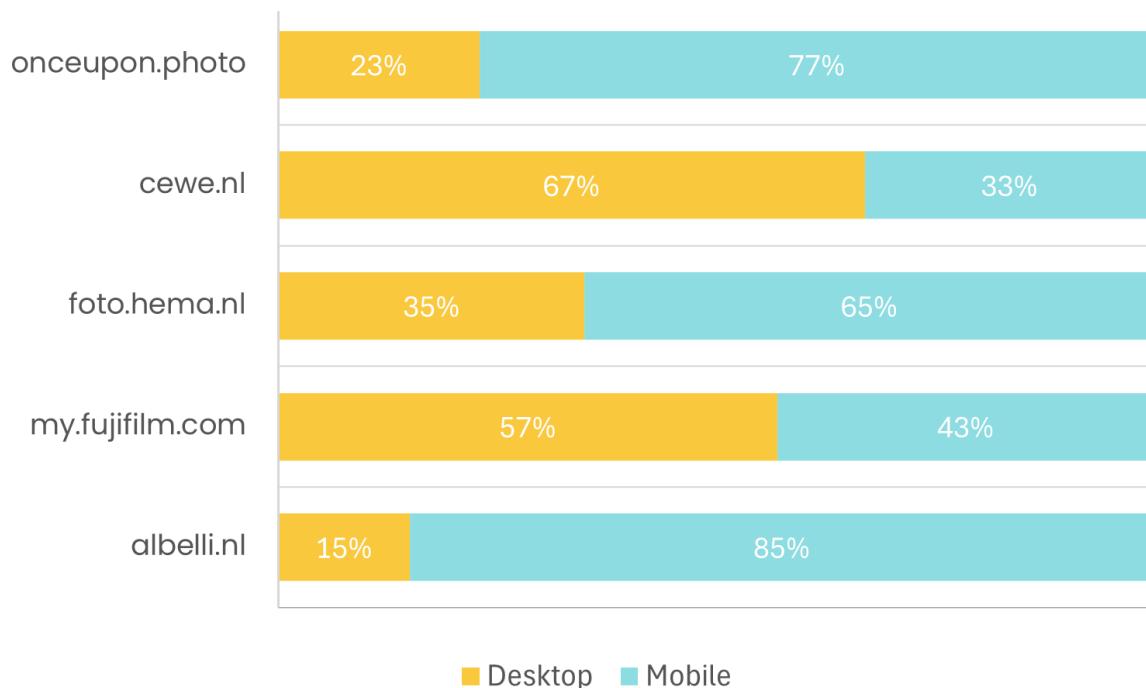
#### Channels Overview



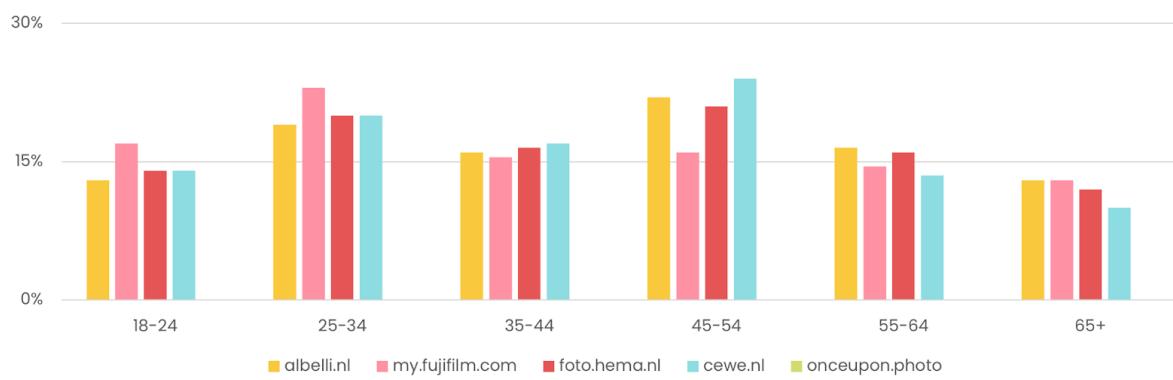
#### Social Traffic



## Device Distribution

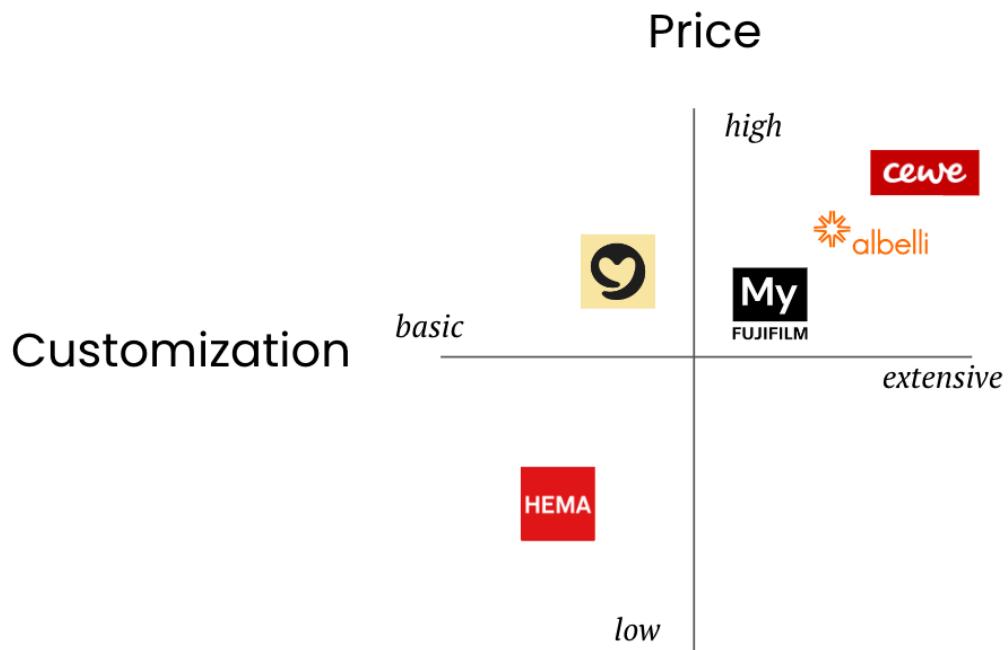


## Age Distribution



\*No information for “onceupon.photo”

### 2.1.2.8. Positioning Map



This positioning map illustrates where each competitor stands in terms of pricing and customization. Hema occupies the budget segment with basic customization, while Cewe and Albelli compete in the premium segment with extensive options. Once Upon is positioned as a higher-end option with simpler customization, and MyFUJIFILM aims for a balanced offering.

## 2.2. Brand Analysis

### 2.2.1. Reasons to believe MyFUJIFILM

#### History

Since its founding in 1934, Fujifilm has built over 90 years of expertise in imaging, establishing a strong reputation for innovation and adaptability. As photography gained popularity, with an estimated 1.2 trillion photos taken in 2021 alone, Fujifilm can evolve alongside this demand. Originally rooted in analog film, the brand has preserved its legacy while transitioning into the digital age, gaining the trust of generations. This heritage supports Fujifilm's authority in the industry, blending tradition with advanced digital technologies to serve the ever-growing world of photography.

#### High-Quality Products

Fujifilm is recognized for its commitment to high product quality, especially in photography and printing. This consistency in delivering reliable, premium cameras, photo prints, and photobooks has built strong customer loyalty. People trust Fujifilm to uphold these standards, confident that each purchase will meet their expectations. (Konji) (Dovetail Editorial Team, 2023)

## Sustainability

*“Fujifilm is committed to reducing its environmental impact through sustainable packaging and eco-friendly products, aligning with consumer values around environmental responsibility.”*

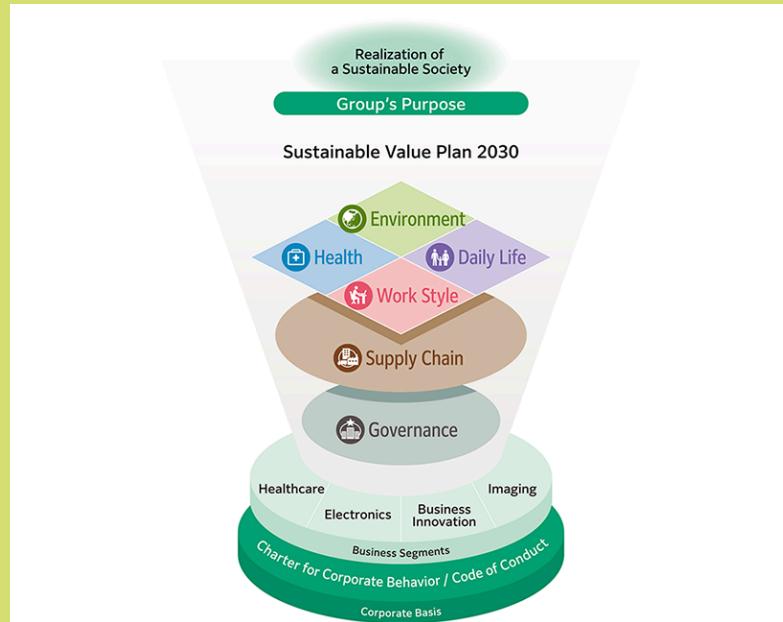
Fujifilm is dedicated to sustainability and actively works to reduce its carbon footprint through eco-friendly product designs and recyclable packaging. Many of their cameras, films, and printing solutions are created with a focus on minimizing environmental impact. The company continually seeks ways to reduce waste across its production processes. (*Sustainability | Fujifilm [Global]*, n.d.)

In addition to these initiatives, Fujifilm engages in various corporate social responsibility (CSR) activities, including community projects and environmental conservation efforts around the globe. (*Sustainability | Fujifilm [Global]*, n.d.)

Fujifilm regularly publishes reports that showcase its progress in sustainability, highlighting case studies that distinguish it from competitors. These reports illustrate Fujifilm's commitment to innovation that balances high-quality products with environmental responsibility, providing added value to customers who prioritize sustainable choices. (*Sustainability | Fujifilm [Global]*, n.d.)

# Sustainable Value Plan 2030

*FUJIFILM*



Fujifilm Group's Purpose

## Giving our world more smiles

We bring diverse ideas, unique capabilities, and extraordinary people together to change the world.

### Sustainable Value Plan 2030

Resolving social issues through our business activities

Considering society and the environment in our business processes

Ethical conduct based on the Charter for Corporate Behavior

## 2.2.2. Benefits of MyFUJIFILM

After reviewing MyFujiFilm's offering, we found that the brand stands out for both its **functional and emotional benefits**.

MyFujiFilm photobooks utilize **advanced printing technology**, resulting in vibrant colors and sharp details on **high-quality paper**. This level of quality not only looks appealing but also instills confidence that each photobook will last, preserving memories over time. This means that users can safeguard their most important moments, whether family gatherings, travel, or personal milestones, in a format they will want to display and revisit for years to come.

One of the significant advantages of MyFujiFilm is its **customization options**. The company has prioritized flexibility, allowing users to tailor layouts, cover designs, and themes to suit specific occasions and personal styles. Whether it's for weddings, family trips, or other significant events, users can design a photobook that truly reflects their vision. The design process is straightforward, featuring an intuitive drag-and-drop online platform so that anyone can create a polished, professional-looking book without prior design experience. While the program may not be as sophisticated for experienced designers, it remains very **user-friendly** for the average MyFujiFilm user, which enhances its appeal.

Beyond these functional benefits, MyFujiFilm photobooks also provide a powerful **emotional experience**. In a world where memories often reside on screens, these photo books offer a sense of permanence and physicality that digital albums can't match. Users feel a deeper connection when they can hold a book in their hands and flip through the pages, transforming fleeting digital moments into something more tangible and enduring. Each photo book becomes a cherished keepsake that families can pass down, preserving their unique stories.

In summary, MyFujiFilm photobooks offer clients significant value through their quality, user experience, and emotional impact.

### 2.3. SWOT Analysis

To conclude our situation analysis, this SWOT analysis effectively summarizes all the issues discussed above, analyzing the main strengths, weaknesses, opportunities, and threats for MyFUJIFILM.

#### Strengths

- MyFUJIFILM benefits from the well-established and **trusted Fujifilm brand**, known globally for its expertise in photography and imaging, it also attracts a **loyal customer base**.
- MyFUJIFILM produces **high-quality products** promising high-quality materials and precise prints.
- The company uses the "**FUJIFILM photo paper**," claiming this has been developed and improved by many generations.
- The company has developed a **user-friendly online store** where customers can easily design and purchase personalized products from their homes.
- MyFUJIFILM specializes in offering highly **customizable** photographic products, appealing to consumers looking for unique, **personalized items** for gifts or personal use.

## Weaknesses

- The **lack of physical stores** or touchpoints means that customers are unable to see or feel the product before making a purchase, which can diminish trust in the quality of the final product for first-time buyers.
- MyFUJIFILM has not fully embraced **eco-friendly practices** or products, potentially putting them at a disadvantage compared to more environmentally conscious competitors due to the growing consumer demand for **sustainability**.

## Opportunities

- People take hundreds of photos every year because they feel the need to **capture moments** and preserve memories for the future.
- Research by FUJIFILM Ireland found that **44% of pictures are lost** because they weren't printed or backed up.
- When on special occasions or moments like vacations, people find it almost **mandatory to take photos** to save the memories. ([news.virginmediao2.co.uk](http://news.virginmediao2.co.uk))
- The rise in **online shopping** and the growing demand for personalized products offer a big opportunity for MyFUJIFILM to expand.
- **The Most Photographed Generation Will Have No Pictures in 10 Years!** (Mike Yost Photography)
- 96.3% of people have a smartphone in the Netherlands and it is the highest rate ever.

## Threats

- People tend to keep their photos on electronic devices or the cloud and **no longer need to print** them.
- People share photos on **social media** every day, which makes them less inclined to print and share them in physical form.
- Most people use their mobile **phones to take photos**. The easiest way to store and share these photos is by keeping them in the cloud and sharing them on social media.
- 53% of pictures that are printed are **printed directly from the camera**. (FUJIFILM Ireland)

## 3. Target Group and Persona

### 3.1. Target Group Research

#### 3.1.1. Methodology of investigation

A crucial part of our project involved researching the target group (aged 18 to 25) to understand their motivations and past relationships with printing photos, particularly in their desire to preserve memories more emotionally.

To achieve this, we decided that semi-structured interviews would be the most effective method. Conducted face-to-face, these interviews typically last about 15 minutes and allow us to connect with each interviewee. This approach provides deeper insights into their beliefs and how they relate to the industry, helping us learn how to reach our audience in a more emotionally resonant way in our communication plan. Another advantage of this technique is the flexibility that allows us to adjust the questions and the conversations to find out more and understand better the interviewee.

We interviewed two men and five women because we believe that women relate to and connect with the industry more effectively, which allows us to gain better insights through our conversations with them. Although this is a small-scale research study and the interviewees do not fully represent the entire target group, we feel that the sample size is sufficient to identify some patterns and trends in their responses. Being part of and understanding the target group helps us assess the accuracy and relevance of each statement.

### 3.1.2. Research Question and Outcomes

To help get a deeper understanding of this problem and the expected findings, we formulated the following research question:

***What psychological and social factors drive individuals between 18 and 25 to accumulate vast digital photo libraries, yet hesitate to engage in practices that give permanence to their memories, such as printing or displaying them?***

After gathering all the necessary factors and information, we felt prepared to begin interviewing our sample using the following questions: [Appendix 1](#)

The interviews were useful to get **crucial insights** about the target group. Here are some of the most important:

- All the interviewees acknowledged the **emotional significance** of the pictures to them but admitted that they **rarely looked back** at them and felt they weren't receiving the recognition they deserved.
- "Sometimes, when I have no internet access, like on a plane, I open my photo gallery and start looking at old pictures to pass the time. I always find images, moments, and people that mean a lot to me, but they are buried in my albums alongside screenshots of school emails. I always feel like I should do something about it. Sometimes I mark them as favorites or post them on social media, but I end up never looking at them again."

- “I never thought of printing out pictures, I think it is not a common action, to me it looks like something my parents would do, not someone my age. To me, it is more like a family thing, not something you do after a crazy party”
- “I feel like printed pictures hold a bigger emotional value, you can touch them, see them when you wake up in your room, if I think of printing a picture, I feel like there was an effort to make it more meaningful so that might be why as well”
- “I would like to show my kids pictures of me at a young age just like my parents show me, it feels more personal.”
- “I have some printed pictures at home and I feel like **those moments feel more real than the ones I only keep in my phone!**”
- None of the interviewees knew about “MyFUJIFILM” and often thought of FUJIFILM only.

### 3.2. Target Group Description

After research by observation and interviews, we built a scheme to understand better our target group, how to reach them, what to reach them with, and how to create value for them:

<b>Who are they?</b> Aged 18 to 25, living in the Netherlands. Studying or starting on a first job. Have a busy life	<b>What do they want?</b> Settle down in life. Looking for a balance between social life and personal development to build a solid future. They want to enjoy being young and the best moments of their lives.	<b>What do they see?</b> Very present on social media. See other people same aged living better lives and enjoying more while they are young.
<b>What do they do?</b> Traveling a lot, meeting new people, going out and have fun. Working or studying. Trying to find a way in life and settle.	<b>What do they feel?</b> Busy life, too many distractions, hard to focus on the important parts. Miss the moments when there where less concerns. Don't want to loose the best moments of life and are afraid to be wasting their youth.	<b>What do they listen?</b> Friends and family insist that they are in the best part of their lives. They listen to podcasts and programs of people they idolize the lifestyle.

### 3.3. Persona

Our persona aims to reflect a perfect example of our target group, according to our research and the target group description.



"Life keeps rolling"

**Digital Habits**



**Emma Fleur Taylor**  
22 years old . Nijmegen, The Netherlands

Lives on her own in Breda and studies Creative Business at Breda University of Applied Sciences, works a part-time job as a social media manager for a small company in her hometown.

**Demographics and Typographics**  
Emma grew up in the Netherlands and has ever been very extroverted and social. She likes to travel with her friends and boyfriend and does it a few times a year. She is very active on social media and usually posts about 50 times every time she is on vacation, for her, it is impossible to travel without taking more than 2000 pictures and nor posting them online . She plays professional tennis and likes to go out with her friends. She is now very busy with school, living alone training tennis and her doing her job.

**Objectives**  
She wants to finish her graduation and find a job that allows her to have a good work-life balance. She wants to build a family with her boyfriend and travel the world before having children to make meaningful memories.

**Pain Points**  
She feels like she is living the best moments of her life but she is not giving enough importance to it. She knows these will be some of her best moments forever and she wants to enjoy them and making a way to keep them. She also feels very busy and overwhelmed with her studies and is not able to enjoy the moments.

**Relationship with photobooks and printing**  
She really enjoys watching old photo books and printed photos from her childhood or her parents' youthhood and old memories of them but never taught of doing it for herself since it is not a common thing for people her age

## 4. Creative Concept Development

### 4.1. Consumer Dilemma and Consumer Insights

Through extensive research to deeply understand our target audience, we defined their dilemma.

I feel like I'm constantly **moving forward in life**, from school to work and hanging out, but I never have the time to slow down and **cherish the moments**.

This dilemma highlights our target group's busy lives and the exhaustion that makes it difficult to slow down and enjoy special moments. This helped us reach our most valuable and effective consumer insight:

“My life moves so fast, and I want to find a way to keep alive the **special moments** that matter most to me”

## 4.2. Big Idea

### 4.2.1. Approach

To develop a Big Idea for our communication plan, we began by analyzing the **core motivations** of our target audience. This motivation is reflected in the consumer dilemma and insight, revealing that our target group feels overwhelmed and lacks the time to fully appreciate important moments in their lives. They want to experience these moments to the fullest and find a way to give them a **deeper meaning**.

We have so identified a key opportunity for MyFUJIFILM to connect with the audience by providing "**moments preservation products**," including photo books and other tangible photo items. Recognizing the **emotional significance** of these offerings is crucial, and it's essential that our Big Idea captures this insight. MyFUJIFILM's offerings could help the target audience to enjoy the moments more, but we believe that the real significance is in **extending them towards the future** and giving them value bringing those moments to a more "**real environment**", an insight we obtained during the interviews. We believe that MyFUJIFILM should communicate in a manner that resonates with the audience's emotions, ensuring a meaningful and engaging message.

#### 4.2.2. Outcome

Show the target group that *living the moment* in life is important no matter how fast the life goes on and those moments can be cherished by *extending them towards the future*

We hold the view that this Big Idea effectively transforms the found personal insights into a strong message for the consumers inspiring them to embrace the present while **preserving those memories, giving them more meaning**. It represents our vision of how we want to engage our audience and the key attributes we believe they should connect with the brand. This is where we are confident that MyFUJIFILM should situate with their communication and how the brand can **create value** for their offerings and create a deeper connection with the audience.

### 4.3. Campaign Message

# This was Epic. Make it Real.

We have developed this campaign message, and we feel it effectively communicates our brand's core idea. It is designed to engage our target audience and encourage them to connect meaningfully with the brand.

For us, it was important to make a short message, that meets our Big Idea, and at the same time reflects an **action**.

The opening phrase captures the joy of experiencing truly meaningful moments. We encourage the target audience to recognize and cherish these moments as they happen. "**This was Epic**". After this, we invite consumers to realize that such moments can have an even **greater significance** and can be extended into the future. "**Make it Real**". A call to action, urging individuals to invest in their most important moments to enhance their **meaning and impact**.

## 5. Campaign Strategy Development

### 5.1. Approach

Our research indicates that many individuals aged 18 to 25 are not fully familiar with MyFUJIFILM as a distinct brand separate from FUJIFILM. Moreover, the current **volume of daily advertising exposure** is quite high, which impacts how individuals, particularly those in Generation Z, **engage with advertisements**. This trend suggests that as people encounter more ads, with already shorter attention spans, assign **less significance to each message** (Munsch, 2021). To effectively capture and retain audience attention, it may be beneficial for us to focus on creativity and meaningful content that resonates with this demographic.

Our message focuses on embracing and celebrating meaningful moments, transforming them into real experiences that carry forward into the future. To truly engage our target audience and foster strong connections that build brand loyalty, we believe that MyFUJIFILM can make a significant impact through strategic **PR activities and authentic real event-related content on social media**.

We aim to encourage our target audience to **associate MyFUJIFILM with those moments** in life that they cherish and want to remember. Whether it's an unforgettable experience or an extraordinary occasion that deserves recognition, we want the brand to be top of mind when it comes to preserving those significant memories.

PR activities allow the brand to physically be there in these special moments and, in this environment, establish a real connection between the potential customers, their meaningful moments, and MyFUJIFILM.

## 5.2. Media Mix

### 5.2.1. PR Activities

#### 5.2.1.1. Photobooths

To launch our campaign, we will strategically position numerous photo booths in bustling and safe locations throughout the **largest cities in the Netherlands**. These photo booths, branded as MyFUJIFILM, will offer visitors a complimentary physical photo in exchange for their email address entered on the screen. Participants will have the option to consent to MyFUJIFILM accessing their pictures for use in our advertising campaigns. We will provide additional information about the photobooths once they are operational in the cities, leveraging social media for promotion. These will be crucial elements for the **whole campaign**.

This initiative is estimated to cost around €15,000 for approximately 30 photo booths. According to the Gemeente of Amsterdam, we can easily secure placements for these units at a minimal fee for a period of 2 to 3 weeks.



\*image generated by Artificial Intelligence for demonstration

### 5.2.1.2. Festivals

#### Approach

Participating in PR activities at Festivals presents a valuable opportunity for MyFujifilm to connect with its target audience. The festival setting naturally encourages attendees to be more **receptive to brand engagement** and memorable experiences. Research by Pokrywczynski and Brinker (2012) highlights that this unique environment can **enhance brand recall**. This study also found that **engaging and interactive tactics** were significantly more effective in creating lasting impressions than passive approaches. This proves the potential for dynamic festival activities to strengthen MyFujifilm's brand presence in the minds of the attendees.

#### Implementing

Near the entrance of the festival, attendees can visit the first **MyFUJIFILM stand**, where they can purchase a **pocket-sized photo book** for 5 euros. At this stand, visitors can take a picture with a staff member who will **print it out immediately** for inclusion on the first page of the book.

The photo book features 9 pages, allowing visitors to explore different stands to take pictures in various environments and settings. There will be **5 themed stands** throughout the festival, **each decorated uniquely** (for example, a beach scene from Hawaii, a mountain setting from Nepal, and a scene from Central Park in New York).



*\*image generated by Artificial Intelligence for demonstration*

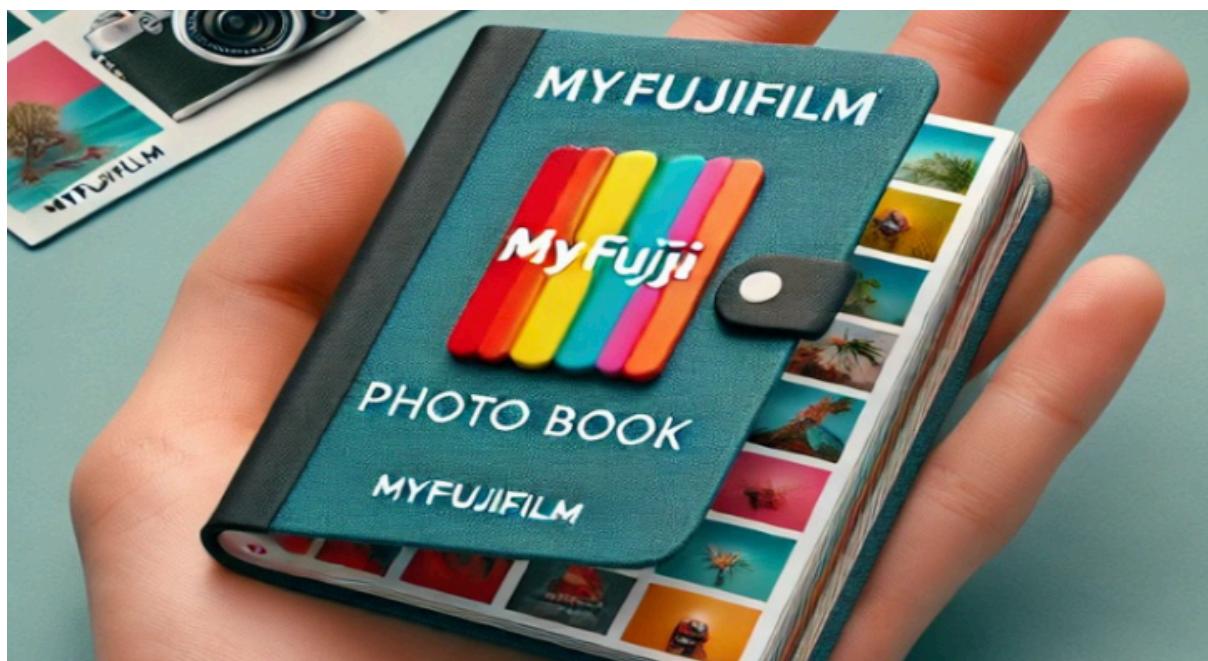
This activity operates like a **treasure hunt**, with checkpoints for visitors to follow as they explore the photo zones interactively. At each stand (photo area), a MyFUJIFILM staff member or a photobooth machine will take a photo of the visitors to be placed in the designated area of the book.

In addition to the photo zones, "**photographers**" identified as members of the MyFUJIFILM's crew will be roaming the festival, ready to take candid photos at any time. If visitors complete all the stands, there will be 2 additional slots for these spontaneous photos in the photo book.

By the time attendees exit the festival, if they have completed the challenge by visiting all the stands, they will still need a **final photo**. Once they take this last picture, they will receive a 10% discount in the form of a QR code for future purchases with MyFUJIFILM.

The photo book is branded with "MyFUJIFILM" on the cover and features a QR code on the back linking to the brand's Instagram page, where visitors can follow and find their photos.

Step 1	Step 2	Step 2	Step 3
<ul style="list-style-type: none"><li>• Get in the festival</li><li>• Buy a photobook</li><li>• Take your first picture and place it in the book</li></ul>	<ul style="list-style-type: none"><li>• Go to the different stands</li><li>• Take pictures and place them in the book</li></ul>	<ul style="list-style-type: none"><li>• Find the photographers walking around the festival</li><li>• Take pictures and place them in the book</li></ul>	<ul style="list-style-type: none"><li>• Exit the festival</li><li>• Take the last picture and place it in the book</li><li>• Get a discount for completing the book</li></ul>



*\*image generated by Artificial Intelligence for demonstration*

## Sample Festivals

The festivals we have identified serve as excellent examples due to their strong appeal to Gen Z audiences and their alignment with our target demographic. Additionally, these events share a positive reputation and a tone that resonates with MyFUJIFILM's message, making them ideal selections for our outreach efforts.

- **King's Day Festivals** (April 27) - Particularly Kingsland Festival in Amsterdam, celebrated annually with a mix of EDM and pop music.
- **Pinkpop** (June 20-22) in Landgraaf.
- **Lowlands festival** (August 15-17) in Biddinghuizen.

## Cost Structure

### Photo Zones and Booths

- **Photo Booth Rental:** Estimate €349 per day for high-quality booths across multiple festivals, ensuring engaging, visually appealing setups for each event.
- **Materials:** Allocate €200 per festival to cover the cost of printing paper, ink, and other supplies.

### Organization

- **Staff:** 2 staff members per stand + 3 "photographers" in the festival area. Allocate €15 per hour for each member of the staff, including both booth monitoring personnel and roaming photographers for on-the-go photo capture.
- **Transport and set-up:** Budget approximately €500 per day per location for

transportation and setup.

- **Participation as sponsor:** the cost for a company to participate in the festival can range from €5,000 to €15,000, especially if they include multiple stands.

### **Cost Overall**

To successfully execute this PR activity, MyFUJIFILM will invest a maximum of approximately €16,135 per day. [Appendix 2](#)

#### **5.2.1.3. Abstractions**

##### **Approach**

We have decided to name our new PR initiative "**Abstractions.**" This project involves creating an **art installation**, such as a sculpture or a wall comprised of photos of the people captured in **our photo booths**. These would be informed on their email about these abstractions and inactivated to check if their pictures are part of it.

Our goal is to use art installations, incorporating real personal memories already captured by MyFUJIFILM, to evoke strong emotional responses, and foster **connections with our target audience**. This approach is essential for enhancing **brand recall**. By allowing consumers to engage with their memories tangibly, we create an experience that resonates on a personal level.

Furthermore, the interactive elements of this project will not only encourage

audience engagement but also amplify our brand presence across social media and other unpaid media channels.

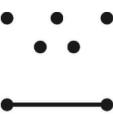


*\*image generated by Artificial Intelligence for demonstration*

## Implementing

To bring this idea to life, we have selected four major cities in the Netherlands: The Hague, Rotterdam, Amsterdam, and Arnhem. This strategic choice allows us to effectively engage with a diverse audience. We plan to collaborate with **art universities**, which are abundant in these cities. This approach not only gets into a vibrant community that aligns well with our **target demographic**, but it also facilitates efficient message sharing and reduces labor costs for our art projects.

The chosen universities were:



Royal  
Academy of Art  
The Hague



ArtEZ  
University  
of the Arts

- **Royal Academy of Art . The Hague**
- **Willem de Kooning Academie . Rotterdam**
- **ArtEZ University of the Arts . Arnhem**

The schools and locations we've identified are ideally suited for our plan, as they benefit from a significant population of students and younger individuals in these cities, making them more favorable to share our message compared to other areas in the Netherlands.



\*image generated by Artificial Intelligence for demonstration

For **Amsterdam**, we decided to take a broader approach, recognizing it as the largest and **most influential city in the country**. Collaborating with a **well-known artist** seemed like a strategic move to leverage their reach and generate excitement surrounding our project. We opted for **Florentijn Hofman**, famous for his iconic plastic **yellow ducks** that have become a symbol of the city. Our vision is to integrate this recognizable element with MyFUJIFILM.



\*image generated by Artificial Intelligence for demonstration

## Cost Structure and Details

The costs for this project are mostly around **artist fees (1)**, **materials and staff monitoring, installation logistics, permits, insurance, and a contingency fund (2)**. All costs are approximate and are based on estimates.

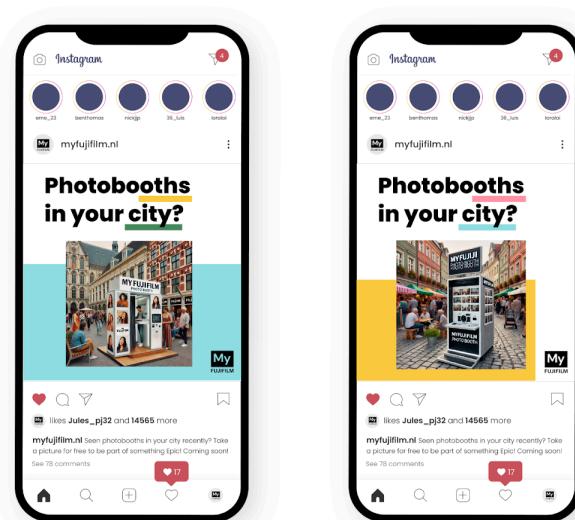
Partnership with Schools (each)	Florentijn Hofman
1	1 500€
2	5 000€

### 5.2.2. Social Media

Our social media campaign is designed to effectively follow up on, recap, and promote our past, ongoing, and upcoming activities, as well as highlight important events and dates. This approach will help us engage our audience and keep them informed about all that we have to offer while maintaining a cohesive approach and content.

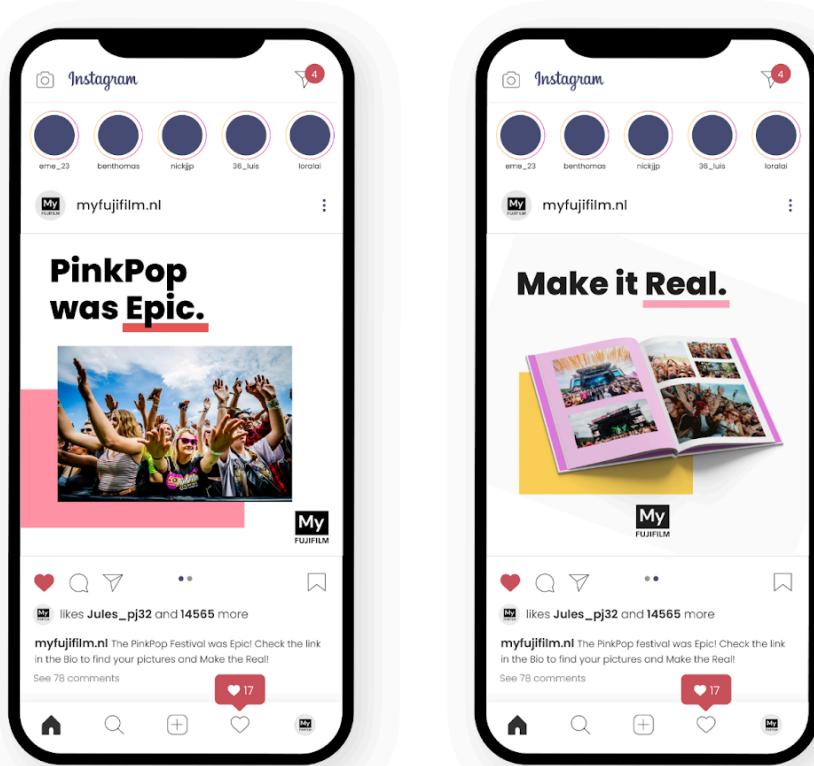
We decided to use mainly Instagram since this is where we can reach our audience better and more effectively, but also presence on TikTok and Youtube, you have similar content on the last two, normally teasers or recap videos of MyFUJIFILM's PR activities

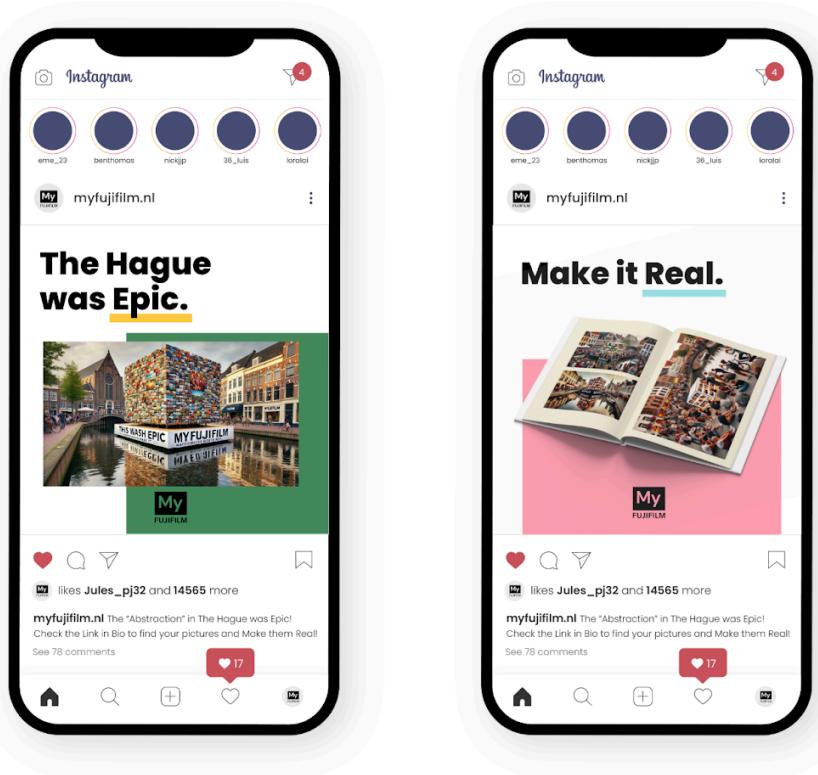
Social media is present in our campaign through its whole process. Right after the photo booths start to be placed in the city our first post on Instagram would start being posted:



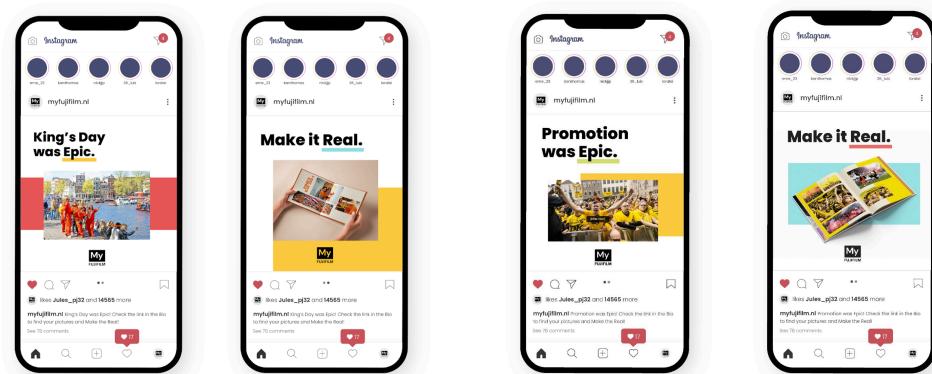
This first message is only intriguing and doesn't give any useful information or answer any questions from the audience, it is meant only to create awareness and raise expectation and curiosity.

During our PR activities at festivals or Abstractions, our social media will share posts featuring the message, "This Was Epic, Make It Real." These posts will highlight the memorable, "epic" moments that have occurred and show the audience that now is the time to "make them real". We believe that this social media approach not only communicates our message effectively but also **enhances the overall campaign**, motivating customers to take action.





In addition to promoting our activities, this campaign approach is sustainable by also benefiting from the momentum generated by significant events such as **King's Day, Christmas, and NAC Breda's promotion** to the Eredivisie.



## Communication Plan

All the pictures that are used in this social media campaign are **taken by MyFUJIFILM** and all the people get a notification if they feature one of our posts, this also encourages them to follow our social media to look for themselves or their friends and relatives.

Here is a constructive **overview** of the social media planning related to the Abstractions and the Festivals, including a description of each phase, the activities involved, and the anticipated reach for each. We are looking paid reach in crucial moments in the campaign to guarantee reach.

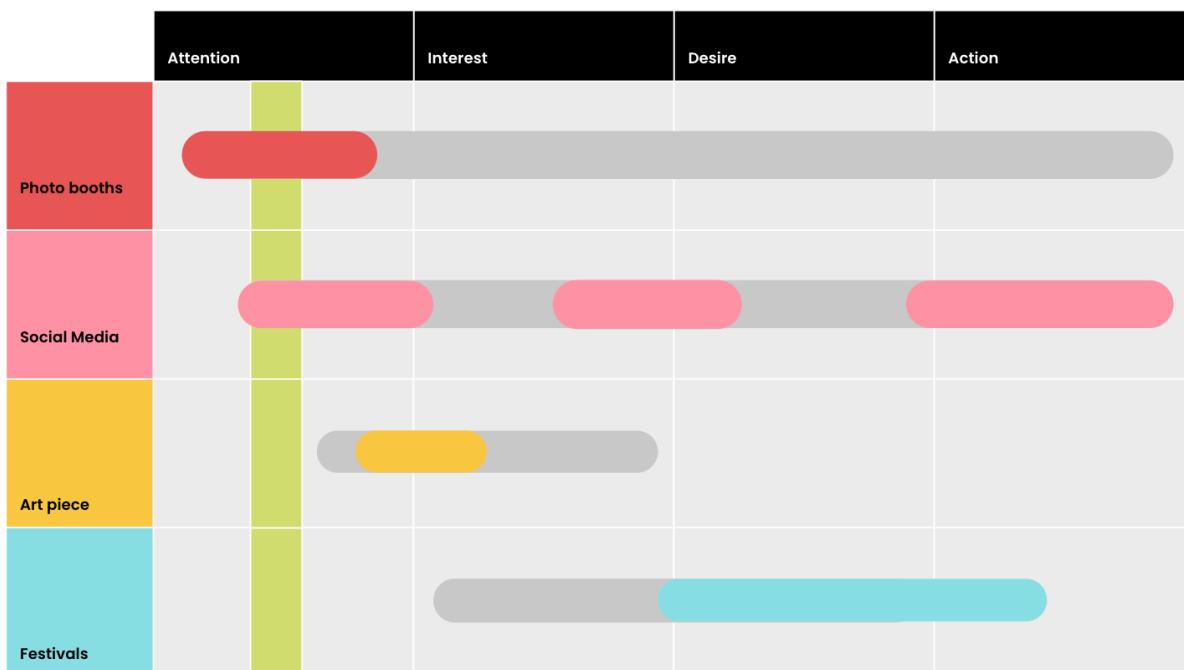
	Photo booths	Abstractions		Festivals			
	Attention		Interest		Desire		Action
Description	Teasers	Influencers (artists & schools)	Real-Time Engagement	Teasers and after after videos	Real-Time Engagement	Regular content and highlighting photobooks	
Activity	Posting teasers and countdowns announcing something coming to come to raise awareness and curiosity from the audience	The invited artists and schools to participate on the art piece action would start posting, in collaboration with Myfujifilm about their upcoming project	Posting live stories of the art piece locations. Encourage event attendees to share using branded hashtags	Videos about the art piece action and teasers about what is coming to the cities and how the people can interact with the brand	Posting live stories about festivals and billboard locations Encourage event attendees to share using branded hashtags	Posting photo book highlights, featuring digital billboards and thanking participants Encouraging followers to spot their photos	
Reach	Paid Reach Reaching 100K impressions with authentic posts and paid ads across Instagram, Tik Tok and YouTube	Paid Reach Reaching 60K impressions with posts from the artist and the schools	Authentic reach	Paid Reach Reaching 100K impressions with authentic posts and paid ads across Instagram, Tik Tok and YouTube		Paid Reach Reaching 50K impressions with authentic posts and paid ads across Instagram, Tik Tok and YouTube	

Here is a constructive **overview** of the costs associated with the paid media costs and the production and management of the content.

	Photo booths	Abstractions	Festivals	
	Attention	Interest	Desire	Action
Costs (aprox)	Reaching 160K impressions Tik Tok (avg CPM - 10€) . 1600€ Instagram (.6€) . 960€ Youtube (.9€) . 1440€  Estimated 4 000€	Reaching 100K impressions Tik Tok (avg CPM - 10€) . 1000€ Instagram (.6€) . 600€ Youtube (.9€) . 900€  Estimated 2 500€		Reaching 50K impressions Tik Tok (avg CPM - 10€) . 500€ Instagram (.6€) . 300€ Youtube (.9€) . 450€  Estimated 1 250€
	Content Creation Design (Motion & Graphic) . 800€			
	Management Labour (Copywriting & Posting) . 1200€			
	Video Production Producing + Editing . 3500€			
Cost overall	10 250 €			

## 6. Plan of Action

We have aligned our plan of action with the **AIDA Model** to enhance the understanding of the purpose and effectiveness of each phase. This approach helped us optimize our strategies and ensure we achieve our goals effectively.



This graph illustrates the timeline of each phase of our campaign, highlighting periods of activity (in grey) and those crucial for building momentum or addressing specific situations (in color).

We begin with the **Attention** phase, marked by the placement of **photo booths** throughout the city and subsequent **social media** posts that align with this initiative. While the photo booths will remain accessible for the entire campaign, their significance is most pronounced during this initial phase. This strategic placement aims to raise awareness for our campaign and gather images for future use.

Next comes the **Interest** phase, where we introduce abstract **art pieces** designed to not only capture attention but also foster an emotional connection with our brand among the target audience. By seeing their **own pictures** incorporated into these creative displays, individuals gain a sense of **involvement in something unique and meaningful.**

To further convert this **interest into Desire**, we will ramp up our **social media** campaign with targeted posts and paid promotions that showcase the moments captured in the abstractions along with our compelling message, "Make it Real," as detailed in the social media strategy chapter.

To deepen this **Desire**, we will engage in PR activities at **festivals**, providing the audience with a clear understanding of the campaign's purpose and facilitating an **interactive experience with the brand's products**. This will be presented in a fun and gamified manner, allowing consumers to grasp the value that our brand and offerings can provide.

We believe that after this action, by enhancing our **social media** efforts, we can successfully transition to the fourth and final phase of the campaign, motivating consumers to take **action** and purchase products from MyFUJIFILM.

The **green bar** on the timeline indicates an event or a special date (Sinterklaas, NAC Breda becomes Landskampioen) that our social media campaign can utilize by using photos taken during those moments in the photo booths.

Although the graph is presented as a timeline, we see this campaign as **highly flexible**, thanks to its alignment with recurring annual events. Each activity is designed with a specific purpose, building a clear connection to our message. This approach facilitates an emotional journey for consumers, encouraging them to engage with MyFUJIFILM and facilitate their purchase of our products.

## 7. Conclusions

Our challenge for this project was to effectively motivate young adults aged 18 to 25 to give more meaning to their photos and engage with them beyond just storing them in the cloud. We aimed to raise awareness about the exciting possibilities that MyFUJIFILM offers to address this issue.

We dedicated over half of our project time to **in-depth research**, which allowed us to **gather extensive information** about the brand, its competitors, and, most importantly, our target audience. Developing a **profound understanding of and connection with this group** was essential, and we prioritized it above all else.

After conducting observations, discussions, and interviews, we were equipped to analyze the data and **extract creative insights** that directly answered the core question of the brief. Our consumer dilemma and insights were directly tied to this research, guiding us to the big idea, the campaign message, and every component of the campaign. **Each element of this project is anchored in research and connects seamlessly to the earlier phases**, ensuring a coherent and compelling narrative.

In the end, we are confident that all "Emma Fleur Taylors" who were previously unaware of MyFUJIFILM are now enthusiastically creating photobooks for their friends and family to celebrate their shared moments. Their experiences, once buried in digital devices, are now beautifully tangible because "**They were Epic, Now they are Real!**"

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## 9. Appendices

### 9.1. Appendix 1

#### Introduction

1. Can you introduce yourself?
2. What devices do you use to take a photo?
3. Can you tell me how often you take photos?
4. What kind of moments or events do you usually capture?

#### Behavior

5. Do you have a favorite photo that holds special meaning for you? Where do you keep this photo: on your phone, printed, or elsewhere? Why did you choose to keep it there?
6. Do you use photo services to organize your photos, such as Google Photos, iCloud, or something else? Why or why not?
7. What do you usually do with your photos after you take them? Do you share them online, save them, or delete them?
8. Would you say that sharing a photo online has replaced the need to print photos? Why or why not?
9. How often do you look back at the photos you took on your phone? What motivates you to look at them again?
10. Have you ever printed photos? If so, how did you find that process? If not, what stopped you?
11. When you think about printing photos, what are the advantages or disadvantages that come to mind?

#### Emotions and Value

12. What does a photo mean to you? Do you think it is important to physically capture memories? Why or why not?
13. How do you feel when you look at printed photos compared to digital ones?

14. In what situations, if any, do you think you would prefer to have a printed photo rather than just a digital one?
15. Growing up, did your parents or family have a lot of printed photos or photo albums? How did those physical photos or albums make you feel, and what are your thoughts on them now?

**Future Behavior**

16. What would motivate you to print more photos?
17. What features should a photo service have to convince you to print photos? (e.g. convenience, price, quality, speed)

**Brand Awareness**

18. Do you know the brand MyFUJIFILM?
19. If so, what is the first thing that comes to mind when you think of MyFUJIFILM?
20. If not, what would you expect from a brand with that name?
21. Have you ever used MyFUJIFILM services, such as printing photos or creating photo books?
22. If so, what was your experience with them?
23. If not, why have you yet to use their services?

## 9.2. Appendix 2

### Sources for Festival's expenses

<https://www.musicfestivalwizard.com/festival-guide/the-netherlands/>

<https://www.musicfestivalwizard.com/festivals/kingsland-festival-amsterdam-2025/>

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