

Handpicked-Breda

Objective:

Handpicked gave us a task to do a marketing campaign for Explorebreda.nl, an online platform showcasing the best of Breda, Netherlands. Our goal is to attract and engage international University students and drive them to the new upcoming website Explorebreda.nl. By leveraging targeted marketing strategies and compelling student-focused content, this campaign aims to increase website traffic, user engagement, and ultimately, student visitations to Breda.

Approach:

We conducted research on our target audience to specify what kind of content would engage them with such a website. The research revealed that International students possess a global mindset and are interested in experiencing diverse cultures and lifestyles. Open to exploring new environments, trying new activities, and embracing new experiences. This gives us a lot to start working with and what topics should be included in our content.

01 Creative content development

We focused on creating short, snappy videos, each under 30 seconds to maintain viewers' attention spans. These videos feature eye-catching visuals and a clear call to action (CTA), such as "Visit Explorebreda.nl for more!"

In this group project, I was responsible for producing three videos. Each video was designed to complement our flyers, created by my teammate Aisa. Our slogan, "Don't know where to go? We'll help you find your way," is prominently featured in all our content to ensure consistency. This slogan represents the purpose of Explorebreda.nl, which is to help people navigate and discover what the city of Breda has to offer.



Skit #1

In our first skit, I came up with the idea to feature our actor traveling to Breda for the first time. Upon arrival, she realizes she doesn't know where to go. The video ends with the beat of our rap song, which also appears in skit 2, connecting the two videos.

As an international student myself, I understand the challenge of arriving in a new city without any guidance and unsure of where to eat, sightsee, etc. This experience inspired me to make this the first video, showcasing how Explorebreda.nl can help newcomers find their way and discover what Breda has to offer.

Skit #2

For skit 2, I produced a song to accompany the music video. In this video, two new actors help the lost newcomer find her way in Breda, connecting it to skit 1. The slogan is mentioned in the song to maintain consistency across our content. At the end of the music video, a disco ball appears, linking our flyer to the video.

The client wanted to be surprised by the final product, so I decided to create a unique jingle for them. One night, while humming a melody, I recorded it on my laptop using GarageBand with a beat I found on YouTube. Our goal was to captivate our audience with humor, and this music video achieves that perfectly.



Skit #3 - #4

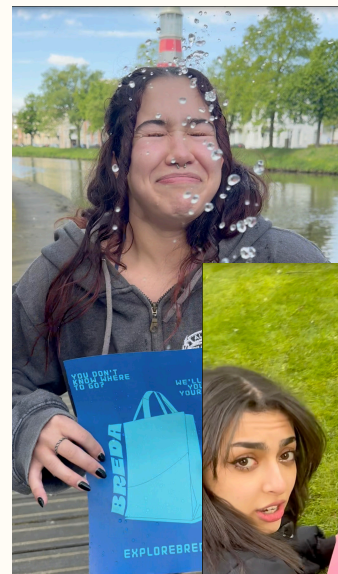
Skit 3 and Skit 4 are designed to provide examples for our client on how to create engaging content that captures the audience's attention. My team member Shirine and I decided to produce these videos to demonstrate different creative approaches. We also included scenes of us holding our flyers, simply because we thought it would be a nice touch to showcase them.

Skit 3:

Inspired by a HEMA commercial, this skit grabs attention with an unexpected scenario before smoothly transitioning to our intended message. The idea is to intrigue viewers with something surprising and then deliver our core message effectively.

Skit 4:

For this skit, we used the concept of a "tragic" event to capture attention. Our actor appears to be falling, which hooks the audience, followed by delivering our message. This approach is designed to use humor and surprise to engage viewers and convey our point.



O2 Feedback and Review

Client Feedback:

The client appreciated the idea of connecting the videos to each flyer and loved the flyers so much that they wanted to keep some of them. Our concept was well-received, and our content resonated well with our target audience. However, we realized that our campaign was missing some elements, particularly a clear customer journey. We relied heavily on social media algorithms to engage our audience, which, while potentially effective, lacks guaranteed success. For future projects, we should develop a more concrete marketing campaign. Despite these gaps, we improved by maintaining consistency throughout the videos and flyers, ensuring everything was connected.

Learning Experience:

Overall, this project was a significant learning experience for me. I worked with Final Cut Pro for video editing and GarageBand for producing the song. I primarily directed skits 1 and 2, which taught me the importance of consistency in our designs and ideas. Additionally, I learned how to connect all elements to create a cohesive flow.