

Case study 19 - online videos, 360 videos

Using: YouTube, social media, website, Adobe Premiere Pro, 360 video

Keukenhof

Keukenhof in the Netherlands is a flower exhibition, known as “the most beautiful spring garden in the world”. They open their doors to visitors for 8 weeks every spring, and welcome around 1 million visitors during that time (80% international). Keukenhof contributes greatly to tourism in the Netherlands. One hundred bulb growers supply bulbs to the park and 500 growers participate in the flower shows.

This is their story:

“As soon as we knew Keukenhof could not open in 2020, we focused on the launch of Keukenhof Virtually Open. In two weeks, we came up with the idea of producing videos for our social media channels.

We created 22 videos in 8 weeks. Some with just footage of the park in bloom, some with employees of Keukenhof telling more about the park and showing the hotspots.

*We reached over 23 million views in 8 weeks on our own **social media** channels (mainly Facebook, Instagram and YouTube). This campaign also resulted in 130 000 extra fans of those channels.*

We also had some nice TV and press production, which reached over 100 million viewers worldwide. For example, two large 45-minute Dutch productions on national television, but also productions in Germany (ZDF, ARD), France (TF1), China (influencer) and USA (Forbes, CBS, CNBC etc).

Due to our contacts and partnerships we were able to shoot the videos at low costs of total max. €15,000. On average it took us 1 day per video, including filming and editing, due to the fact that we produced most of the videos in house. Our crew used a Canon DSLR (photo camera) and Adobe Premiere Pro for the editing. 360 videos were created through a partner.”

Example of 360 video: <https://www.youtube.com/watch?v=SNgj9agkbB0>

Example of regular video: <https://news.cision.com/keukenhof/v/head-gardener-stefan-takes-you-to-the-blue-river>

