

PROJECT PLAN - GROUP 5

Date: 25/04/2024

Members: Coralie, Arthur, Fabiana

TEAM MEMBERS

Introduction

The Explore Breda Media Campaign project aims to create an engaging media campaign to promote their website and consequently Breda as a destination. As a team, we are committed to showcasing the website to a wider audience through a media campaign that includes audiovisual content.

Mission

Our mission is to develop a Media Campaign for the upcoming Explore Breda website. We aim to create engaging content that attracts visitors to the Explore Breda Website.

Problem statement

Despite its rich cultural heritage and numerous attractions, Breda remains relatively unknown to tourists outside the region. The city lacks a cohesive media campaign that effectively showcases its unique offerings and encourages visitors to explore all that Breda has to offer. Additionally, the existing promotional efforts are fragmented and do not effectively leverage digital platforms to reach a wider audience. As a result, Explore Breda is seeking a media campaign that addresses these challenges and positions Breda as a must-visit destination for travelers

Process and Results

As a group we came up with various ideas on what would best fit Explore Breda as a brand. We started by defining the target audience, for this we went to the city of Breda and conducted interviews, although we already had in mind what audience we would want to focus our design towards, tourists.

We spoke with different tourist age groups around Breda and although we expected very different answers, we were surprised with a common factor when describing the city, relaxing.

We started brainstorming ideas we came up with but it was too simple.



More of our simple initial ideas:



<https://www.figma.com/file/A6xejCwAJwAVOExXfnfHG5/Explore-Breda?type=design&node-id=0-1&mode=design&t=K3oO3dz8f2XsKLRY-0>

Here is the link to all the poster design iterations we worked on. ↑

After receiving lots of feedback from teachers and classmates, we came up with our final designs:



Roles

Arthur : Daily Documentation, Content strategy, Interview questions, Interviews

Coralie : Research on Breda activities, User Research, Interviews

Fabiana : Team Charter, Content strategy, Project Plan, Interviews

Project deliverables

Designed Posters: showcasing the explore breda website.

Edited Video AD: Another strategy to promote the website.

Our team

Our team is composed of 3 people: Coralie, Arthur, and Fabiana. Each member of the group will focus on a specific aspect although it is a collaborative work, and everyone will have a say when making decisions and participating in everything.

Reflection

Everyone in the group agreed that our group project excelled due to seamless teamwork and creativity. We delivered a website that exceeded our expectations through clear communication, collaboration, and adaptability.