

BY GROUP 5

DATE

25/04/2023

EXPLOREBREDAA.NL



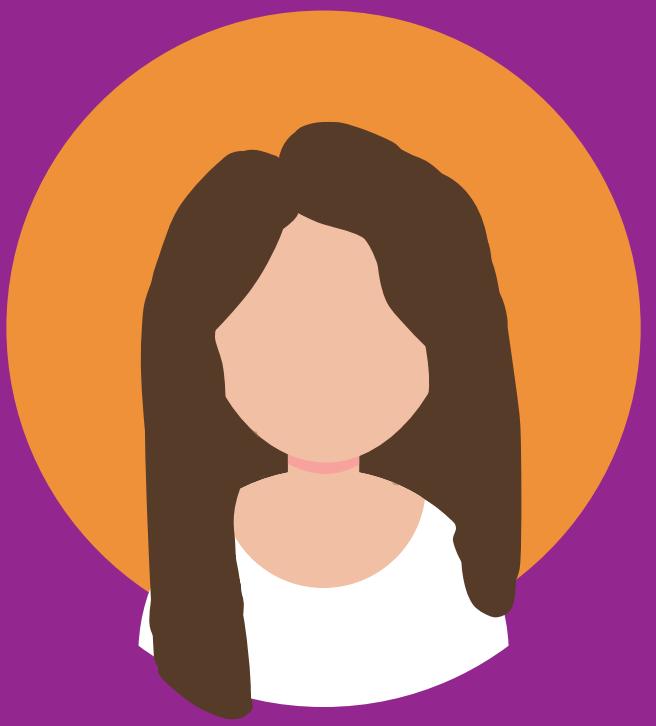
OUR TEAM



ARTHUR CAÑAS-LOPEZ



CORALIE ERASMUS



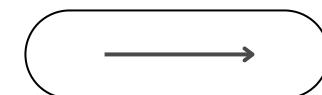
FABIANA BARRIOS-PEÑA

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INTRODUCTION

We were assigned the task of developing a marketing campaign for Handpicked's newly launched website, ExploreBreda.nl. Our goal is to drive traffic to the site, attract new customers, and foster their loyalty.



USER RESEARCH

USER RESEARCH

Research Objectives

- Targeting Specific Tourist Segment
- Identifying Tourists Preferences
- Assessing Visitor Behaviour
- Evaluating Competitor Analysis

USER RESEARCH

Targeting Specific Tourist Segment



Inbound & Domestic Tourism

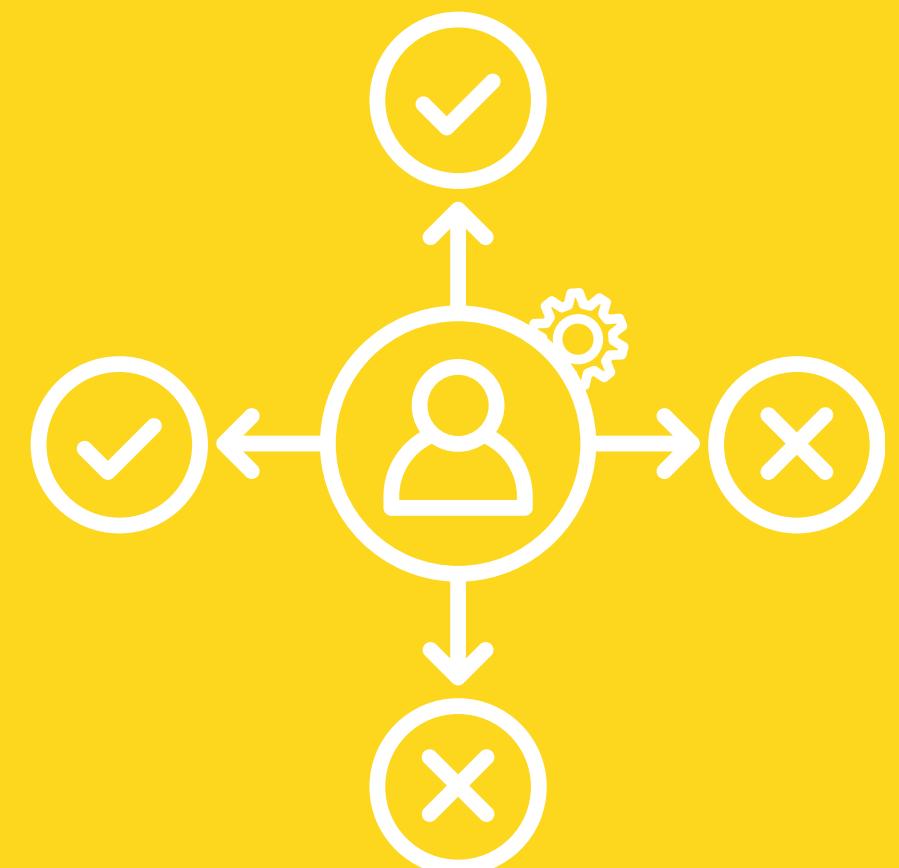
- Students visiting schools in Breda on open days
- Individuals with family or friends residing in Breda seeking to reconnect or spend time together
- Attendees of festivals or parties hosted in the city
- Visitors drawn to specific stores, restaurants or certain locations known for their unique offerings or ambience

(Based on interviews)

USER RESEARCH

Identifying Tourists Preferences

- **Cultural exploration**, Breda castle and the Grote Kerk
- **Outdoor activities**, hiking in Mastbos forest, boating on the Mark river or the picturesque views in Stadspark
- **Gastronomic adventures**, sampling local and international cuisine
- **Festivals, parties and events** year round, Breda Jazz Festival
- **Warm hospitality** and authentic local experience



USER RESEARCH

Assessing Visitor Behaviour

Online



Offline



- Tourism websites
- Social Media
- Travel Blogs & Forums

- Visitor Centers
- Concierge Services
- Local Recommendations

USER RESEARCH

Evaluating Competitor Analysis



Amsterdam



Utrecht



Rotterdam

- Freedom & Creativity
- Anne Frank Huis, Van Gogh Museum & historic canals
- Strong digital presence

- Charming university city, Medieval history, Lively student culture
- Central medieval tower, the Dom Tower, quaint canals and terraces
- Highlight their green policies

- Modern architecture, Innovative design, Maritime heritage
- Cube houses, Erasmus bridge
- Strong digital presence
- International Film Festival

MARKET POSITIONING, KEY ATTRACTIONS, MARKETING STRATEGIES

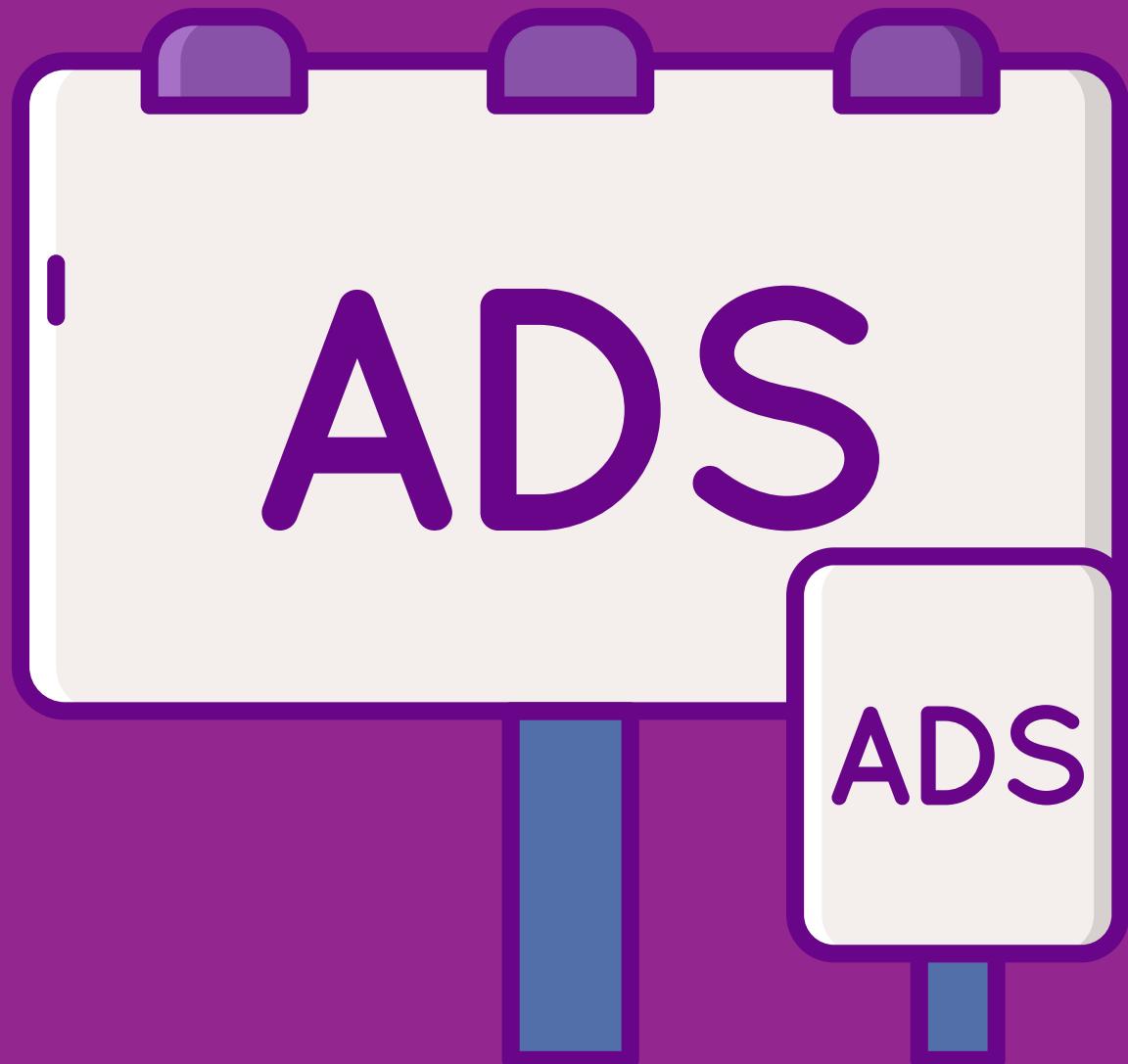
MARKETING STRATEGY

Traditional & Digital ads

TRADITIONAL WAYS

Transport Mediums

- Train station
- Bus stops
- Busy roads



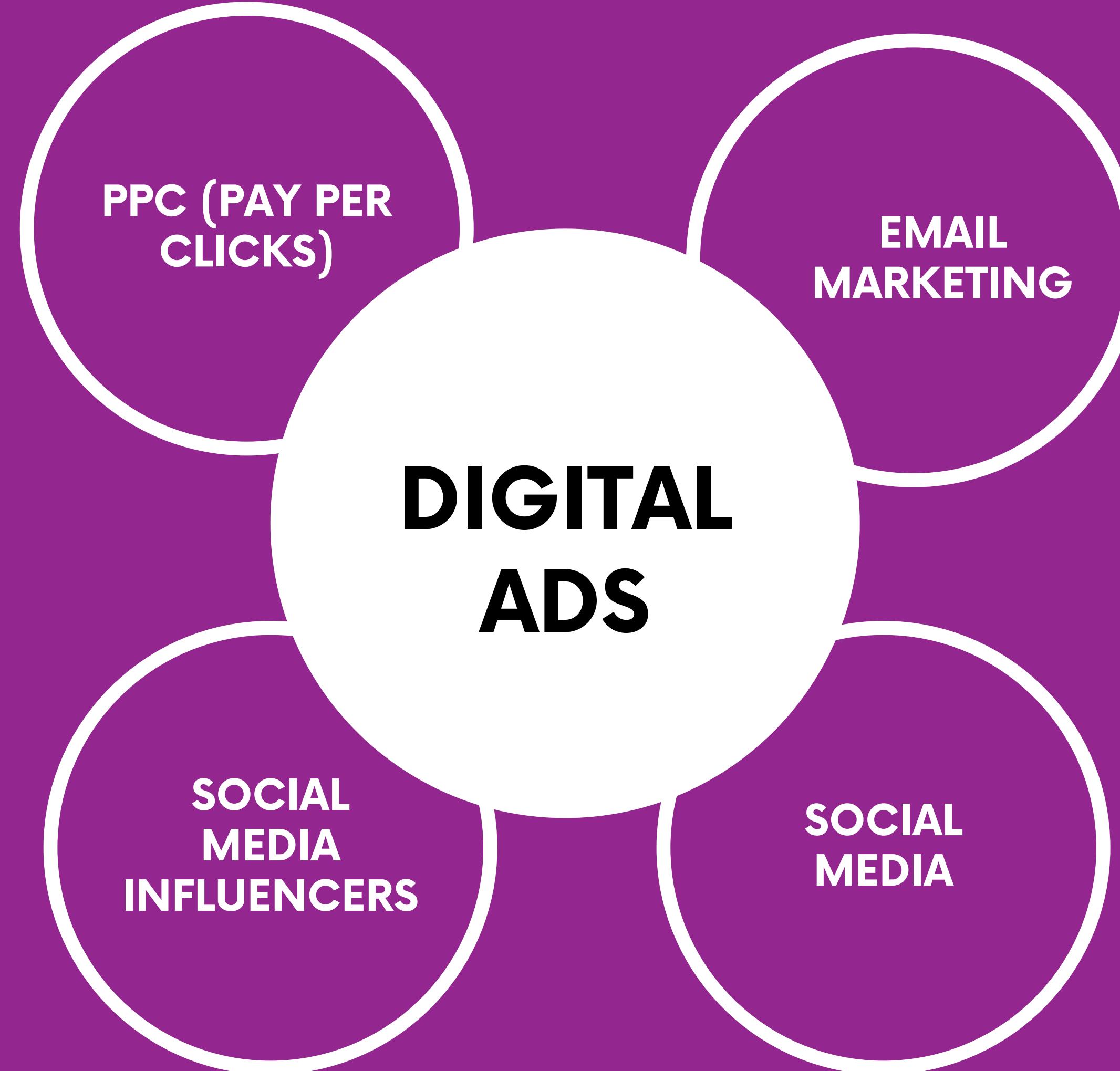
LOCAL COLLABORATIONS

Partnering with...

- Local Businesses
- Event Organizers
- Attractions

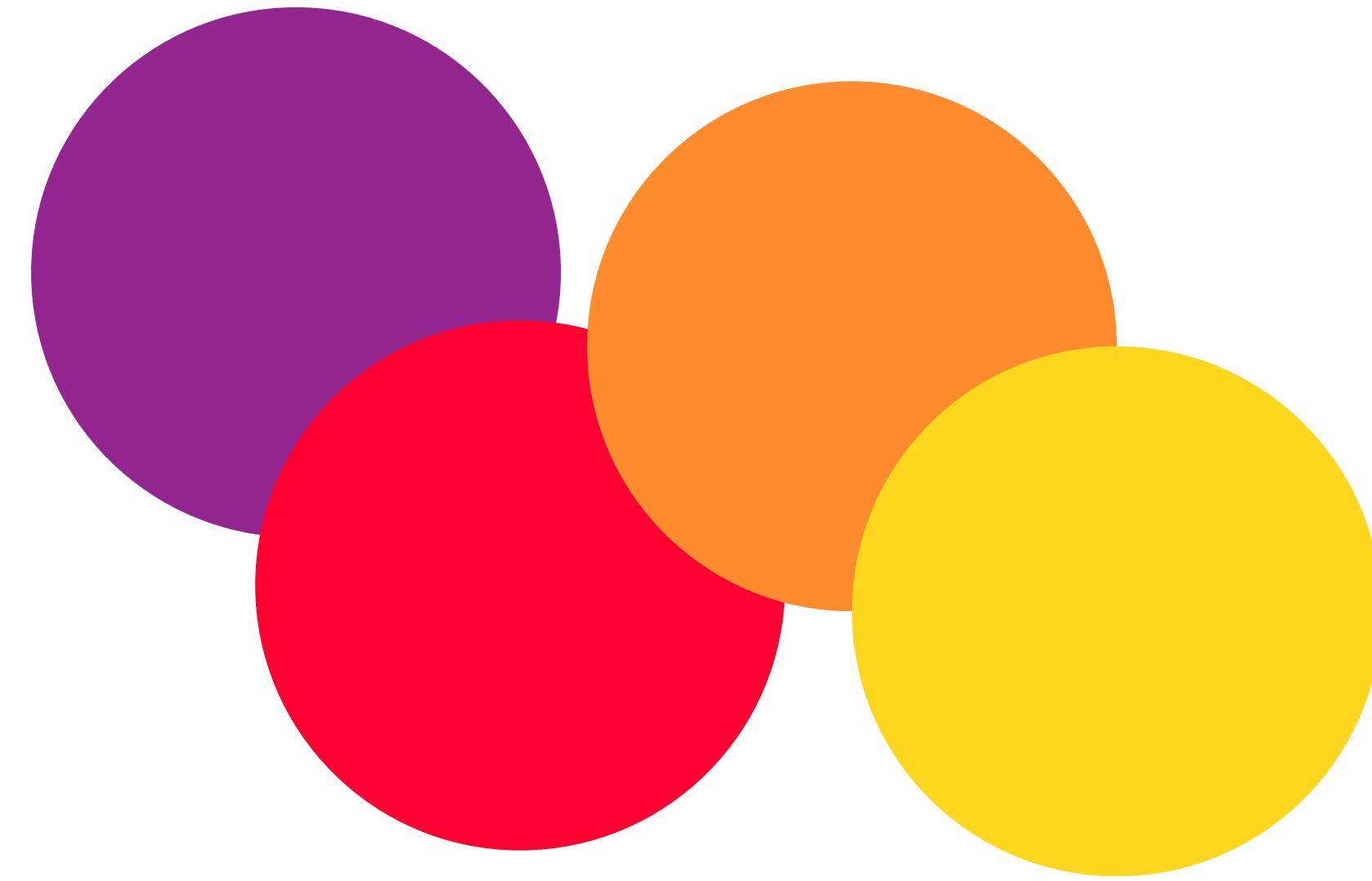


**FOSTERING A SENSE OF
COMMUNITY, SUPPORT, STRENGTH**



BRAND STYLE

CURRENT BRAND AESTHETIC



BRAND COLORS

SLEEK DESIGN

SIMPLE

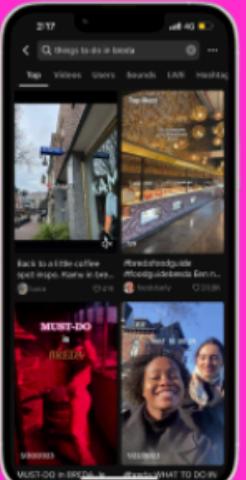
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SAFE

BORING

LOOKING FOR THINGS TO
DO IN THE NETHERLANDS?

CHOOSE BREDA!



VISIT EXPLOREBREDANL

EMPTY

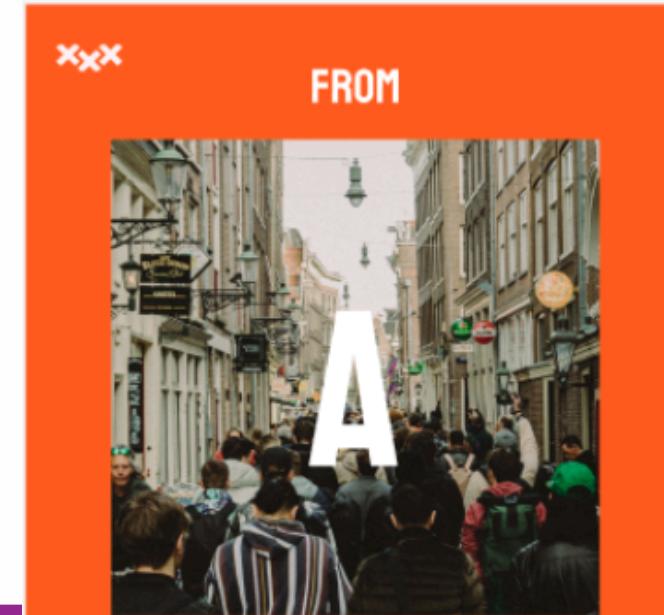


PLAIN

THIS IS NOT A
MCDONALDS AD

EXPLOREBREDANL

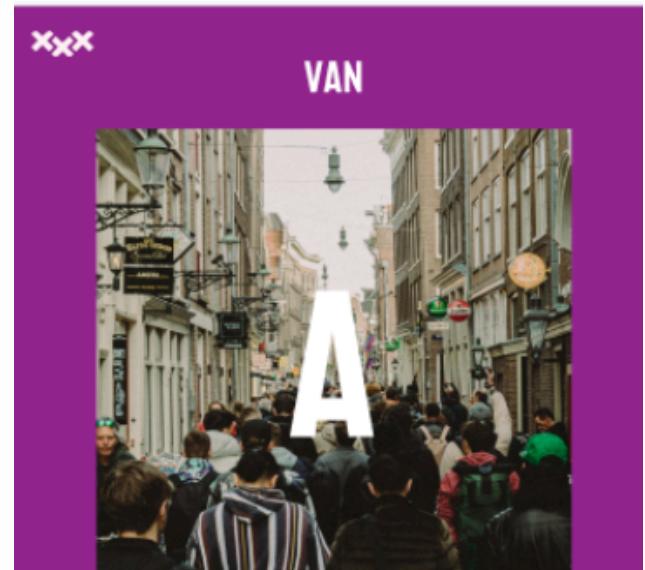
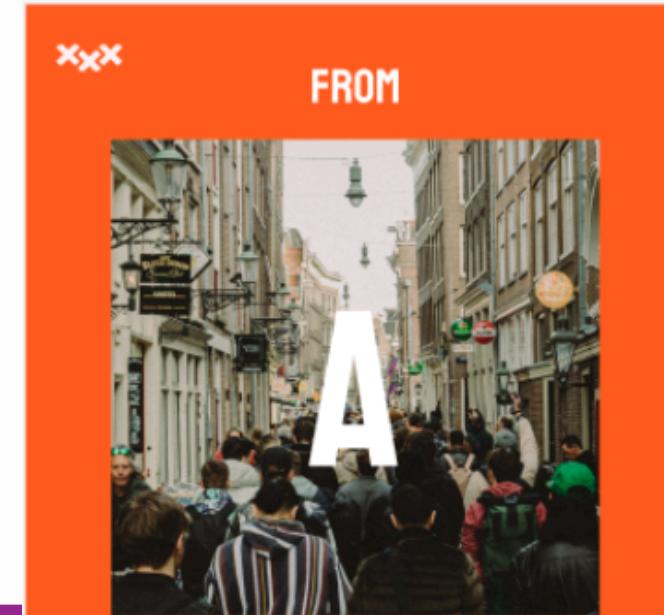
EMPTY



SIMPLIFIED

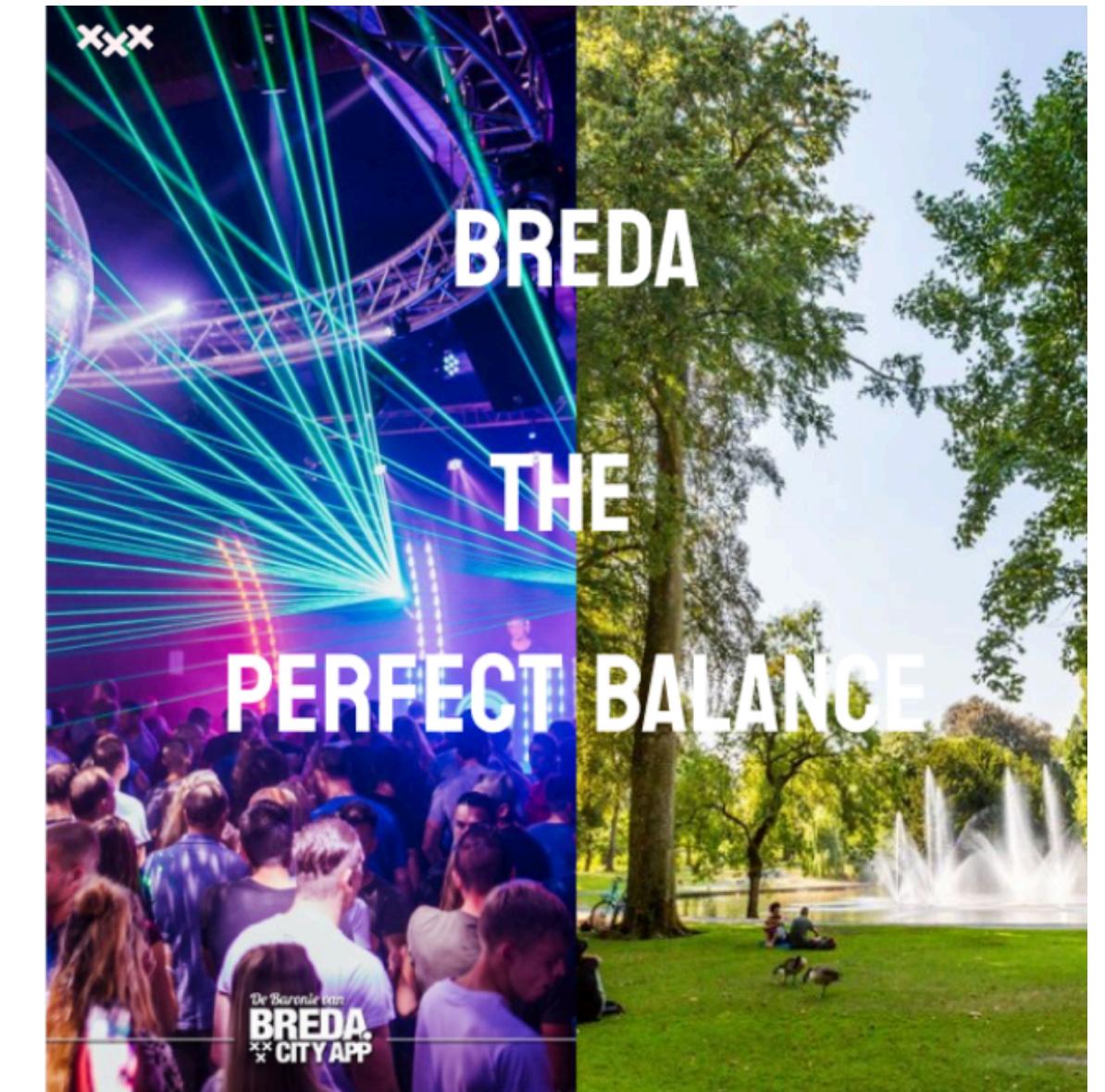
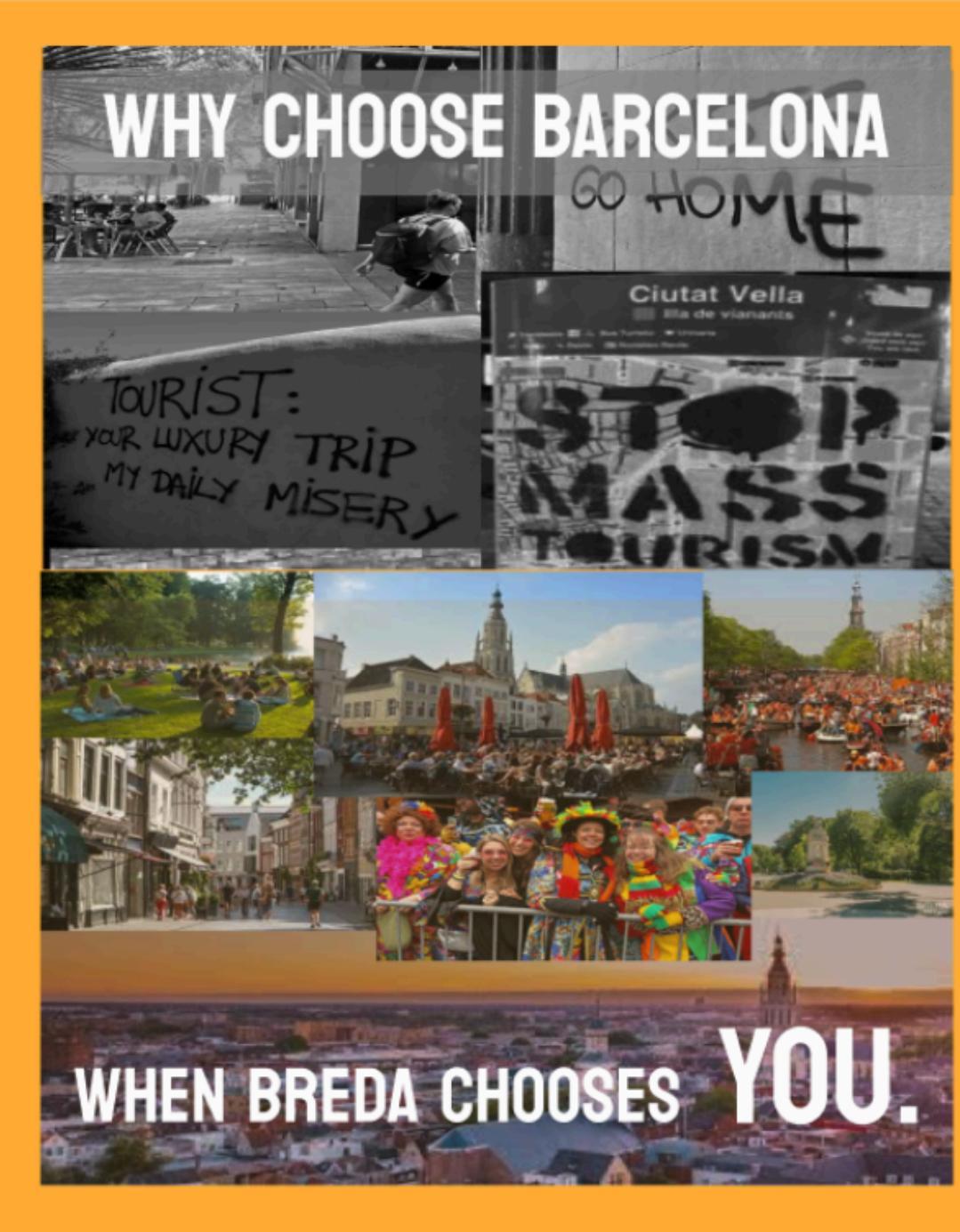
SAFE

BASIC



EXPLOREBREDANL

DESIGN ITERATIONS 2



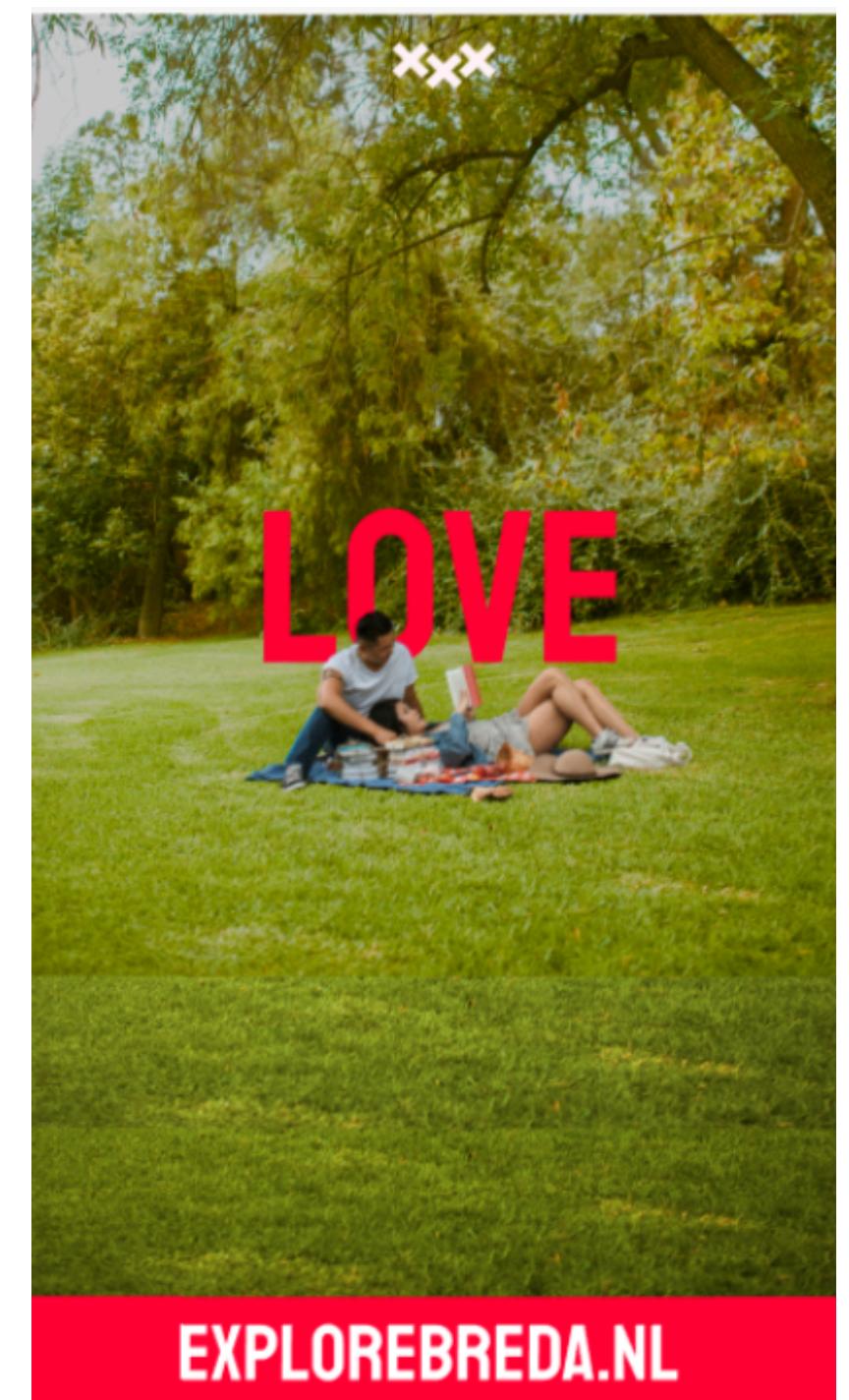
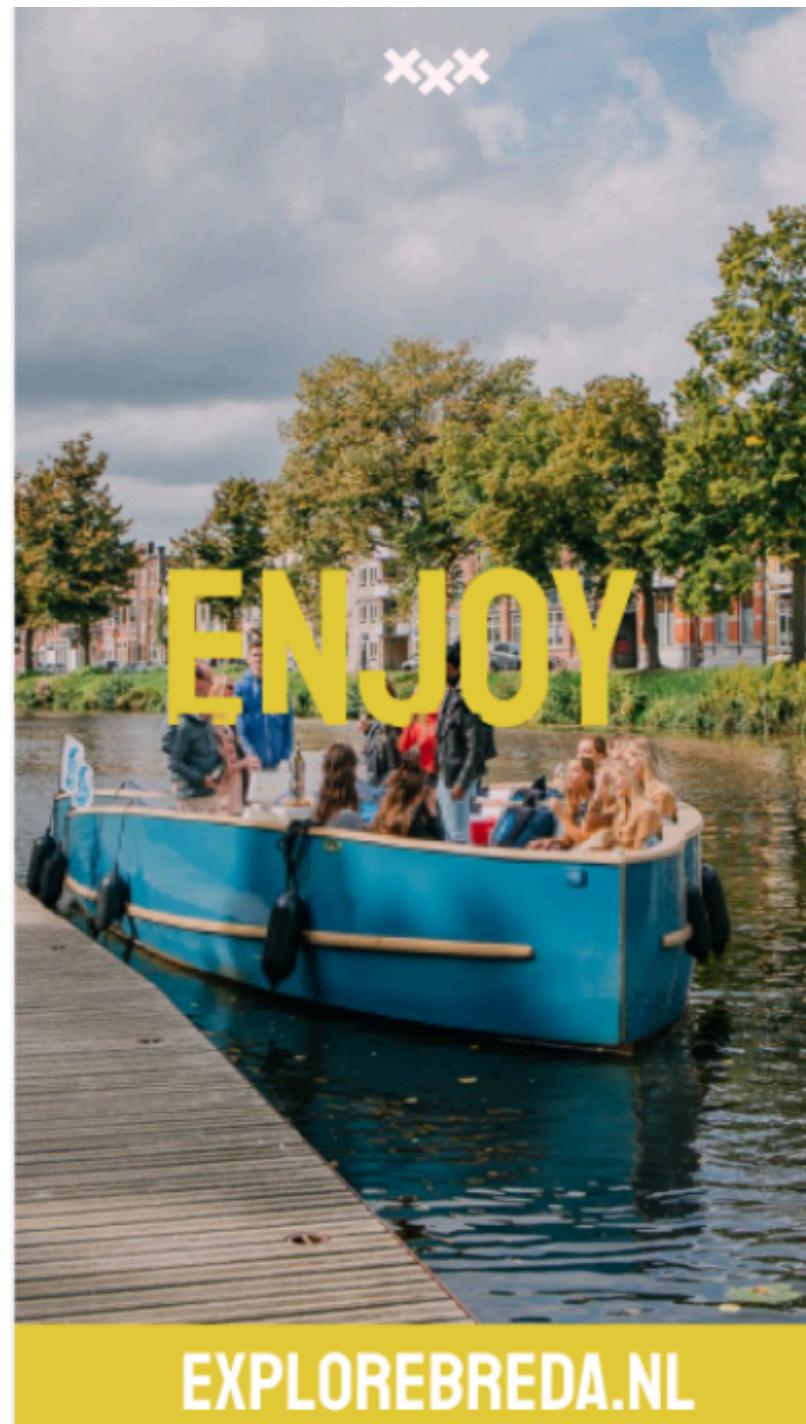
FINAL DESIGNS

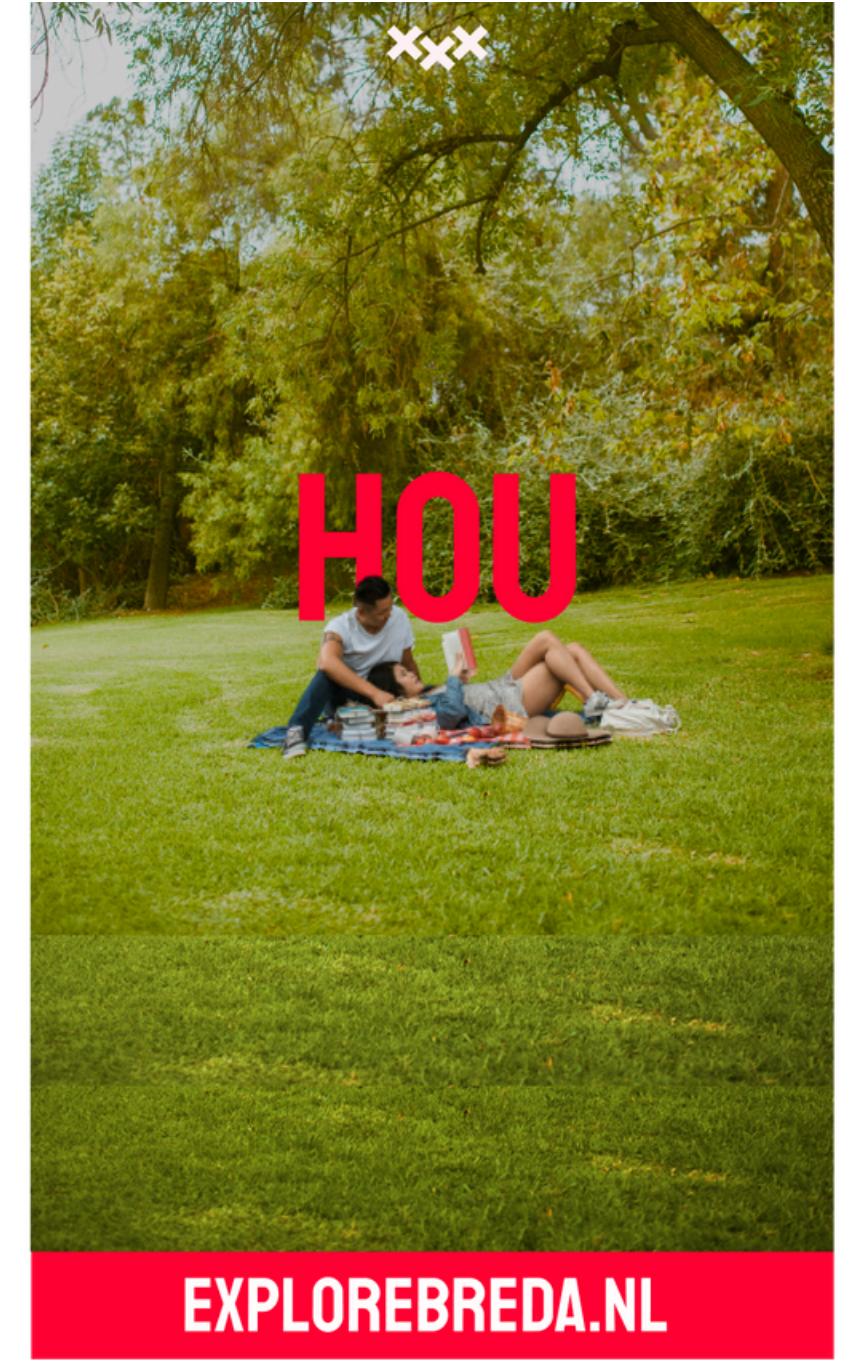
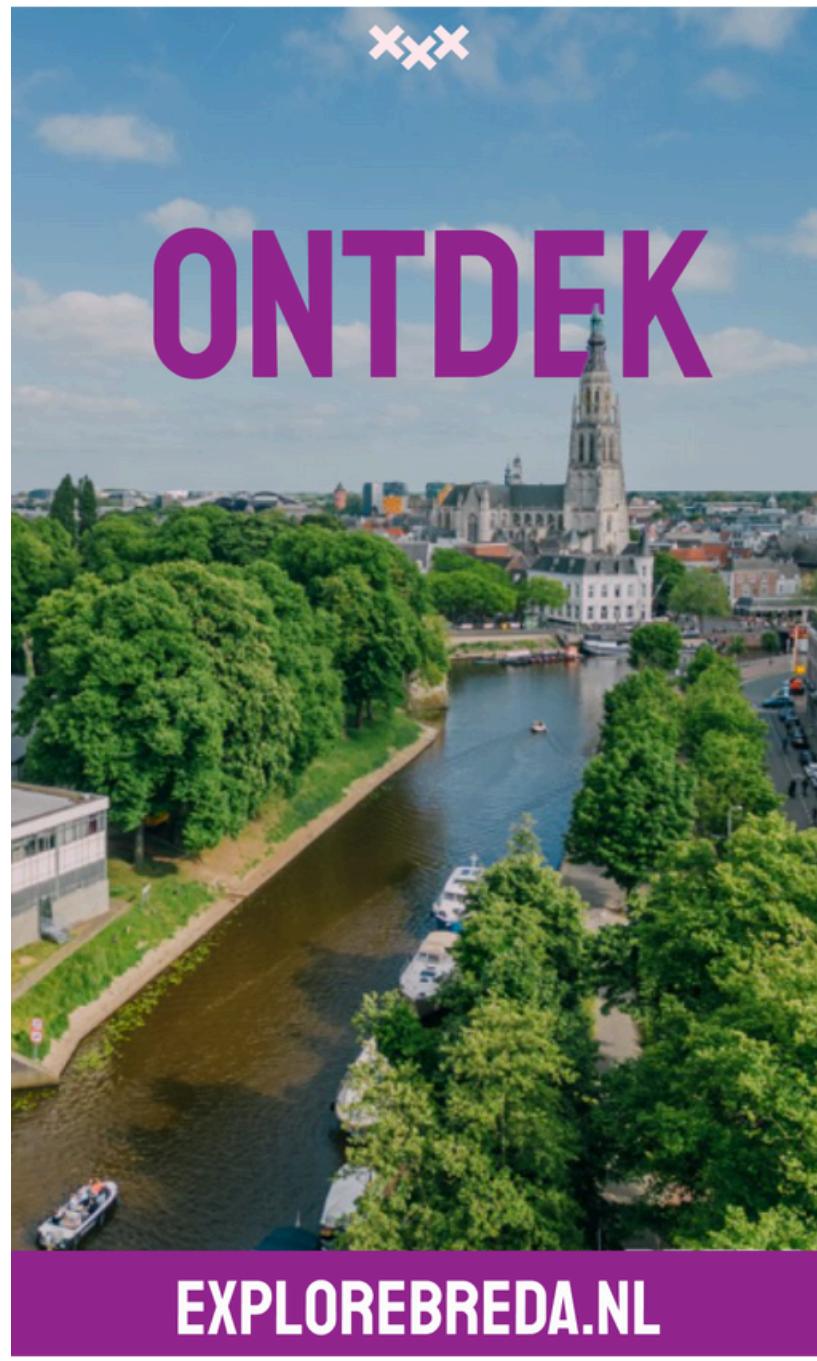
DISCOVER

LOVE

SOCIALIZE

ENJOY





VIDEO

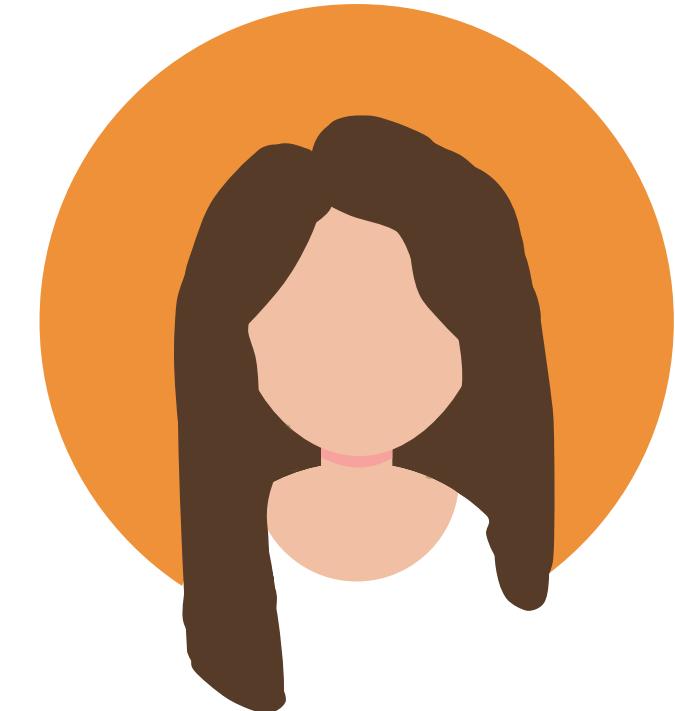


REFLECTIONS

I believe our group project excelled due to seamless teamwork and creativity. We delivered products that exceeded our expectations through clear communication, collaboration, and adaptability.



Being in a team with diverse skills & styles was rewarding as it showed the importance of collaboration and communication for the team to achieve its end goal.



Our group project did great because we worked well together and came up with cool ideas. The video we made turned out even better than we hoped, thanks to how we communicated and adapted along the way.



THANK YOU!