

# **PROJECT PLAN - GROUP 5**

**Date: 25/04/2024**

**Team members: Coralie, Arthur, Fabiana**

## **PART 1**

### ***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 and we came up with some, but it was too simple. We thought about a very typical saying “From A to B” people use when referring to getting from

one place to another. From here, we matched A to Amsterdam and B to Breda, making a perfect fit for this project.



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:



Additionally, we created a Dutch Version for the posters to cater Inbound Tourists (within the Netherlands) :



We analyzed the colors (as these were the brands already signature colors) and purposefully matched them with a specific word. Purple is associated with mystery and the unknown, by using this color we tried to evoke a sense of intrigue and curiosity that involves discovering new things, in this case discovering Breda. Yellow and red have universal associations with Happiness and Love. Finally, the orange is a typical dutch color associated with festivities like Kings Day and therefore evokes a sense of community and unity.

### ***Roles***

Arthur : Team Leader, Daily Documentation, Content strategy, 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 1***

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.

## **PART 2**

### ***About***

The second part of the Explore Breda project aims to increase engagement and excitement among visitors to the website, through the introduction of an interactive “easter egg hunt” event. For this, we created a goose mascot that will be hidden in the Explore Breda website. When clicked, the goose will display a speech bubble with a message and a button that redirects users to a new page with all the relevant information, including; details on the hunt, clues, items to find and potential prizes. We narrowed down our target audience from tourists to Inbound tourists (within the Netherlands).

### ***Our team***

Our team is the same as the first part of the Explore Breda project. The 1st part was supposed to be a group of 4 and the second split into two smaller groups, as we were three our teachers suggested we stay the same.

### ***Roles***

Arthur : Research, Setting GitHub environment + Code.

Coralie : Web Page Design, Posters AD for hunt + Code.

Fabiana : Team Leader, Project Plan, Mascot Design + Code.

### **Process and Results**

As a group we brainstormed possible ideas to implement “easter eggs” in the new Explore Breda website. We came up with several ideas like confetti when typing a specific word in the search bar, mystery cards that reveal possible prizes in Breda and more broad ideas. We wanted to create a fun and exclusive event to match with the first part of the project (Media Campaign). Thinking about real world examples like, the World cup that happens every 4 years, the annual Eurovision contest, etc..



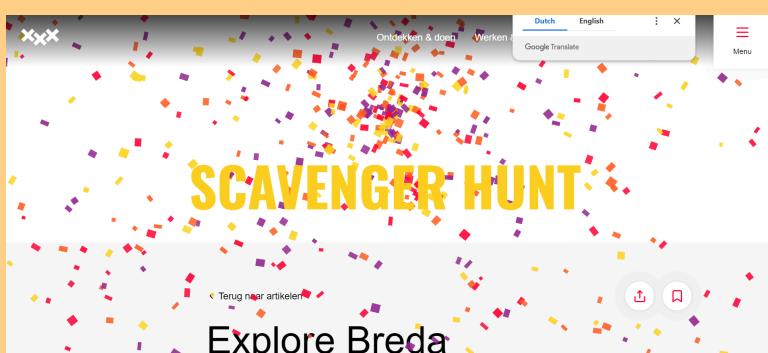
We created an Easter egg hunt in Breda that would attract tourists from all over the Netherlands to come participate in this event and eventually win prizes to lure them back into the city. To advertise the event, we designed a Goose mascot to be the face of our campaign.

We re-created the original Explore Breda website and added a popup to include our easter eggs to it. There are several iterations on the design of the Breda mascot as we would receive feedback.



<https://www.figma.com/design/A6xejCwAJwAVOEExXfnfHG5/Explore-Breda?node-id=0-1&t=xLHNTCVOpLK2b9rk-0>

**More designs on Figma ↑**



We added confetti animations to make the Scavenger hunt more eye-catching and easily visible by the website visitors.



We created personalized Explore Breda prizes so the winners of the scavenger hunt would have a reason to go back to the city, in this case, to claim their prize.

Additionally, we designed a poster to promote the scavenger hunt. All the information about Date, Place, Time, Rules, Etc can be found in the Explore Breda website popup we coded.

<https://git.fhict.nl/I534747/explorebreda>

*Here is the link to the Git of the website ↑*

### ***Project deliverables***

- *Easter Egg Hunt Marketing Plan : Goose Mascot design, Egg hunt flyers/stickers (easter eggs), Hunt details.*
- *Easter Egg Hunt Marketing Coded & Functioning Web page*

### ***Reflection 2***

The team agrees that our group project excelled because of the constant communication between us and abundant creativity we shared. By keeping our minds open to each other's ideas we showed adaptability to certain situations and managed to finish the project deliverables that we were proud of presenting to the class. Our seamless coordination and ability to think outside the box had a key role for us to achieve our project goals.