

Project Marketing

For the second Project I got the assignment to make a marketing strategy for the Company hand-picked. They launched a brand-new website for the city of Breda (explorebreda.nl) and they needed to bring traffic to the website. I worked in a group of 4 people to build the marketing strategy for the website.

Problem Description

The company hand-picked had developed a brand new website for the city of Breda (explorebreda.nl). Since it was a brand new website they needed to market this website to generate traffic and exposure.

LO:Interactive Media Products

What i did:

I did Research to find out which way is the best way to market the website to international students, which was our target group. The main question was “What are international students interested in when visiting a new city?”, this question gave us insight on what specific things should be marketed about Breda.

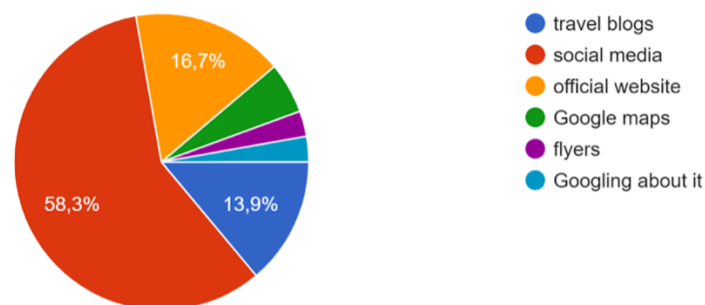
For the research there was a survey made that would help us answer the main questions and other information that would help market the website, for example, which social media they use the most and what are their preferred source of information when visiting a city (**figure 1**). I also did Competitive analysis, I investigated how other big student city in the Netherlands promote their website to international students. This helped us to gather ideas on what we could to market the website.

I also came up with ideas on what marketing products we could do to market the website. Based on the research made on our target audience, it was clear that our marketing products should be through social media. The idea was to make different type of videos that would promote the website in the video itself and that we would post them on tiktok and Instagram since these are the social media that our target audience most use according to our survey results. We did some funny videos where we used a song made for marketing of the website, a video showcasing a day out in Breda and a food review of places to eat in Breda **(figure 2)**.

Figure 1: survey question and answer

What is your preferred source for information when visiting a new city?

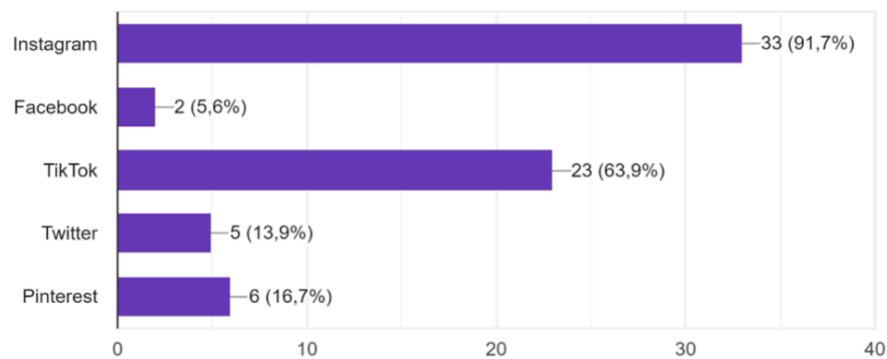
36 antwoorden



We asked on the survey which were their preferred source of information when visiting a country, this question would help up figure out where to market the website. Most users prefere to use social media as a source of information.

What social media platform do you use most frequently?

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We also asked in the survey which social media they used the most. This would help us know in which social medias we should do our marketing so most of our target audience would see it or engage with it. The most social media used by our target audience is instagram and facebook.

Figure 2: videos

Video 1: <https://imgur.com/xM0care>

The first video we created was a jumpscare video that cleverly transitioned to promoting the website at the moment of the jumpscare. This concept was inspired by a humorous trend where companies used jumpscare clips to capture attention and then seamlessly shifted to promoting their products. By leveraging this popular trend, we aimed to engage our audience in a surprising and entertaining way while effectively highlighting our website.

Video 2 : <https://imgur.com/a/78gVYUz>

The second video we produced was a humorous music video featuring a catchy and amusing song created by one of my group members. This approach was designed to entertain and engage our audience,

leveraging the playful and memorable nature of the song to enhance the video's appeal and effectiveness.

Video 3: <https://imgur.com/a/9tLJAqe>

The third video featured a day out in Breda, highlighting some of the city's most delicious food spots. This video aimed to showcase the culinary delights of Breda, providing viewers with an engaging and appetizing tour of the local cuisine. By presenting these appealing food destinations, we sought to attract our target audience's interest and enhance the overall appeal of our content.

What I learned:

I learned how to do research and use methods like competitor analysis and researched based on surveys to implement it in a marketing strategy. For example the survey helped me to choose tiktok and Instagram as the social media to market on and also to make e video about Breda's food places since in the survey 77% of the usurers who did survey said that they are interested in food when they visit a new place.

How I think it went:

I believe it went well. We got good feedback from the client, about how we decided to market the website. I believe I did the right research that helped us with the marketing campaign and also I believe the videos came out good, the clients liked them and they said the funny ones were creative.

LO:Interactive design

What i did:

For this project, we created videos for Instagram and TikTok to effectively reach our target audience of international students and promote our website. I was responsible for generating the video concepts, focusing on humorous skits and trending content to engage viewers. I took on the roles of shooting and directing these entertaining videos, ensuring they aligned with our marketing objectives. Additionally, I color graded one of the videos using **Adobe Premiere Pro**, going through several iterations to achieve the desired visual quality (**see figure 3**). These efforts helped us market the website creatively through engaging video content."

Figure 3: Color grading iterations

Video 1: <https://imgur.com/v3rtx4A>

The first video is the raw, unedited version without any color grading. In this state, the video appears pale and colorless, primarily due to the overcast weather and lack of sunlight during the shoot. This resulted in a sad and depressing vibe, which was not the effect we intended, as it would not appeal to our target audience.

Video 2: <https://imgur.com/Y0S31tv>

To change the video's initial sad and colorless vibe, I decided to apply color grading to enhance its visual appeal. I chose to add a yellow hue to the footage, aiming to create the impression of a sunny day. This adjustment was intended to make the video feel warmer and more inviting, aligning better with the vibrant and positive tone we wanted to convey to our target audience.

Video 2: <https://imgur.com/IPMc1Xm>

After completing the color grading, I sought feedback from classmates and group members to gauge their reactions to the video. The majority of the feedback indicated that the video appeared too yellow. Taking this into consideration, I adjusted the color grading to reduce the yellow tint while maintaining the vibrant and colorful aesthetic. This iterative process ensured the final video was visually appealing and aligned with the intended tone.

What I learned:

I gained proficiency in using Adobe Premiere Pro, learning how to color grade videos to enhance their visual appeal. Additionally, I developed the skills to export videos in high quality, ensuring they are optimized for posting on social media platforms.

How I think it went:

I believe the project was successful overall. The client was very pleased with the videos, noting that they effectively engaged our target audience in a creative and appealing manner. This feedback was very encouraging, and it demonstrated that our approach was well-received. However, on a personal note, I feel that my contribution to the project's learning outcomes could have been greater. Unfortunately, due to health issues, I was not able to give my full effort and commitment to the project. I believe that under different circumstances, I could have done more and contributed even more effectively to the project's success.

LO:Professional Standards

What i did:

For this project, I utilized Notion as our planning tool in collaboration with my group. We organized the project into two sprints, both of which were meticulously planned in Notion. Each sprint included a detailed list of tasks that needed to be completed, along with the assignment of responsibilities to specific team members. We also tracked the progress of each task within Notion, ensuring everyone was aware of their roles and the overall project status (*see figure 4*).

Despite facing health challenges throughout most of the project, I remained committed to contributing my best effort. Even while feeling unwell, I traveled to Breda in rainy and cold weather to shoot the videos. This experience highlighted my professional standard and dedication, demonstrating my willingness to work on the project despite personal difficulties.

Figure 4: Notion planning

Sprint 1:

Task	Date	Assigned To	Assigned To	Priority
Planning	March 27, 2024 → March 29, 2024	<div>ii Galaxy</div> <div>a aisa szakál</div>	Done	high
Define goal	March 27, 2024 → March 29, 2024	<div>S shirine</div> <div>B Bryan Esteban</div> <div>ii Galaxy</div> <div>a aisa szakál</div>	Done	medium
Project Plan		<div>a aisa szakál</div> <div>S shirine</div> <div>ii Galaxy</div>	Done	
Research plan	March 27, 2024 → March 29, 2024	<div>S shirine</div> <div>a aisa szakál</div> <div>ii Galaxy</div>	Done	high
Competitor Analysis	April 2, 2024 → April 4, 2024	<div>B Bryan Esteban</div> <div>S shirine</div> <div>a aisa szakál</div>	Done	medium
Analyse target audience		<div>S shirine</div> <div>B Bryan Esteban</div>	Done	
Finding inspiration for product	March 27, 2024 → April 3, 2024	<div>S shirine</div> <div>B Bryan Esteban</div>	Done	
Generate ideas	April 4, 2024	<div>B Bryan Esteban</div>	Done	
Make a strategy and planning		<div>ii Galaxy</div> <div>S shirine</div> <div>B Bryan Esteban</div>	Done	
Make your marketing means		<div>B Bryan Esteban</div> <div>ii Galaxy</div>	Done	
Test them		<div>ii Galaxy</div> <div>B Bryan Esteban</div> <div>a aisa szakál</div> <div>S shirine</div>	Done	

In the first sprint, our primary focus was on research and brainstorming for the project. We dedicated this initial phase to gathering extensive information about our goals and understanding our target audience. By conducting thorough research and engaging in creative brainstorming sessions, we aimed to develop a comprehensive strategy to effectively market the website.

sprint 2:

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Sprint 2 ...

Task	Due Date	Assigned To	Status	Priority
Marketing strategy	April 16, 2024 → April 19, 2024	<div>a aisa szakál</div> <div>B Bryan Esteban</div> <div>S shirine 🌐 ii Galaxy</div>	Done	high
Food video <div>OPEN</div>	April 16, 2024 → April 19, 2024	<div>S shirine</div>	Done	medium
Aesthetic video	April 16, 2024 → April 19, 2024	<div>B Bryan Esteban</div>	Done	medium
Music video	April 16, 2024 → April 19, 2024	<div>🌐 ii Galaxy</div>	Done	high
Posters	April 16, 2024 → April 19, 2024	<div>a aisa szakál</div>	Done	medium
Testing	April 19, 2024	<div>S shirine</div>	Done	high
Final presentation	April 25, 2024	<div>🌐 ii Galaxy S shirine</div> <div>B Bryan Esteban</div> <div>a aisa szakál</div>	Done	high

+ New

Calculate ▾

In the second sprint, we focused on executing the ideas developed during the first phase. This involved creating our marketing materials and rigorously testing them. By putting our plans into action, we were able to refine our approach and ensure that the marketing products effectively communicated our message and engaged our target audience.

Roles:

Group tasks

General rules

Figma - prototyping

Adobe - designing

Table

Roles

Aa Name	Role	+ ...
Mayca	<div>Leader</div> <div>planning</div> <div>design</div>	
Aisa	<div>planning</div> <div>design</div> <div>note keeper</div>	
Bryan	<div>design</div> <div>Research</div>	
Shirine	<div>Research</div> <div>design</div>	

+ New

In here we set our roles for the project. Mine wad design and research.

What I learned:

Throughout this project, I learned how to effectively work in sprints and utilize Notion as a planning tool. This experience taught me the importance of breaking down the project into manageable phases and organizing tasks systematically.

How I think it went:

I believe it went well, using Notion helped streamline our workflow, maintain clear communication within the team, and ensure that all project milestones were met efficiently.