SoMe report:

Introduction

Social media. If we’re going by name alone the concept seems rather broad does it not? However we all know what it is, as it is impossible to miss in the modern world. With sites like YouTube and Reddit trying harder and harder to be like their contemporaries with everything from status updates to stories, social media has become inescapable.

Marketing and story telling have both changed since the invention of the internet, however since the invention of social media the change has become even more drastic. We have used this project to explore what exactly makes content marketing online so efficient and widespread.

The Strategy

We decided to appeal to the youth using our strategy. Since our target audience is primarily Danish 6th graders, we investigated what they use as main social media platforms. The three ones that were overwhelmingly used were: Snapchat, Instagram, and TikTok.

While these platforms are similar in usage the content on each platform varies to a great extent.

The botanical gardens. We all know them, and I’ll just assume we all love them. But does that love directly translate to how children and tweens in the 6th grader age group view them? With our digital solution, we hope to excite kids about going to the gardens, and to educate and inform them about what we can find inside.

A digital solution, where you only look at the screen 10% of the time, and you educate 12 year old children about sustainability. The task we got was not simple, and it certainly wasn’t easy. But with our solution, we hope to cover all the bases, and provide for our client something that not only falls in line with their requests, but is also fun to use for the children.