

FINAL DEMO

Maud, Sam, Umair, Zjuul, Tirstan and Hazem



parlous



#DEELHETFF

TALKING POINTS

- The assignment
- Design challenge
- Campaign website
- User testing
- Social media
- Advise
- Conclusion



THE ASSIGNMENT

"Create a proof of concept for a creative campaign that targets our audience. The goal is to create more awareness about de Kindertelefoon."



partout



#DEELHETFF

DESIGN CHALLENGE

Design A campaign to stimulate teens from 11 – 18 y/o who feel lonely to make use of the forum from the Kindertelefoon



partout



#DEELHETFF

#DEELHETFF

CAMPAIGN WEBSITE

<https://i456972.hera.fhict.nl/Partout/Campagne%20website/kindertelefoon-1/index.html>



partout



#DEELHETFF

USER TESTING

<https://www.youtube.com/watch?v=y33YScocLVI>



ընթաց



#DEELHETFF

#DEELHETFF

SOCIAL MEDIA & POSTERS



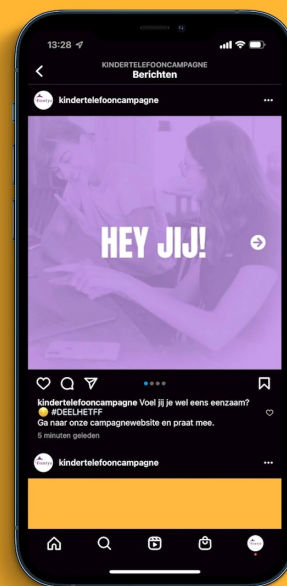
parlous



#DEELHETFF

SOCIAL MEDIA

- Target Audience Survey
- Instagram / TikTok / Snapchat



POSTERS

- Statistics
- Bus- / trainstations
- Public spaces



ADVISE

- Responsiveness website (mobile users)
- Social Media Platforms
- Security & Moderation
- Advice Rapport



THE END

