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# MEDIA CAMPAIGN PROJECT PLAN: MONKSHOP

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# Introduction

## Objective

In this project, our group will work on a media campaign. Our client, Monkshop, indicated that our goal is to position Monkshop as the go-to destination, leading authority, for bouldering equipment. Our group will tackle outdoor climbing as our thematic pillar for this project.

## Target Audience

We will target the group of bouldering climber who go outdoor climbing, or just have experience with outdoor climbing.

## Group Members

Lucas van Kempen

Yoshua Kock

Isenio Levenstone

Maks Mistewicz

## Research Plan

To tackle the objective of getting traffic and awareness towards Monkshop, we have research methods in order to bring concepts to the table in order for Monk to give their insight. The goal of the research plan is to create as many concepts as we can.

In here will document the step-by-step process on the research done to get to the campaign concepts we have.

## Verbal brainstorming

To start of with reaching our goal, the group came together for a session where each member expresses any ideas that come to mind to then try and combine into a concept.



## Email interview

To get a better clue on the direction we should proceed, an email was sent to Bob in which we asked about how outdoor climbing works, hotspots in the Netherlands and about the guide book climbers use to get to these hotspots. This was to see what campaign we can come up with the guidebook and get a sense of how outdoor bouldering goes. Later another email was sent requesting a document of Monk's brand guide so we can have our ideas also fit Monk's brand identity with any mockups we create.

Hi Yoshua,

I'll answer them for you. You can come by Monday, you don't need to pay. How big is the group you're coming with?

**What do you need for outdoor climbing?**

First of all, you need your usual climbing essentials like climbing shoes, chalk and a brush. You also need a crash pad to jump or fall on, which you don't need in an indoor gym because there's already a big mat underneath the walls.

**What do you watch out for when outdoor climbing?**

- Landing when falling or jumping, landings are almost never flat
- Rock that breaks from applied pressure, or that falls from above
- Skin injuries. You're not climbing on soft plastic when outside, rock can tear you up
- The usual stuff when in nature. Overwhelming weather and other naturally occurring events like lightning, heavy rain and flooding, avalanches, etc.

**Is there a map or guidebook outdoor climbers are able to get access to? If so, where do climbers get these maps?**

Yes, they are normally books called topo's. People buy those books before going on a climbing trip, also at our shop. Most bought examples are: 5+6 Topo's from Bart van Raaij, and the Jingo Wobbly Font Bloc series.

**What are issues climbers encounter with outdoor climbing?**

I've never gone outdoor climbing myself, so there might be issues I'm not aware of besides the things I wrote for the second question. Maybe you should research this a bit on reddit for example, or ask Guido.

**What are the most common hotspots in Eindhoven for outdoor climbing?**

There are no outdoor climbing area's in the Netherlands, maybe some buildings or rocks that people use, but no actual area's. Climbers usually go to Belgium, France, Germany, England or Scandinavia. Fontainebleau in France is the most popular area.

**Are there any kind of coaching or training that takes place before going outdoor climbing?**

Not really. There are probably people that offer coaching services, but I personally never heard of someone using this.

Hope this helps!

Best,

Bob van de Ven  
Manager Monkshop  
t +316 24512513

Hi Yoshua,

I asked around for you, but unfortunately we don't really have a documented brandguide. There is a strong identity and brand idea, just not on paper. I asked Ella (Head of Marcom) to make a draft of it. She'll do so this week.

Best,

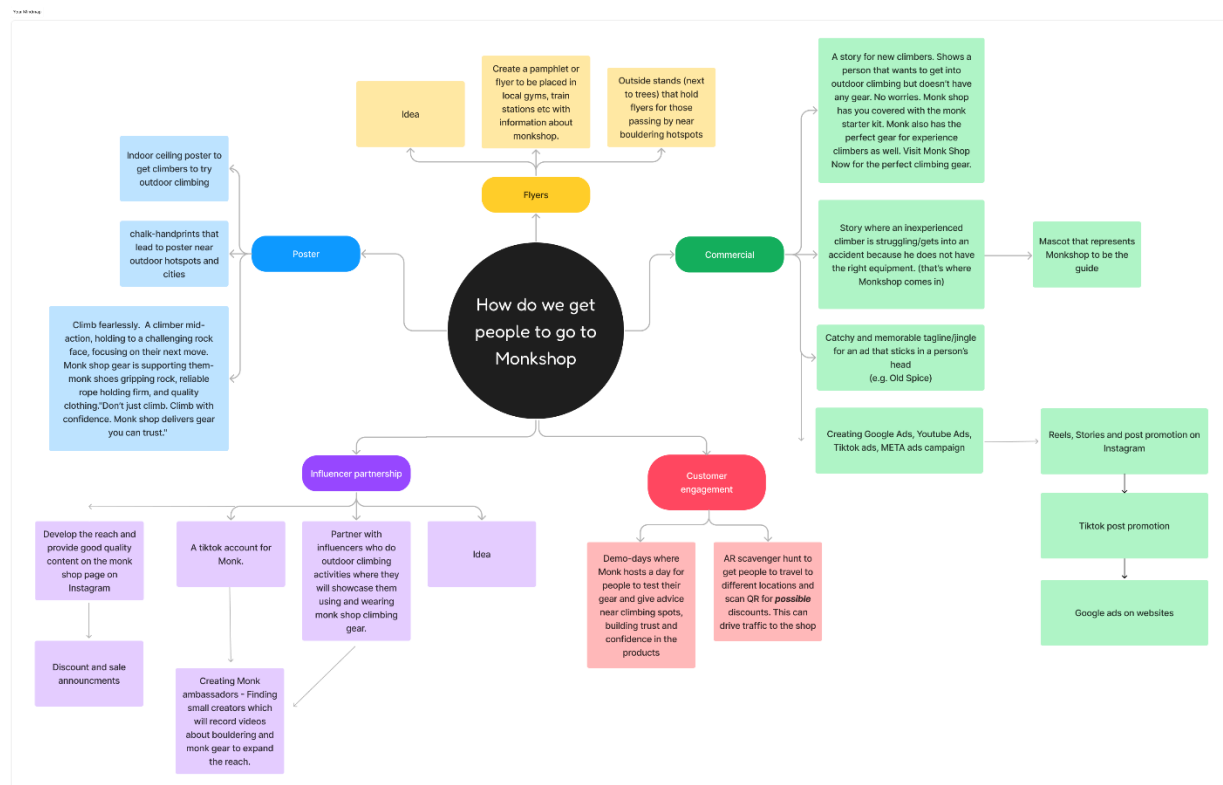
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# Mind mapping

We moved forward with the brainstorming method that is mind mapping. Though the verbal brainstorming did bring some ideas on the table, it was still not a very optimal way to brainstorm ideas. With mind mapping we wrote down ideas for themes we centered around the question of how we can get people to Monkshop. From these themes we have wrote down several ideas and from that combined them into one or two concepts for each theme.

This was the best way to really get ideas pumping for this project. The themes came from the question of “what did a brand do to get you to take interest in their products” and online research on any creative successful campaigns in the past.

[Link to mind map in Figma](#)



# Campaign Concepts

## Poster concept

### Indoor and outdoor posters

This idea is to have these posters hang on the ceiling of the spot where boulderers climb. These posters would have messages to motivate them to reach further with outdoor climbing. Having this work would lead to customers buying outdoor climbing gear to proceed with their outdoor journey. An example of the kind of message these posters would have go as “Are you tired of limitations?” outside posters hang near climbing hotspots and nature hotspots for the purpose of advertising Monk. This idea has eye-catching chalk handprints that go up leading to the posters which are high up. If the posters don’t get the attention of people walking by, the handprints will, which would lead to them looking at the posters.

## Influencer partnership concept

### TikTok account and collaboration

Creating a Monk official TikTok account. This would help with creating Monk ambassadors and finding small creators, even local boulderers, who would make TikToks on bouldering and Monk’s products which would expand the reach. Along with this is the idea to collaborate with influencers who do bouldering. This could lead to influencers demonstrating Monk’s products in action. Examples: @Jakob.schubert professional rock climber with 255k followers on Instagram and @otoo0\_ a boulderer who climbs in bouldergyms and outside with 99k followers on TikTok.

## Customer engagement concepts

### Demo day

Monk hosts a day, every 2-3 months, at a hotspot where they can have people come to test their outdoor gear and receive advice from Monk. This would help with building trust with potential new customers and confidence in their products.

### QR scavenger hunt

This is a special event to get people to travel to different locations and scan QR codes that give discounts on products of Monk’s choosing. This scavenger hunt could lead to a good amount of traffic to the shop.

## Flyer concept

### Outdoor flyers

This idea has having flyer stands in the outdoor near climbing hotspots. The flyers contain information on outdoor bouldering and how to begin with it at Monk. Flyers are commonly found at train stations and other places in a city so having these flyers be in the outdoor makes them stand out and could have potential customers pick one up.

## Ad

### Story commercial

This idea takes the approach of creating a commercial with a story. Example: a story where an inexperienced climber gets into a struggle because of not having the right gear and that is where Monkshop comes in. These could be in forms of Google ads, Youtube ads, TikTok ads and even television.

### Mascot

This idea comes with Monk making a mascot that represents the Monkshop. A mascot can work on a creative approach of Monk's brand identity. A mascot can serve as the guide in commercials too, encouraging to head to Monkshop for a safer and more efficient climbing experience. Not only entertaining, but it could also work for encouraging kids to go bouldering, as you would need to be 6 to go bouldering.