

# Competitor Analysis

To get more insight into what my group and I need to work around for Blik, I need to conduct a competitor analysis. This could answer many questions we have:

How do other theatre groups brand themselves online?

What social media platforms do other theatre groups use?

How frequently do they post?

What makes them stand out?

What can we use as inspiration?

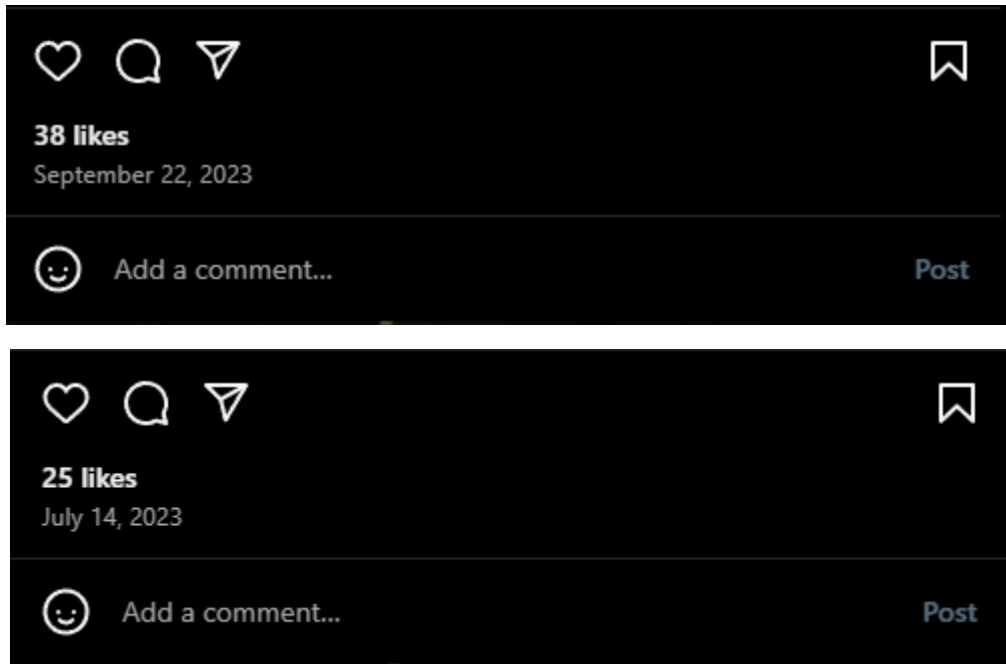
And the results we got from an in-depth character analysis we came to the conclusion on what we would need to do for the project:

## Theater Draad



## Social media presence

Theater Draad have [Instagram](#), [Facebook](#) and [LinkedIn](#) as their preferred social media platforms. They are not very active on Instagram nor on Facebook. They post new content every 1-3 months. They don't have a schedule on content posting and seem to only post whenever they like to.



## Social media content

The posts on Instagram and Facebook are similar. The photos they post are that of the Theater Draad team, whether it's them having a fun group photo or them during their performances, photos of certain locations that are being set up for their next performance and posts of their upcoming events. No real consistent color scheme or visuals that reflect their brand identity.



## Audience engagement

Though they have decent likes and comments on their Instagram and Facebook posts, the team doesn't really engage with the audience. They drop a like on comments here and there but nothing to really engage with those who comment.

## Website presentation

The design is alright. Not so good but not so bad. It is mobile responsive. The website for me is easy to navigate. Navbar has all the pages to jump to. Homepage also has its own buttons that direct to these other pages and social media links. These pages contain information on their team and what they do. There is a contact form to email them for questions. There is a form where you can request a performance and specify the type of performance upfront. There is a page with information on their past and upcoming events with location, entrée prices and time. Finally, there is a page to sign up to receive newsletter from Theater Draad via email.

## HIER SPEELT THEATER DRAAD. KOM JE HET MEEMAKEN?

Theater Draad speelt voornamelijk voorstellingen in opdracht en daarnaast ongeveer 1x per maand ergens in het land een open voorstelling, om een breed publiek kennis te laten maken met ons Terugspeeltheater.

### EERSTVOLGENDE OPEN VOORSTELLING:

#### THEATER ONDER DE BOOM – DE KWEKERIJ, BUSSUM

Zondag Matinee 1 september | Deze voorstelling is uitverkocht.

Je kijkt, luistert, vertelt wellicht?  
Laaf je aan de verhalen die vrij komen onder de boom, om ze nooit meer te vergeten. Draad verbindt, verbeeldt, verrast. Tot dan!

|                |   |
|----------------|---|
| <b>Aanvang</b> | 15.00 uur (inloop 14.30 uur)  |
| <b>Locatie</b> | De Kwekerij, Havenstraat 27A, 1404 EL Bussum  |
| <b>Entree</b>  | €20,- inclusief thee/koffie en een drankje na afloop van de voorstelling. Na reservering ontvang je van ons een betaalverzoekje. Zodra je betaling binnen is, is je reservering definitief. |



## VOORSTELLING AANVRAGEN

Wilt u een voorstelling aanvragen dan kunt u contact opnemen met Tjitske Muller:

06 – 124 72 450 / [office@theaterdraad.nl](mailto:office@theaterdraad.nl)

Onderstaand mailformulier invullen is voor ons prettig, zodat wij al direct een goed beeld krijgen van uw wensen. Wij nemen dan zo spoedig mogelijk contact met u op.

Aanhef\*

|          |   |
|----------|---|
| ---      | ▼ |
| uw naam* |   |
| bedrijf  |   |
| adres    |   |
| postcode |   |

## NIEUWSBRIEF ONTVANGEN?

Wilt u op de hoogte blijven van onze activiteiten, open voorstellingen in het land en workshops? Dat kan! Meld hier aan voor onze digitale nieuwsbrief.



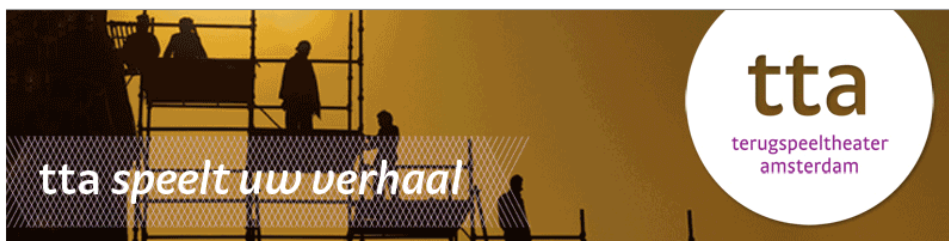
**INSCHRIJVEN**

U kunt op elk moment weer afmelden of mailgegevens wijzigen.

## TTA (Terugspeeltheater Amsterdam)

TERUGSPEELTHEATER AMSTERDAM

SPEELT UW VERHAAL



[HOME](#) [UW SPELERS](#) [OPDRACHTGEVERS](#) [TTA ACADEMIE](#) [CONTACT & INHUREN](#)

### Social media presence

TTA have [Twitter](#), [Facebook](#) and [LinkedIn](#) as their social media platforms. They are not very active on these platforms. No real schedule when it comes to content posting as it differs from having 1-2 posts each month and skipping a whole month entirely.



Terugspeeltheater Amsterdam

June 23, 2022 · 🌐

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Als [Terugspeeltheater Amsterdam](#) luisteren we naar verhalen. Woorden brengen daarbij informatie over, maar de kern van de boodschap gaat meestal schuil achter die woorden. Daarom luisteren we graag 'tussen de regels' door. [#storiesmatter](#) [#playbacktheatre](#) [#terugspeeltheater](#)

See Translation



Terugspeeltheater Amsterdam

June 30, 2022 · 🌐

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Voorafgaand aan terugspeeltheater voor [Gemeente Amsterdam](#) een toelichting op 'craftworld versus gamesworld'

See Translation

## Social media content

LinkedIn is their least used platform, which mainly contains updates on their next performances. Twitter and Facebook share the same kind of content with posts containing the team in group photos, inspiring quotes and also having updates on their next performances. No real consistent color scheme or visuals that reflect their brand identity.



## Audience engagement

They do not receive much interaction on their posts, but they go out of their way to take their time to interact with those who do leave a comment. This can be seen more on their Facebook as they have

the most engagement their while their Twitter is dead. Besides that, not really using any strategies to interact with their audience.

## Website presentation

The website is very bland. The homepage doesn't have an eye-catching design to it. It's all a white background and text with almost no imagery being used. The text itself has a gray color on the white background which could be hard to read. The website is mobile responsive. The site is somewhat easy to navigate. The navbar shows the important information they want the user to jump to. Every page has a sidebar menu with a search option, containing their recent posts and comments though some of the links to those are broken. They don't have a contact form on their website, just links to their socials and an email on which you can contact them from their or book a performance.

HOME UW SPELERS OPDRACHTGEVERS TTA ACADEMIE CONTACT & INHUREN

### Vacature muzikant

We hebben plaats voor nieuwe muzikanten!

**terugspeeltheater amsterdam** improviseert op basis van verhalen en ideeën uit de zaal. Met een speelleider, 3 spelers en 1 à 2 muzikanten maken we voelbaar wat er leeft aan de hand van persoonlijke, individuele verhalen.

Wil jij deel uitmaken van tta in de toekomst (kijk vooral de site door om een beeld te krijgen), en spreekt wat hieronder staat je aan, meld je dan vooral aan voor de [audities](#) op **28 juni 2015!**

#### Wat vragen wij?

Je speelt liefst meerdere instrumenten. Je hebt affiniteit met theater. Je kan improviseren en bent bereid om je te ontwikkelen als muzikant binnen terugspeeltheater.

#### Wat bieden wij?

- Je wordt -gratis- opgeleid door ervaren terugspelers en terugspeelmuzikanten.
- Je hebt gelegenheid voor eigen ontwikkeling en eigen inbreng
- Je wordt lid van een prettige en open club, gericht op artistiekheid, plezier en ontwikkeling.

Zoeken

#### MEEST RECENTE BERICHTEN

- TTA Summerschool
- Annulering TTA Summerschool juni 2015
- Heerlijke nieuwe spelers en muzikanten!
- Audities 31 januari en 22 februari
- Open voorstelling op vrijdag 5 april 2013

#### RECENTE REACTIES

- Munda van LaNGEN op Inschrijfformulier Summerschool TTA
- Maaike Wijngaarden op Vacature speler
- Nynka op Terugspeeltheater Summerschool
- Jos Brummelhuis op Terugspeeltheater Summerschool
- Annulering TTA Summerschool juni 2015 »



## Contact & Inhuren



Wilt u ons boeken of vrijblijvend kennismaken? Wij zijn bereikbaar via

*Email:* [mail@terugspeeltheater.nl](mailto:mail@terugspeeltheater.nl)

*Telefoon:* 084-8844231

*Telefax:* 084-8829464

*Postadres:* Alberdingk Thijmstraat 9-2, 1054 AH Amsterdam

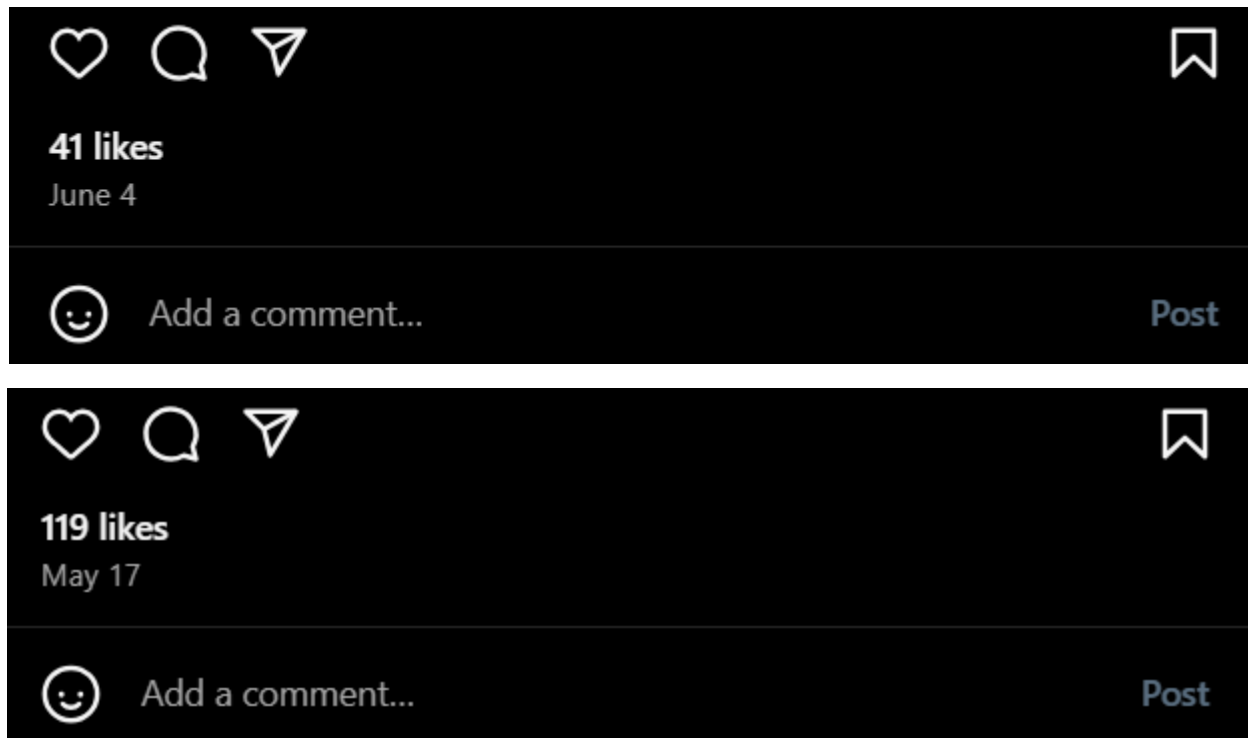
Wij zijn ook online te volgen via [Facebook](#), [LinkedIn](#) en [Twitter](#).

## International Playback Theatre Network



## Social media presence

IPTN have [Instagram](#), [Facebook](#) and [Twitter](#) as their social media platforms. Besides Twitter, IPTN have a decent following on Instagram and Facebook that get good interactions. They post every 1-2 months on Instagram and Facebook. There is no difference in the content they post on these platforms.



## Social media content

Twitter has the least interactions and posts so this will be analyzed from their Instagram and Facebook. The type of content they post are group photos of the team, posts of their next performances, update videos and snippets of their performances. IPTN do have creative visuals in their posts that go along with the color scheme of their brand, blue and beige, which come from their upcoming events and donations. From time to time they also have posts that engage with the audience, like a small survey they made or posts help support campaigns.





### **Audience engagement**

IPTN receives decent interaction on Instagram and Facebook. They would sometimes have interactive posts for the audience, like a survey they had on Twitter. They like to engage with the audience by responding to comments they receive in their posts. Like mentioned, a consistent type of engaging post are the ones where they encourage themselves and invite the audience to donate for a campaign.

### **Website presentation**

The website is nice looking. The colors chosen to go well together in a way and is easy on the eyes. It's easy to navigate, information is clear with the pages given. They have a page with several links dedicated to explaining what Playback theatre is. They make it clear on who they are and the mission they have as a group.

## Summary

### 1. Theater Draad

- Social Media Presence:
  - Platforms: Instagram, Facebook, LinkedIn.
  - Posting Frequency: Irregular, 1-3 months without a schedule.
  - Activity Level: Low, sporadic updates.
- Social Media Content:
  - Types of Posts: Group photos, performance setup, upcoming events.
  - Brand Visuals: Inconsistent color scheme and visuals.
- Audience Engagement:
  - Interaction: Minimal; occasional likes on comments, but no real engagement.
- Website Presentation:
  - Design: Average, functional but not very engaging.
  - Navigation: Easy, mobile responsive, clear structure with performance request form, contact options, and social media links.
  - Content: Includes event details, team info, newsletter sign-up, and contact forms.

### 2. TTA (Terugspeeltheater Amsterdam)

- Social Media Presence:
  - Platforms: Twitter, Facebook, LinkedIn.
  - Posting Frequency: Irregular, sometimes 1-2 posts per month, but may skip months.
  - Activity Level: Low, especially on Twitter and LinkedIn.
- Social Media Content:
  - Types of Posts: Group photos, inspirational quotes, performance updates.
  - Brand Visuals: Inconsistent, no defined color scheme or visual identity.
- Audience Engagement:

- Interaction: Low, especially on Twitter, though they do respond to comments on Facebook.
- Website Presentation:
  - Design: Bland, white background with gray text, minimal imagery.
  - Navigation: Functional but lacks appeal, broken links, no contact form (just social links and email).

### 3. International Playback Theatre Network (IPTN)

- Social Media Presence:
  - Platforms: Instagram, Facebook, Twitter.
  - Posting Frequency: Every 1-2 months on Instagram and Facebook.
  - Activity Level: Decent engagement, particularly on Instagram and Facebook.
- Social Media Content:
  - Types of Posts: Group photos, performance updates, event visuals, interactive surveys.
  - Brand Visuals: Consistent color scheme (blue and beige), with creative visuals that align with their brand identity.
- Audience Engagement:
  - Interaction: Stronger engagement through comments and interactive posts like surveys and donation campaigns.
- Website Presentation:
  - Design: Visually appealing, well-organized, and easy to navigate.
  - Content: Clear mission, good explanation of Playback theatre, donation campaigns, and relevant links.