

Blijf Buiten Spelen

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Debriefing

Dear Danielle,

Thank you very much for your involvement in this conversation, in which we will jointly examine the mission of “Blijf Buitenspelen”. “Blijf Buitenspelen” aims to encourage people to discover the world in a new, playful way and to enrich everyday life with adventurous experiences.

In this debriefing we want to delve deeper into the core values of “Blijf Buitenspelen” and how these values are expressed in the brand identity and communication. We will also look at the implementation of these core values in various media expressions and communication materials of “Blijf Buitenspelen”. In addition, we will discuss the effectiveness of the brand identity and message, including recognisability as an initiative and the clarity of the target group.

Media expressions

Diverse - Initially aimed at companies active in the sports and physical exercise sector, as well as organizations within the social domain. In addition, we focus on non-profit organizations such as municipalities, welfare institutions and educational institutions, as well as on team building activities for different teams within these organizations.

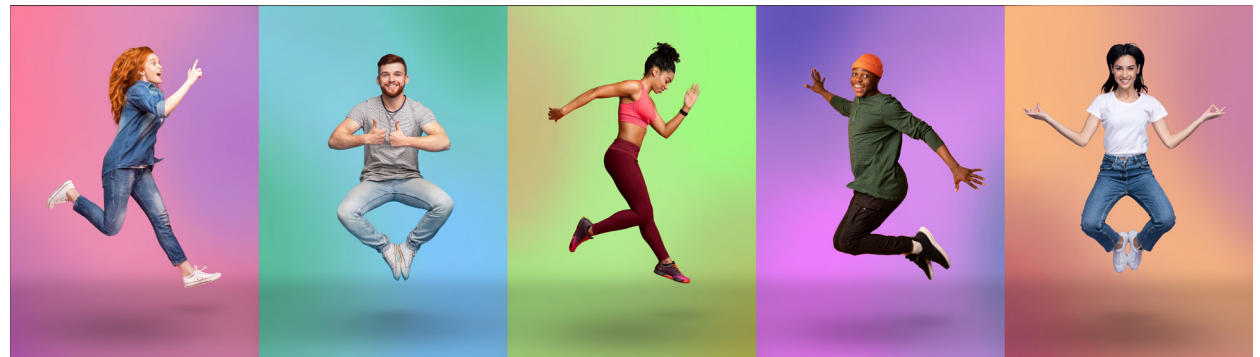
Media-uitingen

- Logo
- Digital business card
- Style guide
- Invoice
- Possible website design

exciting world of “Blijf Buitenspelen” together and discover how this initiative focuses on adventure, spontaneity and fun. We hope for a pleasant cooperation during this assignment.

Yours sincerely,

Milou Martens, Linda Dekkers and Sanne van Os



Once again, thank you for joining this conversation. Let's explore the

Competitor research - Studio Stapelgoed

Research

Studio stapelgoed

Services

Studio Stapelgoed offers tailor-made session plans and facilitates meetings aimed at stimulating creativity and innovation within organizations.

Price

Unfortunately, the website does not list specific prices.

Target audience

Studio Stapelgoed's services are aimed at adults in professional work environments, including organizations of different sizes and sectors.

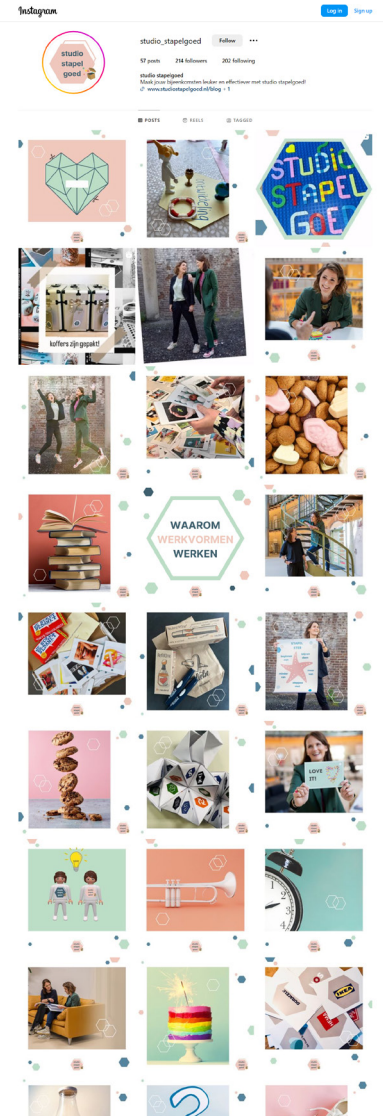
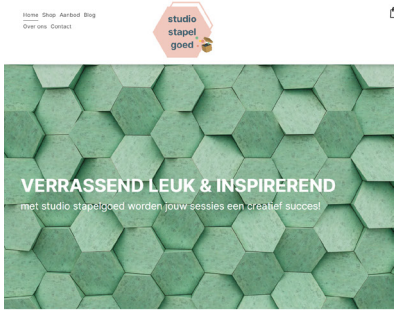
Quality and innovation

Although Studio Stapelgoed provides high-quality services, the website could perhaps use more personality and clarity to distinguish itself from competitors.

Studio Stapelgoed uses Instagram, LinkedIn, Pinterest and their own website to promote their services and reach their target group.

Customer satisfaction

A review of 5/5 stars: "With these 2 energetic women you will bring energy into your organization. Professional and creative sessions delivered with great enthusiasm. Recommended!"



Competitor research - Mireille Beumer

Research

Mireille Beumer

Services

Mireille Beumer offers team sessions and training, with a focus on strengthening collaboration and having constructive conversations.

Price

Unfortunately, the website does not list specific prices.

Target audience

Mireille Beumer's services are aimed at adults in professional work environments, including organizations of different sizes and sectors.

Quality and innovation

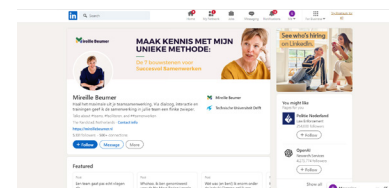
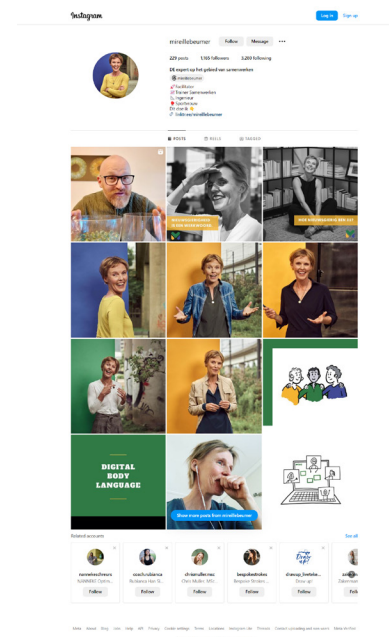
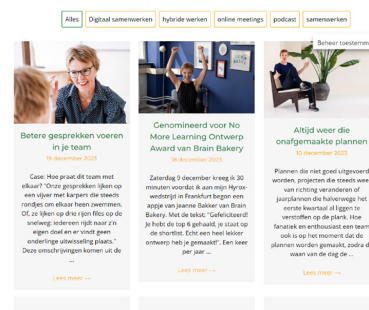
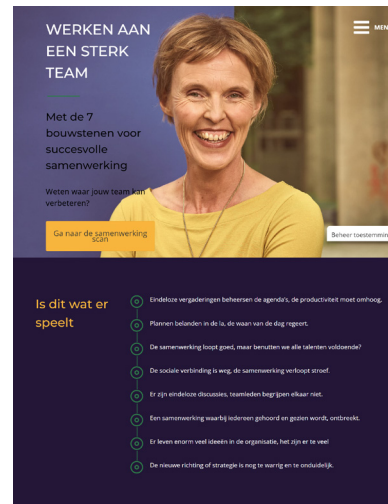
While her website gives a clear idea of who she is, some of the photos can be potentially distracting.

Marketing strategies

Mireille Beumer uses Instagram, LinkedIn and her own website to promote her services and reach her target group.

Customer satisfaction

There are several positive reviews on her website that testify to the quality of her services.



Competitor research - Sessie makers

Research

Sessie makers Services

Session Makers offers team sessions, training, working days, e-training, advice and support to help organizations improve.

Price

Unfortunately, the website does not list specific prices.

Target audience

Session Makers' services are aimed at adults in professional work environments, including organizations and municipalities.

Quality and innovation

Their website radiates positivity and has a cheerful appearance.

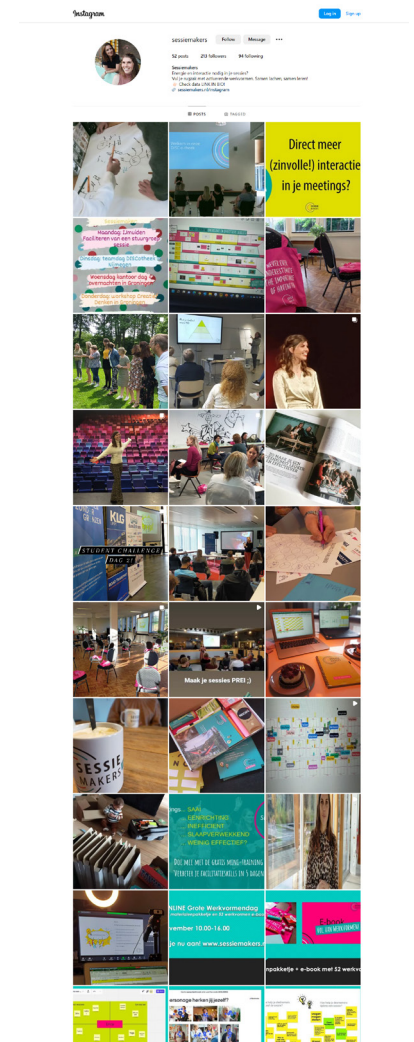
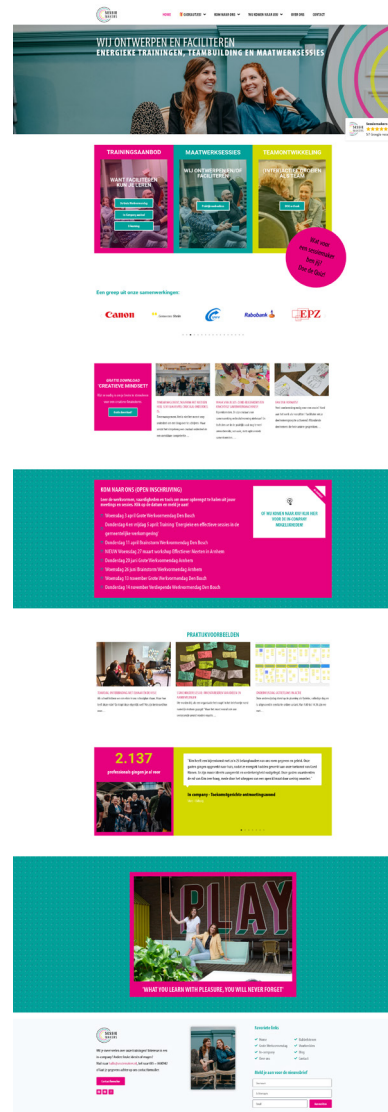
Marketing strategies

Session Makers uses Instagram, LinkedIn, Facebook and their own website to promote their services and reach their target group.

Customer satisfaction

With 57 reviews with 5 stars and 1 review with 4 stars, the Google reviews testify to the high

customer satisfaction at Session Makers.



Target audience

Research

Personal goals

- Taking good care of herself both physically and mentally
- Take good care of family and friends
- Taking time for the little things

Dislikes and frustrations

- Disrespect
- People who give up quickly
- Egoism

Introduce

Maya has been working at the WeMove gym in Almere as a sports teacher for about 6 years now. Here she mainly gives group lessons in boxing, yoga, Zumba and spinning. Previously, she worked for 5 years as a Physical Education teacher at a school in Houten. In 2018 she decided to move closer to her parents and moved to Almere with her partner Damain.

In her spare time she enjoys being active. She often meets up with her friends, takes dance lessons and sometimes goes surfing with her partner at the weekend. At the same time, she also appreciates being alone sometimes and enjoys drawing. Her biggest dream is to one day backpack through Asia and Africa.

Maya Jansen

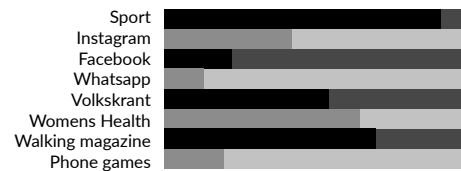


A healthy body ensures a healthy mind.

Age: 34 years
Profession: Sport teacher
Relationship: Taken
Place: Almere
Characteristic: Energetic
Characterization: Social

Smart
Helpful
Hard worker

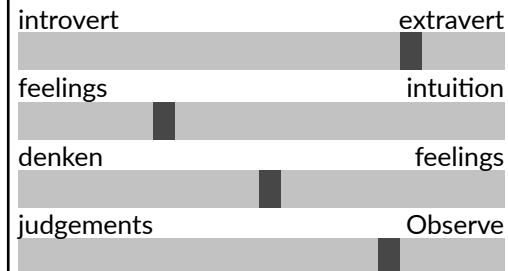
On offline media behavior



Living situation and interests

House: Apartment
Income: €36.590 - €48.000
Political preference: GroenLinks
Supermarket: Jumbo
Clothes: Sporty and comfortable
Hobbies: Dancing, sporting and drawing
Tv program: Nederland in Beweging

Personality

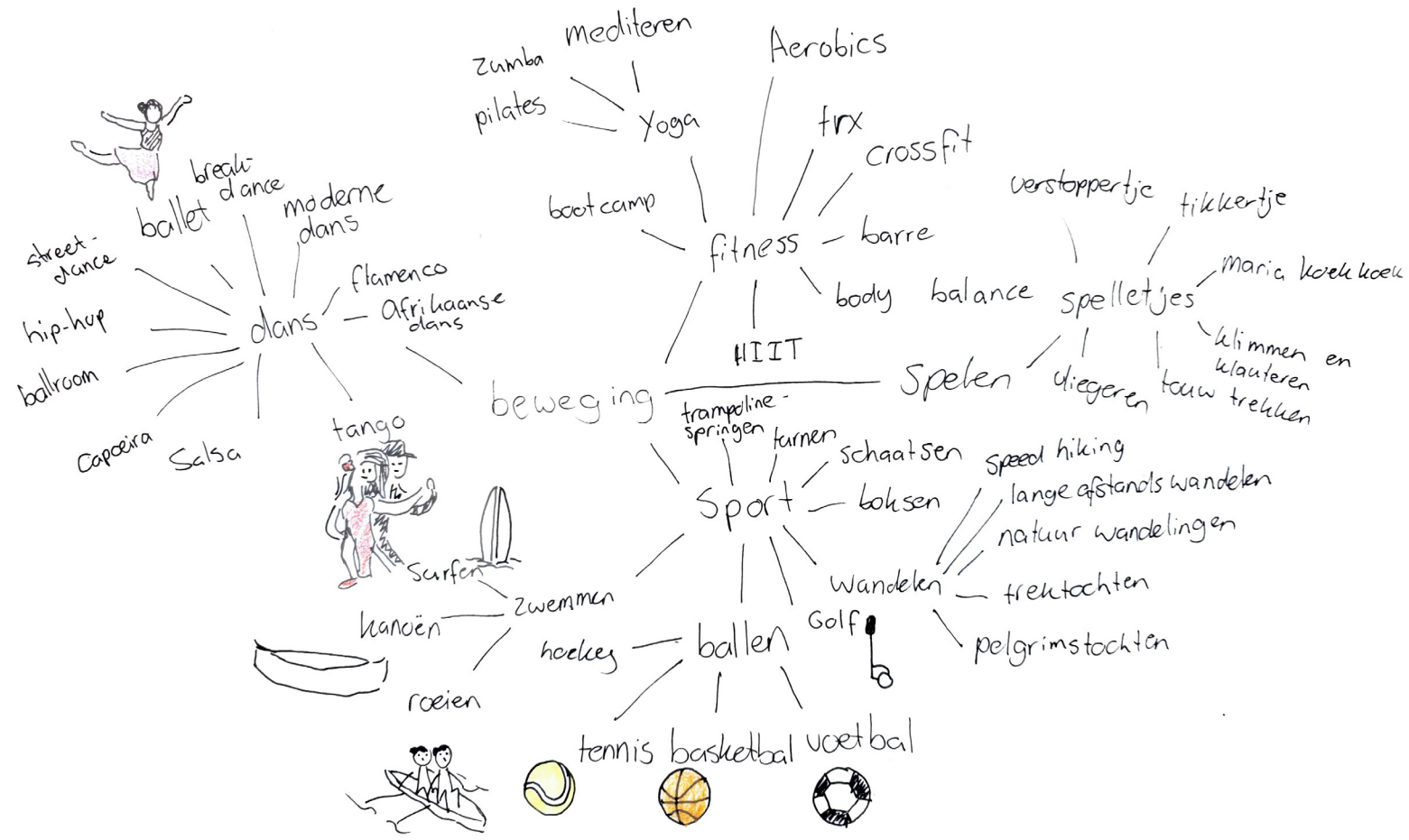
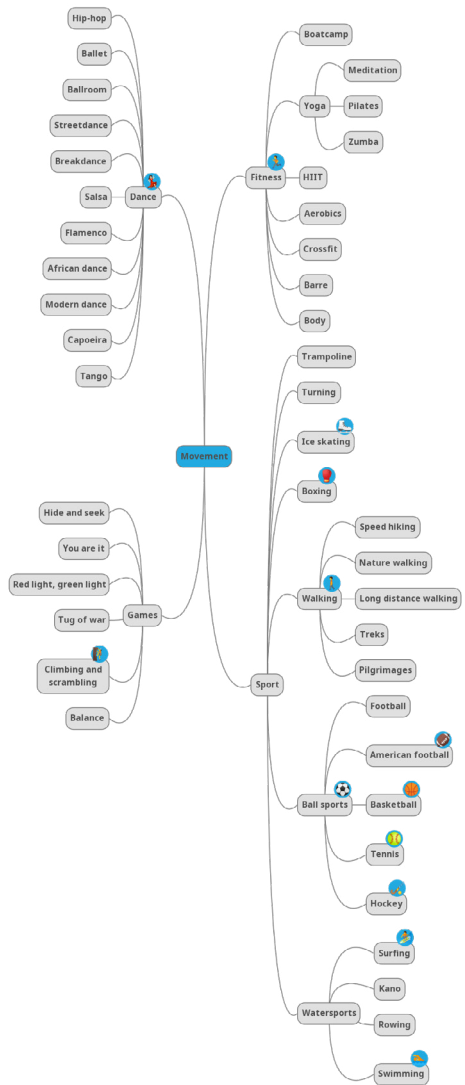


Favorite brands



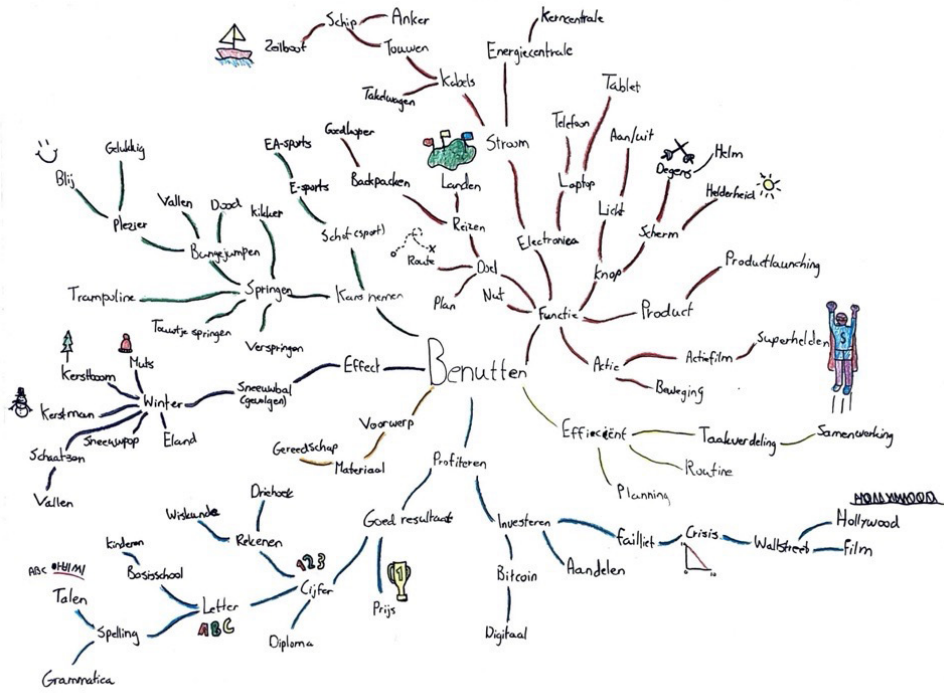
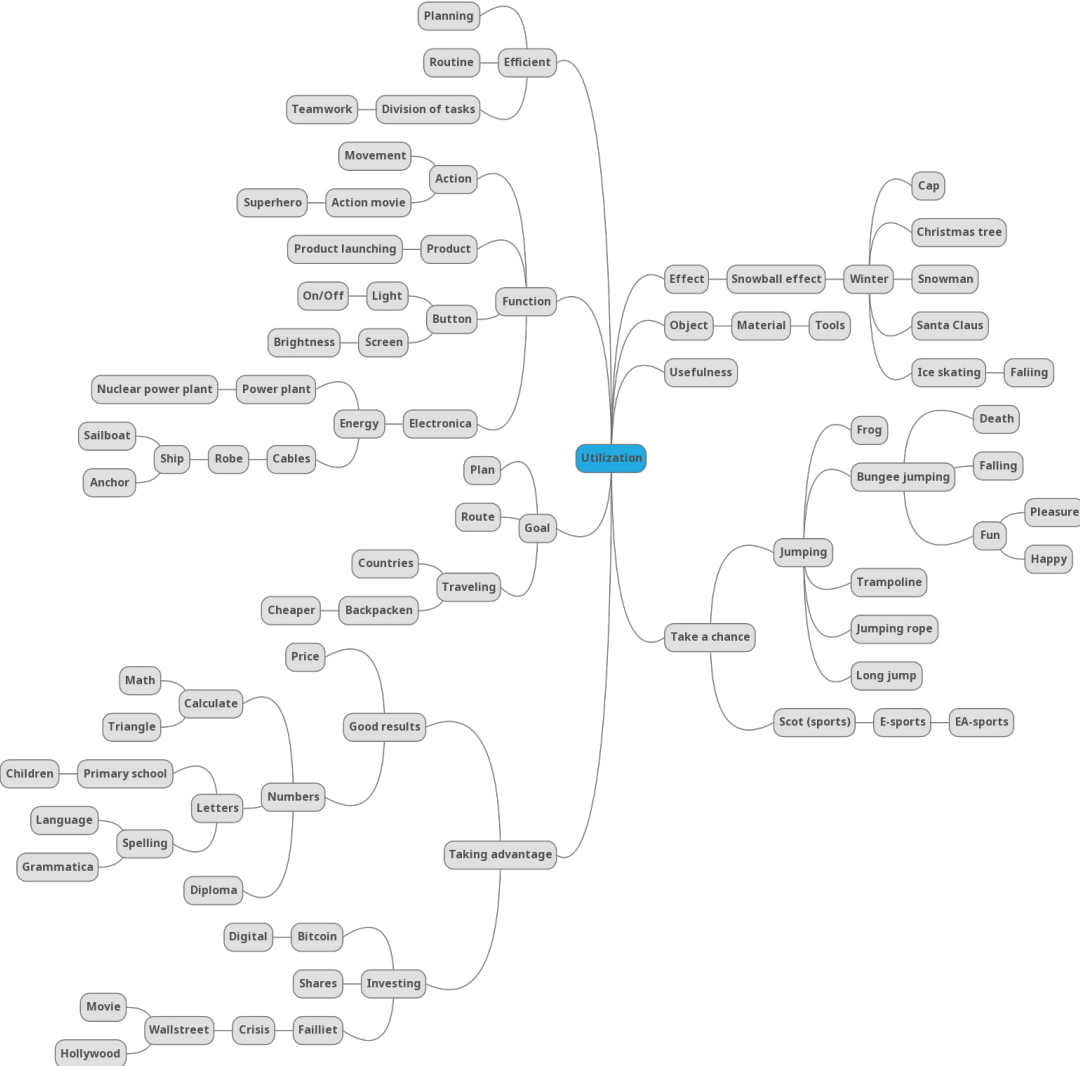
Mindmaps - Movement

Research



Mindmaps - Utilization

Research



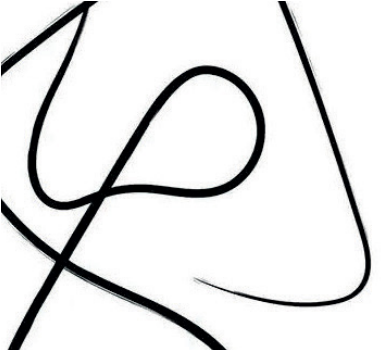
Moodboards - Playfull

Research



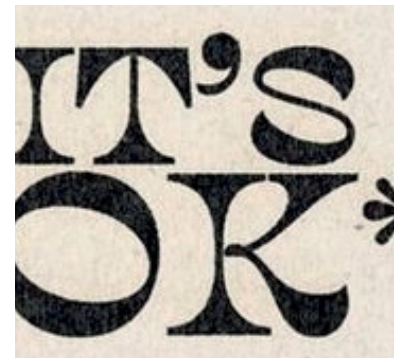
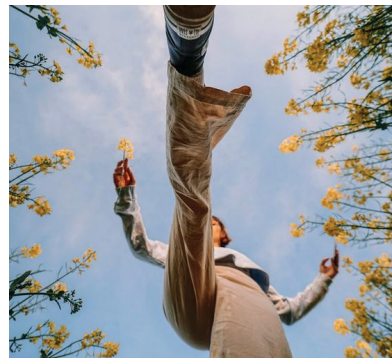
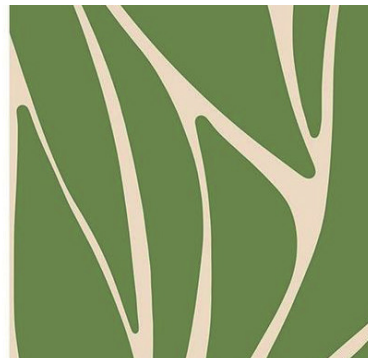
Moodboards - Minimalistic

Research



Moodboards - Combination

Research



Logo sketches

Devise

Sketches

Before we create logos in Illustrator, a good idea is essential. We first sketched logos to assess what works and what doesn't. On the following pages we develop some of these ideas further in Illustrator.

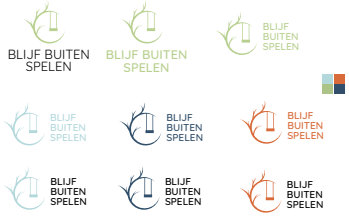
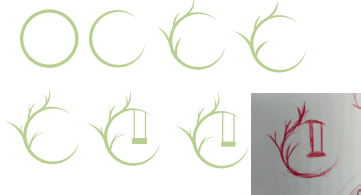
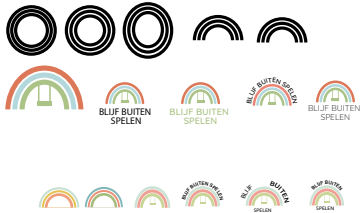


Digital logo sketches

Translate

Illustrator

We developed these logos in Illustrator. After consultation with the client, we adjusted the image and colors to the final result, which you see on the next page.

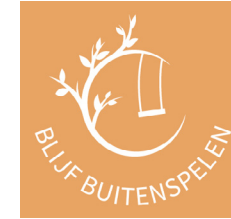


Final logo

Create

Logo

After some adjustments, this became the final logo: a tree with leaves and a swing. This logo radiates both sophistication and playfulness.



Digital business card

Create

Business card

The client asked for a digital business card. We first investigated how we could best shape this. Our research showed that we could present a traditional business card digitally on the website. In addition, it was possible to create a QR code with the contact details, which could be displayed next to the card.

Here you can see our process for the business card. The last two images show the final result.



Style guide

Create

Style guide

Here is the style guide for “Blijf Buitenspelen”. Here you will find the chosen colors, fonts and logo variants. We have also added mockups.

