Charitable character
From strategy to concept

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INTRODUC**TION**

Madurodam was founded in 1952 as a fundraising and promotion platform that 'does good things for children'. Madurodam donates its profits to dutch children's charities (annually between 600,000 and 1 million euros). These charities focus on 'learning is fun', 'better outdoor games' and 'party for everyone'. It is not a coincidence therefore that these three themes are also metaphors for a day at Madurodam. Madurodam wants to combine its charity purpose ('good for children') with its original educative function (Madurodam was founded as an 'object of real cultural and educative value') in a up-to date fashion. Only 8 % of the dutch know that Madurodam was established with the aim to support charities.

This communication plan is drawn up in response to the request of Madurodam to develop an 'umbrella concept' for one of the given goals to which all communications for the sales and brand activation campaign can be connected in 2017. We want to increase the knowlegde of Madurodam's 'cahritable character' (B2B and B2C) form 17 % before visit to 34 % after visit per 31-12-2016. At this goal Madurodam want a development of programs and communication about the 3 charitable themes by forming partnerships with charities and sponsors.

We will offered a matching campaign that fits to the targetgroup. An elaborate online and offline campaign in which the targetgroup will be informed of the Madurodam charity character and also triggered is to visit the park.

The communication plan will be based on a well-founded strategy, creative concept, media tools, media planning and a budget planning, to convince Madurodam that the chosen concept will increase the knowledge of the Madurodam charity character.

DE**BRIEFING**

Madurodam
George Maduroplein 1
2584 RZ Den Haag
The Netherlands

T +31 (0)70 416 24 00
F +31 (0)70 351 21 85

Concerns: Debriefing following the briefing retrieved September 19, 2016.

To Madurodam,

Following the briefing, received on September 19, 2016 we send you the debriefing compiled on the basis of the information obtained.

Background Madurodam
Madurodam was founded in 1952 as a fundraising and promotion platform that 'does good things for children'. Madurodam donates its profits to dutch children's charities (annually between 600,000 and 1 million euros). these charities focus on 'learning is fun', 'better outdoor games' and 'party for everyone'. It is not a coincidence therefore that these three themes are also metaphors for a day at Madurodam. Not only does Madurodam offer a fun day out, it also has an educative function. Madurodam wants to present a fun day out but also a fun learning environment where children can learn about history, technics, society and democracy. These are thems that can be linked to the park and its themes interactively.

Problem/assignment
Madurodam asked us to come up with an innovative concept to develop an 'umbrella concept' to which all communications for the sales and brand activation campaign (for one of the three goals) can be connected in 2016. Also Madurodam asked an effective and efficient media strategy to communicate to the different targetgroups.

Proposition
Madurodam wants to present a fun day out but also a fun learning environment where children can learn about history, technics, society and democracy.

"Discover what a small country can be big at"

Madurodam

Supporting evidence
• Having an active experience together
• To let visitors playfully discover what this small country is capable of by different attractions
• Building on the 'deepest consumer truth': Feeling a little proud
• Good for childeren by supporting charities

Target group
Madurodam has defined three target groups for 2016-2017:
> Parents with children between 4 and 12 years
> Grandparents with grandchildren between 4 and 12 years
> Foreign tourists (groups and individuals)

Tone of voice/feeling
• Professional
• Pointed towards the target group
• Accessible
• Fluent
• Good for childeren

Goal
Increase knowlegde of Madurodam's 'cahritable character' (B2B and B2C) form 17 % before visit to 34 % after visit per 31-12-2017.

Communication goal
• Knowledge transfer in a creative way to the targetgroup about the charitable character
• Make the goal visible for consumers in the park and online

Mediamix
A cross media and a interactive communication strategy.

Budget
Media budget: € 350.000,- (included is search budget)
Creative & production budget: € 150.000,-
We will give transparency in planning and budgeting.

If there is anything missing in this debriefing, let us know. We are open to feedback. We are enthusiastic and ready to work on this project, we thank you for your co-operation.

Kind regards,
Larissa van Soest

3 PLAN OF ACTION

3.1 Background

Madurodam was founded in 1952 as a fundraising and promotion platform that 'does good things for children'. Madurodam donates its profits to dutch children's charities (annually between 600,000 and 1 million euros). These charities focus on 'learning is fun', 'better outdoor games' and 'party for everyone'. It is not a coincidence therefore that these three themes are also metaphors for a day at Madurodam. Not only does Madurodam offer a fun day out, it also has an educative function. Madurodam wants to present a fun day out but also a fun learning environment where children can learn about history, technics, society and democracy. These are thems that can be linked to the park and its themes interactively.

3.2 Communication problem

The communication problem of Madurodam's charity program is that only 17% of the madurodam visitors is familiar with the charitable character.

3.3 Goals

Vision
At the end of 2016, the visitors of Madurodam is known by there charitable charater. They know what kind of charities Madurodam support. The consumer will be confrontated on there route with effective advertising from Madurodam and there charitable character. Where there is information, consistency, accessibility and the identity of Madurodam centered. The targetgroup will be informt and activated to go to Madurodam and there novel charitable character.

Communication effect goals
1. Increase the knowlegde of Madurodam's 'cahritable character from 17% before visit to 34% after visit
2. The "charitable character of Madurodam is visible for consumers in the park, online and on their route
3. Communication to the targetgroup about the three charitable themes:
        - learning is fun - better outdoor games - party for everyone

Feeling goal
• Building on the deepest consumer value at Dutch visitors
• A fun day out with a fun learning environment where children can learn
• I am feeling proud

3.4 Project border

• *Concept*

Endorsementconcept: The concept endorses the charities, to increase the knowledge of the charitable character. Hereby the targetgroup will be called upon there emotion and perception.

Border:
- Reality
- Focused on the charitable character of Madurodam
- Fits at the brand identity of Madurodam
- Has added value for Madurodam
- Fits into the perception of the target audience
- Argumentation

Angle: Creative
Function: Central theme, from which all the advertising are being developed.

• *Print campaign*

Creating a suitable print campaign which is aimed at the targetgroup and which connects to the Madurodam charitable character. This information is distributed to the audience. Feedback is important in this aspect.

Border:
- Fits to the concept
- Advertising fits to each other
- Tone of voicerelated to the targetgroup
- Argumentation

Angle: Inform and activate
Place: Route targetgroup
Kind: Printing full-colour
Function: Inform, activate, visibility

• **Online**

Realize an online experience that increase the charitable charater. In order to create consistency in the message, it fits to the park elements. Here, content will be distributed to the targetgroup.

Border:
- Fits to the concept
- Visibility
- Easy to share
- Fits the the park elements
- Argumentation

Angle: Experience
Place: Facebook and Instagram of Madurodam

Kind: Social media
Function: Inform, activate, share content

• Madurodam Park

Realize the three themes of the Madurodam charities into the park.

Border: - Fits to the concept
- Visibility
- Imaginary world of the child
- Interactive
- Storytelling
- Argumentation

Angle: Experience
Place: Madurodam park
Kind: Interactive themes
Function: Inform, experience and interaction with the charities

• Website Madurodam

Realize the three themes of the Madurodam charities online. The charity stories will be told en showed by storytelling. This will be showed by high fidelity sketches inclusive argumentation.

Border: - Wireframe high fidelity sketches
- Usability
- Storytelling
- Information
- Social media interaction
- Argumentation
Angle: Inform, interaction, stories
Plaats: www.madurodam.nl
Kind: Website
Function: Inform, experience

• Media planning

A systematic elaboration of the strategy, in which each proposed media type is linked to the specific use.
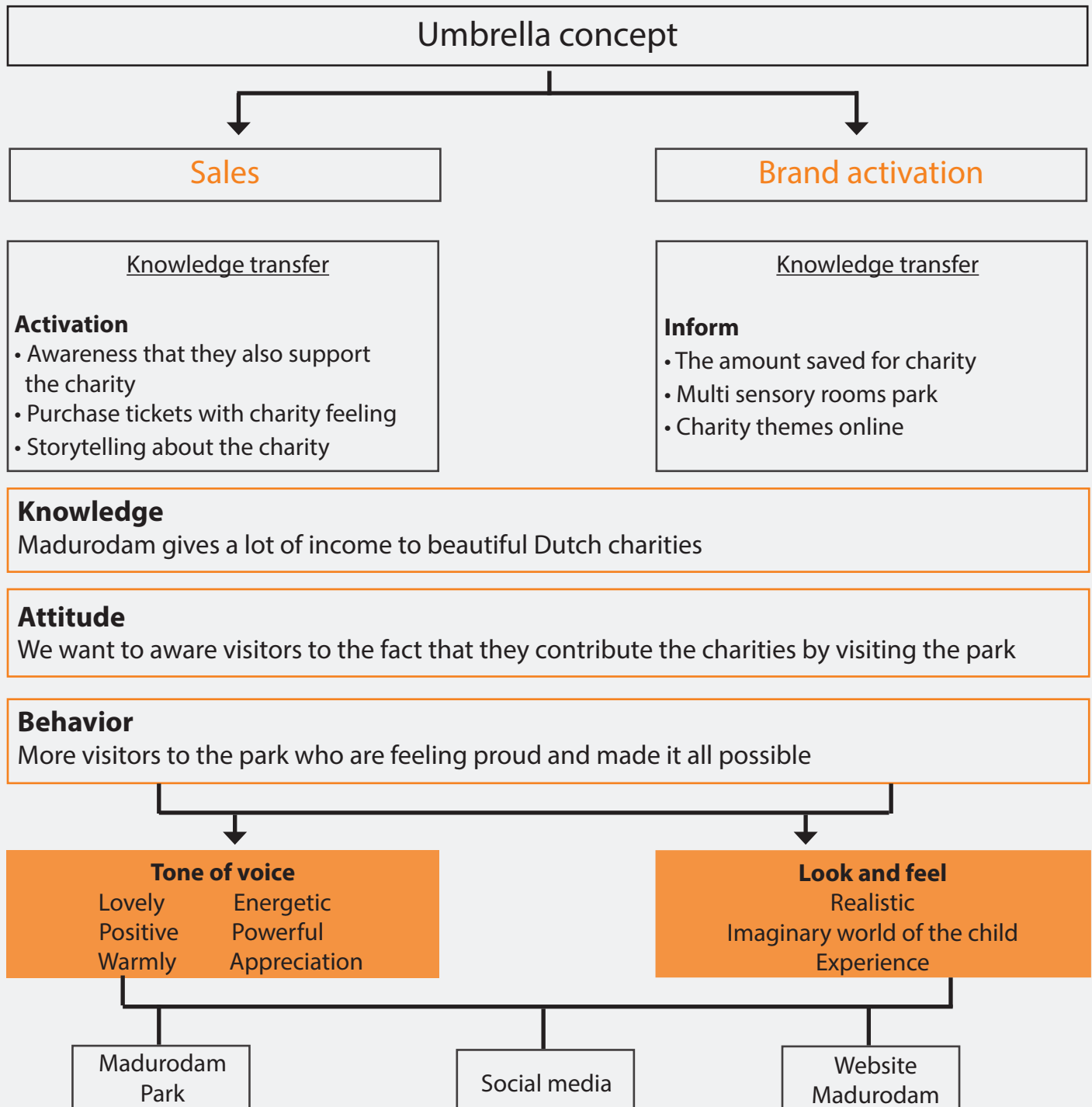
Border: - Systematic planned

• Media budget

Overview of the total costs
- Creative budget planning
- Production budget planning

3.6 Communication strategy

The strategy is based on the difined goals and proposition. Hereby the decision is made on how the message should be communicated to the target audience.

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                    ┌──────────────────────────────────┐
                    │         Umbrella concept         │
                    └──────────────────────────────────┘
                         │                        │
                         ▼                        ▼
        ┌────────────────────┐      ┌────────────────────┐
        │       Sales        │      │  Brand activation  │
        └────────────────────┘      └────────────────────┘
```

Knowledge transfer	Knowledge transfer
Activation	**Inform**
• Awareness that they also support the charity	• The amount saved for charity
• Purchase tickets with charity feeling	• Multi sensory rooms park
• Storytelling about the charity	• Charity themes online

Knowledge
Madurodam gives a lot of income to beautiful Dutch charities

Attitude
We want to aware visitors to the fact that they contribute the charities by visiting the park

Behavior
More visitors to the park who are feeling proud and made it all possible

Tone of voice	Look and feel
Lovely Energetic	Realistic
Positive Powerful	Imaginary world of the child
Warmly Appreciation	Experience

Madurodam Park	Social media	Website Madurodam

4 RESEARCH

4.1 Madurodam analysis

Consumer segments

Describes the different groups of people or organizations an enterprise aims to reach and serve.

• Parents with children between 4 and 12 years
• Grandparents with grandchildren between 4 and 12 years
• Foreign tourists (groups and individuals)

(Business Model Generation, 2009, page. 20-21)

Value proposition

Describes the bundle of products and services that create value for visitors.

• Having an active experience together
• To let visitors playfully discover what this small country is capable of.
• Building on the 'deepest consumer truth': Feeling a little proud
• Good for childeren

(Business Model Generation, 2009, page. 22-25)

Channels

Describes how Madurodam communicates with and reaches its customer segments.

AWARENESS - How does Madurodam raise awareness about the products and services?
Own - Direct channel types
Sales forces: • Group events • Business events • Experience • Different kind tickets combinations • Discount • Subscriptions • Helpdesk • Facebook • Instagram • Tripadvisor • Charity • MVO

Websales: • Discount when you order online • No waiting line when you order online • Handy mobile tickets • Information about the events in the park • Subscriptions • Helpdesk • Facebook • Instagram • Win actions on social media

Own - indirect channel type
Own stores: • Information signs in the park • Accessible for people with disabilities, buggy's, guide dog, wheelchairs • Presence of lockers • Toerist shop • Signs • Atractions in the park   • Employees who walk in the park • Restaurant • Business events • Group events

Partner - indirect channeltypes
Partner stores:
• Retailers to buy also a ticket: Holland Pass, Albert Heijn, Pluimen, ANWB Entreebewijs, ATCB/VVV Amsterdam, VVV Zandvoort DHM/VVV Den Haag • Ticketcounter • Tripadvisor • Charities • Dagje uit.nl

EVALUATION
Own - Direct channel types
Sales forces: • Affiliated with ticketcounter • Helpdesk

Websales: • Share on social media • Helpdesk • Contact form

Own - indirect channel type
Own stores: • Employees in the park • Service desk

Partner - indirect channeltypes
Partner stores:
• Tripadvisor.nl • Klachtenkompas.nl • Play advisor.nl

PURCHASE - How does Madurodam allow customers to purchase specific products and services?

Own - Direct channel types
Sales forces: • Different kind tickets combinations • Website • Facebook • Instagram • Park • Discount • Free for childeren under age three.

Websales: • Discount when you order online • No waiting line when you order online • Handy mobile tickets

Own - indirect channel type
Own stores: • Group events • Business events • Entrance tickets • Toerist shop • Restaurant • 3D avantar

Partner - indirect channeltypes
Partner stores:
• Retailers to buy also a ticket: Holland Pass, Albert Heijn, Pluimen, ANWB Entreebewijs, ATCB/VVV Amsterdam, VVV Zandvoort DHM/VVV Den Haag • Combinationtickets with SEAlife, Escher in Paleis, Omniversum, Panorama mesdag, Linnaeushof, Kids eiland • ShapeAway(3D avantar)

DELIVERY - How does Madurodam deliver the value proposition to customers?

Own - Direct channel types
Sales forces: • Website • Facebook • Instagram • Park attractions • Experience • learning environment • Focus on childeren

Websales: • Information about the events in the park • Images of the targetgroup in the park • Information about the themes: history, technics, society and democracy

Own - indirect channel type
Own stores: • University of Madurodam • Hof van Nederland • primary school debate event • Ambassador program • Democracity • Discover what a small country can be big at • little charity information

AFTER SALES - How does Madurodam provide post-purchase customer support?

Own - Direct channel types
Sales forces: • Personal • Contact after group/business events

Websales: • When you have bought a ticket online, you get 2 days later a email

Own - indirect channel type
Own stores: • Account manager • Employees who ask the visitors how was their day

Partner - indirect channeltypes
Partner stores:
• Evaluation with the partners like ProDemos.

(Business Model Generation, 2009, page. 26-27)

Customer relationships

Describes the types of relationships Madurodam establishes with the target group.

• **Personal assistance:**
- The customer can communicate with a real customer(helpdesk) to get help during the sales process
- Employees who talk personaly to the visitors
- Through aftersales

(Business Model Generation, 2009, page. 28/29)

Key Resources

Describes the most important assets required.

• Teachers
• Employees
• Park
• Partners
• Charities

(Business Model Generation, 2009, page. 34/35)

Key Activities

Describes the most important things a company must do.

• Park
• City hall The Hague
• Democracity
• Hof van Nederland
• University of Madurodam

• Primary school debate event
• Ambassador program
• Your own avantar in the park
• Discover what a small country can be big at

(Business Model Generation, 2009, page. 36/37)

Key partnerschips

Describes the network of suppliers and partners.

The basic principle is that Madurodam forms partnerships with third parties that:
- Have a national allure ('seal of quality') that fits with Madurodam
- Have content that can be used in an educative setting (preferably existing programs)
- Have a network/reach within primary education
• ShapeWays - 3D characters
• ProDemos/house for democracy
• Children from groups 5 and 6 for a free educative program
• Stichting Nederlands Debat Instituut

(Business Model Generation, 2009, page. 38/39)

4.2 Targetgroup - Parents with childeren between 4-12 years (B2C)

We will focus on the parents with childeren between 4 and 12 years because this is the main targetgroup of Madurodam. We don't focus on the foreign tourists because they have nothing to do with the Dutch charities.

QUALITYTIME

It's good to see that families enjoy plenty of time together. the average family spend two hours of quality time together every day. Every month they...

Rabobank cijfers. (2012).

Going to the cinema
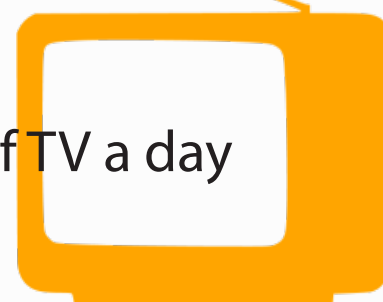
Play sport twice

Going to the cinema

Play outside four times

The average family ownes two television and WATCHES

Three hours of TV a day

(Kijk onderzoek,2016)

The average family has two childeren

Spend €23,90
per person per day attraction
(Rabobank cijfers, 2012)

And earns a household income of **€65.000**
(CBS. 2015)

Ownes three laptops, computers or tablets
(NJI, 2016).

Ownes three mobile phones
(NJI, 2016).

Ownes two cars
(CBS. 2015)

**Childeren between 4 and 12
Parents between 29 and 45**

4.3 Competition analysis

Nemo

What is Nemo?
In NEMO Science Museum, everyone – from young to old – discovers how fascinating science and technology are. On five floors crammed full of exhibitions, experiments, demonstrations and workshops, visitors discover how special everyday things are.

How well is it aimed at the target group?
38% of the visitors are younger than 18. Because of all the interactive activities who are creative, active, lively and approachable, Nemo is well aimed to the target group. Also teachers can count on NEMO for educational support. NEMO has a wide range of educational programmes for different levels and ages. These programmes range from worksheets to extensive projects such as Space travel in the classroom, developed in collaboration with the Netherlands Space Office (NSO) and the European Space Agency (ESA). Through programmes and activities, NEMO offers teachers new information, materials and suggestions, which they can put directly into practice at school.

How do they have formulated their unique selling points?
NEMO's visitors learn about the basic principles of science and technology. About phenomena such as electricity, light, sound and gravity. They learn by doing, by experiencing and by using all their senses. We invite our visitors to discover and explore who they are, and the world around them. To ask questions and to stop and think. That's learning the NEMO way.

Mission
NEMO's mission is to bring science and technology closer to the public in an interactive and accessible way, in the museum, at schools, at nationwide events and online.

Proposition
NEMO inspires curiosity in both young and old about the power, the importance and the special nature of science and technology.

Positioning
NEMO is a strong cultural brand that, in comparison to other museums, attracts a younger audience on average (38% of visitors are under the age of 18). People experience NEMO's brand as lively, accessible, creative and active.

Distribution Channels
• Social media (Facebook, Instagram
• Day-out segment
• Nemo Tram > connected to actions
• Klokhuis
• Schiphol
• (Nationwide) events
• School
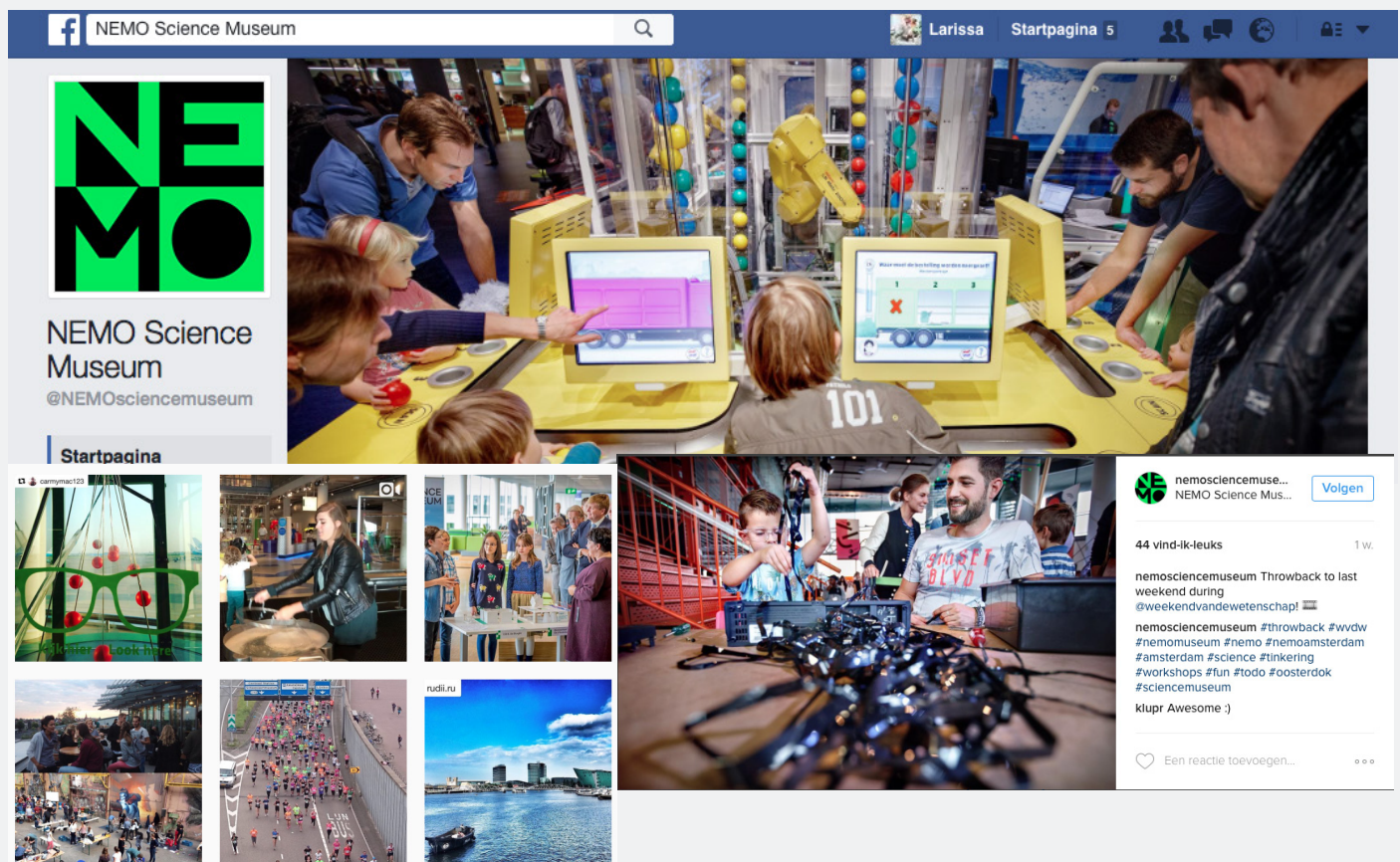• Youtube

How is there design?

Website
- Basic and simpel design
- Not much visuals on the website
- Usability is good
- Agenda to inform and keep visitors up to date
- English and Dutch website are the same

Instagram/
Facebook
- High quality photography
- Visitors in action
- Focus on the target group
- Up to date

NEMO Science Museum. (2016).

Archeon

What is archeon
Archeon is a world full of history. Find out how they lived in former times, in prehistoric times or the middle ages. You can do it yourself with activities like sword fighting, calligraphy and archery! Dive into history and be amazed.

How well is it aimed at the targetgroup?
Archeon facilitates the encounter between the widest possible audience and the history of the Netherlands in an informative and interactive way, with the aim of providing a fun, entertaining and above all informative experience as authentic as possible (pre) historic environment.

How do they have formulated their unique selling points?
Archeon is not only an educational experience, but also a marvelous trip.
Like the history, is a visit to Archeon; exciting, diverse, educational and entertainment.

Mision
Archeon manages and presents authentic reconstructions of 43 buildings, multiple monuments and other objects based on arhcaeological excavations from the mesolithic (6000BC-) up till medieval times (1350 AD), to secure the material and immaterial heritage of the Netherlands for present and future use. Expansion of present knowledge will be garantued through research and experimental archaeology. (pre)Historically dressed ArcheoGuides interactively translate the past to the present, with as main goals education and historic entertainment.

Proposition
Come on an adventure in Archeon, learn, play and experience the historic environment.

Positioning
Archeon acts as a center of knowledge on the archaeology and history of the Netherlands, where visitors can gain knowledge in different ways. Also they stays interesting and new for recurring visitors because of her dynamic nature (due to the employees, activities and shows).

Distribution Channels
• Facebook
• Day-out segment
• School
• Youtube
• Twitter
• Flicker
• Pinterest
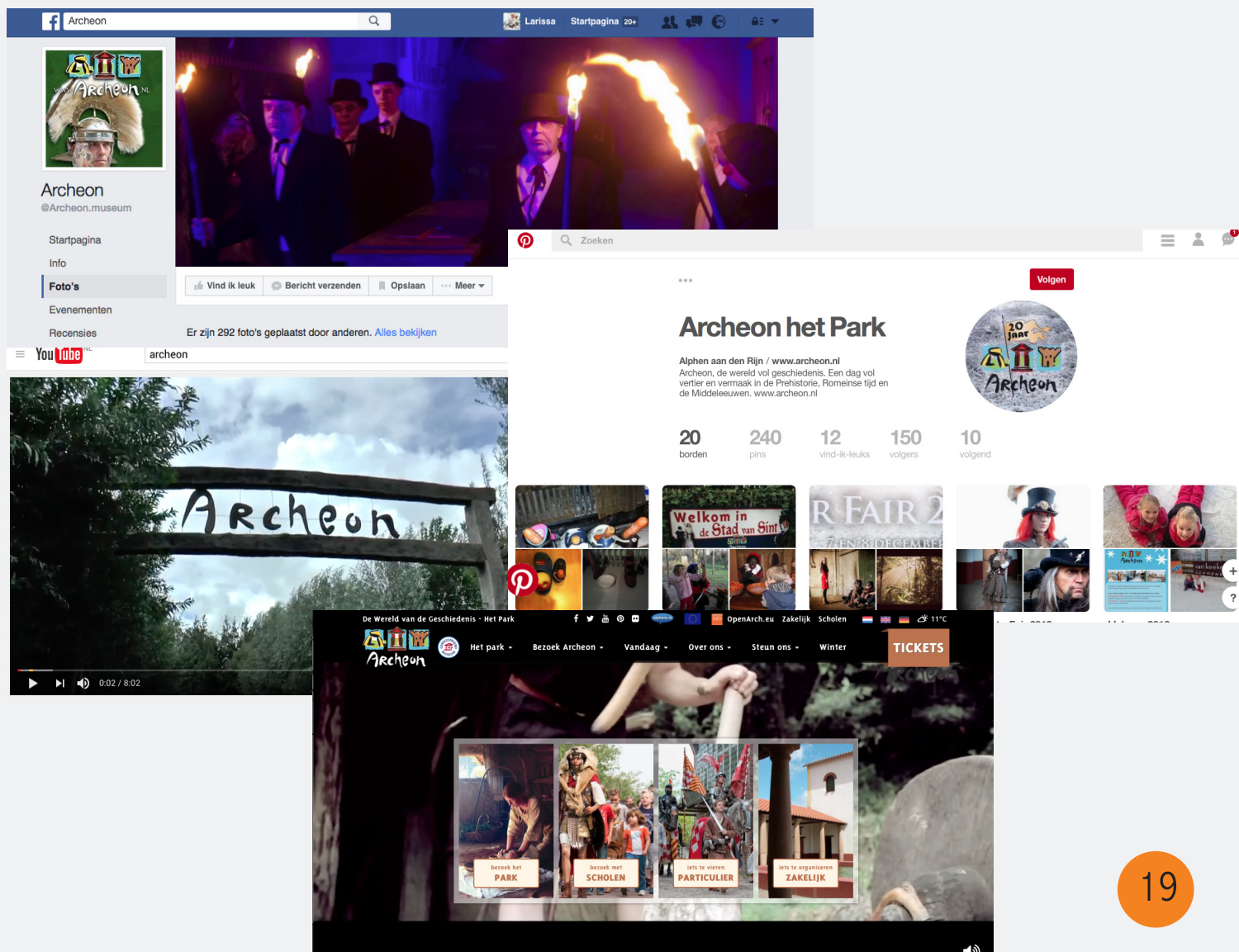
How is there design?

Website
- Moving screens and music at the homepage to create an experience
- Divided in different catagories - school - The park - private events - business events
- They put the "steun ons" button in the main menu, what tells you can support Archeon.
- Social media buttons are on top op de homepage, and stays there when you go through the website.
- Divided in the different timelines of the park
- Usability

Instagram
- Visitors in action
- Focus on the target group

- No titels at photo's
- Up to date

Archeon. (2016).

4.4 Positioning Madurodam

For this phase we used the Golden Cirkel. This cirkel from Simon Sinek will easily identify with what, how and why a organization is distinctive from others.

WHY

Madurodam wants to combine its charity purpose ('good for children') with its original educative function (Madurodam was founded as an 'object of real cultural and educative value') in a up-to date fashion.

HOW

Madurodam wants to present a fun day out but also a fun learning environment where children can learn about history, technics, society and democracy.

WHAT

The park - Madurodam is tightened to 'discover what a small country can be big at'. In the coming years Madurodam wants to develop itself into 'The Netherlands in 100 big stories

WHY

HOW

WHAT

(Floor, K., Raaij, F. van, & Bouwman, M., 2015, page 143)

5

CONCEPT PLAN

5.1 Accountability

On the base of the goals, strategy and proposition we developed the concept. By developing this concept, we considered the following factors:

• The concept must fit with the communication goals.
• The concept must be consistent to use, but still continue surprise.
• The concept should fit to the identity of Madurodam, the atmosphere and style of Madurodams charity character.
• The concept must be distinctive.

5.2 Concept

Conceptname
A small touch makes a big differents

Concept

We believe that you are the one who can make the difference. Feel the joy of helping realize the ideas of childeren. Inspire yourself in the themes of the charities in the park and online.
Experience and feel the charitable character of this merciful and nobel Dutch Park.

To increase the knowledge of Madurodam's charity character of 17% before visit to 34% after visit, we will focus on the emotion of the customer. We pull them into the world of the charities, through storytelling and interactive experiences. We want them to feel that they also support the charities like Madurodam. The visitors will be confronted in all communications with the three charity themes to increase knowledge of the charitable character of madurodam. The communication is in every way focused on the charity.

madurodam
Charity

5.3 Media tools

Based on the goals, strategy and the concept the following media tools are chosen.

Park communicatie
Digital Counter
Medium specific characteristics:
• Authenticity
• Involvement
• Emotional impact

Tickets
Medium specific characteristics:
• Wide reach
• Emotional impact

Multi sensory rooms
Medium specific characteristics:
• Authenticity
• Involvement
• Social
• Interactivity
• Emotional impact
• Long contact time

Audiovisuele en digitale communicatie
Website Madurodam
Medium specific characteristics:
• Connectivity with park
• Emotional impact
• Storytelling

Facebook /instagram
Medium specific characteristics:
• Connectiviteit
• Wide reach
• Sociaal

(Floor, K., Raaij, F. van, & Bouwman, M., 2015, page 130)
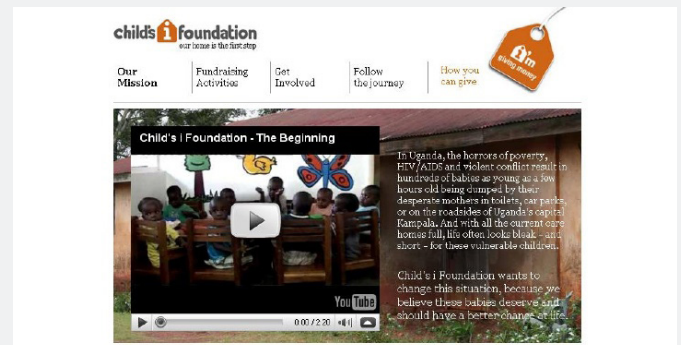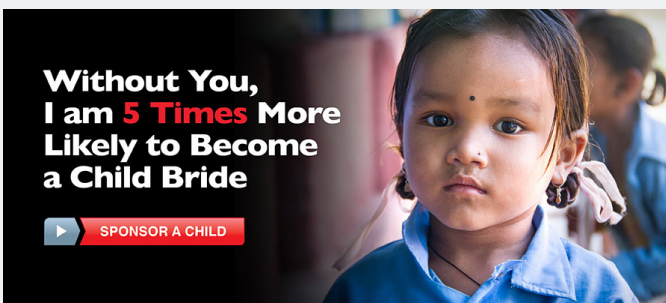
6 SKETCHES/VISUALISATION

6.1 Inspiration

The sketches and visualisations developed at the next inspiration.

6.2 Digital Counter

A large digital display is showed above the entrance, to show them how much money Madurodam donated to charities. This wil increase the value of the charitable character of the park, because this will be the first thing they see when they visit the park. The digital counter will also be displayed at the information signs in the park., to keep the visitors up to date.

Goal: - The "charitable character" of Madurodam is visible for consumers in the park
         - Increase the knowlegde of Madurodam's 'cahritable character from 17% before to 34% after visit

The following requirements are important for the digital counter:
Look and feel:
• Realistic
• Big, visitors can read the number from the parkingline
• Orange, beacuse of the color of Madurodam.

Digital counter
• The digital counter is connected to the cash register, so the number will continu increase.

Visualisation

6.3 Tickets

On the ticket we communicate that the targetgroup sponsors the charity program. The focus is on the charity stories and not on the price of the park. So every ticket has a different charity story. Here by we make a turn around in the mind of the targetgroup when they buy a ticket.

Goal: - The "charitable character" of Madurodam is visible for consumers
  - Increase the knowlegde of Madurodam's 'cahritable character from 17% before to 34% after visit

The following requirements are important for the tickets:

Look and feel:
• Realistic
• That the ticket is about supporting the charity, instead of €16,95 for the park entrance
• Orange, beacuse of the color of Madurodam.
• Experience
• Feeling proud

Text
• The text on the label is about a charity support by Madurodam.
• It is important to talk to the visitor, to give them the feeling they really support the charities -->
  Dayticket, to organize a birtday party for all childeren of the Netherlands.

Ticket
• It is an option to add the logo of the charity behind the charity text.

Visualisation

6.4 Multi sensory rooms

As an attraction in the park we want to add three multi sensory rooms by the three themes of maduradam charities. Childeren can experience and adapt the stories by educational playing. The stories are told by interactive storytelling, movies and articles. In these rooms the overall feeling will be - the already exciting deeper thought of Madurodam-: Feeling proud what we have accomplished. In this rooms we want to give the visitors the feeling what we have accomplished through their donations over the years. By entry the multi sensory rooms, each child get an coin. After visiting the rooms, the child can choose wich charity he/she want to support. People are drawn into the story.

Goal: - The "charitable character" of Madurodam is visible for consumers in the park
       - Increase the knowlegde of Madurodam's 'cahritable character from 17% before to 34% after visit
       - Communication to the targetgroup about the three charitable themes:
             Learning is fun - better outdoor games - party for everyone

The following requirements are important for the multi sensory rooms:
**Look and feel:**
• Realistic
• Interactive
• Wow - effect by entry the rooms
• Experience
• Imaginary world of the child

Rooms
• Every rooms is connected to one of the themes
• The room is designed in the themes
• Interactive rooms
• Boxes where the child can put their coin

Visualisation

Thema: Learning is fun	Thema: Better outdoor games	Thema: Party for everyone

Entrance   Entrance   Entrance
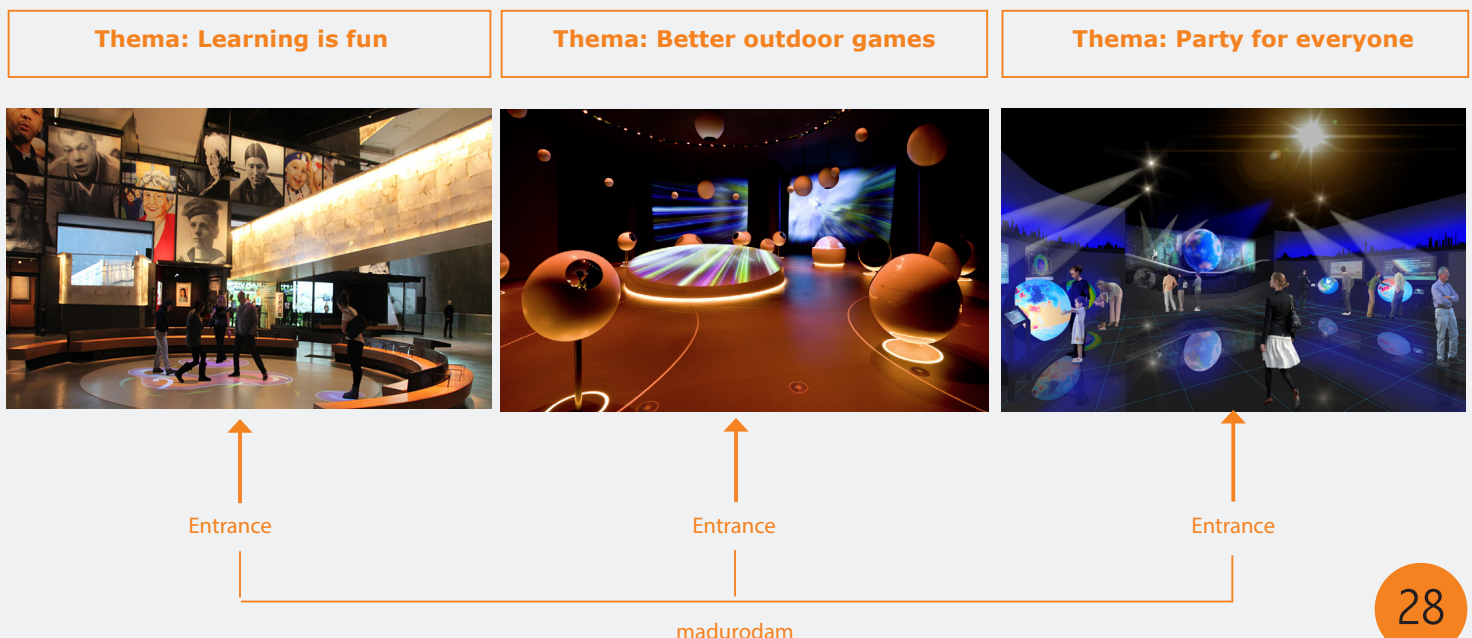
madurodam

6.5 Charity page

Like in the multi sensory experience rooms, the charity theme stories will also be told en showed by storytelling online with articles, interviews and movies. The important thing about this page, is that Madurodam paid attention to the charities they support. Now the charties are not visable for visitors online. With a page that is only designed for the chartities vs Madurodam, you create value and visability.

Goal: - The "charitable character" of Madurodam is visible for consumers in online
          - Communication to the targetgroup about the three charitable themes:
                Learning is fun - better outdoor games - party for everyone

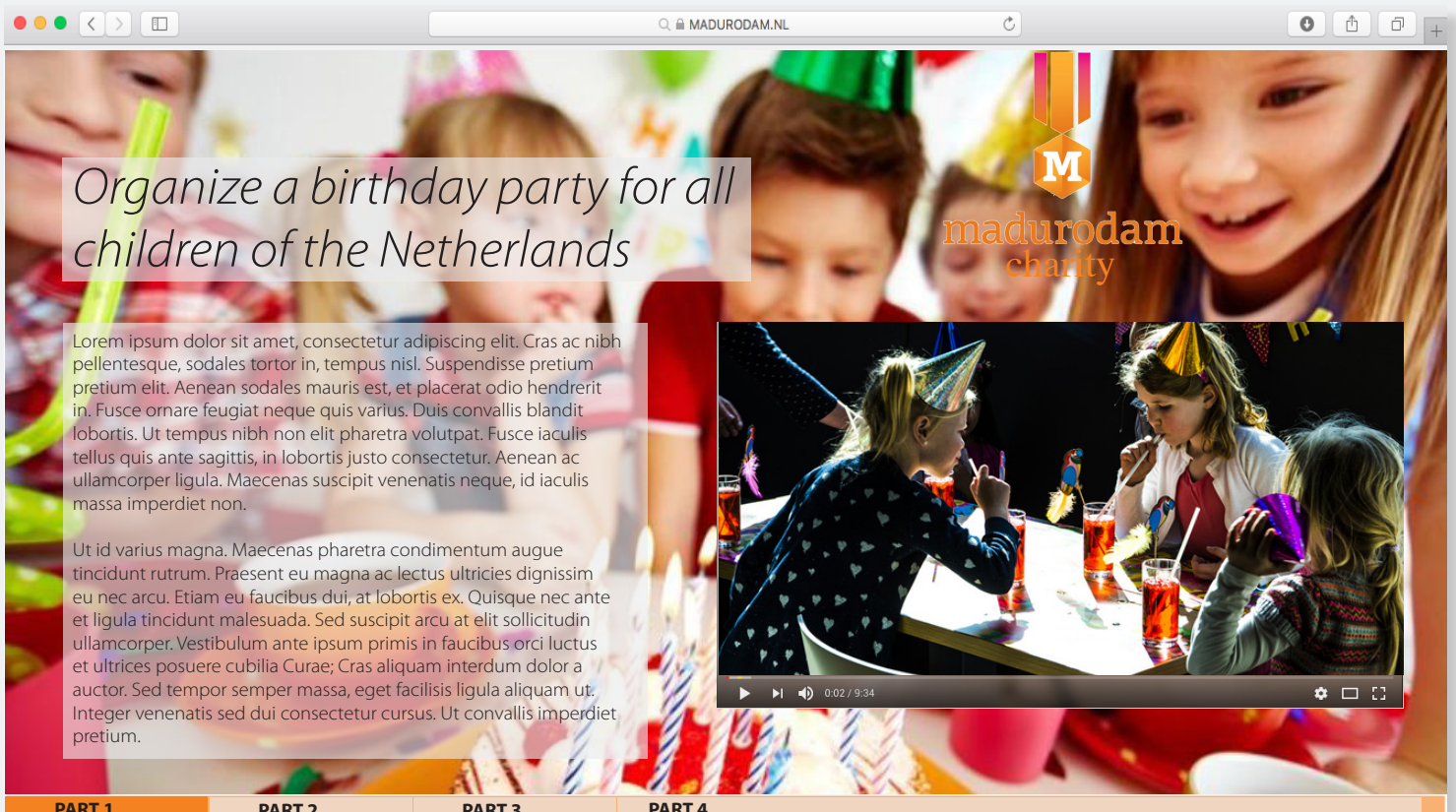*The following requirements are important for the multi sensory rooms:*
Look and feel:
• Realistic
• Interactive
• Experience
• Feeling proud

Page
• Moving screen on the background
• Movies about childeren who were helped by the donations
• Real stories about childeren
• The value of Madurodam and their visitors to make this happen

Visualisations

6.6 Homepage Madurodam

At the homepage of Madurodam we want to communicate also the support for the charity. Because at the excisting homepage, you can bearly find something about the charities. It's hidden in a subtab of the organisation. To create more visability, you have to put more charity character in the homepage.

Goal: - The "charitable character" of Madurodam is visible for consumers in online

The following requirements are important for the multi sensory rooms:

Look and feel:
• Charity feeling clearly present
• Experience by buying a ticket

Page
• Buy ticket, support the charity instead of : only buy tickets.
• Charity is now in the menu bar, instead of hidden in the tab menu organisation.
• On the online tickets the charity stories will create a turn around in the mind of the targetgroup.
• The focus is on the charity stories and not on the price of the park
• Pop-up after you buy a ticket online, with text like: Thank you, with your purchased ticket we can realize more ideas and dreams of childeren. Love Madurodam
• Include in the banner slide charity images.

Visualisations

6.7 Social Media

Madurodam is already active on social media, but nothing is about the charities. So on Facebook and Instagram we post also stories about the charities, discounts in mind of charities and video's of happy kids. Also on the livestream of Facebook we give people sneakpreviews of the multi sensory rooms in the park.

Goal: - The "charitable character" of Madurodam is visible for consumers in online

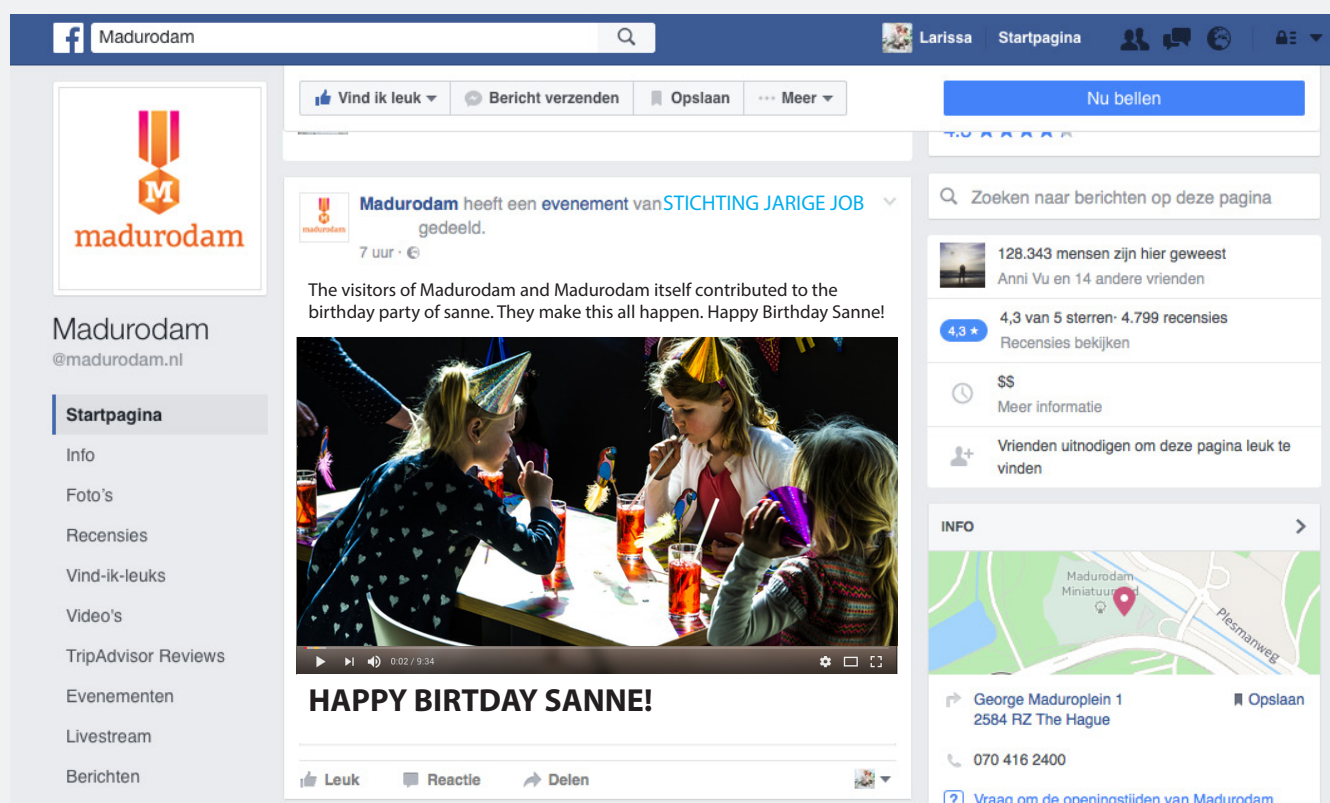*The following requirements are important for the multi sensory rooms:*
Look and feel:
• Charity feeling clearly present
• Experience by buying a ticket
• Experience

Page
• Lifestream in the multi sensory rooms
• Stories of childeren of the charity program
• Buy tickets with the feeling the visitor also support the charity
• Update of the digital counter

**Visualisations**

7 THIRD PARTIES

To realize this project it is important to choose the right third parties. People who specialized in their section. The agency's we want to work with are bellow.

7.1 Storytelling people
For storytelling, interviews, content, photography and movies we will work together with Storyteling people. They are specialized in connection people to your story.

For the whole concept it's important to use storytelling because it connects people, involves them in the company, inspires and enthuses them, and makes them proud of their collective achievements. It brings the story of organisation, brand and community to life.
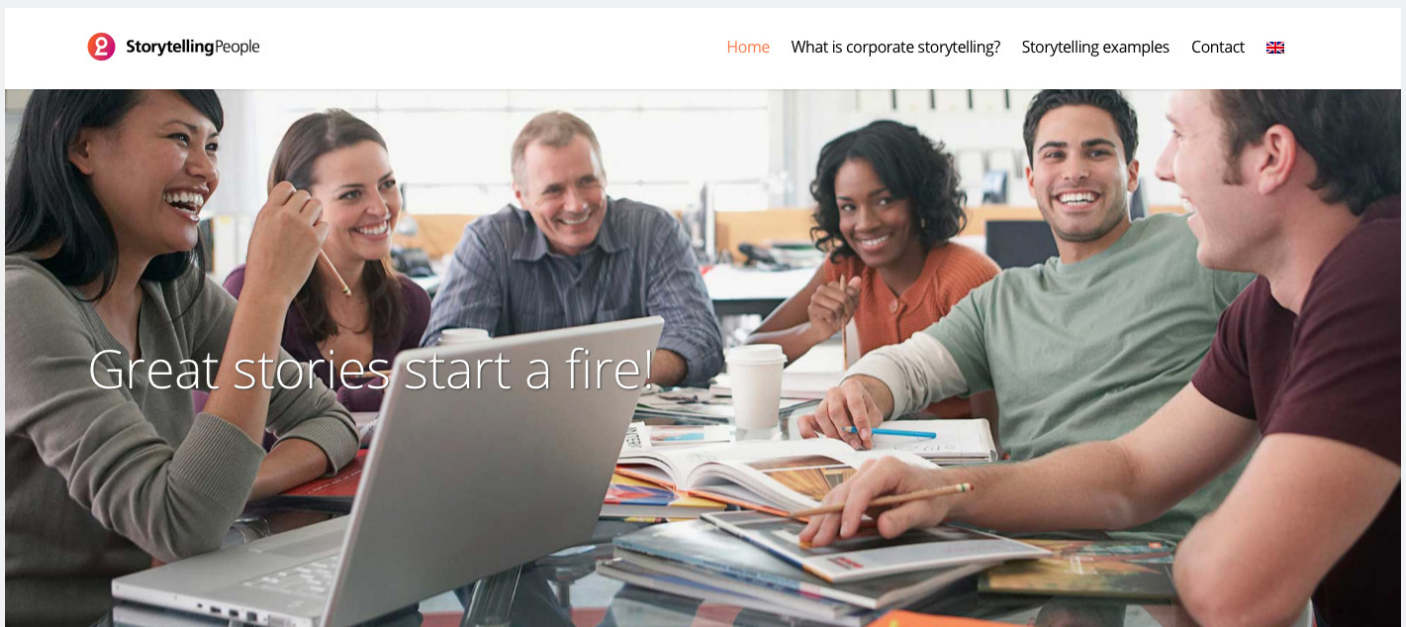
"Storytelling is the oldest form of education"
Terry Williams

(Storytelling people. 2016)

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7.2 Madurodam

For the Interactive charity page we will work with the programmer of Madurodam. The programmer understands the entire website of Madurodam and has already access to the website, so it is handy to use this contact. To create consistency, the programmer will work together with the storytellers, photographer and the exhibition architects. (Madurodam, 2016)

7.3 Kossman de Jong

For the multi sensory rooms we want to hire Kossman de Jong, exhibition architects. Kossmann. dejong designs spaces that have narrative power. By starting from the content and using of a variety of mediums, they create layered, spatial narratives in which multiple mediums create a unique form. Their aim is to design meaningful environments that inspire visitors, appeal emotionally and provide lasting experiences.

KOSSMANN.DEJONG
exhibition architects

(Kossman de Jong., 2016)

7.4 Frijo Licht en reclame

For the digital counter we will work together with Fijo Licht en reclame. This company translates an idea in a short time to a creative and modern advertising message.

After the installation of digital counter, Frijo licht en reclame will come back regularly for maintenance and inspection. (Frijo licht en reclame 2016).

7.5 Dunck Loyalty

For the loyalty marketing we want to work with the agency Dunck Loyality. This company develop step by step a loyalty strategy that fits seamlessly with the strategy, markt approach and positioning of Madurodam. They develop on the basis of these insights, loyalty activities. In the process Madurodam known constantly where they stand in terms of customer loyalty.

8 MEDIA PLANNING

8.1 Planning

This is the media planning for al the instruments. In the planning we take account with the childeren.

Holidays			
Spring 27 Feb.-6 march	**May 30 april - 8 march**	**Summer 16 july-28 august**	**Christmas 19 december- 3 january**
Instrument	**What/how**	**When**	**Who**
Multi sensory rooms	Start building the multi sensory rooms in the park	Start February 2016 untill begin summer July	Storytelling Compagny Kossman de Jong
Digital Counter	Start building the large digital display above the entrance.	Start February 2016 untill april 2016	Frijo Licht reclame
Social media	Start with posting development multi sensory rooms and digital counter of the charities	Start February and will continued Freedom to post	Madurodam Storytelling Compagny
Website Madurodam	Building the charity themes and stories into Madurodams website.	Start February 2016 untill begin summer July	Storytelling compagny Programmer Madurodam
Shelters	Design and presh of the campaign shelters	Start design: March 2016 First visability: May 2016	Storytelling Compagny
Loyalty marketing	Start loyalty program with supermarkets	A month before every holiday - January - March - June - November	Dunck loyalty Marketing

9 BUDGET

Fees

Concept	€120
Designer	€120
Dtp	€60
Writer	€120
Filmer	€120
Exhibition Designer	€120
Programmer	€100
Builder	€ 80

Instrument		Hours	fee
Digital Counter			
Phase 1 Project description Specific activities Providing client information / material		8	€ 960
Phase 2: Rough sketch Design sketches of digital counter Presentation Meetings		24	€ 2.880
Phase 3: Elaborate design, including drawings on scale models Design digital counter Request samples Materials and consultations Manufacturing meetings		40	€ 4.800
Fase 4: Manufacturing digital counter		120	€ 9.600
Not included in this budget Estimated material costs			€ 40.000
Sub Total			€ 58.240

Instrument		Hours	Fee
Multi Sensory Rooms			
Phase 1			
Project description Specific activities Providing client information / materials Meetings & Brainstorms sessions Interactive Exhibition Concept of three different rooms in the themes:		24	€ 2400
1. fun Learning 2 . Better Outdoor games 3. Feast for all - Concept different parts - Charity Stories outlines - Interactive instalations - Visual material Total Identity and appearance Tone of voice multi sensory rooms Look & Feel Presentation		40 40 40	€ 4.800 € 4.800 € 4.800
Phase 2: Rough sketch			
Design sketches of three rooms with the different parts like stories, visuals, movies and interviews Presentation Meetings		24	€ 2.880
Phase 3: Interviews and filming			
4 stories per theme storylines movies, text, photography		80	€ 9.600
Phase 4: Elaborate design, including drawings on scale models			
Design different parts Photography and Imaging Select printer Request samples Materials and consultations manufacturing meetings		40	€ 4.800
Phase 5: Manufacturing areas		160	€ 9.600
Estimated material costs			€ 30.000
Sub Total			€ 73.680

Instrument		Hours	fee
Website Madurodam			
Phase 1 Project description Specific activities Providing client information / material Meetings & Brainstorms sessions Interactive Exhibition Concept of three different rooms in the themes Translated to online stories: 1. fun Learning 2 . Better Outdoor games 3. Feast for all - Concept different parts - Charity Stories outlines - Interactive story online - Visual material Tone of voice online multi sensory rooms Look & Feel Presentation		8	€ 960
Phase 2: Rough sketch Design sketches of three online rooms with the different parts like stories, visuals, movies and interviews Presentation Meetings		24	€ 2.880
Phase 3: Elaborate design, including drawings on scale models stories per theme storylines movies, text, Photography		80	€ 9.600
Fase 4: Programming site Building website		80	€ 8.000
Sub Total			€ 11.840

Instrument		Hours	Fee
Multi Sensory Rooms			€ 73.680
Digital Counter			€ 58.240
Website Madurodam			€ 11.840
Total			€ 143.760

madurodam
Charity

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