

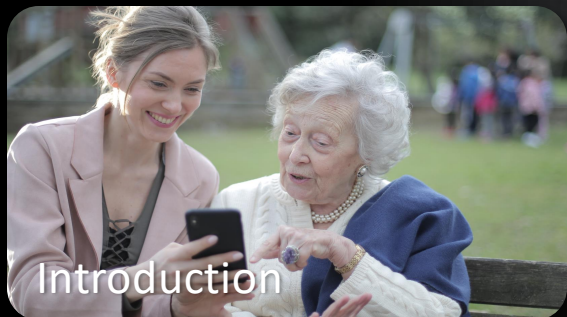
sky **SHOWTIME**

# THE MOMENT

Click anywhere to start

# THE MOMENT

## Contents



# Who are we?



Justin



Joey



Iman

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**Justin**

## Justin van der Kroef

Age: 20

Favourite SkyShowtime content: Jurassic Park

My name is Justin van der Kroef, born and raised in a village just beneath Amsterdam. I first studied at the MBO and then I got my way into the AD Crossmediale Communicatie. This is my 4th period now, and I'm ever so motivated to bring the best out of me for the ultimate result!

The motivation to sign up for this challenge was the awesome possibility to work for such a big company. The thought of the possibility that our content would get used by SkyShowtime was already enough, an once in a lifetime opportunity!

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**Joey**

## **Joey Knelange**

Age: 23

Favourite SkyShowtime content: About Time

I was born and raised in Edam, a small town to the north of Amsterdam. For as long as I can remember, I've loved movies and stories. I love creating them as well as consuming.

Because storytelling, as well as consuming movies and shows, is a big part of my life, I became immediately interested in SkyShowtime. So many iconic franchises, together in one place. How cool would it be to help launch this new service and bring those stories to the masses?

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**Iman**

**Iman Safaie**

Age: 26

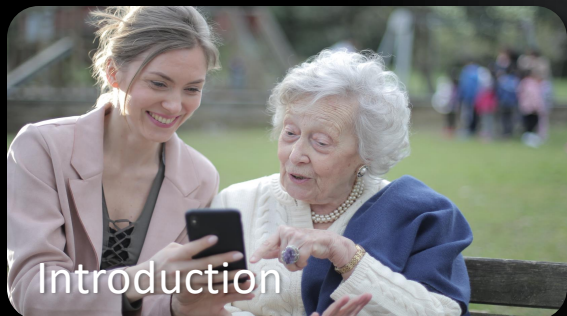
Favourite SkyShowtime content: Californication

I live in Amsterdam and I work as a social creative at bol.com. Watching football and reading books is something I love to do. Watching movies and tv shows as well. One of my guilty pleasures is to watch trash tv like Temptation Island.

I just wanted to be part of this amazing project. I've never experienced working for a big company with a big campaign like this. This project gave me the opportunity to feel how it feels to be part of something iconic.

# THE MOMENT

## Contents



# Introduction

▶ Play

When three friends from school are tasked with creating the perfect campaign to launch SkyShowtime under a younger audience, their knowledge, motivation and willpower is tested. Will they prevail? Watch it in this short, exciting drama story.

Starring Justin van der Kroef, Joey Knelange, Iman Safaie





## Inciting Incident

When the three friends from school started their second year, SkyShowtime came to them with a burning question: How do we continuously reach the younger target audience (18-29) with paid and organic?

## Motivation

The opportunity of working for a media giant like SkyShowtime excited the three friends, kicking off a journey of hard work, sweat and tears, but mostly research and creative thinking.

## Wants and Needs

The three friends promised SkyShowtime a crossmedia campaign that would solve the established case. This campaign would stretch on- and offline content, incorporating all facets of communication.

## Red Line

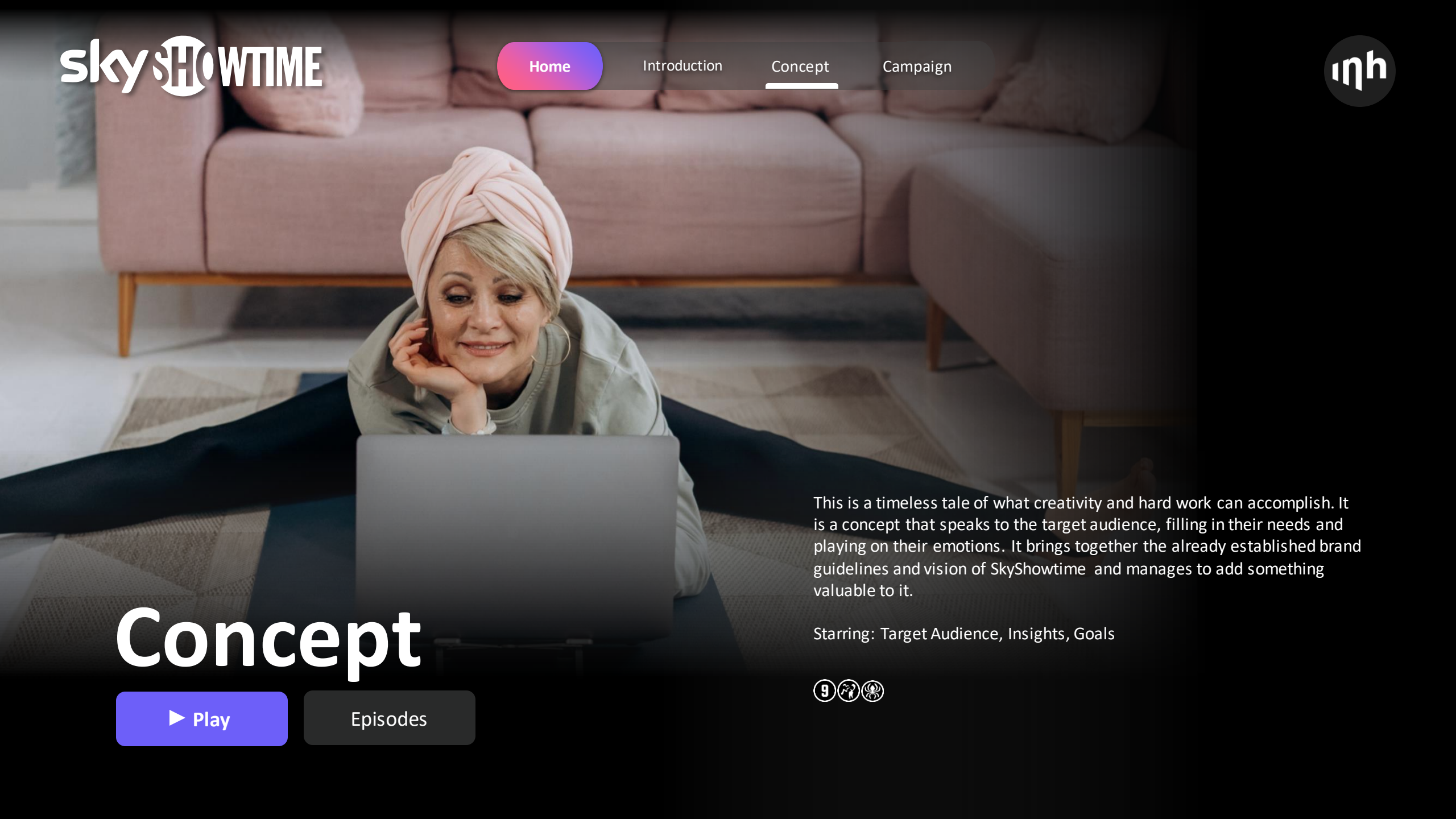
Though, before the start, some rules had to be established:

- All content would be created in English
- All content would reflect the SkyShowtime brand guidelines



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**Concept**



# Concept

▶ Play

Episodes

This is a timeless tale of what creativity and hard work can accomplish. It is a concept that speaks to the target audience, filling in their needs and playing on their emotions. It brings together the already established brand guidelines and vision of SkyShowtime and manages to add something valuable to it.

Starring: Target Audience, Insights, Goals



Target Audience

Insights

'The Moment'

Strategic Components

Campaigns

Critics Review

## Target Audience

Our target audience is the younger audience of 18-29. The target audience is separated in:

- People who live on their own with the power to buy (subscriptions for streaming services);
- People who only watch OTT content;
- People who live with their parents with a big influence to buy things.

Because we are part of the target audience ourselves, we managed to get very useful information which helped us in our research. We tested our content through an online survey and interviewed the target audience directly, to get better insights in why the audience wants what they want.

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## Insights

Our research has shown us a lot of useful things. We must say in advance that our research results might not be entirely representative of the target audience as 63,3% of the participants were female and 34,9% male.

Nevertheless, the following insights helped us in the process of creating a timeless concept:

- Memes are key!
- The genres; action, adventure, comedy and romantic are the most popular.
- Michael Scott is a legend, followed in popularity by Lt. Pete 'Maverick' Mitchell, Dominic Toretto, Gru and SpongeBob.
- Bus Shelter posters with images are more popular than ones without.
- Around 40% of people said they wouldn't get a new streaming service. The other 60% said they would only want another streaming service if it:
  - gave them something they couldn't get elsewhere;
  - gave them the same they could get elsewhere, but for a better price.

One more thing. One of our most important insights was given by Saskia. We had the chance to review all of our 'base concepts' with her and she gave us a couple of useful tips, which brought us to our final concept.

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# THE MOMENT

Wherever you are, whatever you're doing, we will bring a bit more fun into your moment. This moment could bring a smile on your face. This moment could let you cry. This moment could terrify you. Every moment it's time, for SkyShowtime.

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## Strategic Components

SkyShowtime puts forward three main goals for concepts and content:

1. Build Awareness
2. Drive Consideration
3. Retain Engagement

We'll get back to these when we get to the content, in *Campaign*.

All content, across all possible campaigns within this concept have to uphold the same standards:

- Keep to the SkyShowtime brand guidelines
- Use the pay-off 'It's time'
- Give the feeling: 'There's always a moment for SkyShowtime.'
  - o It is important that the consumers get the idea SkyShowtime has content for them for every moment. This shouldn't be directly addressed in any form of consumer directed content.

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## Campaigns

A concept reflects the bigger picture of the brand. Below a concept you'll find different campaigns. The central idea of the concept is: 'There is always a moment for SkyShowtime'. We want to make peoples' lives a lot more fun by showing them that there's always a moment for SkyShowtime.

Possible campaigns could be:

- **It's about time: SkyShowtime:** We introduce SkyShowtime under the target audience and show them how much iconic content SkyShowtime has in store for them
- Meet your heroes: A campaign where you can take pictures with all the iconic characters from the content on SkyShowtime
- Cheers with your peers: A campaign where companies can create a package for their 'vrij-mi-bo' (Friday afternoon drink), which contains famous drinks from SkyShowtime content.
- SkyDinnertime: A campaign that collaborates with take away services and other companies that bring food to homes (think about coupons etc.).
- SkyMusictime: A campaign that plays with a music related event like 'musicmonth' and plays with famous music from SkyShowtime content.
- SkyFoodShowtime: A campaign with different cooking-influencers, who create recipes from SkyShowtime content (making a Crabby Patty with NickToet: Dutch food YouTuber).

**It's about time: SkyShowtime** is the one we chose to work out, as seen under *Campaign*.

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## Critics Review

### ★★★★★ **Brand Guidelines and Characters perfectly utilized**

This concept perfectly utilizes the preestablished brand guidelines and combines it with the iconic characters. These get the attention of the target audience and pull them in.

### ★★★★★ **Incredible how it caters to the wishes of the target audience**

The research pointed out that the target audience likes certain content over other content. The memes and ads in this concept are full of popular characters and relatable pictures/quotes!

### ★★★★★ **The amount of testing really shows**

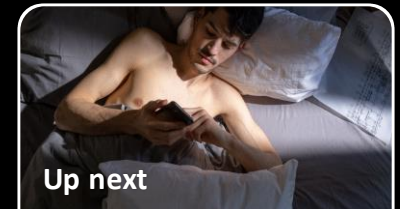
When the target audience was asked what they liked most, results stretched; character, genre, layout and tone of voice. The results were fused into the ultimate ideas for content!

### ★★★★★ **It perfectly adds to the existing strategy**

It starts with the payoff 'Its Time'. This concept perfectly adds to that with the feeling 'There is always a moment for SkyShowtime'. It gives depth to the already existing payoff in a playful and relatable matter.

### ★★★★★ **This is so flexible, it can go on forever!**

There is enough SkyShowtime content and, as this concept highly revolves around that, the content for this concept has unlimited potential!



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**Campaign**

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# Campaign

▶ Play

Episodes

This binge-worthy show keeps your eyes locked to your screen as it introduces ideas and content that perfectly fits with the target audience and goals of the concept. This show explains the inner workings of the campaign and how to best implement it.

Starring: Content, Content Timing, Budget



Goals

Content

Hero's Journey

Content Timing

Budget

Do's & Don'ts

## Goals

All content will follow the pre-existing SkyShowtime pay-off 'It's time'. We will add to this by giving the audience the feeling: 'There is always a moment for SkyShowtime'.

Like the preestablished SkyShowtime content strategies, these content ideas have one of the following three goals:

1. Build Awareness (BA)
2. Drive Consideration (DC)
3. Retain Engagement (RE)

Some will have overlapping goals as multiple versions of the idea will be explored.

All content together, of course, has the goal of positioning SkyShowtime under the target audience as 'the new streaming service they must have'.

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## Content

There are a lot of ideas for content to get through, so we've listed them all here (clickable).

*Clicking 'Next' will take you through them in order.*

### General advice and Notes

- Target audience specific accounts/content
- Twitter
- Reddit

### Instagram posts (BA/DC/RE)

- Paid
- Owned

### Instagram stories (DC/RE)

- Paid
- Owned

### TikTok posts (BA/DC)

- Paid
- Owned

### BeReal posts (RE)

### Spotify/Radio ads (BA)

- TV ads

### Snapchat filters (BA)

### App push notifications (RE)

### Posters/Bus Shelters (BA)

### Pop up (BA)

- Cardboard cutout
- Easter egg hunt

### Drone show/Sports (BA)

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# Content

## General Advice and Notes

### Target audience specific accounts/content

In our competitor analysis, we saw a lot of target audience segregation i.e. Netflix's 'Netflix Is A Joke' accounts across social media, specifically meant for comedy content. We would advice SkyShowtime not to do this as long as it isn't necessary. First start building up the main accounts.

### Twitter

We didn't take Twitter into further consideration following the recent switch of ownership. It was – and perhaps still is – a good place for engagement with the target audience through posts like polls.

It's also a good place to make announcements about new content. Again, we would advice to do this through region-specific accounts.

### Reddit

This platform is very popular under the target audience. Yet, you have to be careful as the part of the target audience that uses Reddit has a special disliking for brands and companies on the platform. What does work, however, is humour. We had the following idea:

- Use the SkyShowtime subreddit for 'Retaining Engagement' through customer support
- Create a reddit account with a name like 'SkyShowtimeBOT'. With this account, pretend to be a robot and be active on the SkyShowtime subreddit, as well as others like the Netflix subreddit.

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## Content

### Instagram Post

These posts have multiple goals. The sponsored posts (left) will showcase the (new) content in a way that caters to the wants and needs of the target audience, building awareness.

Posts on the SkyShowtime account (right) will be focussed on driving consideration and retaining engagement. The target audience prefers:

- Image memes
- Video memes
- Clips
- Behind the Scenes

*The target audience engages most with image memes.*

**Images with announcements** also work, but only if posted occasionally.

**Images showcasing the new content** coming to the service work well on Instagram as well.



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## Content

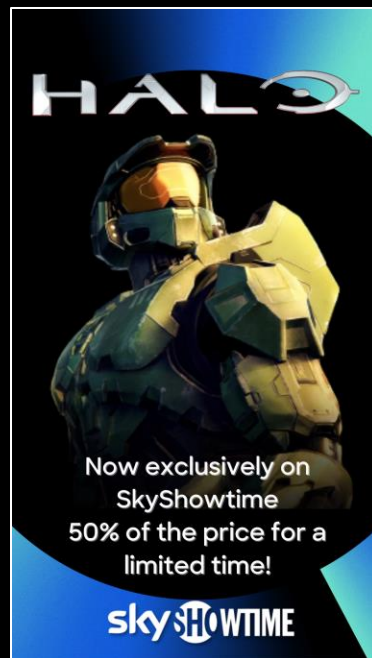
### Instagram Stories

We use Instagram stories because they give us the ability to interact with followers and to get boosted in the algorithm.

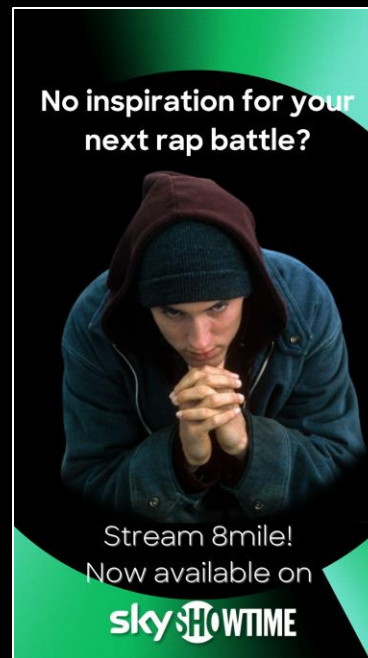
Asking questions and funny stories boosts interaction.

More interaction  
=  
More exposure

Tip: Highlight stories in subcategories on your page. It keeps your account interesting and it looks nice!



**Advert**  
Paid advertisement, possibly hyper targeted to certain audiences.



**Moment**  
What it's all about! A moment you'll need SkyShowtime. Can contain a call-to-action or a joke.



**Interactive post** Polls helps boost the interaction with followers, with all due consequences.



**Meme**  
Keeps the audience engaged with the brand, also boosts organic reach.

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## Content

### TikTok Posts

This video shows yet another moment to watch SkyShowtime. This video can also be used as hyper targeted advertisement but without call to action.

Why hyper targeted advertisement?

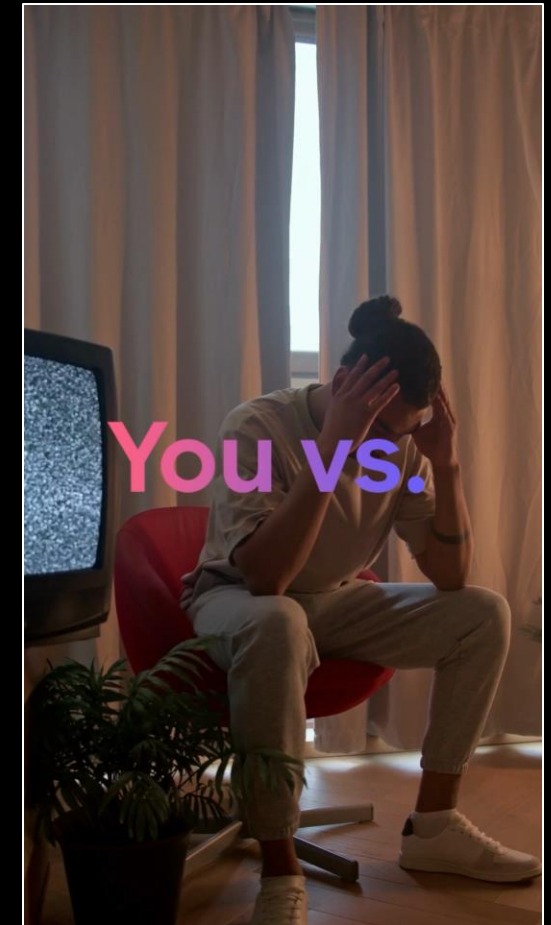
Hungover, on a Sunday morning (or whenever when someone has a hangover). Someone wakes up and decides to stay in bed and watch something to survive the hangover.

### Instagram Reels

This post can also be used for Instagram but it has another effect on Instagram. This post will not only build awareness and drive consideration but also retain engagement.



Organic



Paid

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## Content

### BeReal Posts

The embodiment of a "Moment" captured in one single picture. BeReal is a fast growing platform for sharing your daily activities with friends.

Many possibilities:

Contest for the most original SkyShowtime BeReal. Giving away prizes always motivates people!

Post Team SkyShowtime moments every day to create an IRL look behind the scenes.

You can monitor what your audience is doing at certain moments in time. Helps for content.



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## Content

### Spotify/Radio ads

It's music time. The goal of this content idea is to build awareness. The target audience doesn't like ads. They don't like companies very much for that matter.

That's why we bring the message in a casual way and give something to listen to in the meantime.

#### 1. SpongeBob Squarepants (example)

[SpongeBob's iconic laugh]

VO: SkyShowtime has that iconic laugh and much more, like this song.

[Goofy Goober]

VO: Watch SpongeBob now, on SkyShowtime.

#### 2. Top Gun: Maverick is coming to SkyShowtime

#### 3. Watch the Fast and the Furious

### TV ads

These could be created in a similar way, showcasing the variety of content by taking (funny) clips from the content available on SkyShowtime.

This casual – often funny – approach works well under the target audience.

Click to play



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## Content

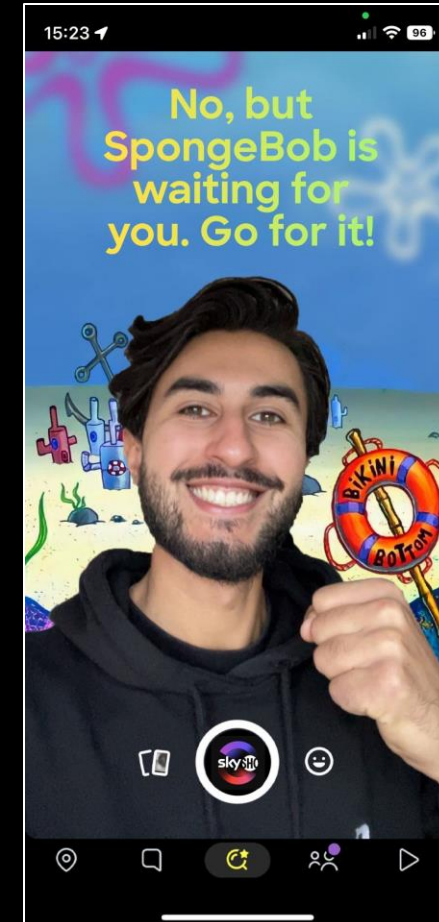
### Snapchat Filters

Snapchat is popular within the target audience. Using Snapchat filters will create an in show environment for everyone who uses it. The funny thing about this filter is: every time you use it, the filter will somehow find a reason why this moment is a moment to watch SkyShowtime. The audience will never see a no.

How does it work?

1. Open the SkyShowtime snapchat filter
2. Open your mouth to generate an answer
3. The background will change to something from a show and a quote will show up.

So, what are you waiting for? Go for it!



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## Content App Push Notifications

When the customer is already subscribed to SkyShowtime, you need to retain their interest.

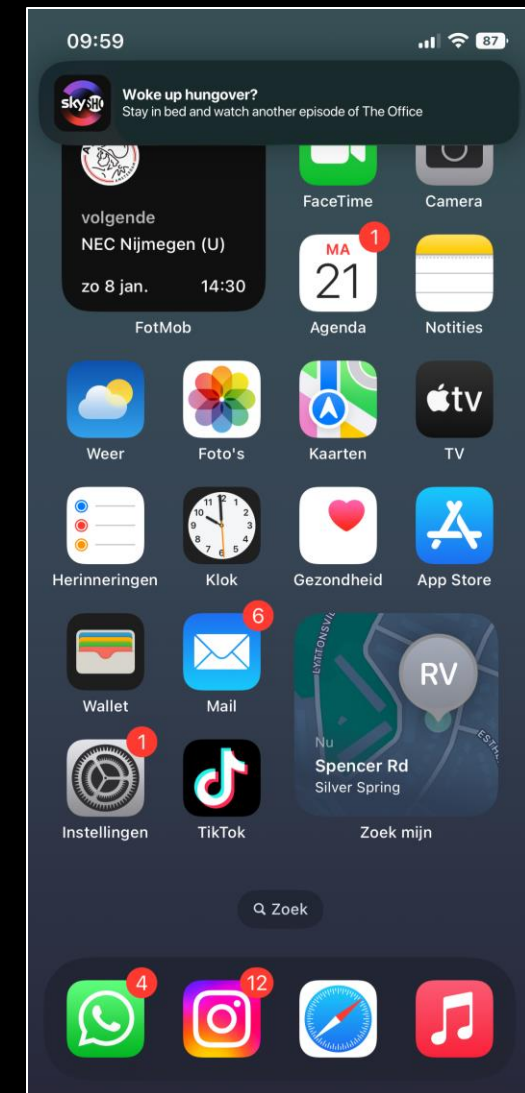
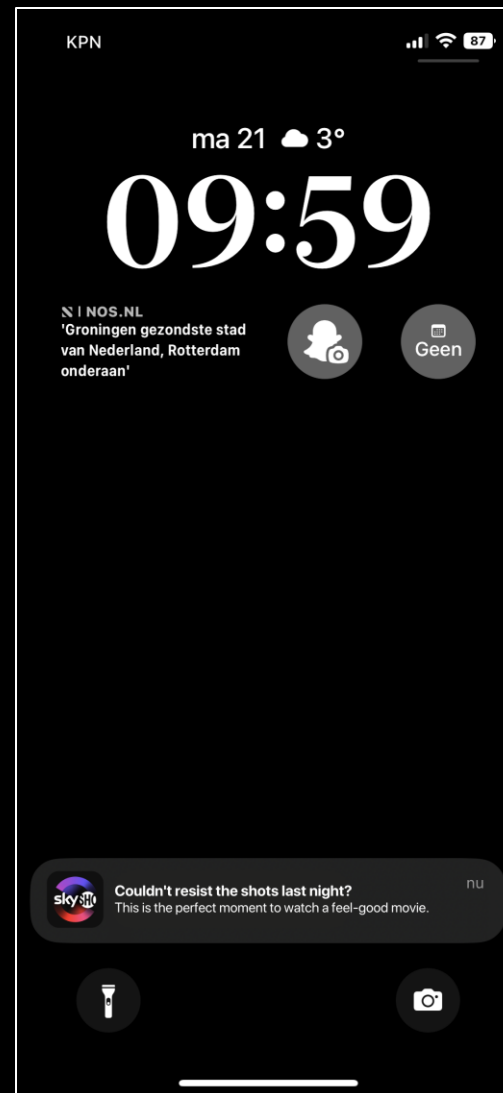
How do you do that?

Push notifications!

You can use them in many ways:

We post on specific moments like "Feelgood Friday afternoon" and "Hungover Sunday drama".

We promote new series to build awareness for new content!



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## Content

### Posters/Bus Shelters

It's awareness time. We've designed posters/bus shelters that play well with the lives and needs of the target audience.

Left is one of the 'moments' straight from the central idea of the concept. This plays in on the actuality of the Football World Cup.

Right is a meme, because our target audience loves them so much. It targets people waiting for the bus with a very recognizable situation for most.

Both posters have the goal of building awareness and showing the audience 1) the content on SkyShowtime and 2) that there's always a moment for SkyShowtime.



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## Content

### Pop up

#### Cardboard cutouts

As shown on the right, we envisioned cardboard cutouts at locations with a lot of people (like train stations).

This particular one is of Michael Scott, urging people to recreate the famous 'finger guns' scene.

These build awareness and prompt people to take pictures with them to share on social media (mouth to mouth).

#### Easter egg hunt

Another idea we had was an easter egg hunt: place cardboard cutouts or statues of famous SkyShowtime characters around the city, then promote it on social media and give rewards to the people who find them.



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## Content

### Drone Show/Sports

What's the best way to grab someone's attention?

A gigantic drone show!

Why is that?

- People will talk about it! It stimulates organic advertisement with incredible effect!
- Gets people excited and interested
- Will certainly get the news if timed and located properly (at sporting events for example)
- It's amazing to look at!



Source: Vivid Sydney 2022 Paramount+ Sky Magic 600 Drone Show Sydney Australia

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# Hero's Journey

We call it the Hero's Journey, named after the famous storytelling principle.

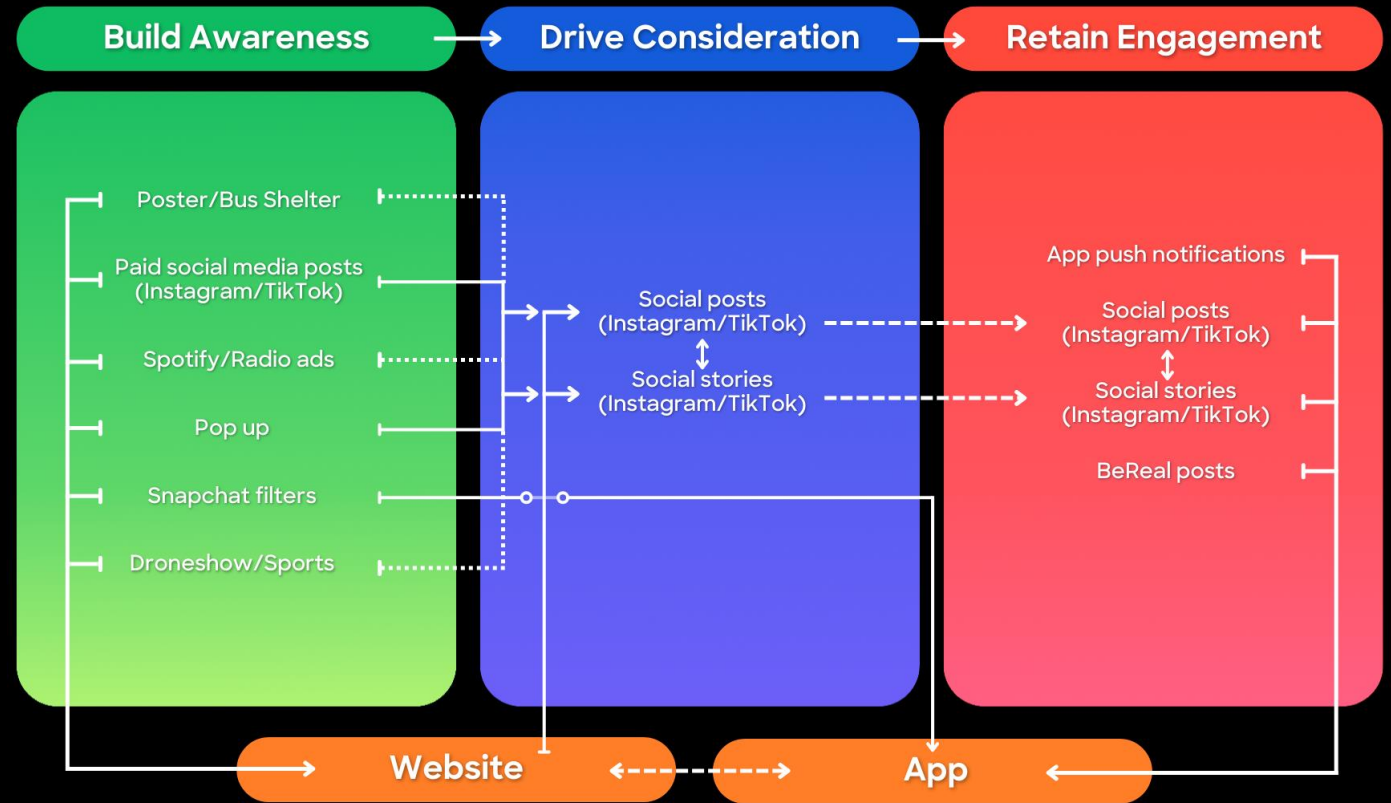
In truth, it is the combination of a crossmedia flowchart and a user journey.

We show all the previously mentioned content ideas and how they strengthen each other, as well as what purpose they serve within the larger campaign.

Full lines represent straight, very possible connections.

Blocked lines are less likely, but still very possible.

Striped lines connect similar items.



## Content Timing

### **'Moments'**

The 'Moments' are, of course, the most important piece of this entire puzzle. To reach the full potential of this idea, we would advise hyper targeting this paid content. Let's say you make an Instagram post about someone watching The Office on a Sunday morning, hungover in bed. Post this a couple of hours before everyone wakes up and boost this content via paid advertising.

Holidays or other special days in the year are perfect moments to jump in on. 'Here you have [a Christmas movie] you might like' on Christmas. You get the idea.

### **When to Post**

We are sure you are well aware of the best moments in a given week or day for posting specific kinds of social media posts and won't go further into that. If not, there are plenty of online sources out there to help you out.

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## Budget

Since social media advertising is relative, it's very hard to tell how much it will cost. We think you already know very well how to decide the reach within the target audience through social advertisements.

### Offline marketing

This is also relative but since you haven't used these types of marketing, here are some prices you have to take into account:

**Droneshow:** ± €25.000

**Cardboard cutout:** ± €150 (each)

**Boarding Eredivisie:** ± €700 (per minute)

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## Do's & Don'ts

### Memes

Memes work very well under the target audience. Yet, there lies the danger. The target audience quickly pokes through the façade of a company and spots it when they are not authentic. As one person in our research said 'Sometimes they (memes) feel like an old man who just learned about the internet'. So, do memes, but only when you know what you're doing.

### YouTube

SkyShowtime seems to be using their one collective YouTube channel as a place to drop content meant to be shared on other platforms. Don't do this. You'll ruin the algorithm and the channel with it. Instead, utilize YouTube for all its unique opportunities.

We would advise you to create separate YouTube channels for different regions. Then use the main channel for international (English) trailers and content, while posting dubbed/subbed versions on the local channels, as well as unique content.

YouTube can be a powerful platform, especially under the target audience.



### Credits

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Justin, Joey and Iman are proud of what they have created and hope SkyShowtime is satisfied. They will continue to be creative in other projects and hope to see their ideas implemented in the content strategies of SkyShowtime.

#### **Special mentions**

Coach Björn Diemer

Client Saskia Baaij-Verhoeven

Other amazing Inholland coaches

Anouk Roskam

Isa Jansen

All other students, family and friends who helped out along the way

# Credits

You've finished watching. Go home...