



LIFE, SIMPLIFIED.

Content marketing
& Community management

LEARN MORE



Bram



Puck



Danique



Isi



hogeschool
Leiden

Situation-analysis

Goals

Increasing (brand) awareness



Increasing following & engagement on Instagram and Facebook



Content fitting the brand's heritage



	Helpful	Harmful
Internal origin	Strengths <ul style="list-style-type: none">- Current content is off high quality (footage)- Products have a 25-year warranty- Brand has a strong heritage story- Case logic is marketleader (laptop covers and sleeves)	Weaknesses <ul style="list-style-type: none">- Lack of brand awareness- No storyline or structure in current content- Top-down approach from Zweden- Low engagement and reach at social media platforms
External origin	Opportunities <ul style="list-style-type: none">- Making use of influencers to increase the (brand) awareness among the target audience- Making use of growing and upcoming platforms to reach the target audience- Making the heritage story more clear to the target audience	Threats <ul style="list-style-type: none">- Competitors like Eastpak could take over the marketleader position because of their working contentmarketing strategy- Due to the lack of a community or fanbase is Case Logic lagging behind competitors

Challenges

SWOT-analysis



Problem → Solution



Main Question

How can Case Logic increase the (brand) awareness among urban professionals and university students while using content marketing and communities?



Content strategy

ROEM-model



Domain & Content Mission Statement

Travelling with Technology

Case Logic wants to offer young professionals and students advice and inspiration, in order to make travelling with electronic devices easier and to stay connected.



Primary Content Goals

- Increase awareness
- Communicate heritage story/mission
- Show the target audience that they already own products from Case Logic
- Awareness of buying Case Logic products



Description & Audience Insights

Job: travelling with devices
Pains: too heavy, unorganized, unprotected, hard to carry, big bag, too much space. Sleeve is not water resistant, hard to carry, too thick/thin.
Gains: easy to transport, easy to access, style



Key Theme

Case Logic wants to make transporting electronic devices as easy as possible

Travel Simplified

The audience wants to travel convenient and carefree.



Storyline, Format & tone of voice

Formats: Giveaways, Worst-Case Scenario & Simplified Saturday

Tone of Voice: simple, informative, playful

Storyline: How can travelling be simplified?



Content Structure

Hero: Travel fair

Hub: weekly video and photo content of formats

Help: FAQ and Q&A's

Storyline

Message: Case Logic makes travelling simplified

Target audience: Commuters, students, urban professionals

Ordinary world
World full of struggles

Monster
Challenges along the journey

Special world
Thinking in solutions

Hero
The one who is travelling

TRAVEL SIMPLIFIED

Treasure
Finish of the journey

Helper
Case Logic



Formats

1

Worst-Case Scenario

- Challenge
- Video format where travellers are challenged to fulfil a mission before they reach their final destination

2

Simplified Saturday

- Weekly post moment
- Content of ambassadors that show how Case Logic simplifies their life
- #SimplifiedSaturday, #WorkSimplified, #SportSimplified, #TravelSimplified

3

Giveaways

- Contests
- Motivating followers to share content and tag friends in order to win Case Logic products

Contentmatrix

1

Phase 1: awareness

Goal

- One week after distributing the video, we want 1.500 unique persons to have seen it
- In Q2 the IPM should increase with 20% compared to Q1

Audience & Pains

- Audience is not attracted to standard product-oriented content

Issue/series

- **Worst-Case Scenario** → Challenge during travelling
- **Simplified Saturday** → Weekly moment
- **Contests** → Giveaways

Content type

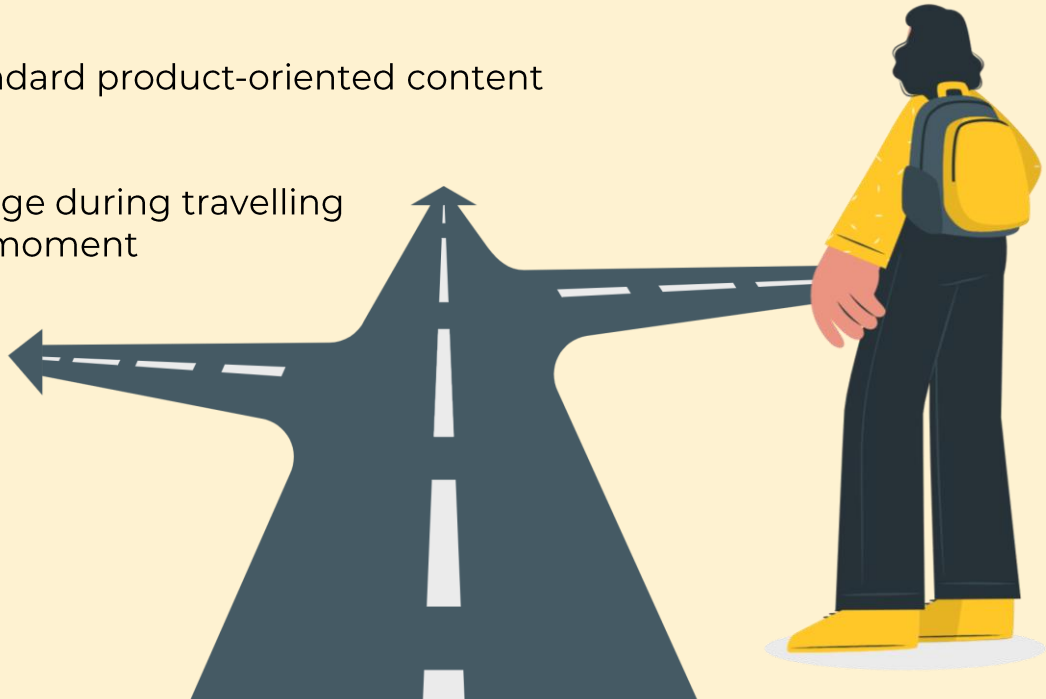
- Video & photo

Channel

- Facebook, Instagram, Website

KPI

- Social reach, viral reach, IPM



Phase 2: Evaluate alternatives

1

Goal

- To increase the number of followers on Instagram and Facebook with 25% within the next six months

2

Audience & Pains

- How can a backpack make sure that I can travel carefree

Issue/series

- **In Case you didn't know** → How to videos

3

Content type

- Video or photo

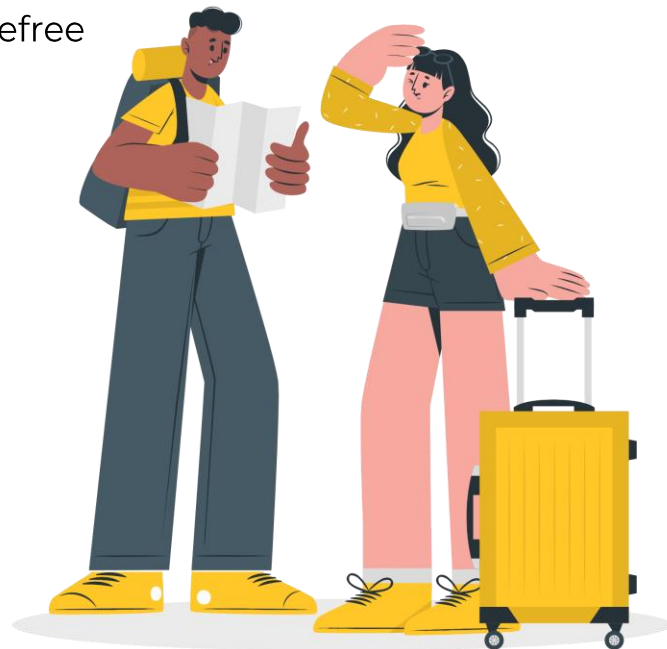
Channel

- Facebook & website

4

KPI

- Subscribers/Followers



Phase 3: Brand preference

1

Goal

- To increase the number of unique persons that have visited Case Logic's Instagram page with 10% in comparison to the previous quarter

2

Audience & Pains

- Bags that aren't firm and organized

Issue/series

- **Showcase** → What's in my bag

3

Content type

- Flat lay photo or stop motion video

Channel

- Instagram & website

4

KPI

- Visitors



Phase 4: Customer loyalty on social media

1

Goal

- Within one year time, the IPM should be at least 4 (the benchmark)

Audience & Pains

- The brand should add something to one's timeline

2

Issue/series

- **Simplified Saturday** → User generated content
- **Join the Journey** → Challenge

3

Content type

- Video & photo

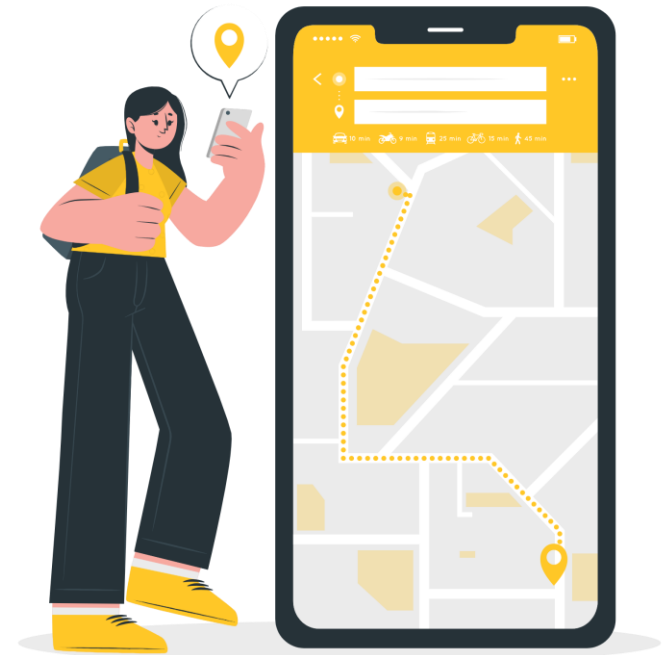
Channel

- Facebook, Instagram & website (content hub)

4

KPI

- IPM



We're going to focus on phase 1:

AWARENESS

- Travel fair
- Worst-Case Scenario
- Simplified Saturday
- Contests

- FAQ & Q&A



Year Planning

JAN

FEB

MAR

APR

MAY

JUN

HERO

HUB

HELP

ats

Formats

Formats

Formats

Formats

Formats

For

FAQ & Q&A

JUL

AUG

SEP

OKT

NOV

DEC

HERO

HUB

HELP

ats

Formats

Formats

Formats

Formats

Formats

For

Travel fair

FAQ & Q&A

Content Calendar

Week #	1	1	1	1	1	1	1	2	2	2	2	2	2	2	3	3	3	3	3	3	3	4	4	4	4	4	4	4
	Maandag	Dinsdag	Woensdag	Donderdag	Vrijdag	Zaterdag	Zondag	Maandag	Dinsdag	Woensdag	Donderdag	Vrijdag	Zaterdag	Zondag	Maandag	Dinsdag	Woensdag	Donderdag	Vrijdag	Zaterdag	Zondag	Maandag	Dinsdag	Woensdag	Donderdag	Vrijdag	Zaterdag	Zondag
HEROCONTENT											HERO																	
Beurs											FAIR																	
YouTube																												
Facebook																												
Instagram																												
HUBCONTENT											HUB																	
website							WCS Embed																					WCS Embed
YouTube					WCS full vide	PV																				WCS full video		
Facebook	WCS intro		WCS Snip				Parts of PV															WCS intro		WCS Snip				
Instagram	WCS intro		WCS Snip		GA	SS	Parts of PV					GA	SS						GA	SS		WCS intro		WCS Snip			SS	
HELPCONTENT											HELP																	
Website	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ	FAQ
Facebook																												
Instagram	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS	QAS

WCS = Worst-Case Scenario

SS = Simplified Saturday

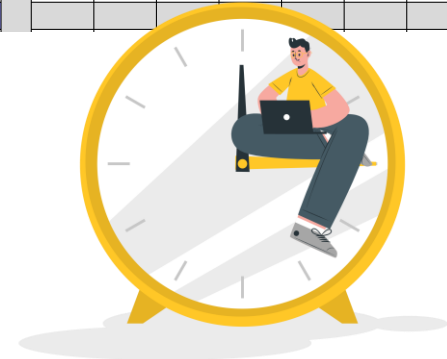
GAA = Giveaway Announcement

GA = Giveaway

PV = Preparation vlog

FAQ = Frequently Asked Questions

QAS = Question and Answer

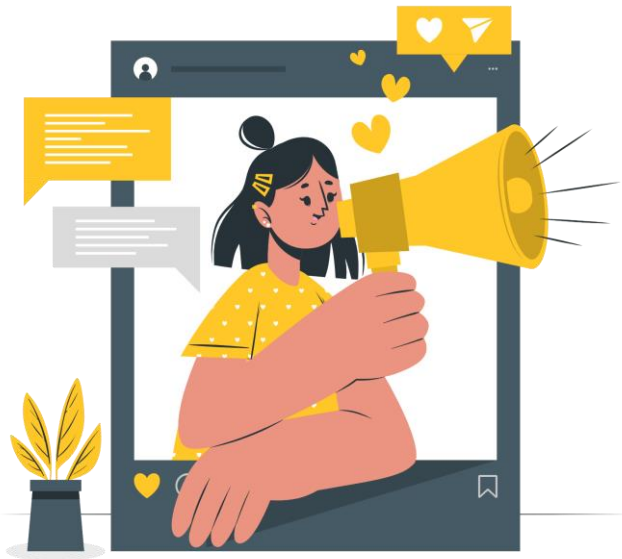


Atomization Hero

Advance notice of big news	-4
Big announcement	-3
Preperation vlog	-1
Paris Travel Market 2021	0
Hilight of the day at the fair	1
Aftermovie	2
Blog about the fair	3



Content Resources

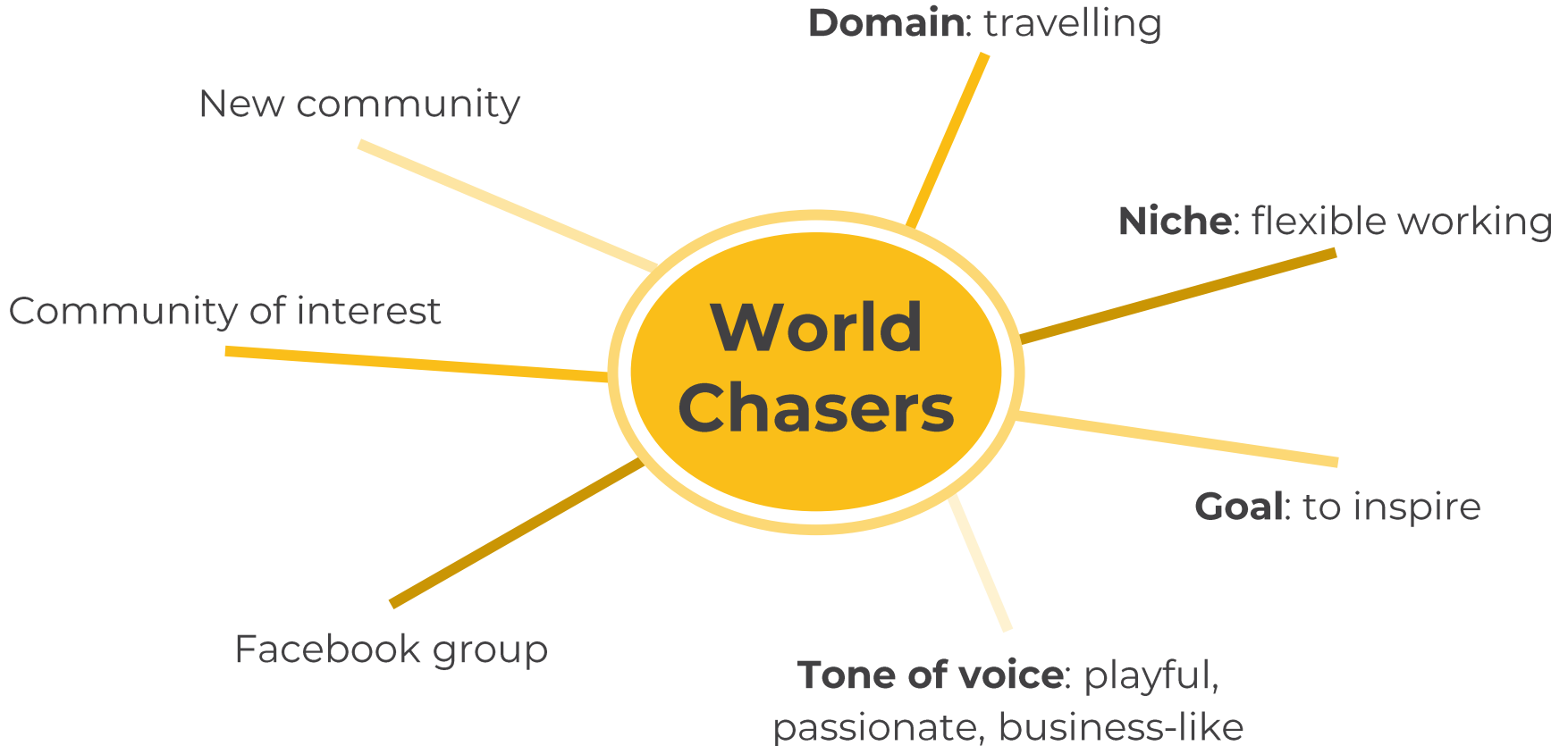




<https://youtu.be/6JTK3cfQgHc>



Community Approach



Mood board

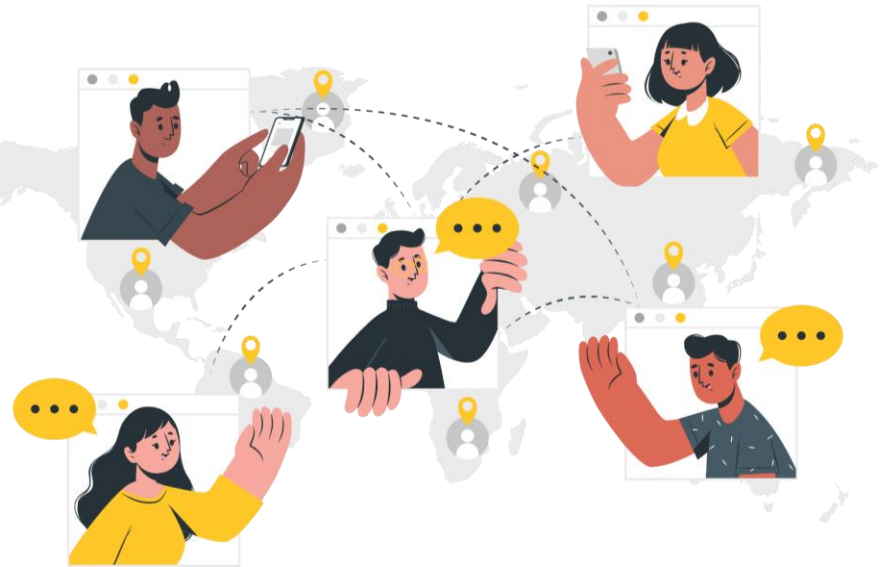


Group description

Are you a digital nomad who loves to travel the world and work from anywhere?

Then we, the World Chasers, are here to optimize your flexible workplace and make it simplified to work anywhere. Within this group you can connect with fellow World Chasers in order to inspire each other and to discover useful tips and tricks.

Let us know what kind of flexible professional you are and share your experiences with us!



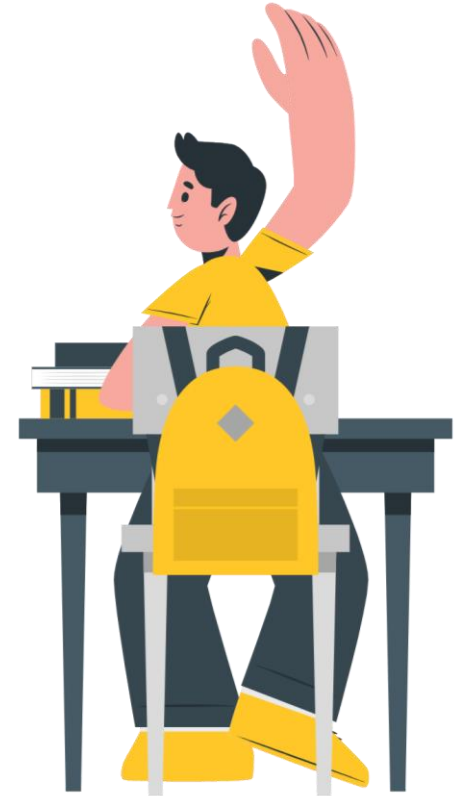
Community Guidelines

1 Communicate positive and constructive

2 Respect each other

3 Help each other

4 No spam or advertising



Opening message

The normal work life has been turned upside down and much more room has been created for flexible working. You've probably already tried out endless workplaces such as at the beach, in the train, on a holiday, or in your backyard.

Are you running out of ideas or are you ready to discover even more work spots? We've got your back(pack)! Just like you, Case Logic finds it important to discover the world and to stay connected at the same time.

Within World Chasers we will share the best experiences and tips about flexible working. In this way we can inspire each other with beautiful locations, share the best Wi-Fi spots and ensure the most simplified journey!

To get to know each other a little bit better, we would like you to share your job and favourite workplace with us in the comments down below.



Activate & grow



Activate members

- Explain expectations
- Share ideal flexible workplace
- Sharing tips and inspire others
- Ambassadors: set the example
- Asking questions



Grow organically

- Reward (most) active members with attention
- Vote between two new designs
- Social media channels
- Hero moment: travel grant



First content

- Ambassadors & employees
- Sharing their workplace
- Giveaway



PR & promotion

- Bloggers → relevant magazines
- Creating news value with research
 - survey about workplaces
 - giveaway to support response
- Advertising on Facebook

Example page

Group description



World chasers >

GROEP (PRIVÉ) · 1 LID

Over deze groep

Are you a digital nomad who loves to travel the world and work from anywhere?


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Let us know what kind of flexible professional you are and share your experiences with us! **Minder**


Content examples

1.  Puck Van Blijswijk
Beheerder · 13m · 

As we all experienced, normal work life has been turned upside down and much more room has been created for flexible working. You've probably already tried out endless workplaces such as at the beach, in the train, on a holiday, or in your backyard.

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2.  Puck Van Blijswijk · World chasers    Zojuist · 

It's time to choose!

Case Logic will soon launch a new laptop sleeve that will allow you to travel to your ultimate workplace. 

Which one would you choose? Let us know in the comments!  We choose the new sleeve based on your answers, so don't hesitate! 



WHICH ONE?





 Leuk

 Opmerking plaatsen

3.  Bram De Graaff
· 8 april om 19:36 · 

I am a digital nomad and I love to travel and explore new places  Most of my days consist of travelling to the next place, get some work done and planning out the next destination 

I learned that there are far better workplaces than a dusty office  In this photo I am working in France while enjoying some sweet sunshine 

What is the most important for your workplace?

- 1, Good Wifi
- 2, Lovely weather
- 3, Destination

#travel #work #digitalnomad #planning #sunshine



THANKS

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Puck van Blijswijk | s1115845



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