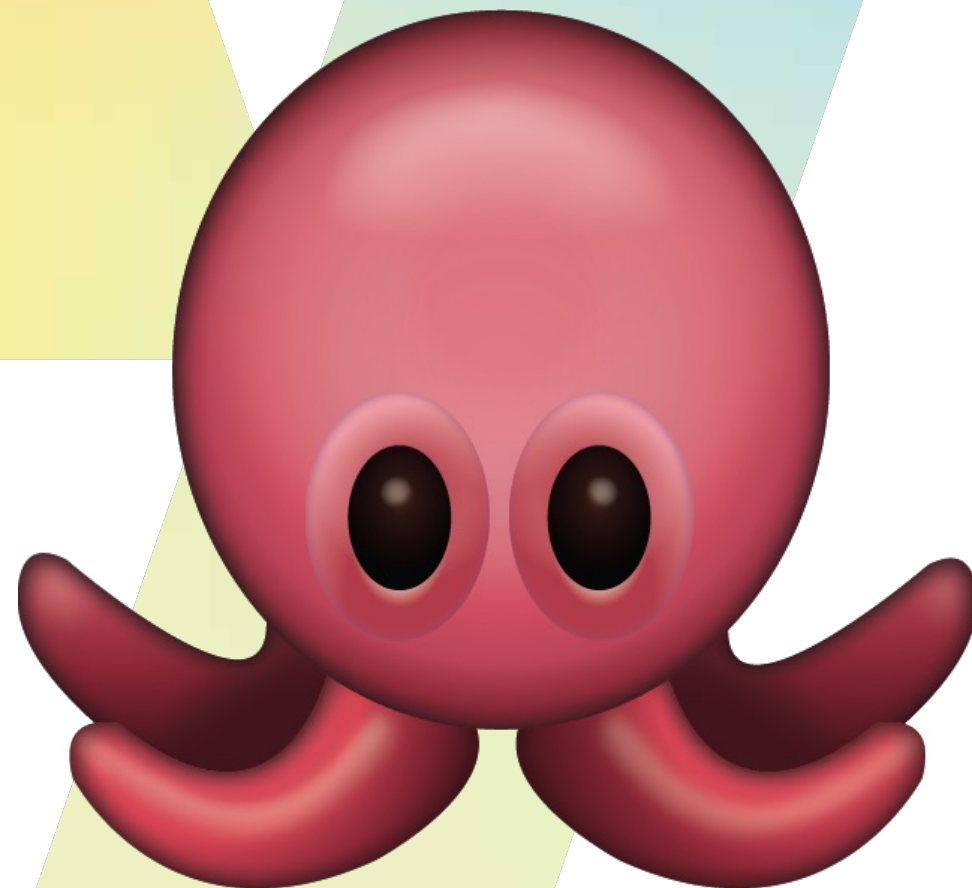


BEREIK JOUW SUBCOMMUNITIES MET JE CONTENT

Serge van Marion & Ferdi Gökhan

03-07-2023



FERDI GÖKHAN &

Science Lead

SERGE VAN MARION

Creative Director



TV TOTAL
60 index



OOH
81 index



RADIO/AUDIO
124 index



INTERNET
206 index



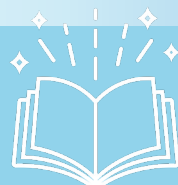
SOCIAL
220 index



LIGHT USERS

MEDIUM USERS

HEAVY USERS



MAGAZINE
82 index



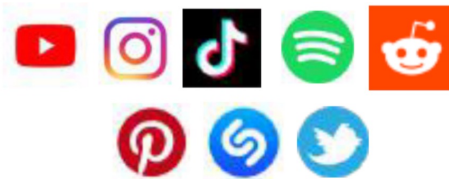
NEWS
84 index

MEDIAGEBRUIK GEN Z

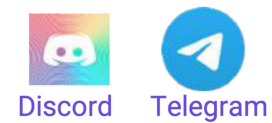
Bron: GWI (GlobalWebIndex)

SOCIAL MEDIA

Ontdekken



Privacy



Intimiteit



Streaming/Gaming



INTERESSE MEDIA

**SUBCOMMUNITIES
HOE DAN?**



FITGIRLS

**BOOMER
MOMS**

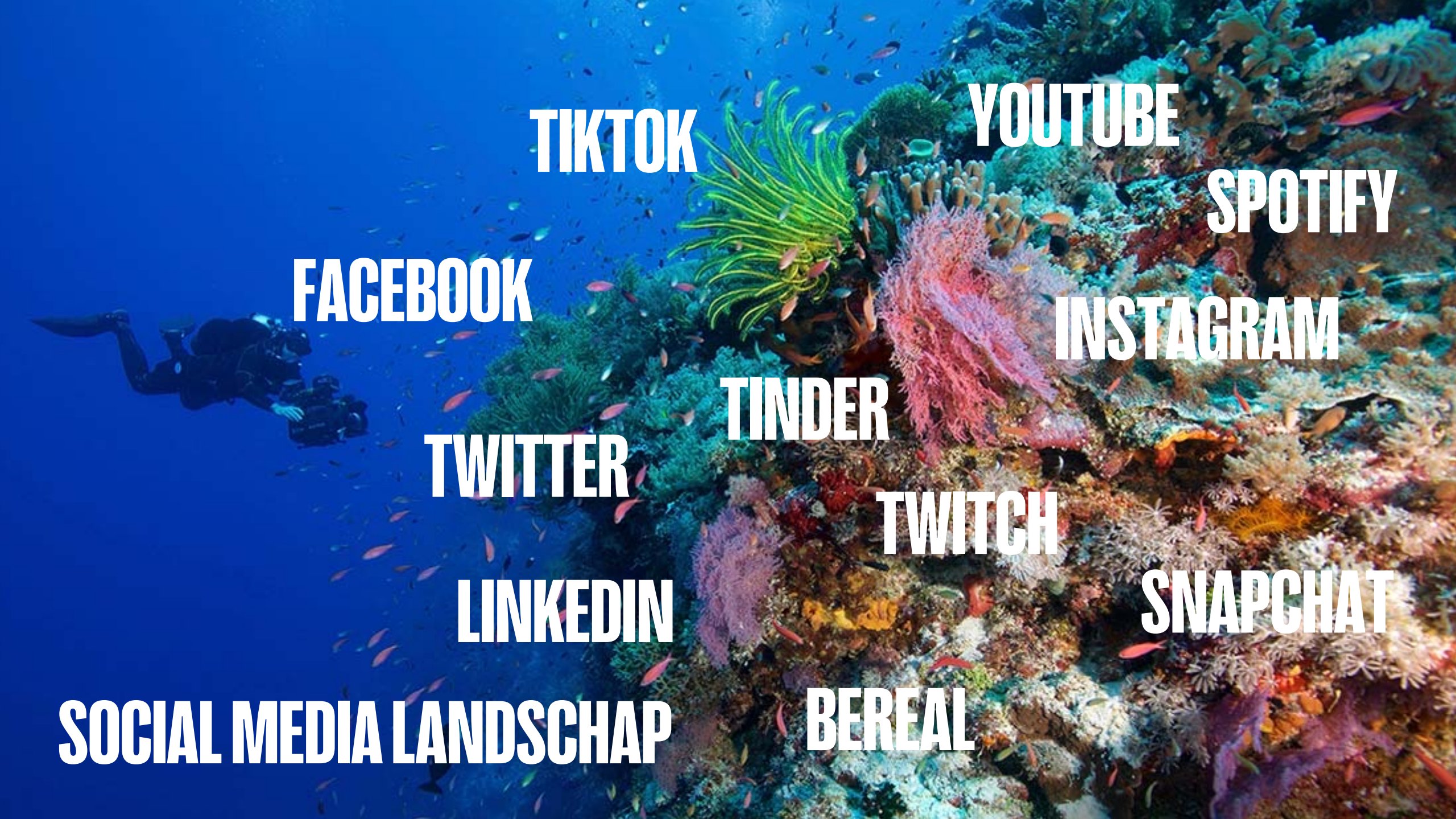
**COMEDY
WATCHERS**

FOOD LOVERS

GAMERS

STUDENTEN

SUBCOMMUNITIES

A vibrant underwater scene featuring a coral reef teeming with various colorful corals and small fish. A scuba diver is visible on the left side of the frame, swimming towards the reef. The background is a deep blue, suggesting the open ocean.

TIKTOK

YOUTUBE

SPOTIFY

FACEBOOK

INSTAGRAM

TINDER

TWITTER

TWITCH

LINKEDIN

SNAPCHAT

SOCIAL MEDIA LANDSCHAP

BEREAL

WENDBAAR

INTELLIGENT

NIEUWSGIERIG

CAMOUFLAGE

OPEREER ALS EEN OCTOPUS



HOE VIND JE SUBCOMMUNITIES?



CAMOUFLEER



**1,5 M
VIEWS**

Volg je interesses

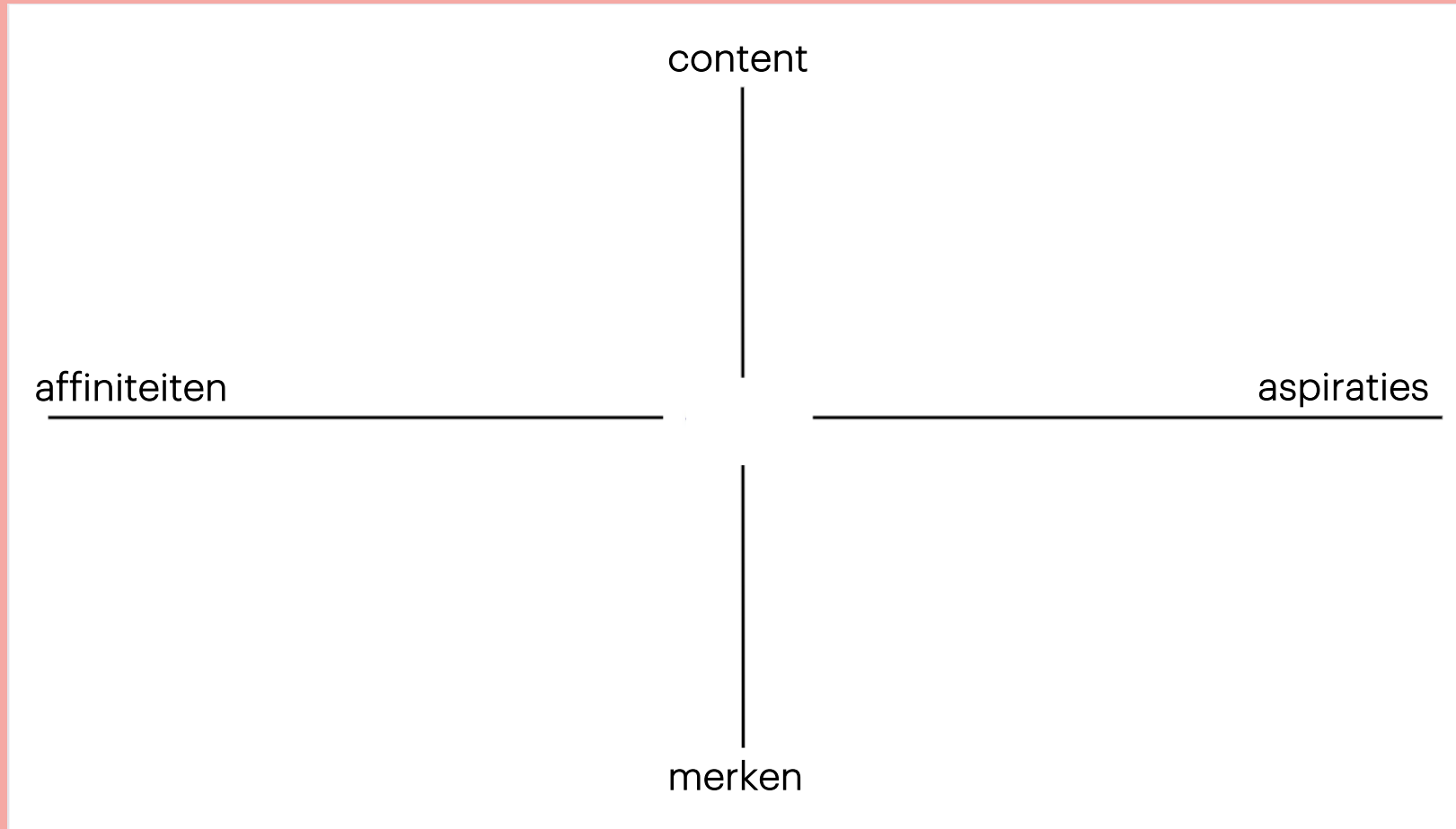
- Gebruik de interesses binnen je team
- Maak basic skills eigen
- Ontdek je eigen subcommunities
- Snuffel aan andere subcommunities

CAMOUFLEER

DOELEN

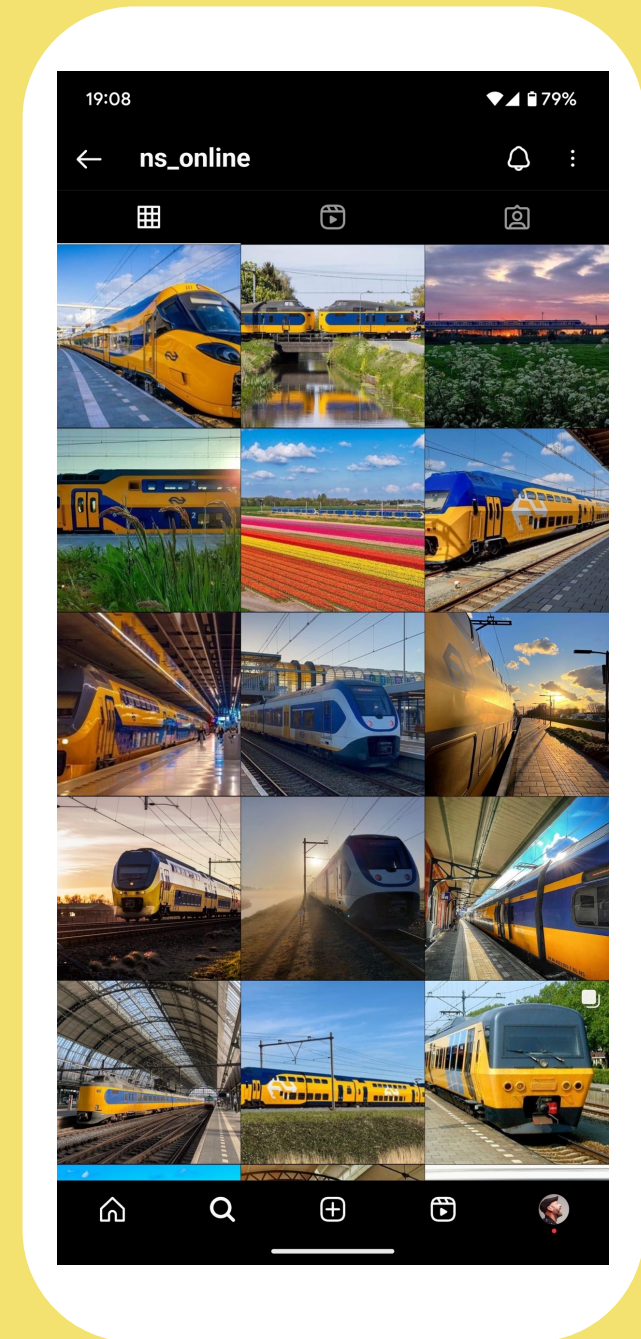
- Wat wil je bereiken?
- Wie wil je bereiken?

HOE VIND JE SUBCOMMUNITIES?



VAN INTEREST MEDIA NAAR SOCIAL MEDIA

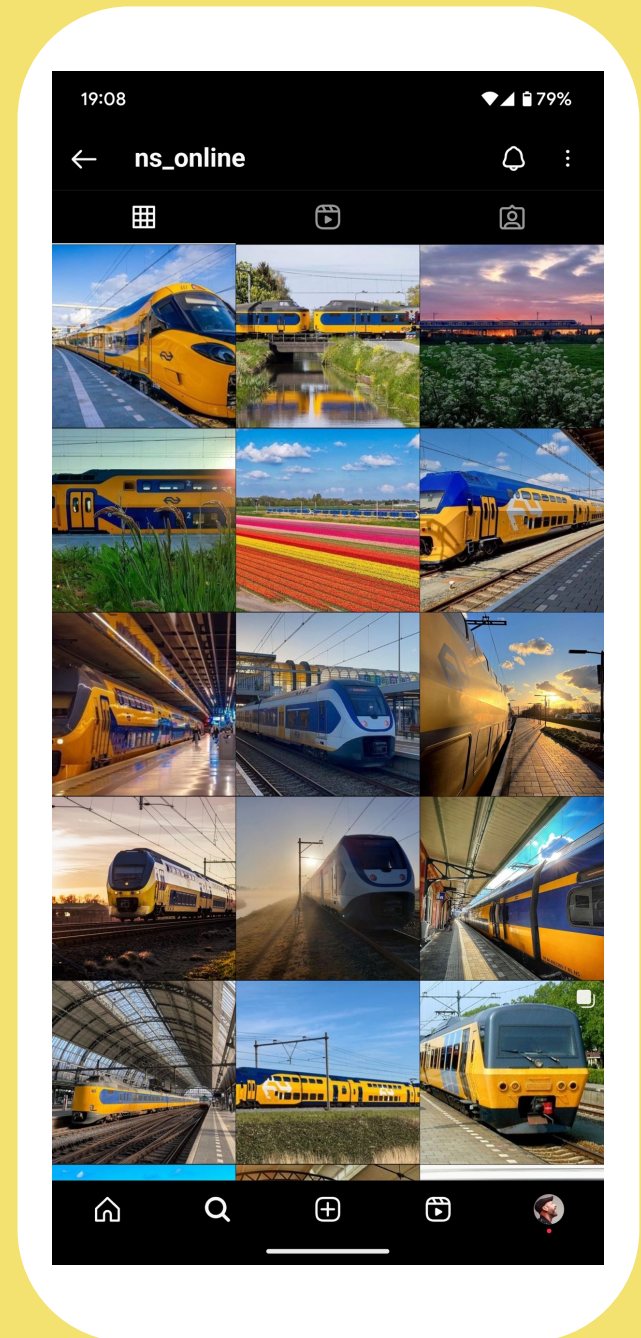
NS & SOCIAL MEDIA

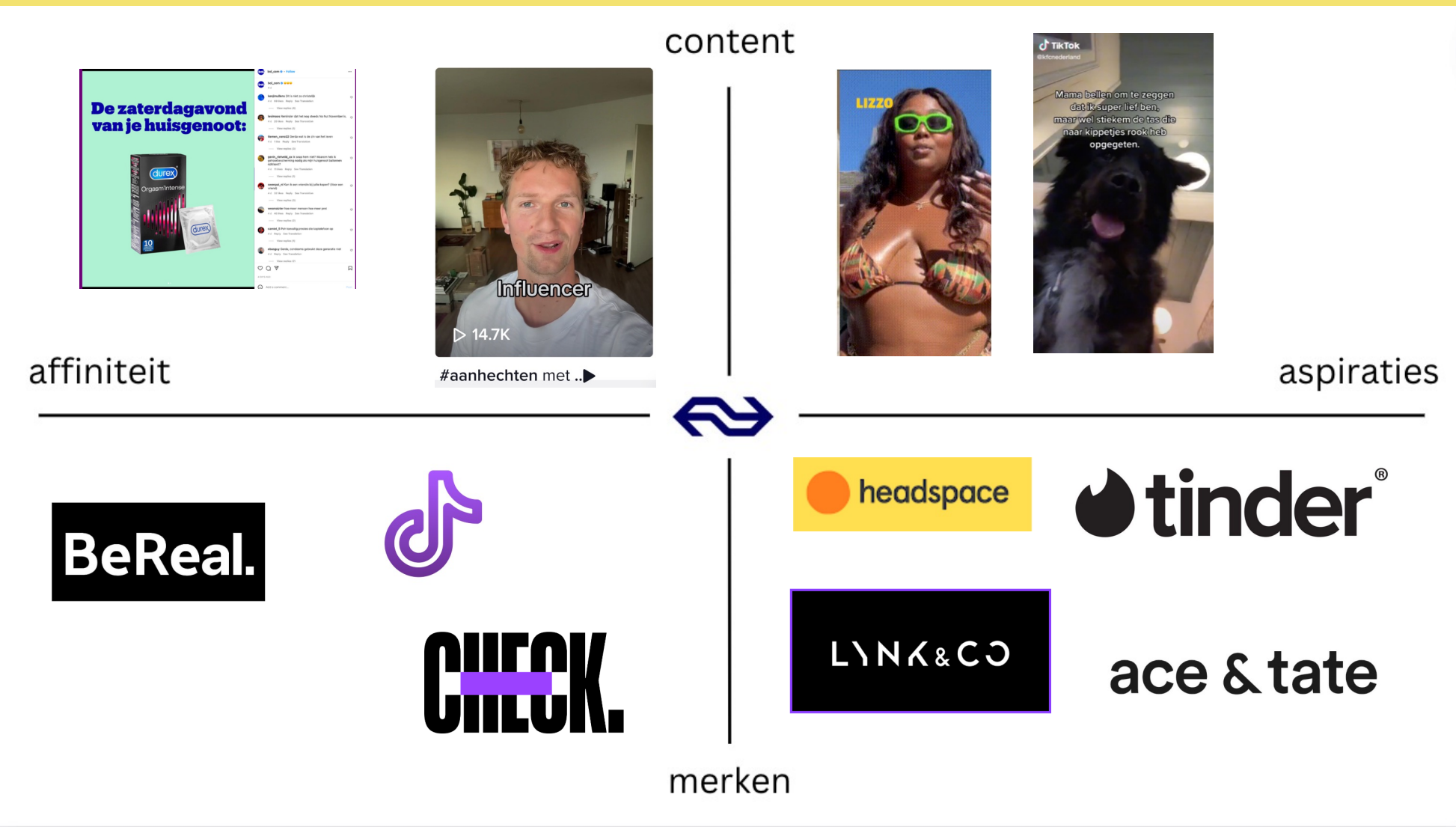


DOELEN:

- Doelgroep verbreden
- Jongeren aanspreken
- Mensen inspireren erop uit te gaan

NS & SOCIAL MEDIA

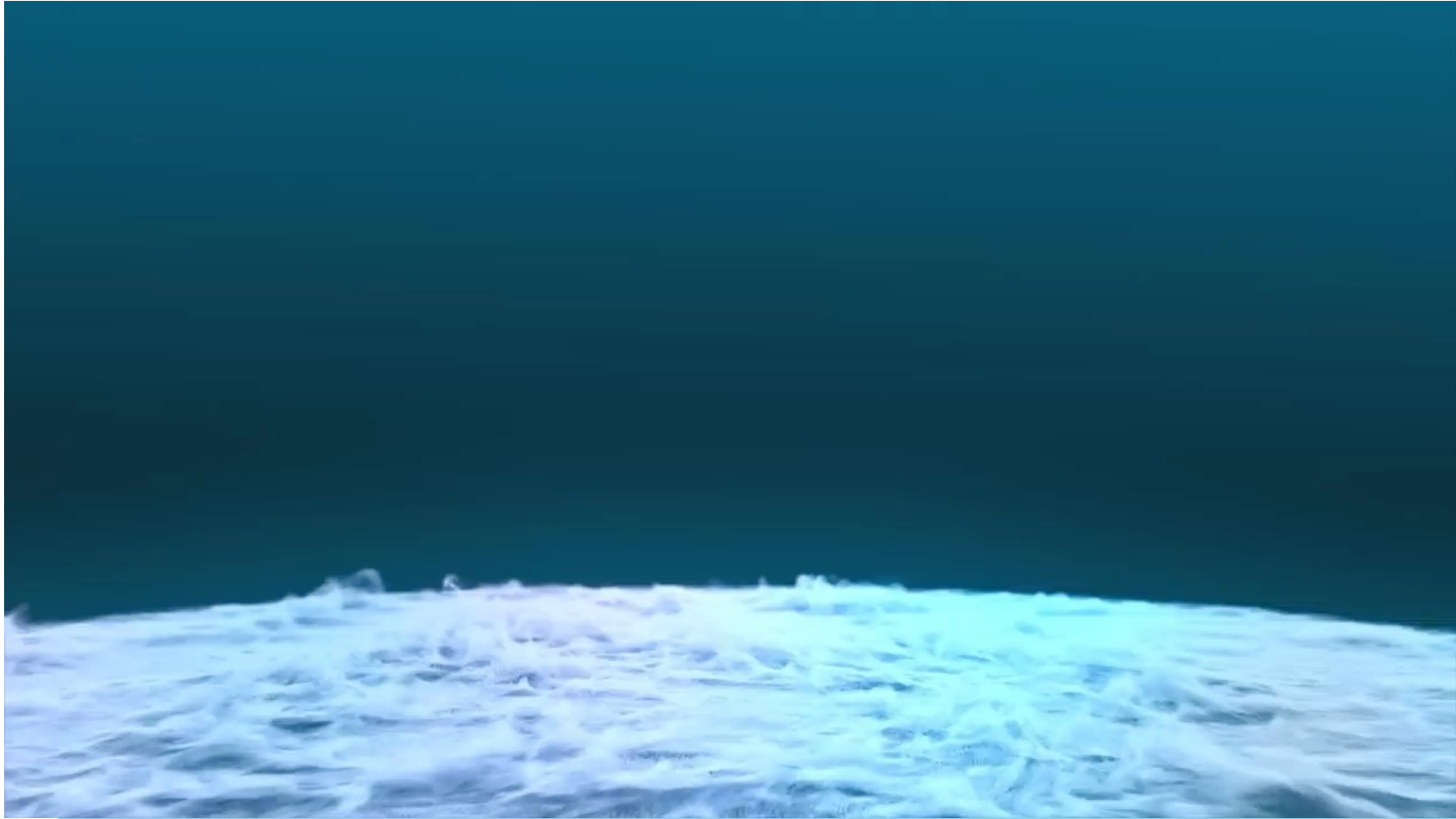




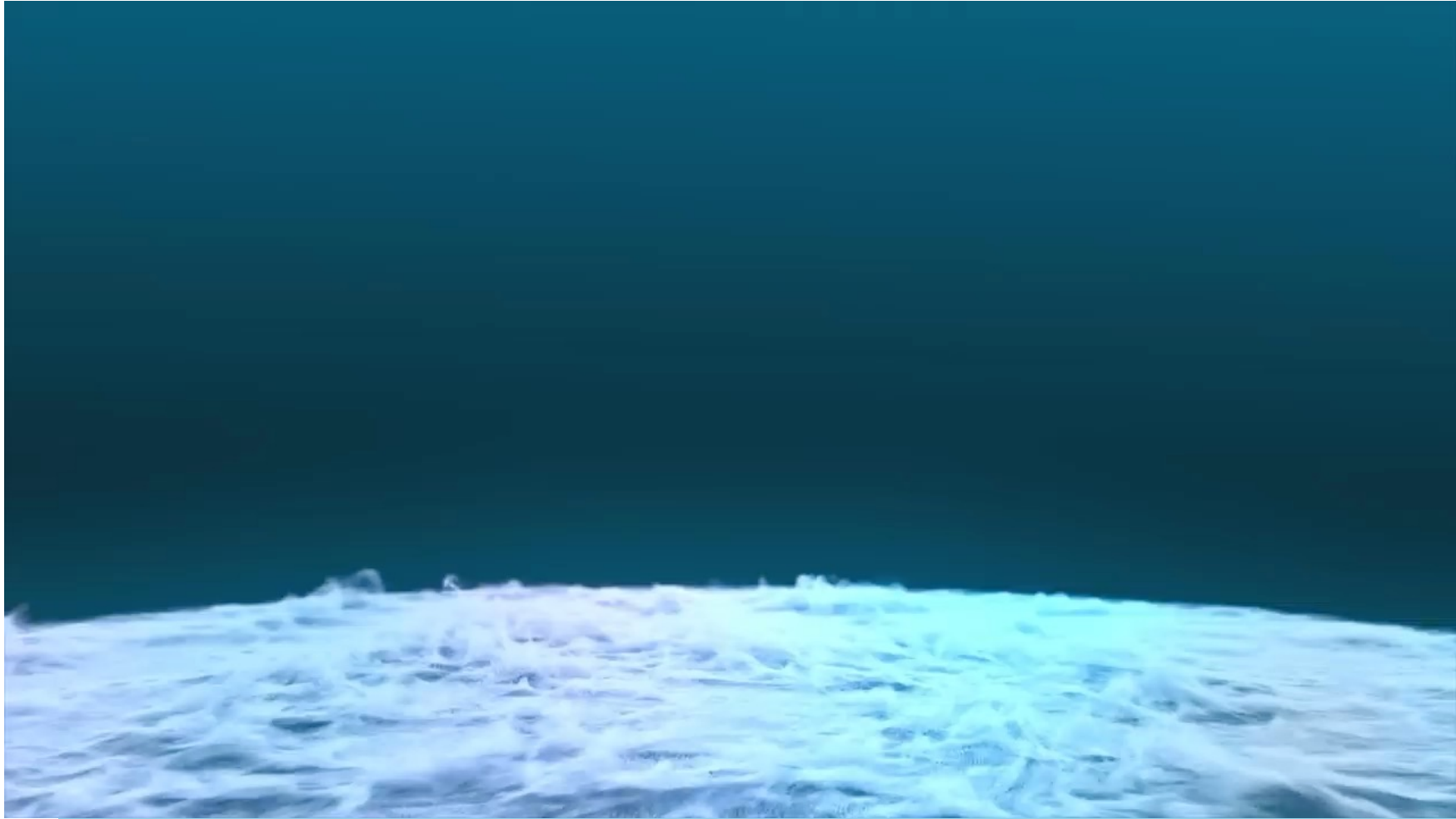
“THE LAZY CONNECTOR”

“THE LAZY CONNECTOR”

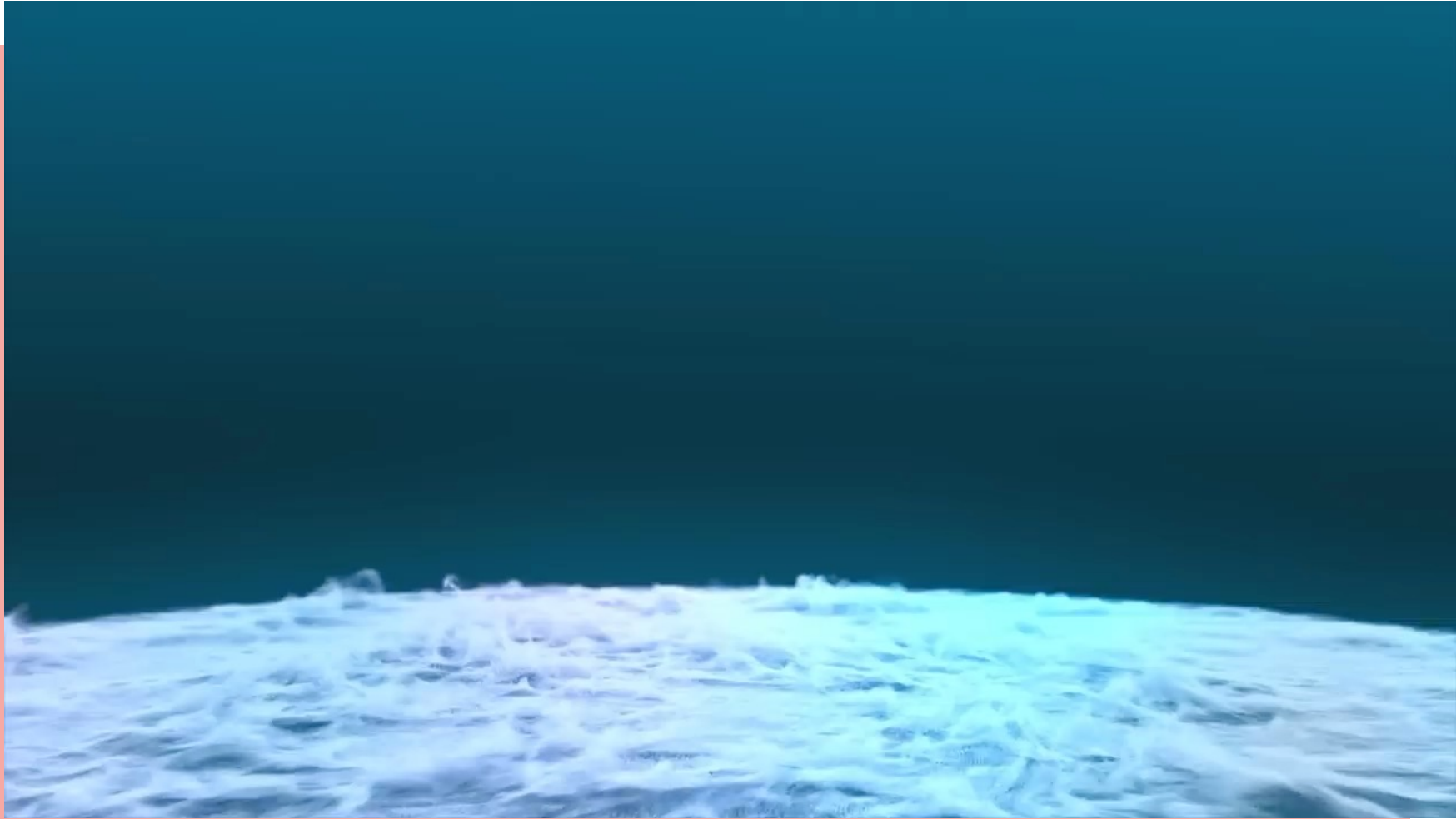
**> 1M op
TikTok**



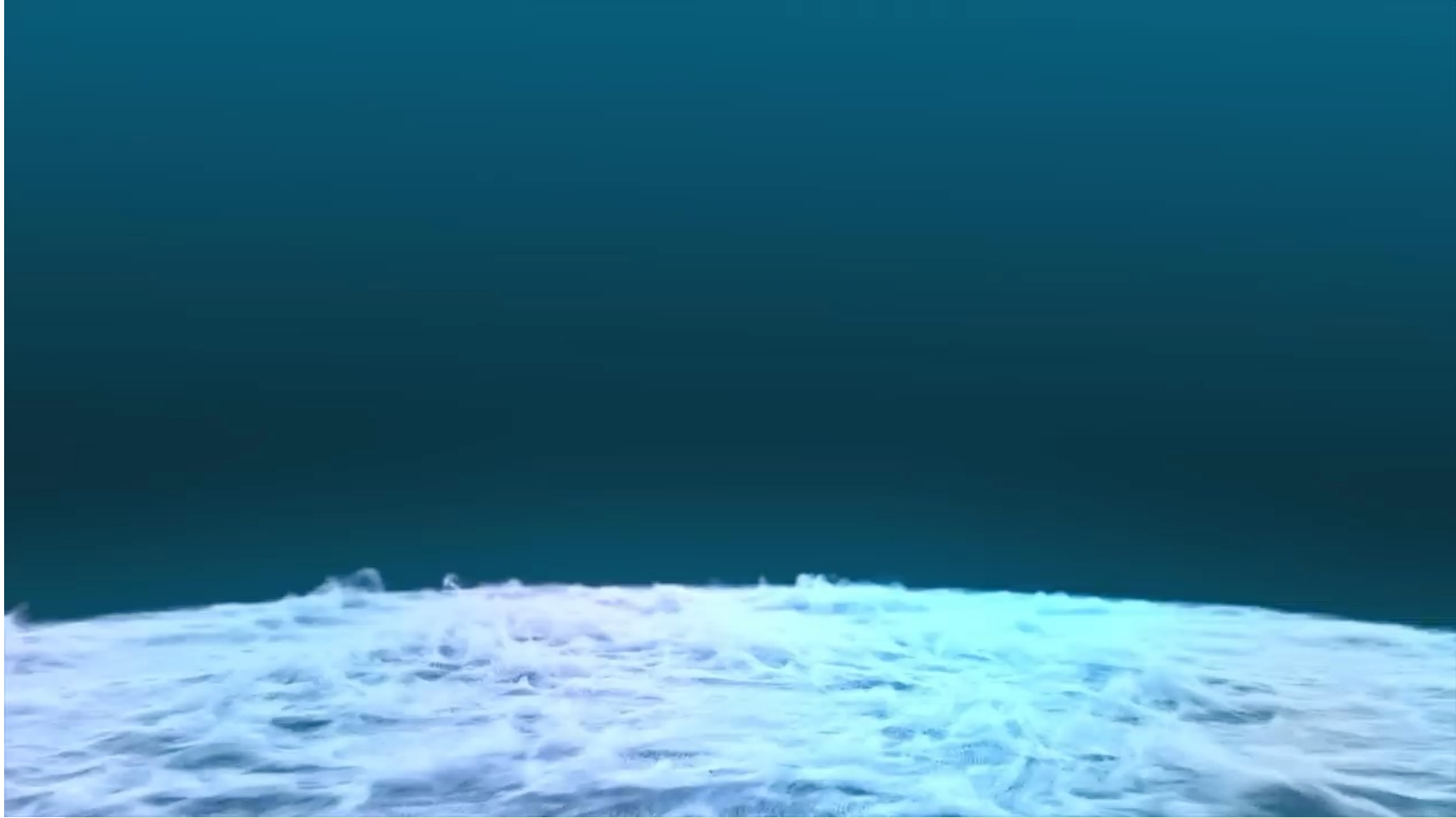
EERST SUBCOMMUNITY VINDEN



PROBEER

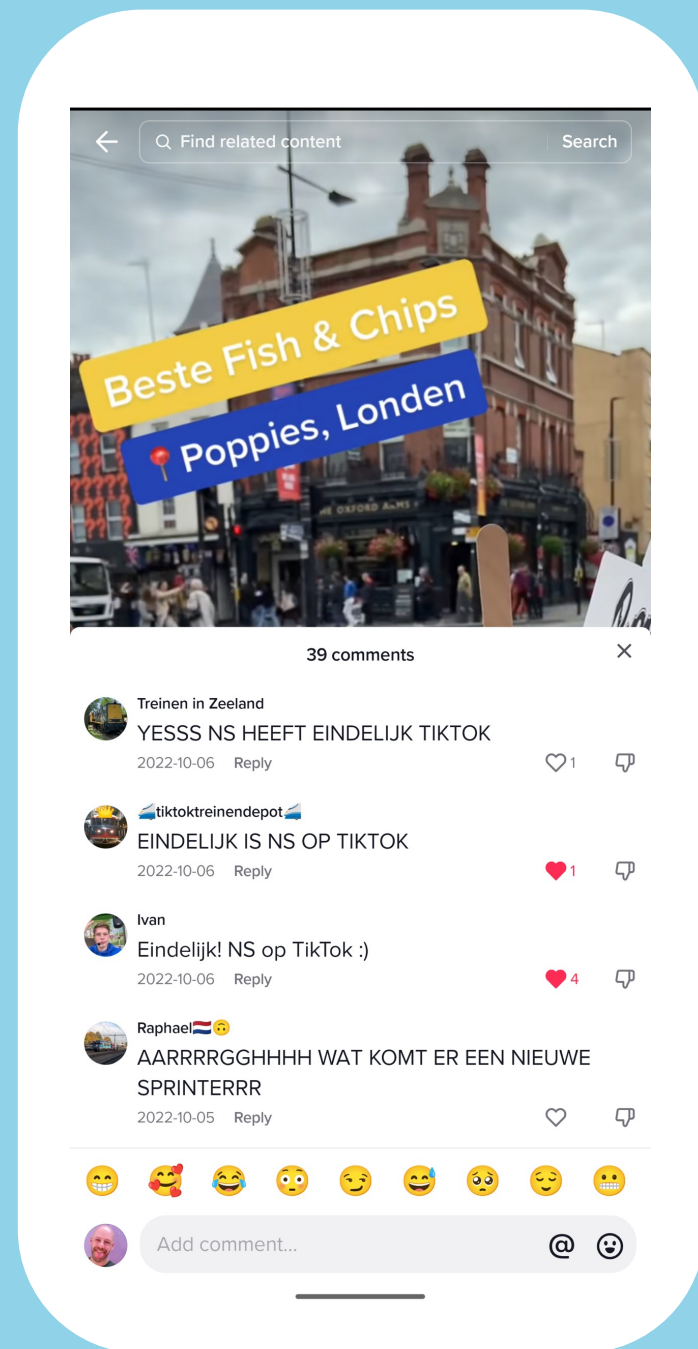


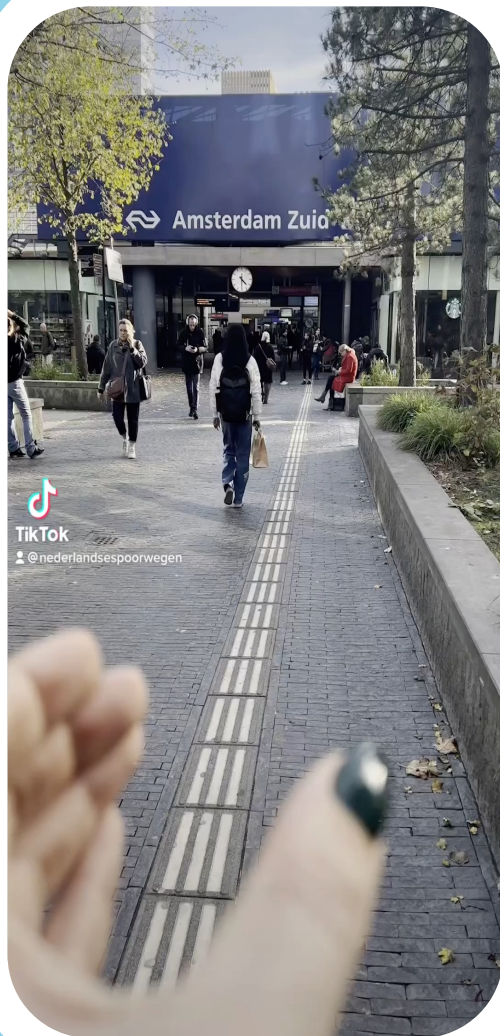
PROBEER **EVALUEER**



PROBEER **EVALUEER** **OPTIMALISEER**

PROBEER





original
inspiratie

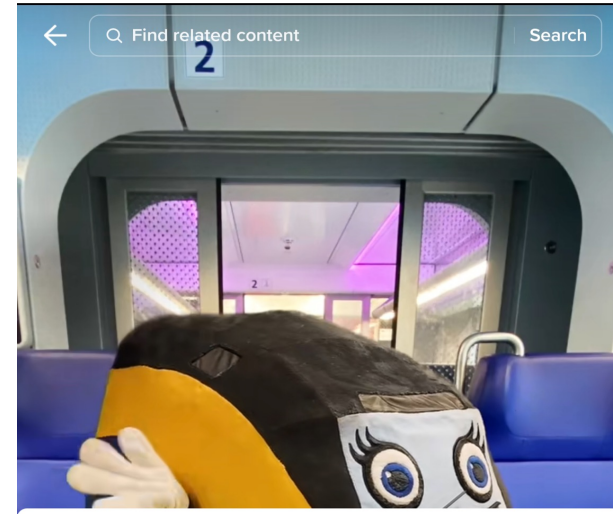


creator
humor



employee
authentiek

PROBEER



189 comments



Maeghan de Jong

@:;) ik wil dat pak

2022-10-07 Reply

5



View 1 reply



waar koop je dit pak

2022-10-07 Reply

5



Queen Vixen

yaas ns Slaay

2022-10-07 Reply

6



David

help mij

2022-10-07 Reply

8



Add comment...

@



Als het niet werkt voor deze subcommunity....

Kennis over andere kanalen, zoals elke octopus arm, is altijd relevant.

Probeer hetzelfde format voor een andere subcommunity of doelgroep...

EVALUEER



**HOEVEEL BREIN(EN)
HEEFT EEN OCTOPUS?**

OPTIMALISEER

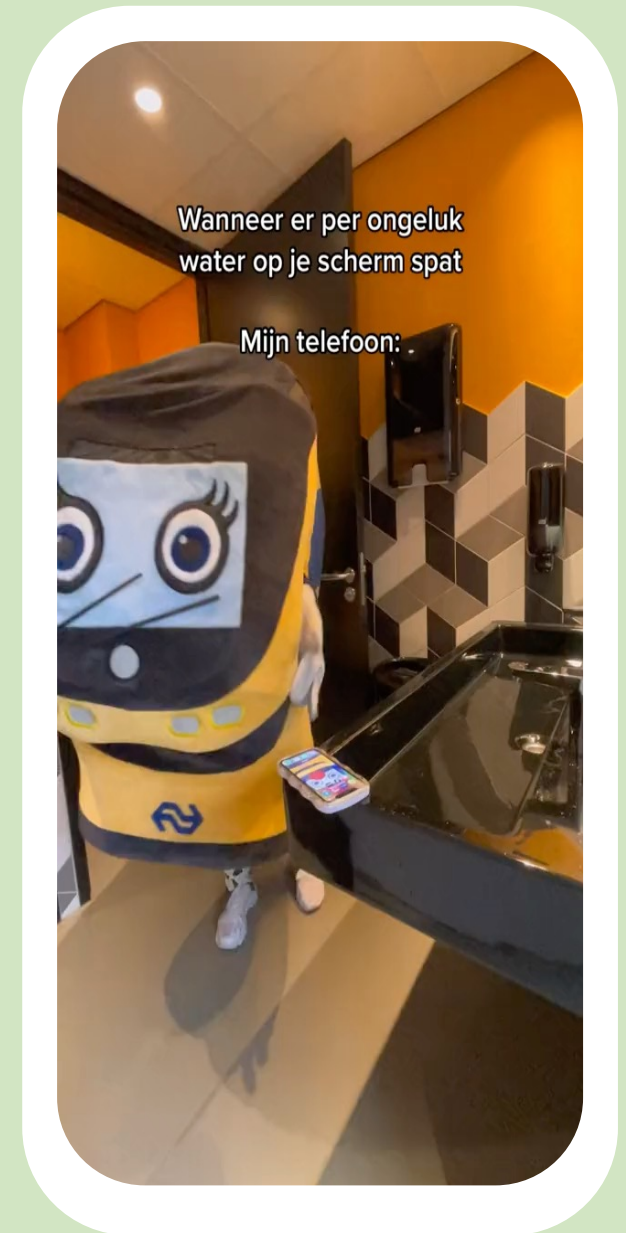
Zelfstandig opererend team

Continu leerproces

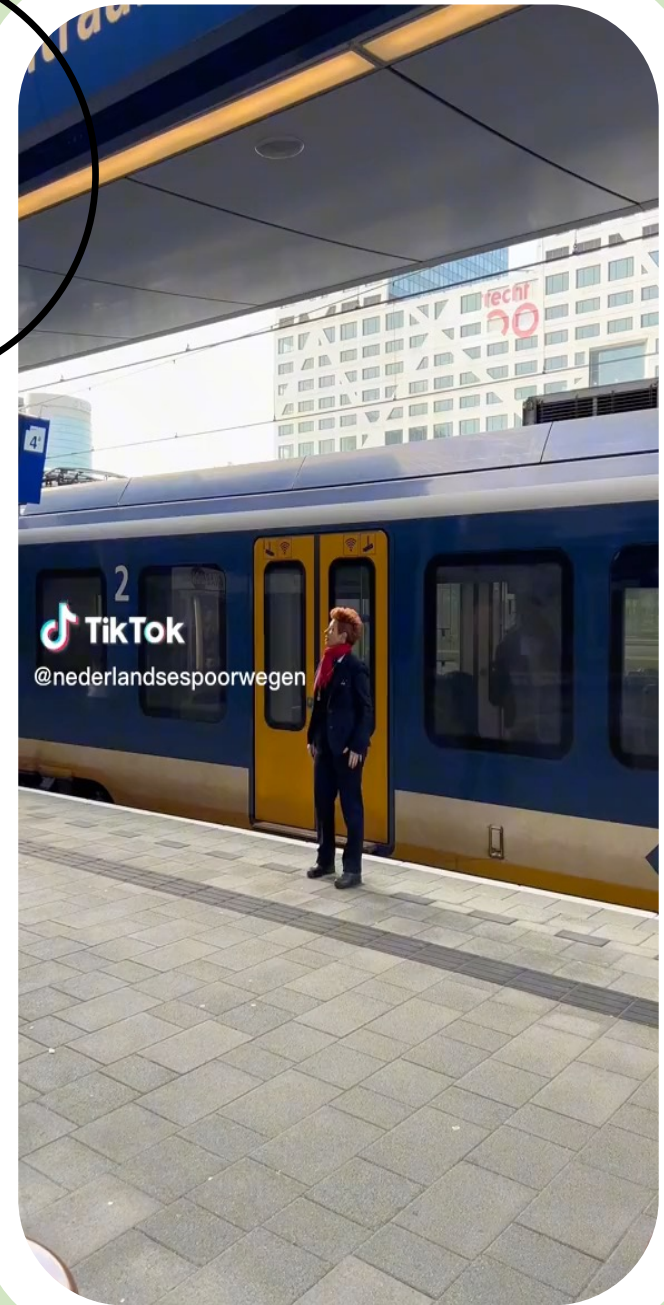
Inhaken op trends

Meegroeien en nieuwe formats

OPTIMALISEER



1M
VIEWS



OPTIMALISEER

HEERS ALS EEN OCTOPUS:

ORIËNTEER

CAMOUFLEER

ANALYSEER

PROBEER

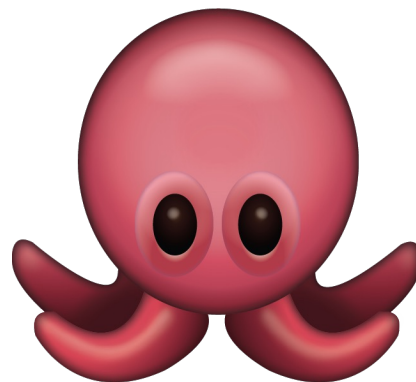
EVALUEER

OPTIMALISEER

Von Restorff Effect



HEERS ALS EEN OCTOPUS!



HELLO... IS IT YUNE YOU'RE LOOKING FOR?

Contact us

info@yune.nl
+31 20 770 16 26

Bring us a visit

Peter van Anrooystraat 7
1076 DA Amsterdam
The Netherlands

VOLG ONS

