

ooo

# Onderzoeken & marketing



**Wat is  
marketingcommunicatie?**



**“Alle  
communicatieactiviteiten  
die een merk onderneemt  
om een product of dienst  
te verkopen.”**





WHAT'S  
THIS?

pre-order

menu

# *Light*



pre-order

menu

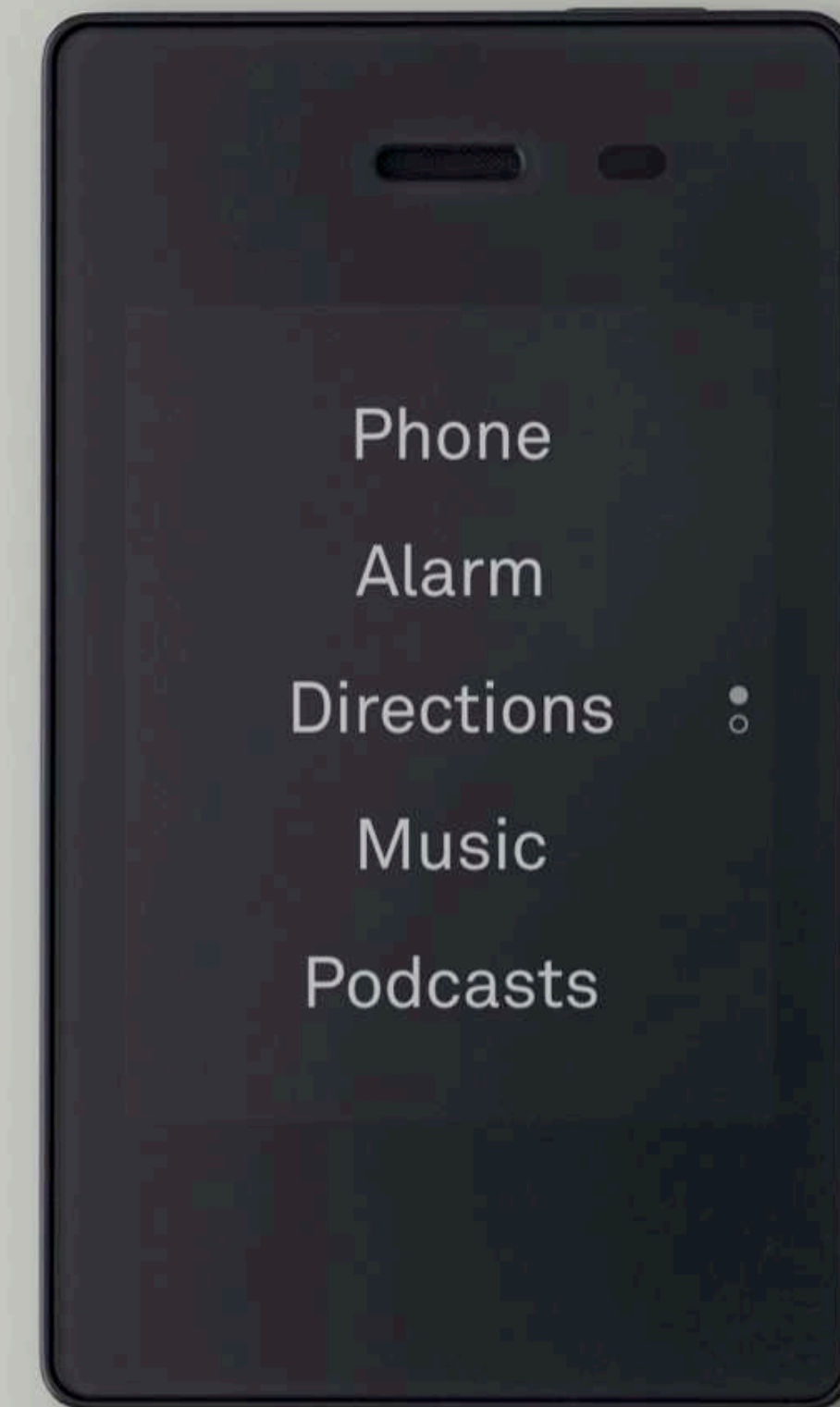


## *tools not feeds*

The Light Phone II is built around a user-customizable menu of tools. All of the tools are custom-designed for our LightOS to ensure a thoughtful, and private user experience.

Available tools currently include an alarm, a calculator, directions, a simple music player, and a podcasts tool. The phone also supports hotspot tethering.

We'll continue to release other utility-oriented tools, which will be available with software updates.



Customizable Menu

pre-order

menu







VOOR  
WIE?



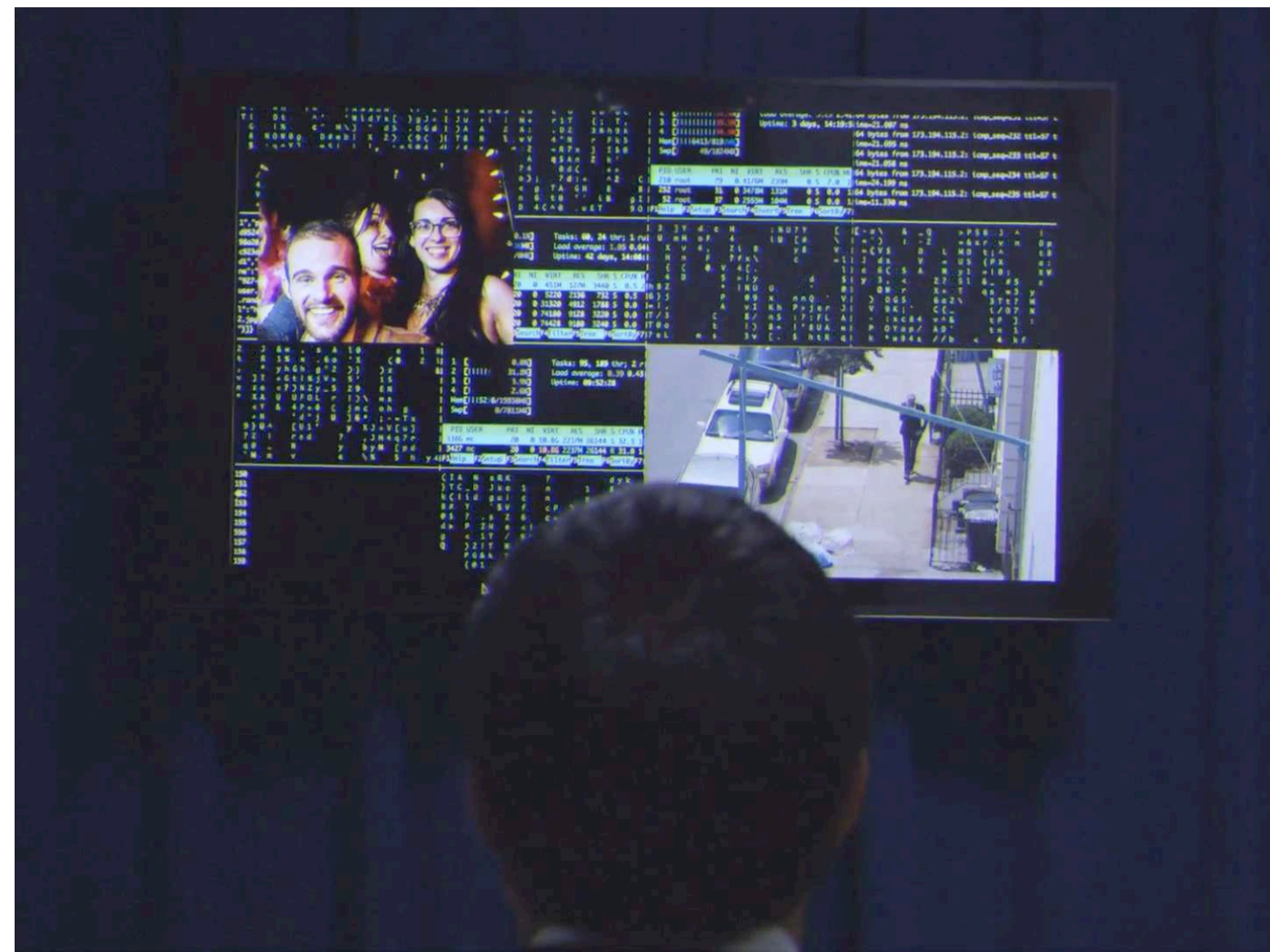
Terminal window displaying system logs and network traffic. The top section shows a list of tasks with columns for PID, USER, PRI, NI, VIRT, RES, SHR, S, CPU%, and MEM%. Below this, there are network connection logs showing IP addresses and ports. A small inset image in the top left shows three people smiling. The bottom right section shows a video feed of a white car parked in a lot, with a person walking in the background.

```
Tasks: 98, 24 thr; 1 run; 0.00% load average; 42 days, 14:00:00 up; 0.00% swap used
PID USER PRI NI VIRT RES SHR S CPU% MEM%
218 root 20 0 41704 2394 0.5 2.0 S 0.0 0.0
232 root 21 0 34704 1314 0.5 0.0 S 0.0 0.0
32 root 27 0 25504 1044 0.5 0.0 S 0.0 0.0
1192 root 20 0 18.5G 22374 10144 0.31 0.1 S 0.0 0.0
3427 mc 20 0 19.8G 22374 20144 0.31 0.1 S 0.0 0.0
```

Uptime: 3 days, 14:19:51 (mon-21-09)
64 bytes from 173.194.115.2: icmp\_seq=232 ttl=67 t=1.000 ms
64 bytes from 173.194.115.2: icmp\_seq=233 ttl=67 t=1.000 ms
64 bytes from 173.194.115.2: icmp\_seq=234 ttl=67 t=1.000 ms
64 bytes from 173.194.115.2: icmp\_seq=235 ttl=67 t=1.000 ms

Tasks: 99, 24 thr; 2 run; 0.00% load average; 89:52:28 up; 0.00% swap used
PID USER PRI NI VIRT RES SHR S CPU% MEM%
1192 root 20 0 18.5G 22374 10144 0.31 0.1 S 0.0 0.0
3427 mc 20 0 19.8G 22374 20144 0.31 0.1 S 0.0 0.0



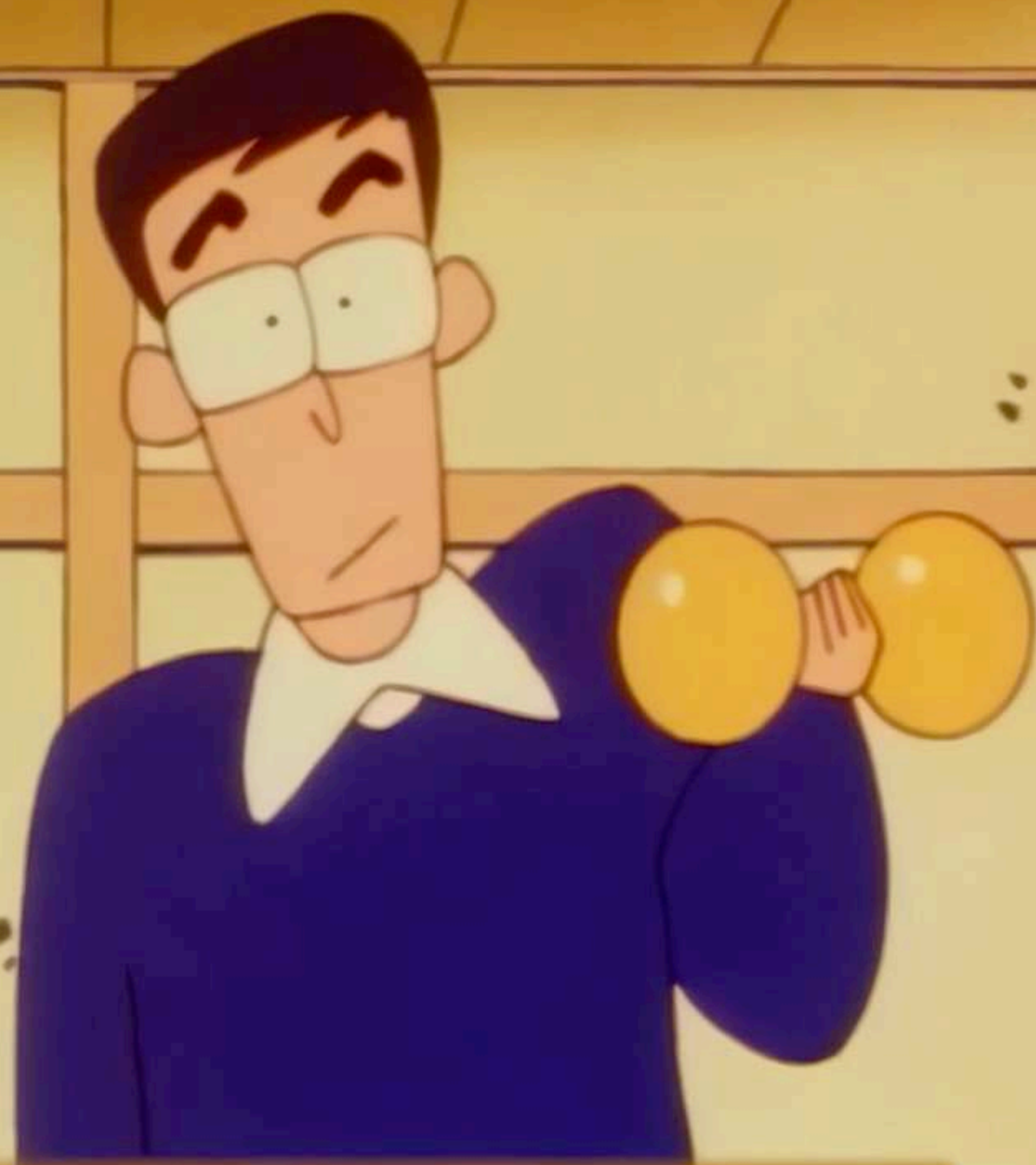


**Noteer  :**

**Alle producten**

**& alle verkoopargumenten**

**per product**



**Spice Up your Life**







**Wat heb je  
genoteerd?**

**Zometeen...**

**OPDRACHTOMSCHRIJVING**



## Opdracht deel 2 – Digitale marketinguitingen

### Ontwerp 6 Instagram posts

Alleen visueel, géén tekst eronder

- 2x grafische uitwerking
- 2x fotografische uitwerking
- 2x vrije vorm
- Welke # horen bij jouw product/dienst? Bedenk er 10

### Animated gif voor een kranten website

(krant waar jouw doelgroep zit)

Je bent vrij in de inhoud, formaat en uitwerking

Gebruik After Effects of een app of iets online

### Video (YouTube/ Insta/ TikTok)

(maximaal 30 sec.)

Maak een korte video die je ook kunt gebruiken in je salespage

Je promoot je product/dienst in maximaal 30 seconden

Maak het zo professioneel mogelijk, we begrijpen eventuele beperkingen

Gebruik After Effects of je mobiel of...?

Gebruik en hergebruik de visuele kenmerken uit je moodboard en styleboard  
Kleur, vorm, fonts, USP, slogan, e.d.

Copy

Paste