



Restaurant

Wannee

Prototype Pitch



INTRODUCTION

This pitchbook outlines a comprehensive content strategy for Restaurant Wannee. this pitchbook introduces four new content pieces specific to Wannee Restaurant and discusses the results of one of our testing prototypes. It also includes details on the implementation strategy and feasibility assessment. The contents of this document are developed based on the client and customer insights, current trends, and developments, and the prototypes are created according to the 3H model. Our focus is on deeply connecting with our target audience through authentic, engaging, and locally-inspired content. We leverage the PESO model to ensure balanced distribution across paid, earned, shared, and owned media for maximum reach and impact.

DEBRIEF

The Brand
Restaurant Wannee is known for its innovative culinary approaches, commitment to using local and fair-trade ingredients, and a strong focus on sustainability. The restaurant prides itself on core values such as **sustainability, innovation, local sourcing**, and **honesty** (Czarnotta et al., 2023).

Content Objective
Restaurant Wannee’s objective is increasing **brand awareness** among tourists and travellers. The restaurant is also dedicated to showcasing the local culture through its offerings (Czarnotta et al., 2023).

Content Domain
The "Unique Dutch Food Experiences" perfectly aligns with our client's commitment to sustainable practices, local ingredient sourcing, and customer desires for distinctive experiences that go beyond simply enjoying great food.

Creative Concept
Our creative concept, **"Experience the Menu"** draws inspiration from the content domain of "Unique Dutch Food Experiences" This concept aligns seamlessly with the client's commitment to sustainability and local sourcing, addressing our persona's desire to explore new experiences that extend beyond mere culinary delights to include cultural immersion through food. Additionally, it taps into the emerging trends highlighted in the "creative brief." Moving forward, we plan to develop content around two main themes: "Experience the Nature in the Menu" and "Experience the Local in the Menu," which will further enrich our engagement by highlighting natural and local elements in our offerings. These two possibilities can also be combined in content because of their proximity (Faber et al., 2024)

ExperienceThe Menu

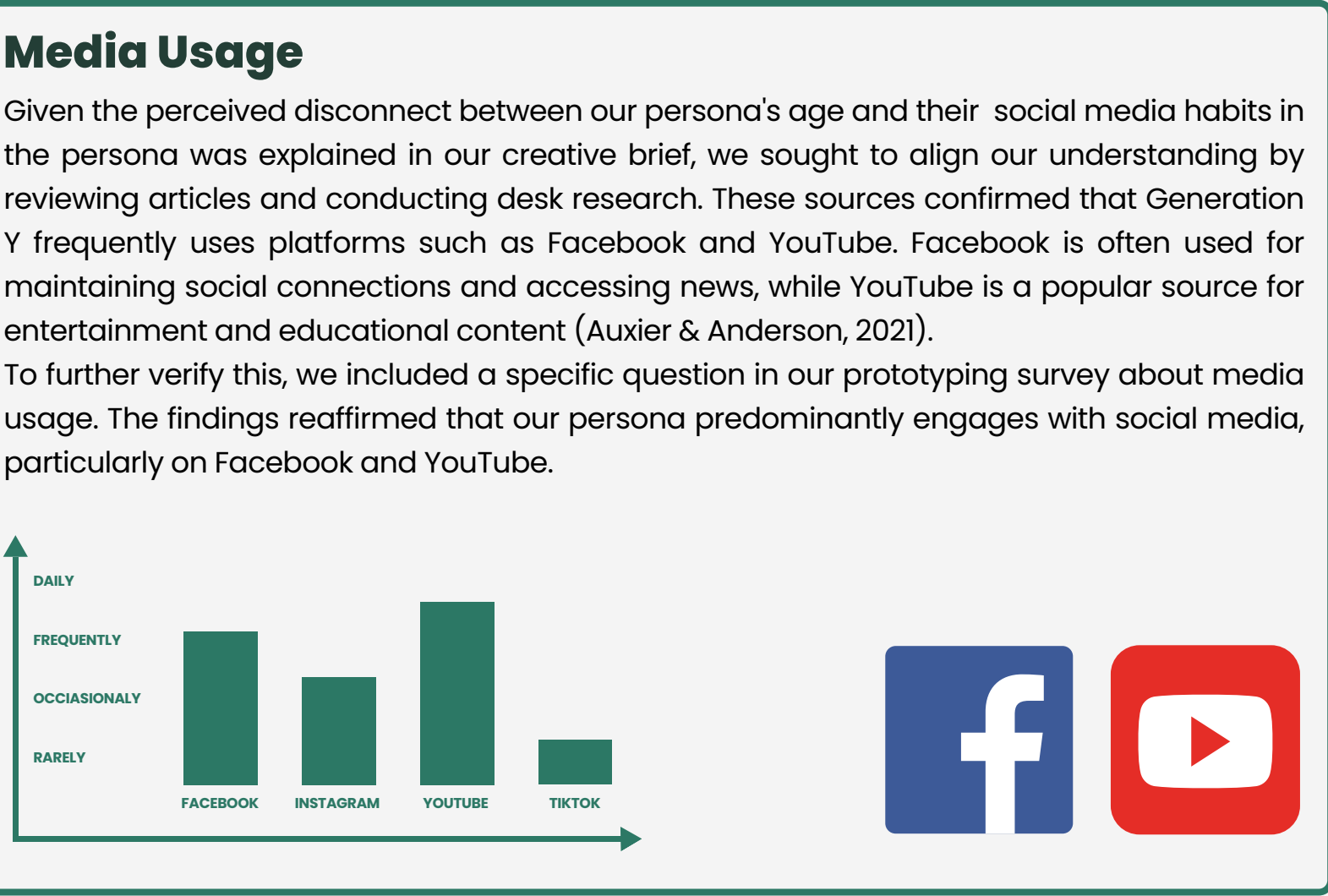
"Experience the Nature in the Menu"
"Experience the Local in the Menu"

Target Audience

- **Average Age:** 39
- **Type:** Travellers/ Tourists
- **Goals:** Experience new culture & food/Great & Unique food/Having a good mood
- **Values:** Travelling/Uniqueness
- **Motivation:** Pleasure/ New Experiences/Learning about culture
- **Frustrations:** Ordinary Menus/Bad Interior Quality
- **Food Preferences:** Healthy/ Natural
- **Favorite platform:** Offline media, Google Search & Websites (Czarnotta et al., 2023)



- A restaurant is their way of learning more about a country.
- Looks for Special occasions on vacations and wants **“more than just food”** experience
- They are looking for a way to experience culture through food.



PROTOTYPE 1

THE FRIESLAND FARM MAP HUB

Core Idea

This content on the restaurant’s website serves as a guide for participants to find local farms where they can purchase fresh ingredients and products. It includes precise Google Maps locations and additional details about the farms. This map provides tourists and travelers with the opportunity to gain new experiences through an interesting journey.

Automization

To automize this content, we utilize Facebook posts, as it is the ideal social media platform for reaching our target audience. The Facebook post is designed to engage Wannee Restaurant’s audience. It also features a regularly updated map displaying several farms that sell similar items, such as berries, emphasizing a connection to the local food supply and community-supported agriculture.

Every Facebook post, which is published monthly, focuses on two or three farms with similar products. While the website displays all farm locations on a single map, these posts highlight individual products.

Content Details (Original Content on Website)

The content promotes an experience that goes beyond just dining out. It’s about connecting with nature, visiting local Dutch farms, and learning about the journey of food from farm to table.

- **Visual Storytelling:** Using a map and imagery, the post visually narrates the journey of the farm to table, appealing to the audience's desire for visually led experiences.
- **Location & more information:** Under the map, users can discover the locations and additional details for each product.
- **Regular Updates:** By featuring different farms monthly, the campaign keeps the content fresh and encourages repeat engagement.

Objective

20% increase in online engagement and brand awarness among target audience in 6 months.

KPI

- Achieve a 15% increase in traffic to the Wannee website from Facebook
- 20% increase in overall facebook engagement in 6 month.

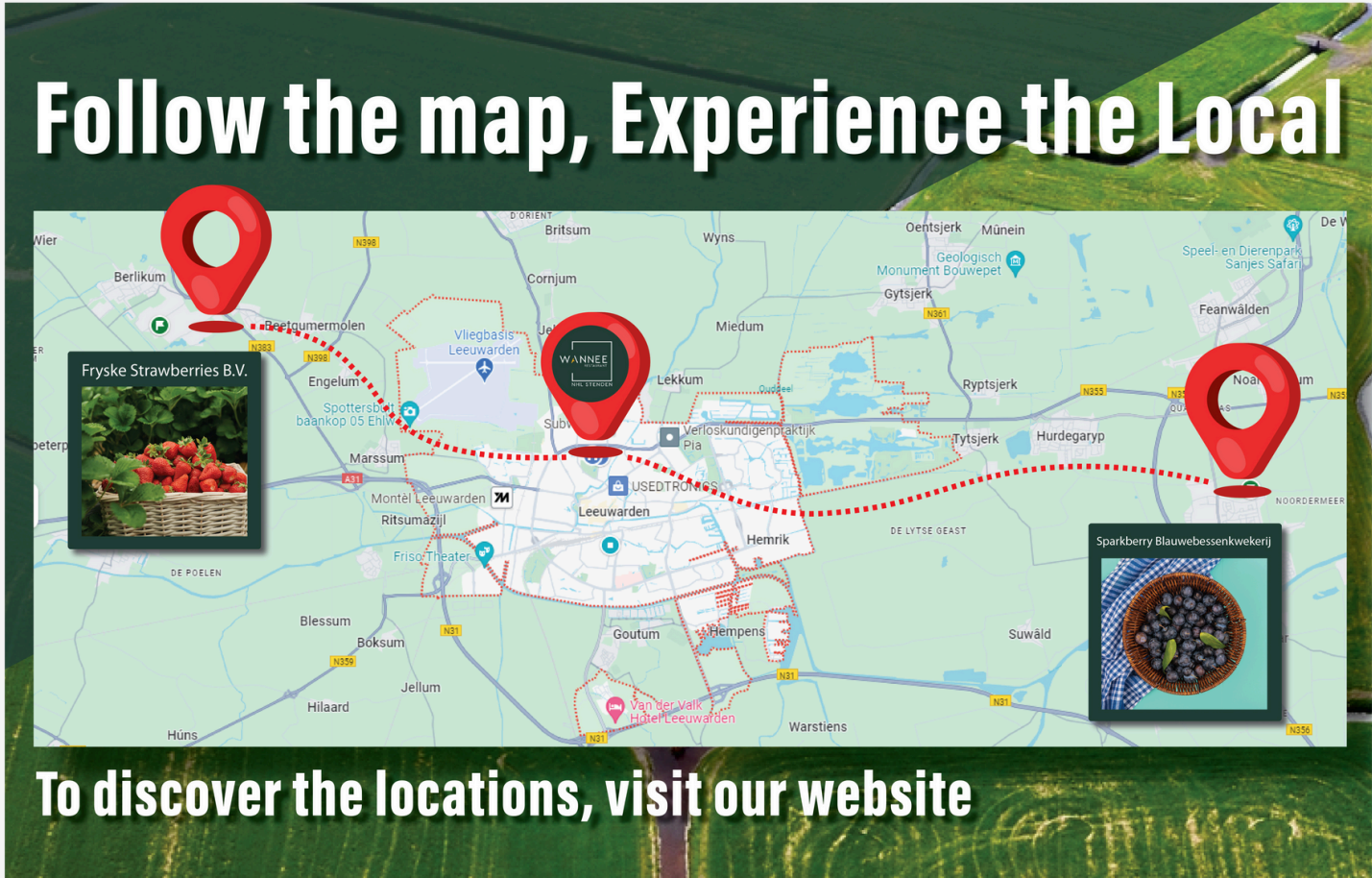
Metrics

- Website CRT from the link in the Facebook post caption.
- Engagement rate of Facebook.

Channels

- Website
- Facebook





Content Details (Facebook Post)

- **Visual Content:** The post includes a map of Leeuwarden that pinpoints the locations of farms engaging in honor-based sales practices. Accompanying the map are photos and names of two to three featured farms each month.
- **Caption:** An informal and engaging description accompanies the map, detailing the unique trust-based selling concept. The caption invites followers to click a link for more details on the farm locations and their stories. when brands adopt informal (vs. formal) tone-of-voice in their social media interactions, consumers perceive a greater social presence of brands and a greater intention to engage with them (Jeong et al.,2022).
- **Call to Action:** The post encourages users to visit a specific backup page on the Wannee Restaurant’s website via a provided link. This page contains extensive information about the farms, including their stories, products, and the importance of local sourcing for the restaurant. The presence of a call to action which encourage specific actions in content marketing influences the intention to engage by interacting with the advertising tone and the communal-brand connection (Weiger et al., 2018).

Rationale

Alignment to Client and Customer Values: Wannee's dedication to innovation shines through in this content, catering to customers interested in learning and experiencing new cultures. according to the emphasis on honesty and sustainability by Wannee this content helps them to become a trusted part of the local community.

Alignment to the Target Audience: The target audience, mainly composed of 39-year-old travelers and tourists, often uses google search and facebook as main social media platform so this content and its distribution strategy is particularly effective for engaging Generation Y, who are known for frequently using web searches to find information (Thompson, 2021). According to research, tourists are increasingly using social media platforms like Facebook to plan travel activities and seek authentic local experiences (Xiang & Gretzel, 2010). By using Facebook for updates about local farms, Wannee effectively engages with its audience on a platform they frequently use.

Alignment to the Creative Concept: The creative concept of 'Experience the local' is clearly reflected in this content. As Tung and Ritchie (2011) observed, travelers seek genuine local experiences that connect them with the culture and practices of the area. Wannee's focus on local farms and fresh products facilitates these authentic encounters, enhancing the brand's appeal and aligning with the audience's desire to explore new experiences and understand local cultures through food.

Alignment to Client's Objective: By posting about local farms, Wannee effectively promotes community-based agriculture and connects with participants who value local products. Each post features a different farm, positioning the restaurant as a key player in the local sustainability and produce scene. This approach not only showcases local culture but also boosts the restaurant's visibility and reputation through active engagement and sharing on social media specially with a call to action links to website. Furthermore, using Facebook, a platform known for enhancing brand awareness (Nadkarni & Hofmann, 2012).

Distribution Strategy & Tactics

- **Publish**

Owned Media (Website):

The main publishing space for the Friesland Farm Map will be the Wannee Restaurant website. Following the website release, we will promote the map on Facebook to increase its visibility. By directing users from Facebook posts and ads to the dedicated page on our website, we offer a comprehensive look at the locations and stories behind local farms. This approach not only boosts our SEO efforts but also significantly enhances user engagement.

Rented Media (Facebook):

According to desk research, Generation Y frequently utilizes platforms like Facebook based on our prototype test (page 10 & 11), Wannee Restaurant should create Facebook posts tailored to their personas with informal captions, specific calls-to-action (CTAs), and relevant hashtags to boost organic engagement monthly. Posts are most effective when shared on weekend evenings (Friday and Sunday between 14:00-17:00) when followers are likely to be most active and receptive, as studies show that social media usage peaks during these times (Perrin, 2015).

- **Promote**

Paid Media (Facebook Ads):

We are going to use Facebook Ads to extend reach, targeting locals around Leeuwarden interested in local food and new experiences. Ads should run for at least seven days to allow for optimization by Meta's Ads Manager, part of the Meta Business Suite. This duration is supported by research suggesting that a minimum period is necessary for achieving optimal ad performance (Chaffey, 2019).

Shared Media (Facebook Groups):

We can distribute our free content by sharing posts in Facebook groups related to topics such as Leeuwarden cuisine, travel to Leeuwarden, tourism in the Netherlands, or sustainable practices. This strategy allows us to reach new, specific audiences who are interested in these areas. However, it's important that we adhere to the rules of each group to avoid having our posts removed. Base on research by targeting these specialized communities that align with our brand's values, we can significantly enhance our brand's visibility online (Tuten & Solomon, 2020).

PROTOTYPE 2 | THE CALL OF NATURE

VIDEO HERO

Core Idea

"This hero content piece "Call of Nature" is a video that showcases a 40-year-old businessman rediscovering the joys of nature through a visit to a local farm. The story is designed to inspire audience to reconnect with the natural world, enjoy simple moments, and escape the bustling city life. Although this content represent the "Experience the nature" concept, It embodies the idea of "Experiencing the local" Therefore, this content and "The Friesland Farm Map" are closely linked and can mutually enhance their promotion.

Rationale

Alignment to Target Audience: The "Call of Nature" video strongly connects with travelers and tourists looking for genuine experiences and cultural immersion. Research shows that these travelers increasingly seek to engage with local nature, cuisine, and environments, desiring experiences that are unique and uncommercialized (Cohen & Avieli, 2004). This video meets their desire for authentic, unique experiences by highlighting a local farm visit, aligning well with their search for authenticity. Additionally, it fits perfectly with their preferred media platforms, especially google search & YouTube, which they use frequently.

Alignment to Creative Concept: This content integrates our both creative concepts by highlighting the local farm and its natural offerings, thus directly linking the dining experience at Restaurant Wannee with the natural world. This integration not only makes the video about seeing nature but about experiencing and tasting it, which perfectly supports the creative concept and emphasizes the restaurant's commitment to sustainability.

Alignment to Client's Objectives: This content increases brand awareness by being published and promoted on Restaurant Wannee's YouTube channel. The call to action in the video caption will also direct viewers to the website, enhancing customer engagement and web traffic.

Objective

Improve brand awareness among target audience by 30% in six months

KPI

- Increase website visits with low bounce rate by +20 visits each month within six months
- 20% increase in YouTube views within 6 months

Metrics

- Views and impressions of the Youtube video
- Click through rate to website visit with a low bounce rate from the Youtube video
- Track organic traffic improvements and keyword rankings

Channels

- YOUTUBE
- WEBSITE



Distribution

YouTube's broad reach and the popularity of video content make it an essential platform for educational and promotional strategies, significantly extending the audience reach beyond traditional media (Klobas et al.,2018).

• Publish

Owned Media (WEBSITE and SEO): publication on Wanne website and promoting by Keyword Optimization for original viewers: Research and use relevant keywords that potential viewers might search for, such as "nature escape", "sustainable dining in the Netherlands", "New experiences in the Netherlands", "local dining experiences in Leeuwarden", "Stress Relief Activities in farms", "Work-Life Balance", or "Farm to table experience in Leeuwarden". Incorporate these keywords naturally into the video's title, description, meta tags, and any accompanying content on the page.

Rented Media (YOUTUBE): Publication on YouTube with the link in the description to the website of the restaurant Wannee.

• Promote

Paid Media (YOUTUBE ADS): To promote the video "Call of Nature" published by the restaurant Wannee, targeting should focus on specific audience segments to ensure the content resonates effectively.

Demographic Targeting:

- Adults aged 30-55: This age group may relate closely to the protagonist's experiences and lifestyle pressures.
- Urban Professionals: Those in high-stress jobs or urban environments, likely to resonate with the theme of reconnecting with nature.

Interest-Based Targeting:

- Nature and Outdoor Enthusiasts: People interested in nature, farming, and outdoor activities.
- Health and Wellness Advocates: Individuals focused on healthy living and natural foods.
- Work-Life Balance Seekers: Those looking for content on reducing stress and improving personal well-being.

Geographic Targeting:

- Residents of Urban Areas: Target those living in cities who might desire an escape to simpler, natural settings.

Behavioral Targeting:

- Content Consumers of Similar Themes: Target viewers who engage with content about nature, wellness, or eco-tourism.
- Travel influencer followers: People who follow local influencers or travel vloggers who showcase their experiences exploring nature.

Content Details

Cinematography Techniques: Cinematography is a broad concept that encompasses several techniques for creating strong audiovisual films (Summa et al., 2019). The video highlights the stark differences between the fast-paced city environment and the calm, picturesque countryside.

Storytelling Techniques: Stories are an effective tool to engage specific audiences on an emotional level (Zatwarnicka-Madura & Nowacki, 2018). The story of Jacob can be effectively summarized using the Freytag's (1896) storytelling model , which includes the Exposition, Rising Action, Climax, Falling Action, and Resolution.

Caption: A brief, informal caption that conveys the message "Experience nature" prompting viewers to heed the call to action.

Call to Action: The caption includes a call to action “Nature is calling you. Click here and experience nature” to encourage the video viewers to click on the link of the Restaurant (The web page will be discussed on page 15)

Creative Direction

- 1.**Exposition:** Jacob is a 40-year-old businessman living a hectic urban life, characterized by endless meetings and deadlines, with meals often consisting of quick fixes like club sandwiches and microwave meals.
- 2.**Inciting Incident:** One day, after a particularly busy week, Jacob finds a fresh apple on his desk, left there by his secretary as a parting gift.
- 3.**Rising Action:** This apple, a stark contrast to his usual diet, catches his attention and he decides to save it for later. After a long meeting, he chooses the apple over another quick meal and leaves his office impulsively.
- 4.**Climax:** Jacob's routine is disrupted when he stops at a red light and notices a small shop selling fresh apples. Inspired by the sight of a woman enjoying the simple act of selecting apples, he decides to eat the apple he saved. The fresh, crisp taste triggers nostalgic memories and a realization of what his life lacks.
- 5.**Falling Action:** Motivated by this epiphany, Jacob searches online for nearby farms and cancels his upcoming Monday meetings to visit an apple farm. At the farm, he experiences a deep connection with nature, enjoying fresh food and engaging with the farmers.
- 6.**Resolution:** The visit to the apple farm proves to be transformative for Jacob, leading him to rediscover the joys of simplicity and nature. He finds true happiness not in his professional achievements but in unburdened moments that reconnect him to a more authentic, fulfilling way of living.



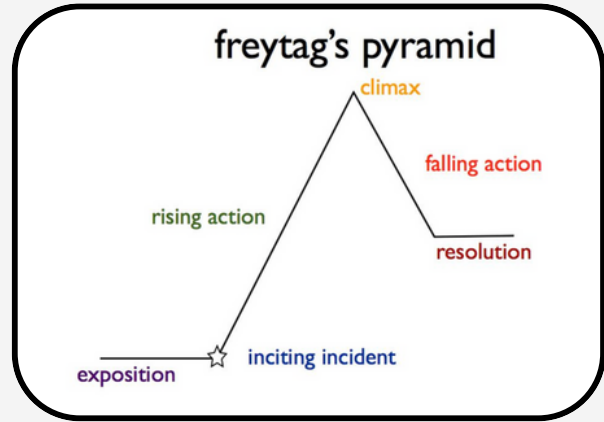
Exposition



Inciting Incident



Rising Action



Climax



Falling Action



Resolution

PROTOTYPE 3 | A MEMORABLE TASTE

VIDEO HERO

Core Idea

“A memorable taste” is a hero content which designed to engage Wannee Restaurant’s audience by valuing unique culinary experiences and positive emotions when enjoying food. The video is inspired by the movie Ratatouille by Disney, emphasizing the emotional power of food memories, exploring nostalgia and the emotional connections that food can evoke. Nostalgia in food can trigger memories that enhance the dining experience, making meals more memorable and emotionally impactful (Riskos et al ., 2022). Relating this experience to a universally relatable moment (a dish that reminds someone of their childhood), emphasizes Wannee's dedication to warm, authentic cuisine. This approach not only raises awareness of the restaurant's offerings but also positions the restaurant as a place that creates and cherishes meaningful experiences.

Content Details

Cinematography Techniques: Engaging storytelling through visuals is paramount in connecting with audiences emotionally. By employing various cinematography techniques, such as dynamic framing and lighting, filmmakers can effectively convey the essence of a story and captivate viewers.

Storytelling Techniques: To craft this narrative, we also applied Freytag's narrative structure.

Caption: A short, casual caption that communicates "Experience the Local in the Menu," encouraging viewers to click on the call to action.

Call to Action: The call to action directs users to Wannee's landing page, where they can fill out a form to unlock exclusive offers and discounts.(This landing page will be discussed on page 9)



Inspiration scene from Ratatouille the movie (2007)

Objective

Improve brand awareness among tourists by 30% in six months

KPI

- Increase website visits with low bounce rate by +20 visits each month within six months
- 20% increase in YouTube views within 6 months

Metrics

- Views and impressions of the Youtube video
- Click through rate to website visit with a low bounce rate from the Youtube video
- Track organic traffic improvements and keyword rankings

Channels

- YOUTUBE
- WEBSITE



Distribution

• Publish

Owned Media (WEBSITE and SEO): publication on Wanne website and promoting by Keyword Optimization for original viewers: Research and use relevant keywords that potential viewers might search for, such as "traditional Dutch cuisine", "Dutch culinary traditions", "New experiences in the Netherlands", "local dining experiences in Leeuwarden", "memorable dining experiences", "local dishes Leeuwarden", or "unique dining experience in Leeuwarden". Incorporate these keywords naturally into the video's title, description, meta tags, and any accompanying content on the page.

Rented Media (YOUTUBE): Publication on YouTube with the link in the description to the website of the restaurant Wannee.

• Promote

Paid Media (YOUTUBE ADS): To promote the video "Call of Nature" published by the restaurant Wannee, targeting should focus on specific audience segments to ensure the content resonates effectively.

Demographic Targeting:

- Geographic Targeting: Concentrate on users located in or planning to visit Leeuwarden or the Netherlands, as well as those interested in Dutch fine dining.
- Tourists and Travelers: Target individuals interested in exploring new destinations and experiencing local culture, particularly those planning to visit Leeuwarden or the Netherlands.
- Food Enthusiasts: Target users passionate about culinary experiences, fine dining, and trying authentic local cuisine.
- Nostalgia Seekers: Reach out to viewers who appreciate sentimental and nostalgic storytelling, especially those who enjoy reliving childhood memories through food experiences.
- Disney Fans: Engage with fans of Disney's "Ratatouille" movie, as the video draws inspiration from its emotional storytelling elements.
- Cultural Explorers: Appeal to individuals interested in learning about Dutch culture, traditions, and cuisine, especially those seeking immersive dining experiences.

Creative Direction

Exposition: Jonas, who moved away from Leeuwarden when he was five, is now back with his fiancée Mia to visit his hometown.

Inciting Incident: They go to Wannee, a fine-dining Dutch restaurant, to try a local dish of his hometown based on a Google search for Dutch fine-dining in Leeuwarden and reviews.

Rising Action: Jonas orders Witlof, a traditional Dutch meal that was his childhood favorite meal and his mother used to cook it at home many years ago before she passed away.

Climax: Eating the Witlof, Jonas is hit by a wave of memories about his mom cooking the same meal in the kitchen in his childhood home.

Falling Action: His fork drops as he's lost in thought, bringing him back to the restaurant with Mia.

Resolution: He tells Mia about his childhood, making the moment special and emotional as they share his past memories together, linking it to their future.

Jonas's story shows how a dish from a local menu can bring back memories and connect people to their roots. When Jonas eats a traditional dish at Wannee, it's like he's back in his childhood, remembering his mother and old home. This moment isn't just about tasting the food; it's about reliving memories and sharing his life story with Mia. Restaurants like Wannee use local dishes to create these meaningful experiences, making dining about more than just food, but about stories and memories that make people feel at home.



Exposition



Inciting Incident



Rising Action



Climax



Falling Action



Resolution

Rationale

Alignment to Target Audience: Gastronomy is a significant part of the travel experience and that travelers often seek genuine experiences that connect them with local culture (Henderson, 2009). By focusing on local and genuine cuisine that triggers nostalgia, our content directly appeals to our audience's desire for new cultural experiences and unique, memorable meals. Additionally, the YouTube channel also works well for our target audience's social media usage, enhancing their engagement with our content.

Alignment to Creative Concept: Our creative concept, "Experience the Local," is effectively utilized in the content by emphasizing the emotional connections and memories associated with food. The use of nostalgia in culinary experiences is supported by research which suggests that sensory experiences related to food can evoke deep emotional responses, enhancing enjoyment and satisfaction (Chuang & Yen, 2007). This connection can lead to a more profound appreciation of the dining experience, resonating with our audience's search for genuine and emotional engagement.

In this video, we demonstrate how a dish from Wannee brings back a deep sense of local tradition for someone with Dutch childhood memories, even after many years. This highlights to our target audience (tourists and travelers) that they can trust Wannee to experience Dutch culture and local food at this restaurant.

Alignment to Client's Objectives: This content is designed to increase brand awareness by being featured and advertised on Restaurant Wannee's YouTube channel. Additionally, the video caption will include a call to action that directs viewers to the Wannee landing page.

PROTOTYPE 4 | EXPERIENCE THE LOCAL

MAGAZINE HUB

Core Idea

The Hub content "Experience the Local" is a magazine that motivated the concept of experiencing local and Dutch culture. This magazine includes games, Dutch recipe dishes, stories from people who have previously visited Dutch farms, and interviews with farmers about their cultures and personal stories. The primary objective of this magazine is to increase awareness among tourists and travelers who are currently in Leeuwarden. Academic studies suggest that magazines are powerful educational resources because they effectively capture and distribute the essence of local culture, traditions, and community narratives in a compelling way, enhancing the learning and appreciation of readers (Destefanis et al., 2020).

Content Details

- Local Games:** Exploring traditional games with easy-to-follow guides.
- Dutch Recipes:** Several recipes for classic Dutch dishes using local flavors, featuring ingredients that tourists can find in Leeuwarden. Authentic recipes showcasing traditional Dutch cuisine, sourced from local ingredients and inspired by regional flavors (Park et al., 2022).
- Local Stories:** Stories from those who've immersed themselves in the local environment, sharing their experiences and tips. These narratives provide personal insights into the connection between the people of Leeuwarden and their natural surroundings, enhancing the reader's understanding of local culture (NASH, 2015).
- Farmer Interviews and personal experiences:** Interviews with local farmers discussing their practices and the impact on the region and their stories about their personal life and Leeuwarden's agricultural scene.
- Eco-Tourism Focus:** Discovering eco-friendly activities that support the local environment while enriching your visit. This section promotes responsible tourism, emphasizing activities that contribute to the conservation of natural resources and enhance community well-being (Insani et al., 2024).

QR code

Wannee Restaurant employs a QR code that directs users to a landing page for exclusive reservations with discounts. This method utilizes QR codes to simplify access to special offers, enhancing engagement and conversion rates. Research supports the effectiveness of QR codes in marketing, highlighting their role in increasing user interaction (Okazaki & Barwise, 2011).

Distribution Strategy

- Publish**

Paid media (Physical Distribution): Strategically position the magazine in high-traffic tourist spots such as museums, tourist information centers, and hotels like the Notiz Hotel (Kotler & Armstrong, 2020). Special editions will be distributed at local festivals and significant events, maximizing exposure during peak tourist activity (Masterman, 2014).

Owned media (Digital Version): Offer a digital version on Wannee's website, optimized with SEO techniques using keywords related to Dutch culture, recipes, and local travel to attract organic viewers.
- Promote**

Owned media (SEO Blogging): SEO techniques will be employed for digital version, including the use of keywords related to Dutch culture, Dutch recipes, local travel, and sustainable farming, to optimize search engine traffic and attract organic viewers (Ryan, 2021).

Paid media (Partnership Promotions): Collaborate with local tourism boards and cultural festivals to place ads in their newsletters and event programs, extending reach through co-marketing efforts.

Owned media (Email Marketing): Send newsletters with engaging content and direct download links to drive traffic and increase downloads, using targeted email strategies (Ryan, 2021).

Objective

Increase Wannee's brand awareness by 30% among tourists who visit Leeuwarden through strategic distribution and 20% increase of online bookings via the landing page in six months.

KPI	Metrics	Channels
- Create traffic to the landing page from the QR code, which makes up 30% of all visitors of the website. - Increase the number of tourists in Leeuwarden who know restaurant Wannee by 10% every 3 months by publishing the magazines.	- Website entries from the QR code. - Magazine distribution numbers and pickup rates at key locations. - Track organic traffic improvements and keyword rankings	- Magazine - Website 

Rationale

Alignment to Target Audience: According to first interview with client in 2023, tourists and travelers in Leeuwarden present a significant market for the restaurant Wanne. Many of them, including guests staying at the Notiz Hotel, are already in the area but haven't visited restaurant Wannee yet. This is especially true from March to September when organized tours from Post Travel bring in cyclists participating in the Elfstedentocht. These tours attract a large number of German, Austrian, and Belgian guests, offering a prime opportunity for Wanne to capture their attention and become their preferred dining choice in Leeuwarden.

In addition, our persona is a 39-year-old tourist seeking new experiences. A person who is 39 years old falls within the Millennial generation, also known as Generation Y. According to the Pew Research Center, Millennials are defined as individuals born between 1981 and 1996 (Dimock, 2019). This age group, straddling the digital and analog eras, tends to value the tangibility and curated content of magazines, viewing them as more credible than the often unchecked proliferation of online information (Kiouisis, 2001). For brands publishing offline content targeting middle-aged tourists and travelers, this trust enhances brand awareness significantly. When these magazines are placed in trusted environments like hotels and museums, they not only reach an audience primed for engagement but also benefit from the associated prestige of these institutions, further amplifying the brand's perceived reliability and quality (Picard, 2004).

According to our persona this offline magazine perfectly aligns with the target audience's preference for tangible media. It's specifically tailored for those currently in Leeuwarden, aiming to connect them with authentic local experiences. Richards (2018) notes that travelers seek unique experiences that immerse them in the culture and environment of their destination, offering a richer experience than typical tourist activities. By placing the magazine in popular tourist locations, it ensures that it reaches travelers when they are most open to discovering and engaging with local attractions. Furthermore, research shows that this demographic values natural, high-quality food, aligning with their health and wellness interests (Smith & Xiao, 2010). By featuring local games, Dutch recipes, and personal stories, the magazine meets their desires for authenticity and quality.

Alignment to Creative Concept: The creative concept of "Experience the Local" taps into the experiential tourism trend, focusing on immersive experiences that deeply involve tourists in the local culture and environment (Kim et al., 2012). This approach aligns with modern tourists' growing desire to fully experience a place through its cuisine, community, and daily life(de Almeida et al., 2023). The magazine features local games and recipes that both entertain and inform travelers about the area's cultural heritage, enhancing their connection and satisfaction with the destination. Additionally, interviews with local farmers and stories from past visitors who have embraced the natural surroundings enhance the magazine's authenticity and deepen the narrative of local immersion.

LANDING PAGE

This landing page serves as the target for the call to action from prototypes 3 and 4. By completing the form on this page, users can access special offers and discounts.

WANNEE
RESTAURANT

NHL STENDER

MENU

BAR WANNEE

STAY THE NIGHT

GALLERY

CONTACT

TO BOOK

If you want to be sure of a table in Wannee restaurant, book in time. If you complete the online form, we will then confirm the reservation by email. Thank you !

Is your desired time no longer listed?
Call us 058-3030800 because we can almost always help you further by telephone

Choose a day :

May

Time : 16:00 ☒

Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

⊗

Wannee Restaurant - Booking Information

Chosen ☐Date : 16:00 01/05/2024 - Available

Contact Email :

Voucher Code :

BOOK NOW

9

Experience the nature was a key theme in our creative concept. To bring this to life, we designed a map highlighting local farms that offer fresh ingredients and local products. We shared this map in a Facebook post, which also included a link to Restaurant Wannee's website for additional details and locations. By following the map in this post, the audience could access more information and be inspired to step away from their screens to discover these offerings in the real world. This interactive approach not only connected people with nature but also encouraged them to explore and experience the beauty of their local environment firsthand.

2x2

We conducted prototype testing to understand our audience's preferences for the tone of voice in captions and how effectively a clear call to action in the picture can motivate them to click on provided links. The primary objective was to increase brand awareness for Restaurant Wannee through our creative concept. Since brand awareness is challenging to measure directly, we used this testing to assess the intention to engage (Hutter et al, 2013). To achieve this, we employed a two-by-two between-subjects experimental design, manipulating the content based on two factors, each with two levels. Participants were randomly assigned to one of the four versions of the prototype. We measured the 'intention to engage' using the CESBC scale by Schivinski et al., 2016, which assesses consumer engagement with social media brand-related content. This scale uses a 7-point Likert scale ranging from 'Not Likely at All' to 'Very Likely'.

The diagram illustrates the relationship between two independent variables and a dependent variable. Independent Variable 1 consists of Tone of Voice (Formal, Informal) and Factor (Level). Independent Variable 2 consists of Call To Action (With CTA, Without CTA) and Factor (Level). These two variables are combined (indicated by a plus sign) to influence the Dependent Variable, Intention To Engage (indicated by an arrow).

Data Collection

To gather data, we employed a non-probability convenience sampling method. Focusing on travelers and tourists for Restaurant Wannee, we strategically placed our survey in Leeuwarden’s hotels, hostels, and museums. Additionally, we shared the survey in Facebook and LinkedIn groups relevant to tourism and on SurveyCircle. We incorporated a filter question to omit responses from Leeuwarden residents, ensuring that our data exclusively represented our target demographic. The survey received 116 submissions, of which 99 were valid.

Manipulation Check

To assess whether the call to action and tone of voice achieved their intended effects, we conducted two manipulation checks:

CTA

We posed a question to participants, asking if the post prompted them to take a specific action, with possible responses being "Yes" or "No." We then used a Chi-Square test to analyze the data and determine the effectiveness of the call to action.

Results: There is statistically significant association between a prototype with call to action and people thinks this post encourages them to take a specific action (Pearson Chi-Square value =58.142, $p<0.001$)

TOV

To determine if participants recognized the difference in tone, we asked them to categorize it as either "Formal" or "Informal." We then analyzed their responses using a Chi-Square test to see if the tone variations were noticeable.

Results: There is statistically significant association between a prototype with a formal tone of voice and feeling distance regarding the caption (Pearson Chi-Square value =73.753, $p<0.001$)

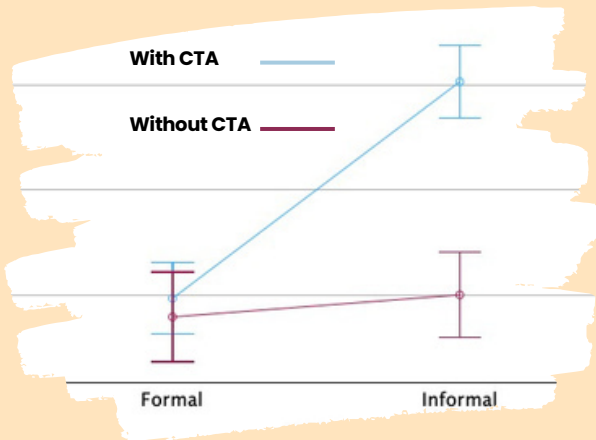
Recommendations

Informal



With CTA

- The experiment showed a significant effect of using call to action on how. likely people intend to engage.
- The informal tone of voice is recommended due to the significant results.
- The results strongly recommend **an informal tone of voice, as it, combined with a call to action,** showed highly **significant effects** on intention to engage levels.



Hypothesis

H1

The posts with a call to action will generate a higher intention to engage compared to posts without a call to action.



H2

The posts with an informal tone of voice generate a higher intention to engage compared to posts with a formal tone of voice.



H3

The combination of the presence of a call to action and an informal tone of voice has a higher effect on the intention to engage.



Results(ANOVA)

H1

There was a statistically significant main effect for the presence of call to action on intention to engage ($F(1, 95)=32.783, p<0.001$). The null hypothesis stating that call to action does not affect intention to engage is rejected.

H2

There was a statistically significant main effect for the tone of voice on intention to engage ($F(1,95)= 34.789, p<0.001$). The null hypothesis stating that tone of voice does not affect intention to engage is rejected.

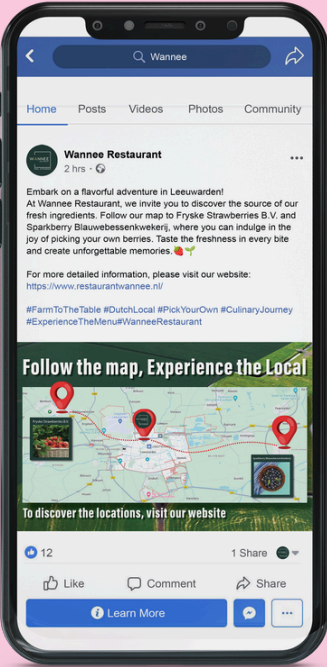
H3

There was a statistically significant interaction between the effects of call to action and the tone of voice on intention to engage ($F(1, 95)=23.119, p<0.001$). The null hypothesis stating that the interaction between the call to action and the tone of voice does not affect intention to engage is rejected.

CONTENT JOURNEY MAP

First Page

**Automized /Facebook Post**
The Friesland Farm Map
HUB
Content



Publish → **Facebook**

Promote → **Facebook Ads**

Promote → **Facebook Groups**

Promote → **Influencer Marketing(Repost)**

CTA to WebPage

1
PROTOTYPE 1

**Automized / YouTube**
Call of the Nature
HERO
Content



Publish → **YouTube**

Promote → **YouTube Ads/Travel Blogger**

CTA to WebPage
Nature is calling you, Click on the link and experience the nature

3
PROTOTYPE 2

Funnel Stages

Audience(Awareness)
Persona 's Need:

New Experiences
Learning about local culture

**Offline/Magazine**
HUB
Content



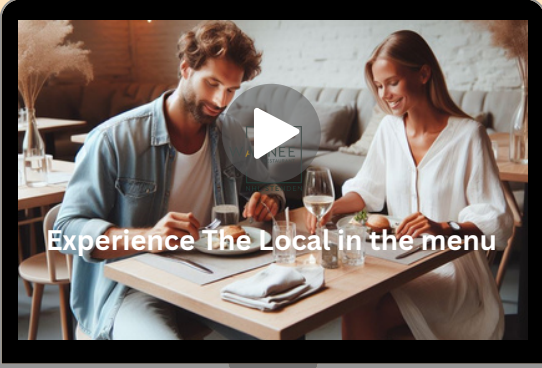
Publish → **Physical Distribution**

QR Code to Landing Page
Desired Target Audience:
Tourists who are already in Leeuwarden

2

**YouTube**
HERO
Content

A Memorable Taste
Concept: Experience the Local in the Menu



Publish → **YouTube**

Promote → **YouTube Ads**

Link to Landing Page

4

PROTOTYPE 3
PROTOTYPE 4

CONTENT JOURNEY MAP

Second Page

Visitor

Website Visitor and Landing Page Visitor

Persona 's Need:

Information, Locations, Stories & Booking

Webpage

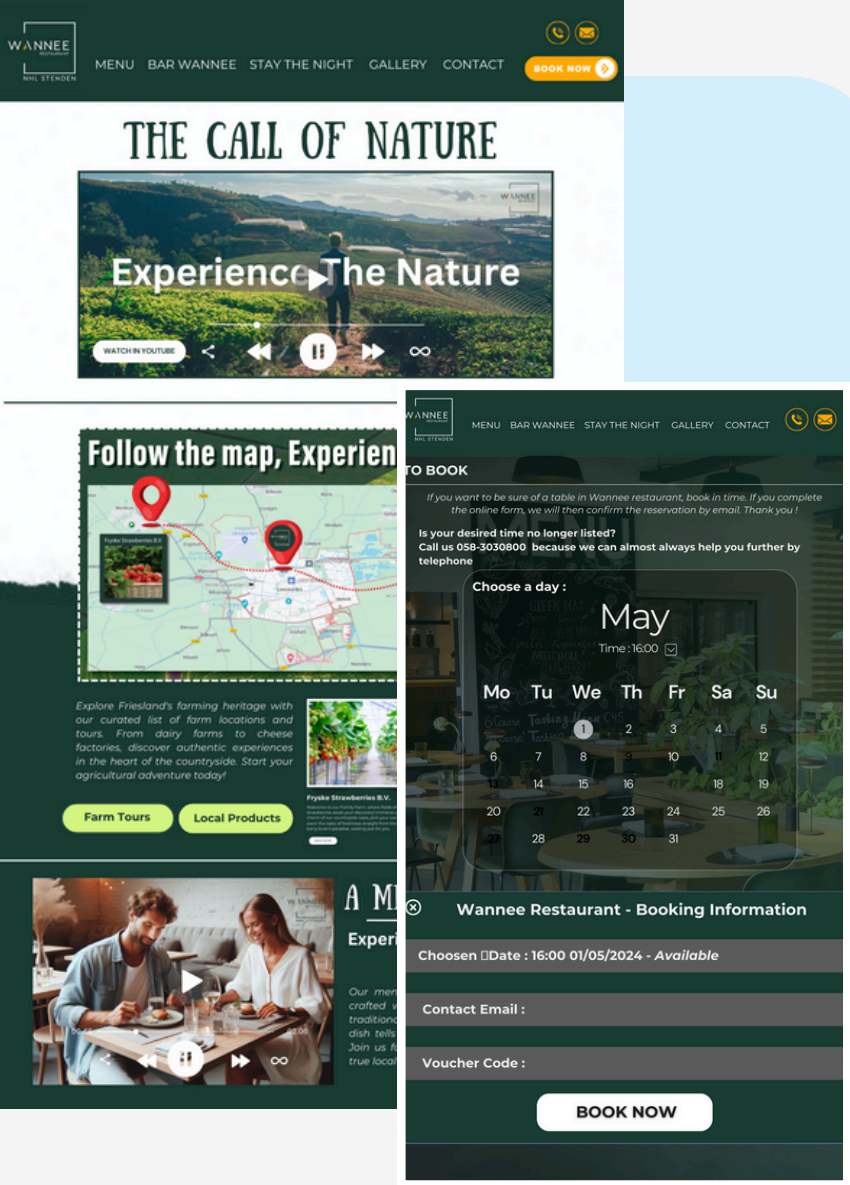
PROTOTYPE 1: The Friesland Farm Map + Farms information, Locations & Stories

PROTOTYPE 3: The call of nature video

PROTOTYPE 4: A memorable Taste video + Brand story of wannee & how they use farms & fresh ingredients to make local food

Landing page

Email, discount code, booking



Interested Visitor

Persona's Need:

Services & Motivations

Recommendation

- Reviews of farm visits
- Tips for visitors & tourists
- Behind the scene farm-to-table videos & pictures
- Restaurant Reviews
- Travall & food bloggers's reviews

Recommendation

- Email Marketing
- Monthly Online Magazine

Buyer

Persona's Need:

Services & Tracking

Regular Buyer

Persona's Need:

Offers

Recommendation

- Farm-To -Table events invitation
- Discount Codes & Offers

Recommendation

- Share their Farm-To-Table experiences
- Tips for other visitors
- Rate their journey
- Rate restaurant Wannee's memorable experiences
- Survey about how to make experiences more interesting via Email

Ambassador

Persona 's Need:

Community

CONTENT ORGANIZATIONAL

Current Workflow

Ideation
by Student Creators



Ideation Approval by
marketing intern



Budget Sign-off by
Mr S.Broers



Content Creation by
Student Creators



Content
Approval+Post by
marketing intern



Report Results by
marketing intern



Results Sign-off by
Mr S.Broers

		FREQUENCY	RESOURCES	PRODUCTION	DISTRIBUTION	MONITORING	EXTRA EXPENSES
PROTOTYPE 1	Hub: Friesland Farm Map Website & Facebook	Monthly	- Content Creator - Copywriter - Graphic designer - SEO specialist - Marketing manager	- Adobe Creative Cloud - Canva	- Wannee's Website - Wannee's Facebook - Later for scheduling	Google Analytics	The average cost per click (CPC) for Facebook Ads ranges from €0.50 to €2 , depending on factors such as audience targeting, ad relevance, and competition. Cost per thousand impressions (CPM) ranges from €5 to €20.
PROTOTYPE 2	Hero: The call of nature Video & Website	One time	- Creative director - Camera equipment - Film crew - Editor	- Premiere Pro - Adobe Creative Cloud	- Wannee's Website - Wannee's YouTube	Google Analytics Google Ads	- Production: €2000 –€10.000 - Post-production: €500 – €2500
PROTOTYPE 3	Hero: A Memorable Taste Video & Website	One time	- Creative director - Camera equipment - Film crew - Editor	- Premiere Pro - Adobe Creative Cloud	- Wannee's Website - Wannee's YouTube	Google Analytics Google Ads	- Production: €2000 –€10.000 - Post-production: €500 – €2500
PROTOTYPE 4	Hub: Experience the local Magazine & Website	Per Season	- Researcher - Copywriter - Graphic designer	- Indesign - Adobe Creative Cloud	- Magazine will be put in tourist locations (hotels, museums etc,) - Online version on the website	QR-code Google Analytics	Printing costs for magazines depend on factors such as the size of the publication, the number of pages, the paper quality, and the print run. On average, printing costs can range from €0.20 to €2.00 or more per copy, with additional costs for design and layout.

IMPACT AND FEASIBILITY

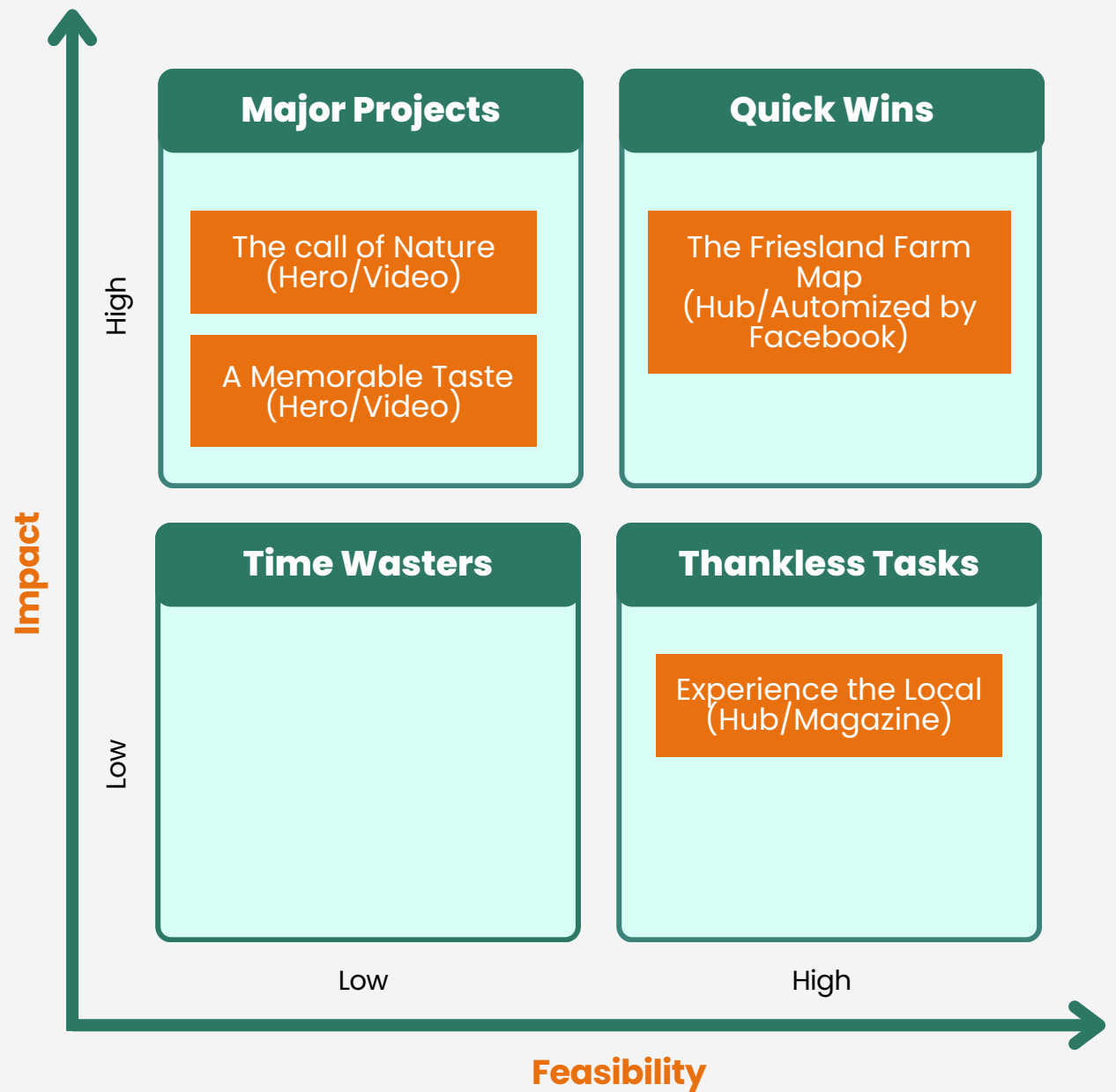
To decide which prototypes to prioritize, we've designed a matrix that evaluates each based on impact and feasibility. "Impact" measures how effectively a content piece can influence our audience and help achieve our main goals. "Feasibility" examines the practical aspects of creation, such as the required time, skills, resources, and budget. This matrix helps us focus on prototypes that are both impactful and manageable to produce.

Given that Wannee Restaurant's marketing team mainly comprises students and has general funding for marketing but lacks a specific budget, our strategy focuses on producing easily manageable hub content. We plan to utilize the Wannee website and Facebook and also offline materials for targeted promotions. Meanwhile, more resource-intensive hero content, which could require a greater budget and time, is considered a future undertaking.

Our prioritization matrix underscores the importance of investing in paid media, as these could substantially extend our reach and impact. This strategy is vital because achieving our goal of raising awareness through only owned and rented media is challenging, given their relatively small existing audience. By planning for eventual paid promotions, we can significantly enhance our marketing efforts when the budget allows.

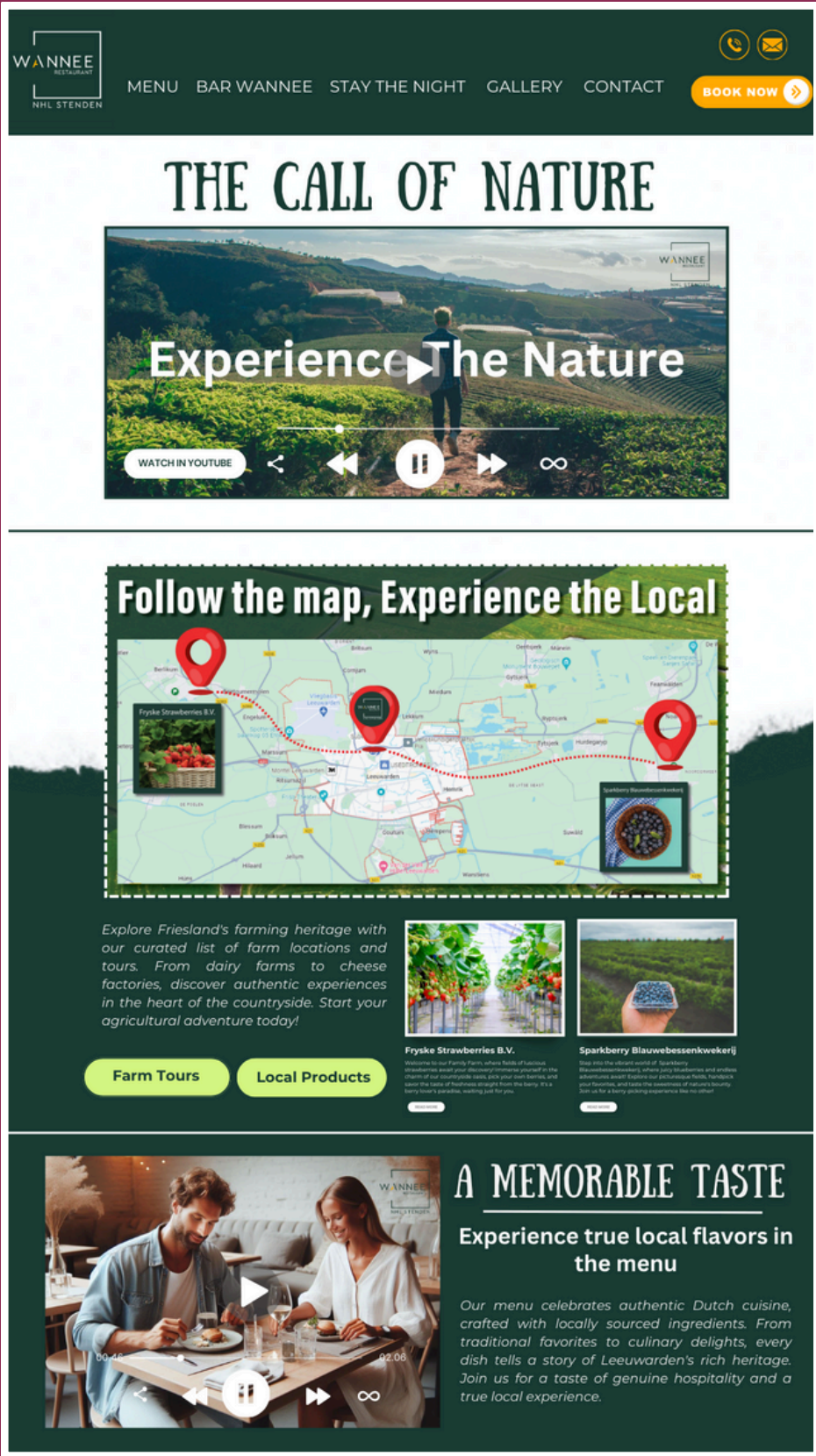
For now, we recommend starting with our Hub content "The Friesland Farm Map" and distributing it in Wannee's Owned media (website) and rented media (Facebook). This requires minimal resources to produce and has the potential to make a significant impact. If we later secure a budget, producing the other Hub content "Experience the Local magazine" should be next, as it's also not resource-intensive but could require a small budget for printing, targeting the tourists that are already in Leeuwarden especially Notiz hotel offering a unique opportunity to reach new and prospective travelers who are likely unfamiliar with Wannee.

Our final content pieces for Wannee Restaurant are two Hero videos distributed on the Wannee website and YouTube channel. These videos, while requiring more effort to produce, are prime candidates for paid promotion. Investing in such promotions would greatly enhance our ability to achieve our primary objective of raising awareness. By focusing on emotional content that resonates with our audience, these videos will help us effectively raise awareness and connect deeply with viewers. We recommend launching the "The Call of Nature" video first, as it ties in with the "Friesland Farm Map" content, potentially boosting tourist engagement with both the map and brand awareness for Wannee. Following that, the "A Memorable Taste" video, which highlights Dutch culture and cuisine, can serve as an excellent follow-up to further enhance brand awareness and shape brand image.



WEBSITE PAGE

This webpage serves as the destination for the call to actions featured in prototypes 1 and 2. It hosts "The Call of Nature" video and "The Friesland Farm Map," providing users with detailed information and locations accessible on this page. Additionally, content titled "A Memorable Taste" will be published here as well.



CONCLUSION AND RECOMMENDATION

Our distribution strategy for the prototypes detailed in this pitch book is anchored in strategic insights into the Wannee restaurant. Our main goal is to raise awareness among tourist and travelers. We've designed content that not only appeals to the audience's needs but also underscores Wannees' values, effectively aiming to meet our objective. Our hub content ideas are designed to be easily produced with lower budget. However, the Hero videos require more substantial investment and the expertise of specialized professionals for production and distribution. We've also actively involved our target audience in refining these ideas. The "The Friesland Farm Map" content piece was tested with our target audience, who provided feedback that helped shape the final selections. We believe our content effectively highlights Matters' strengths and resonates with tourists' interests, positioning the platform as a valuable addition to their experience.

For the future, we recommend reducing the frequency of product-focused content, like cooking videos, and increasing content that resonates with the audience's needs and emotions. By creating content that emotionally connects with the audience or provides them with valuable information, they are more likely to develop a positive view of the brand and visit the website to learn more. Focusing on content that meets the audience's needs (e.g., Hub contents) and appeals to their emotions (e.g., Hero contents) will make the content more meaningful and likely to be shared and discussed, enhancing its reach.

Enhancing Visibility through Organic Media (Search Engine Optimization):

To boost audience awareness and generate more leads, implementing search engine optimization (SEO) on Wannee's website is important. This strategy includes the creation of well-optimized landing pages to improve the website's visibility in Google search results. The better our content, the higher the site will rank, leading to increased organic traffic and more conversions from our target audience. Adhering to SEO guidelines (like optimizing text length, meta descriptions, and subheadings) is crucial for favorable rankings by Google's algorithm. An engaging and well-structured meta description can significantly increase the Website page's click-through rate (CTR).

- **On-Page Factors:** To enhance the website's performance, prioritize on-page SEO factors. These include optimizing our content to meet SEO guidelines, which makes the website more discoverable by our target audience on search engines like Google. Additionally, improving page speed is crucial, especially for mobile versions of the website. Developing a mobile-optimized version of the website can significantly boost user engagement and search rankings (Enge et.al, 2022).
- **Keyword Strategy:** To optimize Wannee's website effectively, it is essential to use specific keywords that our target audience is searching for. These keywords should be strategically integrated into various elements of your site, such as URLs, meta descriptions, image tags, and headings, maintaining a keyword density of about 1%. Along with robust off-page SEO efforts, this strategy can elevate the website to the top of search engine results (Fishkin & Høgenhaven, 2018). Using tools like Ubersuggest, we've identified potential keywords such as "traditional Dutch cuisine Leeuwarden", "Farm to table experience in Leeuwarden" and "unique dining experiences in Leeuwarden." which align with our persona search behavior during the awareness stage as a tourist in Leeuwarden. These keywords are ideal due to their decent search volumes and manageable competition levels.

We also recommend considering the paid promotion tactics we've suggested. These tactics are designed to help Matters reach new audiences more effectively and come with budget recommendations that balance impact and feasibility.

Paid Advertising:

When the budget allows, We recommend investing in paid media to enhance the reach of the hero and hub content on platforms like Google Ads or social media. This will help the marketing team target a broader audience beyond our current followers.

YouTube Ads:

- Targeting: Targeting users interested in travel and food by their interests and demographics.
- Ad Formats: Using engaging video ads that invite viewers to learn more about your offerings.
- Call to Action: Include clear calls to action, like visiting your website or booking directly in a landing page.

Facebook Ads:

- Custom Audiences: Targeting previous customers or those who have interacted with your content.

Collaborations with Bloggers and Influencers:

- Select Influencers: Choosing influencers with a strong following in the travel and food sectors.
- Content Creation: Collaborating on content that showcases your services, like sponsored posts or reviews.
- Cross-Promotion: Encouraging sharing across various social platforms to maximize reach.

Tips

- Analytics: Using tracking tools to measure contents effectiveness and adjust strategies as needed.
- Consistency: Keeping the message consistent across all ads and collaborations to strengthen the brand image.

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