

PITCHBOOK

MICA JOURNAL



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Date: 18th of April, 2025
Total word count: 11,800 words

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INTRODUCTION



When the industry sees you as competition instead of collaboration, something needs to shift. This Pitchbook was created exactly for that reason: to challenge assumptions, offer clarity, and provide a strategy that positions MICA as the partner media professionals didn't know they needed.

Our team (4ø4) developed this Pitchbook specifically in response to MICA's Strategic and Creative Brief, rooted in the organisation's objective to stand out in a crowded media innovation landscape. Currently, MICA is seen more as a potential competitor than a collaborative hub, and that perception limits its potential to spark industry-wide change.

To address this, we combined audience profiling with established media effect theories and strategic content models. This research shaped every aspect of our creative process, from messaging to format selection and distribution strategy. Many media professionals (MICA's target audience) are excited to explore innovation, yet they're overwhelmed by noise, complexity, and the constant race to keep up. This is where MICA can lead, by building a content ecosystem that doesn't just inform, but connects, aligns, and empowers. Our prototypes aim to reframe MICA as a companion and thought leader in the field.

4Ø4 PROTOTYPES

To address MICA's objectives, we developed four strategic content prototypes: a LinkedIn carousel post, a blog article, a LinkedIn video post, and a podcast. The selection of formats and themes is firmly grounded in the Strategic and Creative Brief, as well as an analysis of MICA's current content ecosystem (see next page).

The LinkedIn carousel prototype was tested to gather valuable insights into audience preferences and perceptions. We implemented a 2x2 experimental design, drawing from Rhetorical Theory (logos vs. pathos) and Narrative Transportation Theory, with a focus on the use of an Identifiable Character. This approach provided concrete, research-driven recommendations for creating more impactful content. The remaining prototypes are also informed by relevant media theories and communication models, such as the storytelling framework, to ensure each piece is designed to evoke the desired cognitive and emotional responses from the target audience.

To achieve this, we developed four distinct content prototypes, each with a clear explanation, strategic rationale, and a concrete implementation and distribution plan. One prototype has already been tested, offering initial insights into effectiveness and audience response.

Each concept is based on in-depth audience research, designed to appeal to both the rational mind of the professional and the emotional need for belonging and clarity. We also mapped each prototype against the 3H model (Hero, Hub, Hygiene), with:

- 3 Hygiene pieces: reliable, informative, low-barrier content
- 1 Hub piece: deeper engagement and storytelling

HYGIENE

HUB









Each prototype includes a detailed PESO (Paid, Earned, Shared, Owned) distribution plan and a realistic role distribution, ensuring feasibility and effectiveness across MICA's team.

TARGET AUDIENCE

Media professionals in their 30's with a strong interest in AI and a desire for actionable, forward-thinking solutions to use the tool effectively in their work.

CURRENT CONTENT ANALYSIS

To build a relevant and effective content strategy, it's essential to first understand where MICA stands today. This section maps existing content against the stages of the customer journey and compares it with key industry players. By identifying strengths, gaps, and opportunities, we lay the groundwork for a strategy that not only aligns with MICA's goals, but also gives it a competitive edge in the media innovation space.

	AWARENESS	CONSIDERATION	DECISION	ONBOARDING	RETENTION
EXISTING	Focus on showcasing events and student projects from MICA's point of view	MICA answers some of the most asked questions	Tips and explanation of marketing trends	Content during special periods of the year i.e. New Years Eve	Information about past events
FORMAT	Behind the scenes/daily life posts and videos, workshops and event announcement and summary	FAQS	Posts	Reel with collection of memories and thanks to team members	Recap posts and reels
PLATFORM	Instagram, LinkedIn and TikTok   	Website 	LinkedIn 	Instagram 	Instagram, LinkedIn  



A GLIMPSE OF MICA'S COMPETITORS

● Fontys ICT InnovationLab

The Fontys ICT InnovationLab in Eindhoven is a place where students, researchers, and professionals team up to work on real-world ICT challenges. With a strong focus on areas like AI, robotics, VR, and digital twinning, the lab encourages innovation through collaboration and hybrid learning. It's not just about tech development, it's also about using technology to tackle social issues. On platforms like Instagram, Facebook, LinkedIn, and YouTube, the lab shares stories from student projects, showcases collaborations, promotes events like the ICT Career Day, and highlights ongoing work in emerging fields. Through this content, the lab brings its community and innovations into the spotlight.

● Dutch Media Week

Dutch Media Week is a yearly media festival in the Netherlands, organized by Beeld & Geluid along with various partners. The event brings together media professionals, students, and curious audiences to explore the future of media through talks, workshops, and networking. On social platforms like Instagram, Facebook, and Twitter, Dutch Media Week shares behind-the-scenes looks at sessions, highlights from keynote speakers, interactive polls and Q&As, as well as daily recaps and video snippets. Their content aims to keep the online community engaged while offering a front-row seat to the event's dynamic atmosphere.

AN OPPORTUNITY FOR IMPROVEMENT

The current content is primarily centred around MICA's perspective, without incorporating the voices of the companies it collaborates with. Including testimonials, case studies, and behind-the-scenes insights from these partner organizations would provide valuable social proof, helping the target audience better relate to MICA and envision what it's like to engage with the platform. This approach can foster trust and relatability.

With the four content prototypes presented, MICA is well-positioned to close this gap. They not only strengthen relatability and brand trust, but also improve the overall content journey for the target audience, making it more engaging, cohesive, and strategically aligned with their needs and expectations.

PROTOTYPE 1: CAROUSEL

About the Prototype - Carousel

HYGIENE in

The prototype features a LinkedIn carousel post designed to showcase a real-world collaboration between a company and one of MICA's young professionals.

This post focuses on the company's perspective, detailing how the collaboration enhanced their innovation efforts, addressed specific challenges, and achieved notable outcomes.

STRATEGIC RATIONALE

How we got to the Prototype

The LinkedIn carousel format was chosen for its capacity to deliver structured, engaging narratives that resonate with MICA's brand strategy and communication style. Carousels facilitate layered storytelling, making them ideal for showcasing quotes, visuals, and events in an easy, swipeable format. As a native LinkedIn feature, carousels benefit from algorithmic preference and high visibility in the feed, enhancing the likelihood of interaction among professional audiences.

How the prototype relates to MICA's Strategy

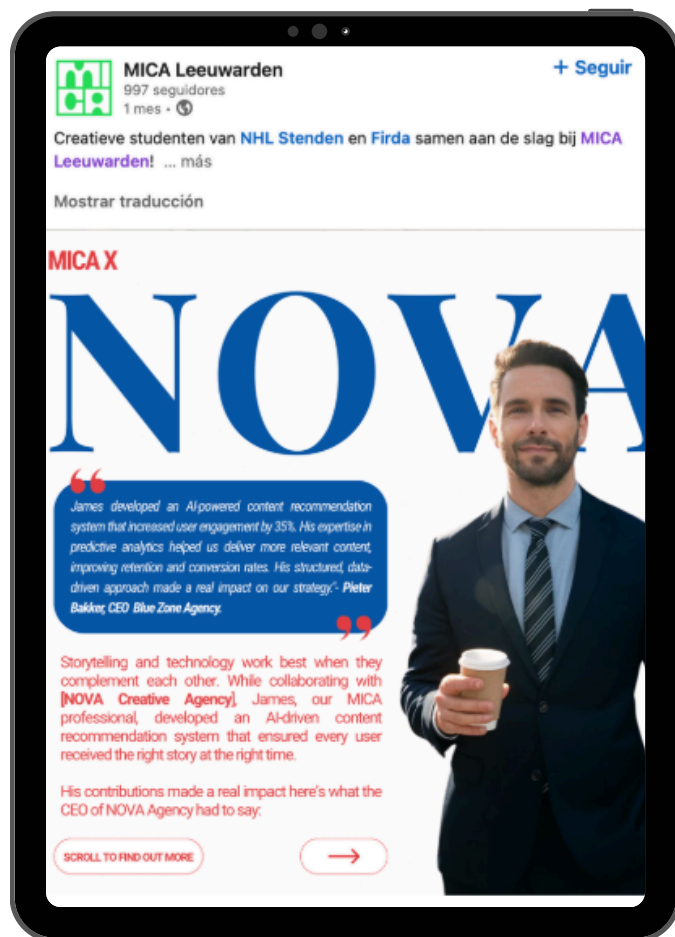
For MICA, one of the key challenges is shifting external perception, from being seen as a competitor to being recognized as a connector and incubator within the creative sector. By highlighting collaborations with agencies and real-world impact through the eyes of the companies and professionals who collaborated with MICA, we aim to reinforce the organisation's value as a bridge between education and professional practice. The use of the collaborating company perspective serves to improve credibility and social proof.

Why this works for the Target Audience

The research and survey findings from the Strategic and Creative Brief show that MICA's target audience (professionals in media, communication, and creative industries) is active on LinkedIn and engage most with short-form, informative content that adds professional value (see Appendix I for the persona). The carousel format offers a balance of visual and textual content that resonates with this audience's expectations: it is digestible, relevant, and invites interaction through sequential framing. Moreover, featuring young professionals and agency collaborations makes the content relatable to both peers and decision-makers, strengthening the connection between MICA's talent network and the industry.

Why this works for MICA

This concept brings the brand's identity, innovation, inclusivity, and forward-thinking to life in a format that matches the platform's professional tone and user behavior. The carousel showcases MICA as a facilitator of talent and innovation, bridging the gap between education and industry practice. This format gives young professionals a visible platform, reinforcing MICA's commitment to developing the next generation of industry talent and showcasing the strength of its network.



See Appendix III for the full carousel

CONTRIBUTION TO MICA'S GOALS

Build Trust and Credibility

01. By highlighting authentic testimonials and behind-the-scenes insights from the company's point of view, the carousel not only showcases MICA's ability to foster meaningful connections but also reinforces its role as a trusted partner in media and communication innovation.

Amplify Brand Awareness

02. The carousel format on LinkedIn helps MICA reach a broader professional audience by leveraging an engaging and algorithm-friendly content type. It enhances discoverability within media, marketing, and creative industry circles, especially in the Northern Netherlands.

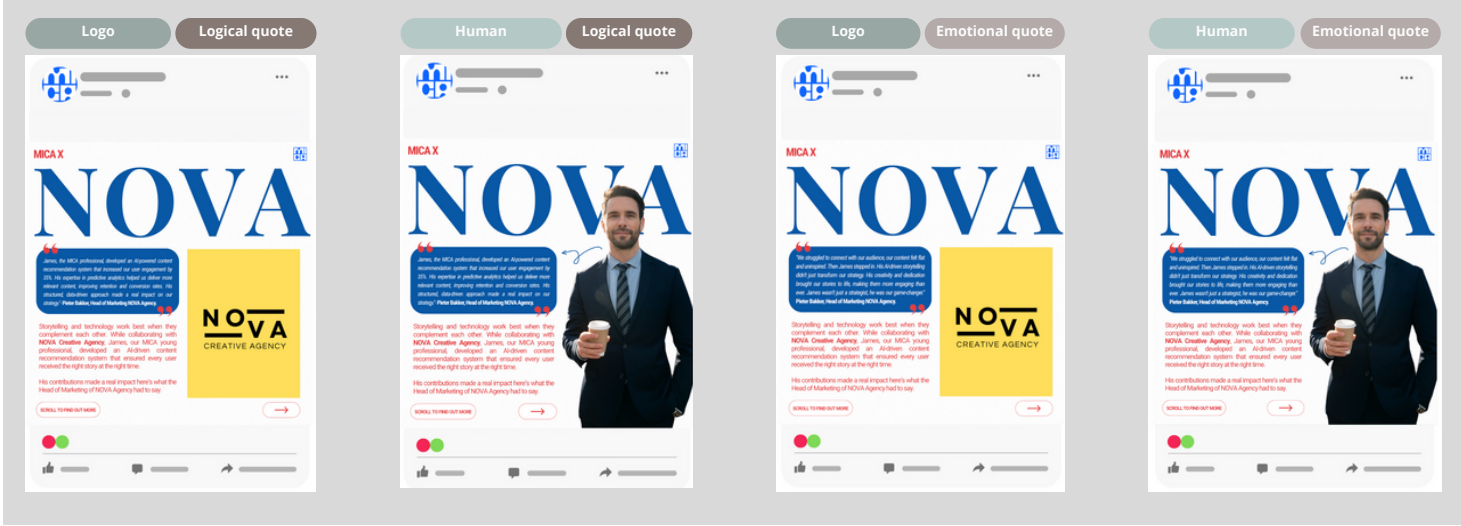
Establishing Thought Leadership

03. The content of these carousel posts addresses relevant industry trends like TikTok, AI, and branding, aligning MICA with forward-thinking discourse and positioning it as a leading voice in media innovation.

TESTING - PROTOTYPE 1

CONTEXT

As part of our content strategy for MICA, we developed four LinkedIn carousel prototypes to examine how content framing influences audience perception of MICA's brand identity. The prototype's versions were designed to address MICA's challenge. The carousel featured a student case study in collaboration with a creative agency and varied in two distinct dimensions: the type of quote presented (emotional vs. logical attitude) and the visual focus (a human figure vs. a brand logo). This format allowed us to test how these elements influence brand attitude and credibility in a professional, B2B digital environment, particularly relevant for LinkedIn (See Appendix II to view the four prototypes in a larger size).



RESEARCH DESIGN

The study was a 2x2 factorial design between subjects. Participants were randomly assigned to one of four versions of the LinkedIn carousel and were then asked to rate some statements according to their level of agreement. This experimental setup enabled us to explore both the individual and interaction effects of message and visual framing on brand experience (composed of brand attitude, brand credibility and intellectual appeal), allowing for a data-driven evaluation of media effects on our content strategy. All constructs showed internal consistency (Cronbach's $\alpha > 0.70$), confirming that the items reliably measured what they were meant to.

Independent variable 1	Quote framing	
	Emotional quote	Logical quote
Independent variable 2	Character framing	
	Human	Logo
Dependent variables	Brand Attitude Brand Credibility Intellectual Appeal	

HYPOTHESES

- H1.** Emotional quote framing together with an identifiable person will lead to a more positive brand attitude than logical quote framing and showing the company logo.
- H2.** Logical quote framing together with an identifiable person will lead to a higher intellectual appeal than emotional quote framing and showing the company logo.
- H3.** Logical quote framing together with an identifiable person will lead to a higher brand credibility than emotional quote framing and showing the company logo.
- H4.** Logical quote framing together with an identifiable person will lead to a more positive brand experience than logical quote framing and showing the company logo.

THEORETICAL BACKGROUND

Emotional appeals tend to be more effective than rational ones in building brand attitude, as they increase likability (Nayeem et al., 2019). Additionally, using human characters instead of logos also boosts engagement through character identification (Cohen, 2001). Together, these insights suggest that emotional storytelling with relatable human elements strengthens both brand experience, which includes intellectual, emotional, and behavioral components that shape how audiences perceive a brand (Brakus et al., 2009), and attitude.

Explanation of the Dependent Variables:

- Brand Credibility:** trust in MICA's reliability and competence.
- Brand Attitude:** overall liking and desirability of MICA.
- Intellectual Appeal:** How much MICA stimulates curiosity and thinking.
- Brand Experience:** an overlapping construct that was computed by averaging the scores of intellectual appeal, brand attitude, and brand credibility.

DATA COLLECTION

99 Valid responses

To ensure our sample reflected MICA's B2B target audience, we distributed the survey through LinkedIn DMs, email outreach, and personal networks. Keywords such as "marketing," "creative," and "communication" were used to identify relevant profiles.

Additionally, participants were filtered using a screening question to know if they worked in a media-related field. Only those who answered "yes" could continue the survey. We distributed the survey via Nimble through 4 links, each associated with one of the prototype variations, so each participant only viewed one version.

MANIPULATION CHECK

The manipulation check for Identifiable Character was statistically insignificant, meaning that there was only a slight recognition between person and logo identification. However, the manipulation check for quote framing was significant, showing that respondents clearly perceived the differences between the Pathos and Logos messaging.

PROTOTYPE TESTING SURVEY RESULTS

Brand awareness:

49%

of the respondents knew MICA before filling in the survey.

RESEARCH SETUP

2 x 2 factorial design

Pathos Brand Logo	Pathos Identifiable Person
Logos Brand Logo	Logos Identifiable Person

The Factors

Identifiable Character

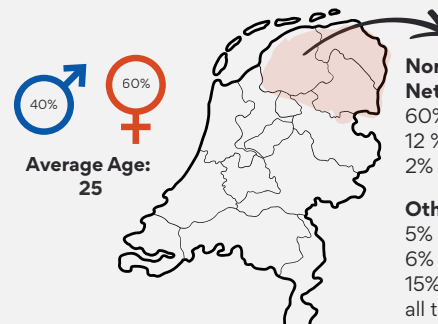
Identifiable Person vs. Brand Logo

Quote Framing

Logos (rational appeal) vs. Pathos (emotional appeal)

This 2x2 design allowed us to isolate and measure the impact of each variable on audience perception

RESPONDENTS DEMOGRAPHICS



North of the Netherlands:

60% from Fryslân
12 % from Groningen
2% from Drenthe

Other Provinces:

5% from Overijssel
6% from Utrecht
15% from other provinces all throughout NL

Study Limitations

- Initial Target Audience:** Media professionals in marketing, communication, innovation, and creative industries (aligned with MICA's B2B audience)
- Problem:** Only 24 responses in one week, despite reminders.
- Revised Approach:** Expanded TA to media-related students at NHL Stenden.
- Why students?** Many already work part-time in media. They are future professionals aligned with our original TA.

Job of Respondents

Content Marketer, Online Editor, Marketing Manager, Software Engineer, Managing Director, Graphic Designer, Media Professional, Freelancer, Marketing Specialists, Social Media Manager, Sales Representative, Media & Fashion, Videographer, Journalist, Online Marketer, Brand Designer

Students: Convenience Sampling via NHL Stenden + Snowballing

Outreach: 100+ professionals via LinkedIn, posts, and emails
Targeting: Used keywords & Titles (e.g., marketing, media)

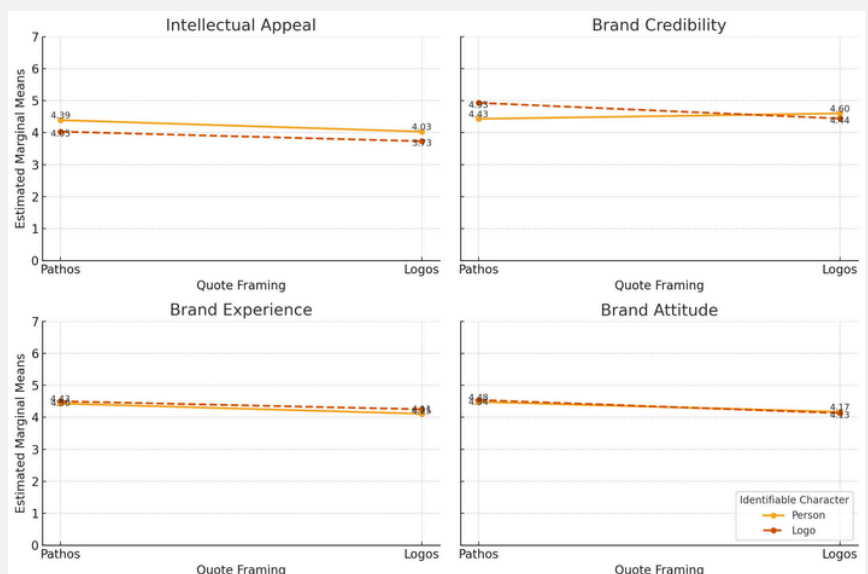
OBJECTIVE

Reposition MICA from competitor to trusted industry partner by testing how emotional vs. logical messaging and human vs. logo visuals influence perceived brand attitude, brand credibility, intellectual appeal, and brand experience.

RESEARCH RESULTS

No statistically significant results could be found when conducting an Analysis of Variances (ANOVA)

Visual patterns of the graphs suggest that **Pathos had a slightly more positive effect** in most cases.

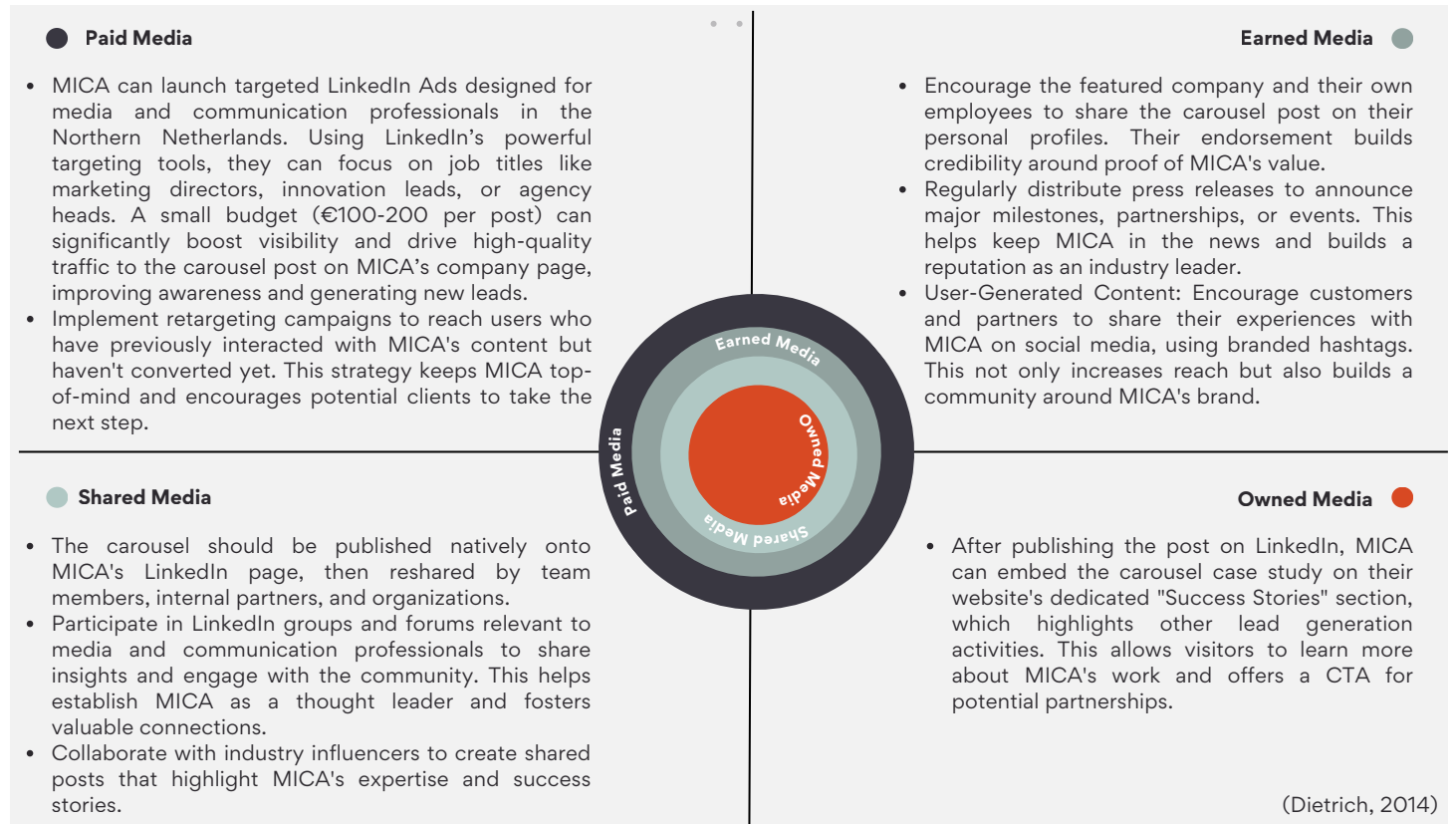


CONCLUSION

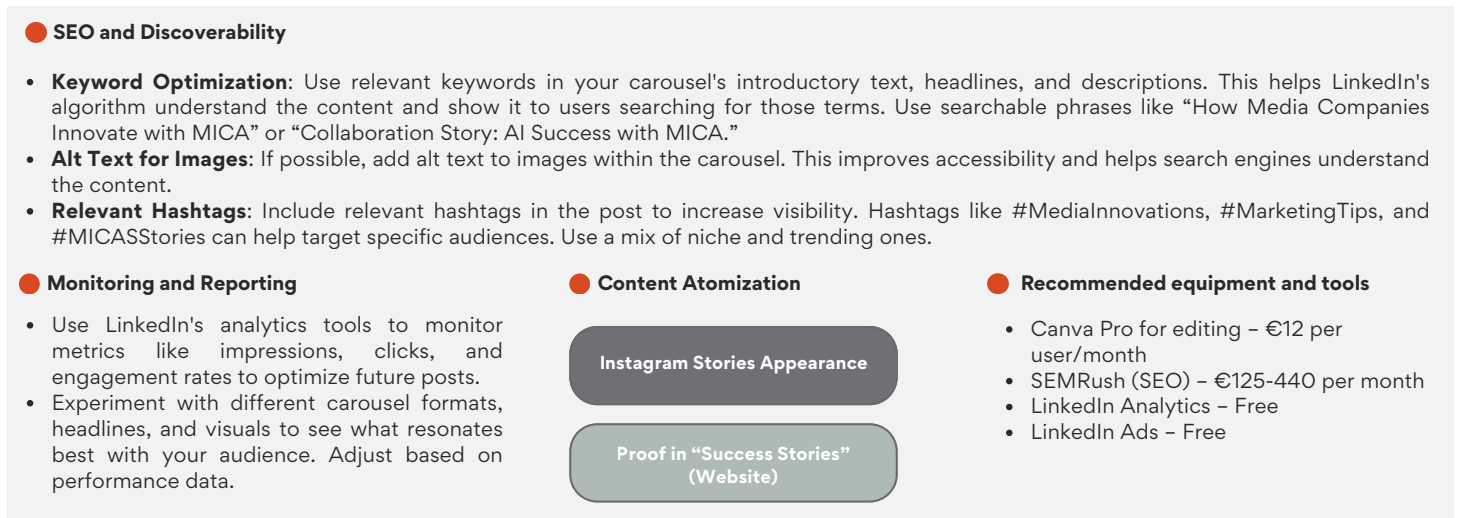
All mean scores stayed near 4 - Neutral (Likert Scale 1 to 7), suggesting respondents had no strong opinion about MICA's brand experience, brand credibility, brand attitude and intellectual appeal. Selecting the neutral option could mean: actual neutrality/ indifference, lack of knowledge, or low motivation.

START NEUTRAL
SHAPE PERCEPTION

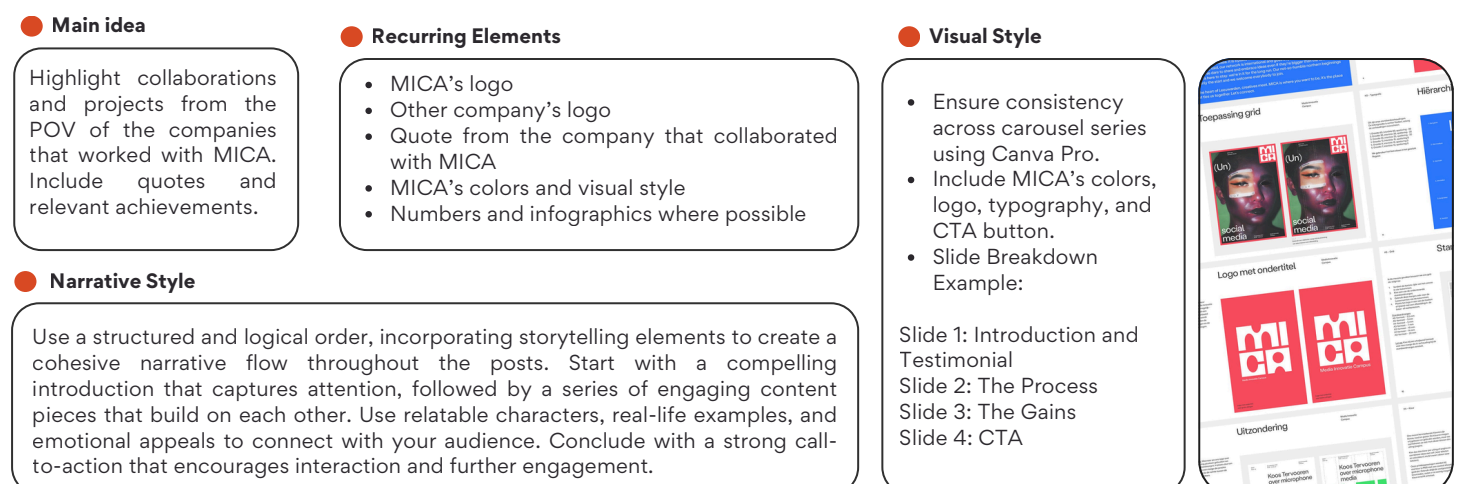
DISTRIBUTION STRATEGY



IMPLEMENTATION



CREATIVE GUIDELINES



PROTOTYPE 2: BLOG POST



About the Prototype - Blog

HYGIENE MICA

As part of MICA's innovative content strategy, we have created a blog post titled "*Mastering AI Prompting for Media and Marketing Professionals: Unlock the power of AI for Content Creation*". This blog post provides actionable techniques for media and marketing professionals on AI prompting, in a textual as well as visual way, by combining text with infographics. *The full blog can be seen in Appendix IV.*

Through this blog, MICA can establish itself as a thought leader in media innovation by offering relevant and valuable content that directly addresses industry changes in an understandable way. In order to encourage professionals who want to use AI in their work, the tone of voice should be both professional and positive.

By involving young professionals into the creation process, the blog helps to bridge the gap between established companies and upcoming professionals, fostering collaboration and ground for development for the young professionals.

STRATEGIC RATIONALE

How we got to the Prototype

We arrived at the blog prototype by focusing on what MICA does best: offering space for thoughtful exploration, collaboration, and hands-on learning. The blog format allowed MICA to dive deep into topics that are both relevant and timely for the target audience (e.g., AI prompting in media), while staying rooted in research and accessible storytelling. We drew on both the Strategic and Creative Brief and our target audience research to ensure that this format would provide the clarity and value professionals in the Northern Netherlands are seeking.

How the prototype relates to MICA's Strategy

This ties directly to MICA's broader strategy of Bridging Innovation and Growth. By creating content that unpacks complex topics like AI utilization, the blog positions MICA not as a competitor, but as a strategic partner, one that connects emerging talent with the established media world. The blog format also reflects the "Break New Ground" creative concept, serving as a space to test and share new ideas before they hit the mainstream.

Why this works for the Target Audience

It works for the target audience, professionals in media, communication, and marketing, because it meets them where they are. These are people who don't just want to be inspired; they want tools and insights they can use. A blog filled with concrete techniques and thought leadership ticks that box. It offers value in a language they understand, and it positions MICA as a reliable source of industry insight, especially around new media and AI.

Why this works for MICA

For MICA, this prototype goes beyond content creation, it becomes a platform for strategic impact. It allows young professionals to contribute directly to thought leadership, reflecting their fresh perspectives and technical fluency. It brings MICA's values of connection, collaboration, and innovation to life by showing how academic knowledge can translate into practical value for businesses. And most importantly, it helps reposition MICA in the eyes of industry, from misunderstood competitor to essential connector.

CONTRIBUTION TO MICA'S GOALS

Establishing Thought Leadership

01. By tackling complex, forward-facing topics like AI in content creation, the blog cements MICA's role as a trusted voice in the media innovation space. It gives the brand authority in conversations that matter to the industry right now.

Incorporate Fresh Perspectives

02. The blog is built with young professionals. Their input shapes the content, ensuring it's relevant, current, and reflective of the next generation of media minds. It's their perspective that gives the blog its edge.

Fostering Collaboration and Growth

03. The blog brings students and professionals into shared dialogue, sparking collaboration through knowledge exchange. It positions MICA as the common ground where innovation begins and grows.

The **PESO** (Paid, Earned, Shared, and Owned Media) model will help amplify the blog post's reach across platforms. The model below gives advice on how to implement over each type of media.

Paid promotion will focus on increasing the blog's visibility among media professionals, leveraging both social media ads (LinkedIn, Instagram, or TikTok) and Search Engine Advertising (SEA). The following steps will be taken:

-

Earned media focuses on generating organic visibility and media coverage. Unfortunately, earned media is something that MICA can only have limited influence on. However, there are a few things MICA can do to indirectly influence this:

- Shared media focuses on amplifying content through social media channels.

- **Atomized Content:** MICA can create shareable snippets of the blog's key insights/quick tips (video or text), focusing on visualization rather than elaborating on them extensively. These snippets can be shared across social media platforms (i.e., LinkedIn, Instagram, or TikTok) to engage users, while encouraging them, to check out the blog post for further information, as well as sharing the content with their networks. By leveraging social media channels for atomized content such as quick tips or highlights of the blog, MICA can further boost its reach.
- **Video Content:** The video created as the third prototype serves as an example of how key takeaways can be presented in an engaging, easily shareable format for social media.
- **Engagement Tactics:** MICA should keep encouraging their audiences to share the content and should consider testing principles of persuasion (Cawood, 2022), specifically liking and social proof.

Owned media should focus on utilizing MICA's existing platforms to distribute content and engage the audience. To maximize the effectiveness of owned media distribution, MICA should lay their focus on both the distribution itself as well as SEO optimization (see next page for SEO advice).

- Website Integration: The blog can become part of MICA's website as seen in the prototype. MICA should create internal links to related articles to boost SEO and broaden reach.
- Email Newsletter: MICA should establish a regular (e.g., monthly or bi-weekly) email newsletter to reach subscribers directly with valuable content. This helps reinforce MICA's authority and encourages further interaction with the website.
- Consistent Sharing: It is important for MICA to share content on a regular basis within their owned media and consistently put effort into atomizing this content for shared media. this will help maximize reach.

Owned Media

IMPLEMENTATION PLAN

● SEO Advice / Owned Media

- **Keyword Optimization:** The best approach to keyword optimization is to implement a mix of short-tail keywords (i.e. “AI Prompting”), mid-tail keywords (i.e. “Key Techniques in AI Prompting”) and long-tail keywords (i.e. “AI Prompting for Media and Marketing Professionals”). These keywords should be naturally integrated into the title, subheadings, meta descriptions, and the text body itself. The prototype shows how these keywords could be maximally repeated within one blog post.
- **Title Tags & Meta Descriptions:** The blog title should include all relevant keywords. The meta descriptions should include all relevant keywords and be under 160 characters, summarizing the blog's main content, such as “3 easy techniques for AI prompting for media and marketing professionals to enhance content creation”.
- **Header Tags (H1, H2, H3):** The post should be separated by different subheadings that each boost the keyword (i.e. “What is AI prompting [...]”) to improve readability.
- **Image Optimization:** Each picture/ infographic within the post should have an added descriptive alt text that uses relevant keywords (i.e. “3 AI prompting techniques for media and marketing professionals infographic”).
- **Internal Links:** As described above, related articles within the website can be linked to the blog post to improve site navigation.
- **External Links:** The post can include external links to trustworthy sources (e.g., studies, industry reports, or other reputable websites) to improve the blog's credibility in SEO. External links should NEVER be named with a keyword that MICA is trying to rank for! (Use e.g., “See more” as link-holder text.)
- **Mobile Optimization:** The blog/ website should be made mobile friendly to enhance user experience, reduce bounce rates from mobile visitors and thereby boost search engine rankings.
- **Updated Content:** The content should be updated regularly to remain relevant throughout new industry developments. Especially keywords should be updated regularly.

Frequency and Timing

We recommend publishing one blog post every week. This pace strikes a balance between maintaining relevance and allowing enough time for quality research, writing, and collaboration with young professionals. Mondays mornings are best for website posting, especially when it comes to higher page views and more traffic (ClearVoice, 2025).

● Content Atomization and Amplification



Snippet Video - Prototype 3: LinkedIn, YouTube, Website



Carousel Posts: Instagram, LinkedIn, YouTube



SEO/SEA: Website



Newsletter Appearance: E-mail

● Monitoring and Reporting

- Use Google Analytics and LinkedIn Analytics to monitor key performance indicators. Link this with tools like Hootsuite or Shield to track social media engagement, shares, and audience demographics.
- Regularly compare results with previous blog posts and industry performance indicators. Focus on metrics like organic reach, engagement rate, and referral traffic to see what content resonates most.
- Schedule a short 15-minute internal check-in each month to review data, identify trends, and optimize future posts.

● Recommended Tools and Budget



- LinkedIn Ads (Sponsored content): €100-€200/post
- Google Ads (SEA) (Search promotion): €150-€300/month
- Meta Ads (Instagram/Facebook): €50-€100/month
- Retargeting Ads (Google/LinkedIn): €100/month
- Ubersuggest (SEO & Backlink tracking): €29-€49/month
- Mailchimp (Email newsletters): €30-€50/month
- Canva Pro (Design for blogs & snippets): €12/month
- Grammarly Premium (Writing support): €20/month
- Hootsuite/Buffer (Social media scheduling): €0-€30/month
- WordPress or CMS Hosting (Blog hosting): €10-€25/month
- Google Analytics (Website insights): Free
- Trello or Notion (Content planning & calendar): Free-€10/month
- Press Kit tools (Canva/Adobe Express): €10-€12/month

CREATIVE GUIDELINES

● Main idea

In-depth guides and explanations of new media trends by young professionals of MICA to help others break new ground.

● Visual styles

- The text should be supported by appealing pictures or infographics.
- The author and date of the last post update should be transparent as well as approximate reading time.
- Structure should consist of one main title, and subheadings.
- Bullet points should be used for clarity.

● Narrative Style

- Professional writing that takes into account SEO. Title and subheadings are vital.
- It should always have an appealing introduction. The structure should be as it follows: (1) What it is about. (2) Why this topic is important. (3) Key Insight. (4) A lookout into future/ effects of trend. (5) Conclusion.
- Supported by transparent and relevant sources, if needed.

● Recurring styles

- Structure/ layout blog.
- Bullet points for visual clarity.
- Pictures and other visual elements to support the text.
- Author, Update Date, approx. reading time

PROTOTYPE 3: LINKEDIN VIDEO

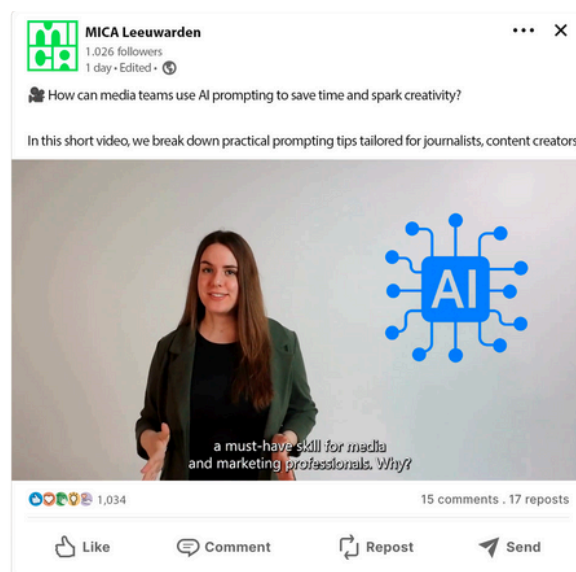
About the Prototype

HYGIENE 

The main idea for this content piece is to create a video series for LinkedIn to explain the latest trends and developments in the innovation and media industry. The format and communication style will be educational, with one spokesperson summarizing the topic and giving tips for professionals to apply the knowledge.

The topics explained, which are always summarized in one to two minutes, are related to the ones explained in a blog as proposed as prototype 2 for this creative brief. In this case, MICA presents a short explanation and tips about AI prompt engineering.

Link to the video: https://drive.google.com/drive/folders/15XFy8joEc4X6dwWW0IT84yYEqTGv_5hW?usp=share_link



STRATEGIC RATIONALE

How we got to the Prototype?

The LinkedIn video concept was shaped by insights from the strategic and creative brief. This highlighted the importance of delivering value-driven, educational content to establish MICA as a thought leader. Since LinkedIn is a key platform for professional learning and networking, it appeared the most suitable channel. The prototype was built around sharing practical knowledge on innovation and AI, a timely, relevant topic for MICA's audience. Moreover, the LinkedIn video format ensures a strong visual presence in the feeds of media and communication professionals and is favoured by the platform's algorithm, increasing the chances of organic discovery and fostering repeat interactions from users seeking relevant knowledge.

How the prototype relates to MICA's strategy

This video series holds strategic relevance for MICA as it directly supports its mission to inspire and facilitate innovation in the media and communication sector. By highlighting emerging trends and offering practical, actionable tips, the series serves as a valuable entry point into deeper conversations explored through accompanying blog articles.

Rather than presenting abstract concepts, the content is designed to guide media professionals toward real solutions, reinforcing MICA's role as a trusted partner. It strengthens MICA's identity as the place where innovation is activated and turned into tangible results, while helping to increase brand awareness and foster new collaborations in the Northern Netherlands.

Why this works for the Target Audience

Media, marketing, and communication professionals actively use LinkedIn to stay informed and grow their expertise. A short, well-produced video that delivers valuable knowledge on emerging tools like AI aligns with their professional goals, increasing the likelihood of engagement and content sharing.

Why this works for MICA

The video format requires moderate resources while offering high potential for reach and engagement. It also allows MICA to showcase its talent, tone of voice, and perspective, reinforcing brand identity and building a connection with its audience. It fits well into a sustainable owned media approach, which is essential given MICA's limited budget.

CONTRIBUTION TO MICA'S GOALS

Establishing Thought Leadership

01. The video positions MICA as a credible voice in media innovation by offering valuable, educational content on timely topics. It demonstrates expertise and aligns MICA with industry trends, helping to build authority and trust.

Showcasing Network Strength

02. By featuring collaborators as hosts, the video reflects MICA's active role in the industry. It subtly communicates the strength of MICA's connections with young professionals, creatives, and experts, reinforcing its role as a central hub for innovation.

Sparking Collaborative Dialogue

03. The format encourages comments, shares, and conversations, particularly when the content invites reflection or opinion. This helps MICA foster engagement and dialogue within its target community, laying the groundwork for future partnerships and co-creation opportunities.

DISTRIBUTION STRATEGY

The **PESO** (Paid, Earned, Shared, and Owned Media) model will help amplify the LinkedIn video’s reach across platforms. The model below gives advice on how to implement over each type of media.

● Paid Media

To accelerate awareness and visibility, we propose supporting the video series with a targeted paid media strategy. Sponsored posts on LinkedIn will amplify both full-length videos and short-form clips to reach media professionals and decision-makers in the Northern Netherlands.

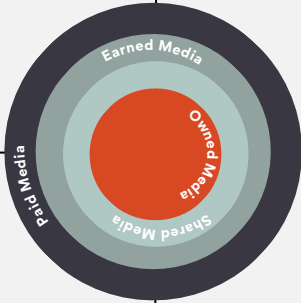
There are some key considerations when deciding to use LinkedIn ads:

- LinkedIn suggests a budget of €22 for new advertisers when creating a campaign.
- Be specific when targeting. Focus on: location (Northern Netherlands), industry (Media and Communication), Job Titles (Marketing Managers, Media Strategists, Communication Directors), Interests (Innovation, Digital Media, AI).
- Upload videos directly to LinkedIn rather than linking from YouTube. Native videos autoplay in-feed, increasing views and engagement.
- Ensure the video opens with movement, a bold question, or a relevant visual to stop the scroll and boost watch time.

Earned Media ●

To reinforce MICA’s credibility as a thought leader in media innovation, we will pursue earned media opportunities. This includes:

- Pitching the video series insights and related blog content to regional media, communication and technology platforms, and relevant industry blogs.
- Cross-promotion through educational and innovation-focused partners such as Hanzehogeschool, University of Groningen, Founded in Groningen, and VentureLab North. MICA can invite them to share and repurpose content through their newsletters, LinkedIn pages, and other platforms.
- In addition, respected individuals in the field, such as Anneli Rispens, expert in Strategic Leadership, or Maarten de Rijke, Director of the Innovation Center for Artificial Intelligence (ICAI), can be approached for quotes, shares, or mentions.



Shared media will play a key role in building organic engagement. Videos will be consistently published on LinkedIn and YouTube channels, with Shorts and Reels adapted for Instagram and TikTok. These posts will include engaging captions, field-relevant hashtags, and clear CTAs. Staff and student ambassadors will be encouraged to share the content via personal networks.

- For content optimization, MICA should include crafting engaging, searchable captions with relevant industry hashtags (e.g., #MediaInnovation, #AlinMedia, #DigitalTransformation and #FutureOfMedia), along with compelling thumbnail visuals and clear calls-to-action encouraging discussion or further exploration.
- MICA should encourage MICA staff, students, and alumni to reshare the content through their personal LinkedIn profiles and social circles, boosting authenticity and visibility through trusted peer networks.
- As a community engagement strategy, MICA can respond to comments, tagging featured partners or institutions, and sparking discussion in relevant LinkedIn groups focused on media and innovation.

● Shared Media

All content will be centralized and archived on MICA’s owned platforms to maximize long-term visibility, increase SEO value, and ensure full control over the user experience.

- The video series will be embedded directly on MICA’s website, each episode accompanied by the blog post to provide background, key insights, and related resources about the topic.
- Downloadable tip sheets summarizing practical takeaways from related episodes will be offered in PDF format. The organisation can either gate the PDF behind an email capture to grow MICA’s mailing list, or offer it as an open-access resource to build goodwill and shareability.
- The series will be featured in MICA’s newsletter, with clear navigation to additional insights and information about upcoming releases.

Owned Media ●





IMPLEMENTATION PLAN

Production and Post-Production Guidelines

To ensure strong brand presence and viewer engagement, the production process should integrate MICA’s visual identity (logo, same color palette). Including subtitles is essential for accessibility and performance, particularly given LinkedIn’s autoplay behavior with sound off. On-camera presenters should be briefed to deliver clarity and energy, especially in the first 15 seconds, which are critical for viewer retention. A short rehearsal before filming is recommended.

Post-production efforts should focus on maximizing reach and discoverability. This includes editing 2–3 short clips (15–45 seconds) featuring key insights or quotes for promotion across TikTok, Instagram, and YouTube Shorts. Custom, branded thumbnails with clear headlines or bold questions can significantly improve click-through rates. Lastly, optimize titles, descriptions, and tags with relevant keywords to enhance SEO performance and long-term visibility.

- **Video SEO** (SEMRush, 2024)
 - **Identify Relevant Topics:** Conduct research to uncover trending subjects that not only interest your target audience and are covered on the blog, but are also in high demand for video content consumption.
 - **Produce High-Quality Videos:** Ensure each video meets professional standards, with engaging intros that capture attention within the first 15–20 seconds, along with high-quality visuals, clear audio, and proper lighting.
 - **Craft Optimized Titles:** Use primary keywords naturally in the title, keeping it concise (under 60 characters). Incorporate elements like questions or numbers to boost click-through rates (e.g., “5 Ways AI is Changing Media”).
 - **Write Compelling Descriptions:** Begin with a strong, attention-grabbing statement and include the main keyword early. Clearly summarize what viewers can expect and include a CTA when relevant.
 - **Design Custom Thumbnails:** Create visually appealing, branded thumbnails with bold text and compelling imagery to encourage views.
 - **Embed Strategically:** Place the videos on relevant pages of the website or blog to increase SEO value, contextual relevance, and viewer retention.
 - **Hashtags Use:** The video series will have its hashtag and use 3 to 5 keywords related to the topic explained in it. For better performance, there should be a mix of broad and niche hashtags.

- **Content Atomization & Amplification**
 -  **Full Video:** LinkedIn, YouTube, Website
 -  **Reels / Short:** Instagram, TikTok, YouTube
 -  **Tip Sheet PDF:** Website
 -  **Newsletter Appearance:** E-mail

- **Monitoring and Reporting**
 - Use LinkedIn analytics to track impressions, engagement, audience demographics and other relevant data.
 - Compare results against previous MICA video posts and industry averages to refine content type and format.
 - Host an internal review each month to adjust messaging, topics, or visual styles based on the performance insights gathered.

Frequency and Timing

To maximize engagement, the LinkedIn video should be published on Tuesdays or Wednesdays between 8–9 in the morning, as these are peak engagement times on LinkedIn (Hootsuite, 2025). Additionally, an internal engagement push will be implemented by encouraging team members and MICA collaborators to comment and share the post within the first 24–48 hours. This strategy will help increase the video's reach by leveraging LinkedIn's algorithm, which favors content with early interaction.

CREATIVE GUIDELINES

- **Main idea**

This prototype positions MICA as a trusted source for media and innovation insights by simplifying complex topics and presenting them through MICA’s collaborative lens.

- **Visual styles**

All videos will have a simple, white background and a professional standing in front of it. This avoids distractions and allows the user to focus on the message.

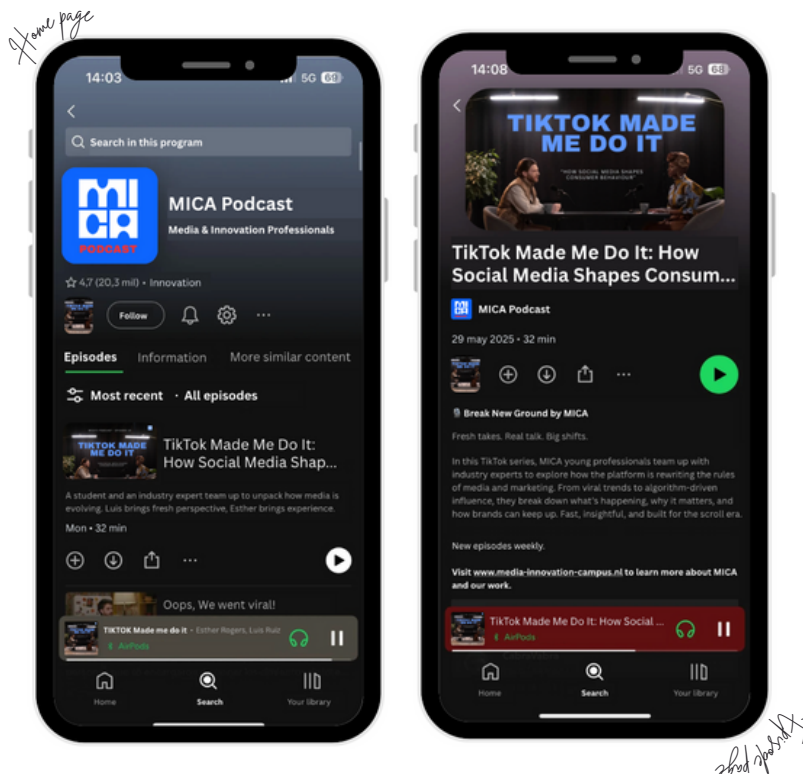
- **Narrative Style**

As a host, the videos will have an individual from MICA or, if the budget allows, a professional from the field on special occasions. The person should dress professionally and use a clear and engaging tone.

- **Recurring styles**

The videos and thumbnails will have professional visuals and a recurrent intro. There will also be subtitles and text next to the host with the most important information and tips. MICA should add strong CTAs in the caption of the post and at the end of the video to engage users to collaborate or to redirect them to the blog.

PROTOTYPE 4: PODCAST

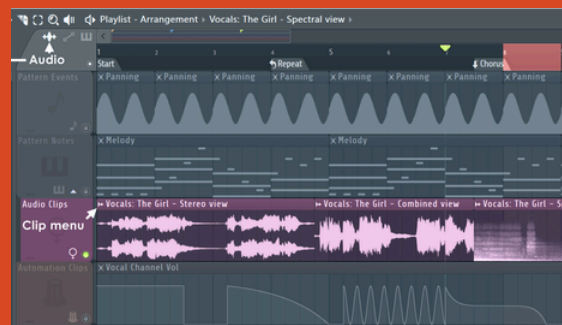


About the Prototype - Podcast HUB

As part of our content and media strategy for MICA, we created **Break New Ground**, a podcast that brings together MICA's young professionals and industry experts to explore what's next in media, marketing, and innovation.

Each episode dives into topics that are closely tied to MICA's field, like TikTok trends, meme marketing, and AI-powered storytelling, exploring how these shifts are influencing the way we communicate and create.

The podcast gives MICA a more personal voice and shows the strength of its network in action. It positions MICA as a collaborator, not a competitor, someone you'd want to work with, not work against. With a tone that's smart but easy to follow, it speaks directly to B2B professionals looking for fresh ideas and real insight. In short, it brings MICA's mission to life in a way that's both visible and listenable.



Link: https://drive.google.com/drive/folders/1xX-ii3vj-TEbLaSqC7AixeW9nwWclivX?usp=share_link

STRATEGIC RATIONALE

How we got to the Prototype?

The podcast idea came from MICA's ambition to shift its image, from being seen as a competitor in the B2B space to becoming a collaborative voice in media and innovation. Our research and survey showed that professionals in the Northern Netherlands are looking for deeper, more engaging content to keep up with an industry that's constantly evolving. A podcast felt like the right format: it creates space for real conversations between young professionals and experienced experts, while staying true to MICA's mission and tone.

How the prototype relates to MICA's strategy

Break New Ground builds on MICA's creative concept of the same name, introduced in an earlier brief. Meant to position MICA as a bridge between education and the industry, the podcast encourages honest conversations around innovation and shifting media trends. Instead of promoting MICA directly, it adds value through insight-driven dialogue, supporting the brand's open, forward-looking approach.

Why this works for the Target Audience

MICA's target audience, media, marketing, and communication professionals in their 30s, particularly in the Northern Netherlands, indicated through our research a clear preference for relevant insights and accessible content that fits into their demanding routines. *Break New Ground* responds to this need by offering expert-led episodes on timely topics such as AI, social media trends, and content strategy. By bringing together young professionals from MICA and experienced industry voices, the podcast delivers credible, relatable perspectives that reflect the realities of today's media and marketing landscape.

Why this works for MICA

This format helps MICA reposition itself as a partner rather than a competitor by spotlighting the individuals who represent the brand's talent and network. It directly addresses the audience's demand for credible, engaging content, particularly within the regional B2B landscape. Podcasts are well-suited for this goal, combining a personal tone with professional insight (Zhironkin & Zhironkina, 2022), and are gaining traction among professionals in media and tech sectors (Schofield, 2023). In this way, the podcast provides MICA with a strategic platform to grow its presence and strengthen its position as an inclusive hub for creative innovation.

CONTRIBUTION TO MICA'S GOALS

Establishing Thought Leadership

01. By exploring timely topics like AI, social media, and content strategy, the podcast positions MICA as a credible voice in the media landscape, offering relevant insights through expert-led dialogue.

Showcasing Network Strength

02. The format pairs young MICA professionals with experienced guests, highlighting the diversity and depth of MICA's network while offering real-world perspectives from both sides.

Collaborative Dialogue

03. The podcast creates space for open conversations, supporting MICA's role as a connector and future-facing hub for media innovation.

The **PESO** (Paid, Earned, Shared, and Owned Media) model will help amplify the podcast episodes reach across platforms. The model below gives advice on how to implement over each type of media (Alhlou, 2025).

Paid promotion will focus on increasing the podcast's visibility and reach among B2B professionals in media, marketing, and communication, especially in the Northern Netherlands.

-

Earned media helps build organic visibility through third-party mentions, guest sharing, and media interest. While MICA can't control it directly, there are several ways to encourage it:

- Shared media helps amplify podcast content organically across platforms where MICA's audience is already active. To maximize reach and engagement, the podcast should be created with a "social-first" mindset.

- Owned media should focus on integrating the podcast into MICA's existing platforms to maximize visibility, strengthen SEO, and maintain brand consistency. Unlike shared channels, owned platforms give MICA full control over content format, tone, and timing, creating a strong foundation for distribution.

- ## Owned Media

IMPLEMENTATION PLAN

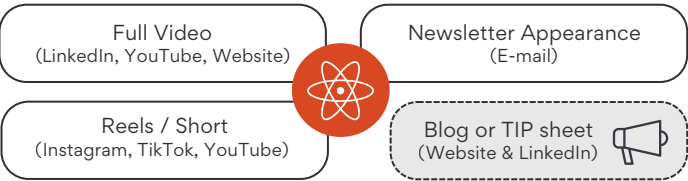
● Video SEO (SEMRush, 2024)

To make the most of video content on platforms like YouTube, Spotify, TikTok, Instagram, and LinkedIn, MICA should apply basic video SEO practices. This includes giving each episode or clip a clear and searchable title, such as “How TikTok Trends Shape B2B Marketing”, along with a strong, keyword-rich description and relevant hashtags like #MediaInnovation or #MICAinsights. Adding closed captions not only improves accessibility but also helps algorithms better understand and surface the content. These small steps can significantly improve discoverability within platform feeds and recommendation systems, helping MICA reach its target audience more effectively.

Frecuency and Timing

For Break New Ground, MICA’s hub content podcast, a monthly release schedule offers the ideal balance between consistency and quality. To maintain momentum between episodes, the rollout follows a clear rhythm: a teaser clip is shared two days before launch to build anticipation, followed by a short highlight on release day to drive views and shares. Five to seven days later, a quote graphic or audiogram keeps the episode present in the conversation. This steady stream of content ensures continued visibility across LinkedIn, Instagram, and TikTok, while reinforcing MICA’s role as a credible, forward-thinking voice in media innovation. The full content workflow for this podcast is visually represented on page 16 alongside the planning for other prototypes (See Workflow page 16 for full overview).

● Content Atomization & Amplification



● Recommended equipment

To ensure high-quality sound and visuals for the podcast, the focus should be on professional yet cost-efficient audio gear and basic visual setup for supporting content such as audiograms or behind-the-scenes material.

- Microphones (x2 – Rode NT-USB) – €220
- Audio Interface (Focusrite Scarlett 2i2) – €170
- Headphones (x2 – Audio-Technica ATH-M20x) – €100
- Boom Arms + Pop Filters (x2 sets) – €80
- Basic Lighting Kit (for studio/social snippets) – €150
- Editing Software (Adobe Audition / Premiere Pro) – €40/month

Monitoring and Reporting

Performance will be monitored through a combination of real-time analytics and monthly reviews. Platforms like Spotify, Podbean, and LinkedIn will be used to track key indicators such as listens, engagement, and drop-off points. These insights will be benchmarked against previous MICA content and industry standards to guide improvements. A short monthly check-in will ensure the team can refine messaging, guest formats, and distribution strategy based on what’s working. The KPIs and metrics linked to this process are further outlined on page 17, where a complete overview of each prototype is presented (Pulizzi, 2013).

CREATIVE GUIDELINES

● Main idea

The podcast connects MICA’s young professionals with established experts in media and communication through intergenerational conversations on timely topics, from TikTok trends to AI storytelling. It aims to offer accessible, forward-thinking insights that reinforce MICA’s identity as a connector and hub for media innovation.

● Recurring styles

Each ~30-minute episode includes a friendly branded intro, a clear segment flow (intro → deep dive → wrap-up), and consistent MICA voice: collaborative, curious, and professional. Snippets are designed for repurposing on social platforms, and different MICA hosts rotate per episode.

● Audio Style

The tone is energetic yet polished, blending clarity with subtle background music and sound design. Edits focus on pacing to keep episodes dynamic, matching the enthusiasm of the host and the credibility of the guest.

● Narrative Style

Episodes follow a structured yet relaxed dialogue format. Young MICA hosts bring curiosity and fresh perspectives, while guest experts add context and depth, creating an accessible, engaging exchange of ideas (Appendix V, page 6).

● Visual Style

MICA’s visuals are clean, bold, and tech-forward. Branded assets like audiograms, motion graphics, and BTS clips support the podcast across TikTok, Instagram, and LinkedIn, boosting reach while maintaining a recognizable identity.

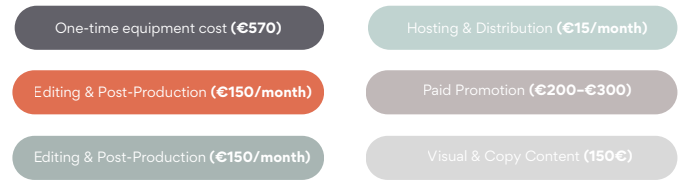
● Episode representation



● Web SEO (SEMRush, n.d)

For longer-term visibility through search engines like Google, MICA should integrate web SEO across its owned channels, especially its website, blog, and newsletter. Each podcast episode should be supported by a dedicated web page with integrated audio, a clear episode title, transcriptions, and relevant keywords in both the copy and metadata. For example, an episode discussing AI in content creation could be paired with a blog post titled “3 Ways AI is Changing Creative Storytelling” to boost search relevance. This ensures that even beyond social platforms, the podcast continues to drive traffic, reinforce MICA’s credibility, and contribute to its positioning as a media innovation leader.

● Budgeting (Full overview Appendix V page 6)



● Tools


These tools support editing, analytics, distribution, and discoverability of each episode across platforms. These are the basic tools you need:

- Canva Pro (for audiogram graphics, episode promos) – €12/user/month
- TubeBuddy (for YouTube video SEO) – €5/€24/month
- Google Analytics – Free
- Spotify for Podcasters – Free with hosting
- LinkedIn Analytics – Free
- Shield App (LinkedIn analytics tracking) – €29/user/month

GENERAL WORKFLOW

WEEKLY WORKFLOW + ONCE A MONTH PODCAST EPISODE

	CAROUSEL	BLOG POST	LINKEDIN VIDEO
MONDAY	<ul style="list-style-type: none">• Tasks• Choose topic based on partnerships, or MICA's ongoing themes• Define angle and message hierarchy Intern A + Isabelle 1 hour	<ul style="list-style-type: none">• Tasks• Publish blog post• Start atomization / amplification process Intern + Isabelle 3 hours total	<ul style="list-style-type: none">• Tasks• Summarize topic from the blog and write video script• Script revision and strategic input• Set-up and recording• Video editing• Last Monday of the month: Design and publish Tip Sheet Intern A + host, Isabelle 4.5 hours total
TUESDAY	<ul style="list-style-type: none">• Tasks• Copywriting and SEO optimization• Draft headline, CTA and post caption Intern A 2 hours		<ul style="list-style-type: none">• Tasks• Copywriting for post, SEO optimization• Publish video (preferred time: 9 - 11h) Isabelle 1 hour
WEDNESDAY	<ul style="list-style-type: none">• Tasks• Design visual carousel slides• Internal Review and Feedback Loop Intern B + Isabelle (CCO) 2 hours	<ul style="list-style-type: none">• Tasks• Settle on post topic• Keyword research• Deciding main elements and outlining the information• Send for approval Intern + Isabelle (revision) 4.5 hours total	<ul style="list-style-type: none">• Task• Create and publish Short/Clip #1 Intern C 1 hour
THURSDAY	<ul style="list-style-type: none">• Task• Publishing the carousel on LinkedIn and Instagram (preferred time: 9-10h) Intern C 0.5 hours	<ul style="list-style-type: none">• Tasks• Writing the blog post• Send for review by CCO (Young) Professional + Isabelle 4.5 hours	<ul style="list-style-type: none">• Task• Create and publish Short/Clip #2 Intern C 1 hour
FRIDAY	<ul style="list-style-type: none">• Tasks• Monitor and report performance• Community interaction Intern C + Isabelle 1 hour	<ul style="list-style-type: none">• Task• Adapt the feedback• Engaging with the community• Last Friday of the month: Monitor and report on KPI's and Plan improvements Intern + Isabelle 2 hours	<ul style="list-style-type: none">• Tasks• Monitor and report performance• Community interaction• Embed video + blog on site• Last Friday of the month: Write and send Newsletter Intern B + Isabelle 2 hours

	CONTENT	DATE	TIME	PERSON	PLATFORM
PODCAST PUBLISHING	Teaser	Monday - 5th of May - 2025	11:00 AM	Intern	 
	Full episode (Episode 10)	Wednesday - 7th of May - 2025	17:00 PM	Intern + revision Isabelle	 
	Short snippet (Episode 10)	Wednesday - 7th of May - 2025	17:10 PM	Intern	  
	Quote graphic or audiogram (episode 10)	Monday - 12 of May - 2025	9:30 AM	Intern + revision Isabelle	

KPI'S FOR ALL FOUR PROTOTYPES

The selected Key Performance Indicators (KPIs) help track both the growth of MICA's digital presence and the quality of engagement with its content, ensuring the strategy is effective and aligned with its mission. Each KPI serves a specific role in measuring progress: growing LinkedIn followers signals expanding reach within the professional community, while engagement metrics and newsletter sign-ups indicate the resonance and value of the content. Achieving strong search engine visibility confirms long-term discoverability, and podcast engagement shows that MICA is successfully fostering deeper, recurring connections with its audience (Pulizzi, 2013).

MICA'S GOAL

Increase brand awareness and audience engagement among media and communication professionals in the Northern Netherlands by steadily growing digital visibility and community interaction across key content channels (LinkedIn, blog, podcast) over the next two quarters.

KPI'S FOR MICA

P1: LinkedIn Carousel



Gain **+5%** new LinkedIn followers each month.



P3: LinkedIn Video



Secure 75+ engagements per video (likes, comments, shares, saves) within 7 days of launch.

P2: Blog Post



Gain 10 people to subscribe to the newsletter within 2 weeks after the blogpost publication.

Achieve first-page visibility (Top 20 SERP) for 1-2 long-tail, industry-relevant keywords within 12 weeks of publication.

P4: Podcast Series



50 people listening to ≥75% of the episode per episode

Convert 25% of unique listeners to recurring listeners within X weeks of the podcast launching

• Metrics

P1: LinkedIn Carousel



Follower growth: Increased number of follower after the publication of the carousels.

Track new followers monthly via LinkedIn Analytics.

P3: LinkedIn Video



Engagement Volume: The number of viewers who interact with your post (likes, comments, shares, saves).

You can keep track of these under each video on LinkedIn.

P2: Blog Post



New Newsletter Sign-Ups: Number of subscribers to the newsletter via blog post.

Organic Search Traffic: number of users who find and visit the blog post by using a search engine like Google.

P4: Podcast Series



Listener Volume and Completion Rate: Number of unique listeners who listen for more than 75% of the video.

Listener Retention Rate: Percentage of listeners who return for subsequent episodes.

RECOMMENDATIONS

To support MICA in taking the next steps with this strategy, we've put together five key recommendations. These are based on everything we've learned through research, testing, and audience feedback, and they're designed to be practical, realistic, and aligned with MICA's strengths:

01. Build a strong owned media foundation for your content

A strong owned media foundation (i.e. MICA's website, blog, newsletter) gives MICA full control over the messaging, engagement metrics and SEO. Unlike social media platforms (i.e. LinkedIn, Instagram, TikTok), owned media is not effected by algorithmic changes.

02. Atomize content to amplify it across channels

Atomize carousel post, blog posts, and videos into snippets, infographics, and audiograms. This maximizes reach with minimized workload. Amplify the content by distributing it via social media platforms (i.e. LinkedIn, Instagram, TikTok), as well as MICA's newsletter.

03. Be consistent in formatting, visuals, and posting

Consistent formatting, visuals, and posting helps to enhance brand recognition and trust. It will help MICA's audience to know what to expect and when to expect it, boosting engagement and reinforcing a professional and reliable image.

04. Continue prototype testing to refine the content

We recommend MICA to regularly execute prototype testing as done in this pitchbook on different types of formats and theories. Which each post effects on brand experience should be tested, as well as possible repercussion. This approach will help MICA to optimize their content to maximize the contents resonance with its desired target audience.

05. Build strategic partnerships for collaboration

Collaborations with well-established and respected professionals within the industry can help boost MICA's credibility and visibility. These partnerships will not only reinforce MICA'S relevance in the creative field, but also allow MICA to expand their reach into new audiences, presenting themselves as collaborators and bridge between young professionals and the industry, rather than competition.

CONCLUSION

This pitchbook was developed with a clear **objective**: to reposition MICA from being perceived as a potential competitor in the creative and educational space to being recognized as a trusted, collaborative partner at the forefront of media innovation. Through audience research, prototype testing, and strategic planning, we identified opportunities for MICA to strengthen its relevance among both emerging talent and experts in the field.

One of the strongest takeaways is the importance of consistency and credibility in MICA's communications. The proposed content formats serve as strategic tools to convey MICA's values, show its talent, and highlight its partnerships. At the core of the strategy is a recommendation to build a strong owned media ecosystem, supported by targeted paid, earned, and shared media tactics.

This approach focuses on staying authentic and realistic, making sure it fits with MICA's available time, team size, and budget. While formats like the *Break New Ground* podcast require more resources, they offer long-term brand value and deeper engagement. When combined with lighter, high-impact formats such as carousels or blog posts, the strategy achieves a balanced mix of effort and return, allowing for flexible execution and ongoing optimization.

Looking ahead, the next step for MICA is to **keep breaking new ground**, not just in the topics it explores, but in the way it communicates. A focused, audience-driven content strategy that feels authentic and accessible will be important for shaping how MICA is perceived, building trust, and strengthening its role as a forward-thinking player in media and innovation.

404 Creatives

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APPENDIX



APPENDIX I:
PERSONA PROFILE **01**

APPENDIX II:
CAROUSEL
VERSIONS **02**

APPENDIX III:
FULL CAROUSEL
POST **03**

APPENDIX IV:
FULL BLOG POST **04**

APPENDIX V:
PODCAST **05**

APPENDIX VI:
CERTIFICATES **07**

APPENDIX I: PERSONA PROFILE

- *Network-based*
- *need for knowledge*
- *Outsourcing*
- *looking for a trusted partner*
- *on top of trends*

TARGET AUDIENCE - KEY INSIGHTS

Based on our qualitative and quantitative research, we came to the following key insights.

The key insights can be turned into the persona and the content journey map, which will be presented on the following pages.

Persona



Personal life

Joey de Vries is a media and marketing consultant working at a media company in Leeuwarden. The company has a total of 4 employees. Joey travels in the north of the Netherlands consulting different companies in media and marketing. Joey likes to meet in person and has a big network.

"Building a network is important, as is keeping up with the industry."

Demographics

Name: Joey de Vries
Gender: Male
Age: 32 years
Academic: Bachelor Marketing
Job: Media and marketing consultant

Challenges

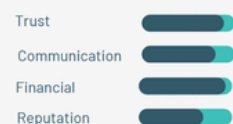
During his work



Values

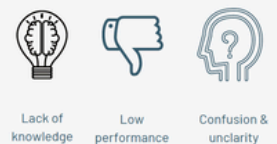


Decision Criteria



Painpoints

During collaborating with an agency



"Artificial intelligence won't take jobs; it will transform them. The future belongs to those who learn to work alongside it".

Media Usage

Reasons to use media

- Gather free information
- Get in touch and interact personally as in groups.

Preferred communication channels



Preferred Industry content



Motivations

Reasons to Hire



Requirements agencies



APPENDIX II: VERSIONS OF THE CAROUSEL



MICA X

NOVA

James, the MICA professional, developed an AI-powered content recommendation system that increased our user engagement by 35%. His expertise in predictive analytics helped us deliver more relevant content, improving retention and conversion rates. His structured, data-driven approach made a real impact on our strategy." Pieter Bakker, Head of Marketing NOVA Agency.

Storytelling and technology work best when they complement each other. While collaborating with **NOVA Creative Agency**, James, our MICA young professional, developed an AI-driven content recommendation system that ensured every user received the right story at the right time.

His contributions made a real impact here's what the Head of Marketing of NOVA Agency had to say.

SCROLL TO FIND OUT MORE

→

Human Logical quote

MICA X

NOVA

"We struggled to connect with our audience, our content felt flat and uninspired. Then James stepped in. His AI-driven storytelling didn't just transform our strategy. His creativity and dedication brought our stories to life, making them more engaging than ever. James wasn't just a strategist, he was our game-changer." Pieter Bakker, Head of Marketing NOVA Agency.

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Human Emotional quote

MICA X

NOVA

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SCROLL TO FIND OUT MORE

→

Logo Logical quote

MICA X

NOVA

"We struggled to connect with our audience, our content felt flat and uninspired. Then James stepped in. His AI-driven storytelling didn't just transform our strategy. His creativity and dedication brought our stories to life, making them more engaging than ever. James wasn't just a strategist, he was our game-changer." Pieter Bakker, Head of Marketing NOVA Agency.

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SCROLL TO FIND OUT MORE

→

Logo Emotional quote

APPENDIX III: FULL CAROUSEL POST



MICA Leeuwarden
1.019 seguidores
3 semanas • Editado •

Hoe het voelt om als steward op te moeten treden in het stadion?

Onze #MICAnen (Sem, Pavel, Sophia, Avani, Willem en Joel) hebben een ... más

Mostrar traducción

MICA X



NOVA

James, the MICA professional, developed an AI-powered content recommendation system that increased our user engagement by 35%. His expertise in predictive analytics helped us deliver more relevant content, improving retention and conversion rates. His structured, data-driven approach made a real impact on our strategy. - Pieter Bakker, Head of Marketing NOVA Agency.

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SCROLL TO FIND OUT MORE



MICA X NOVA

MICA professionals bring **fresh, future-facing thinking** to real-world challenges. Their ability to work hands-on with advanced tools and new technologies makes them powerful partners in innovation.

Working with James helped NOVA to:

- Explore AI applications in content strategy
- Prototype faster with minimal internal disruption
- Translate emerging tech into creative business value

THE GAINS



MICA X NOVA

James followed a lean innovation process with the NOVA team:

- 1 Research & Data Audit** → Identified audience drop-off points and engagement patterns.
- 2 System Design** → Developed a recommendation engine using predictive modeling.
- 3 Test & Iterate** → Piloted with small user segments and refined based on real-time feedback.

This hands-on collaboration helped translate AI into action and into results.



NEED INNOVATION FROM THE NEXT GENERATION? LET'S COLLABORATE.

www.mediainnovatiecampus.nl

APPENDIX IV: FULL BLOG POST



MICA Blog

Samenwerken

Menu

NL

AI Prompting for Media and Marketing Professionals: 3 Key Techniques for Streamlining Content Creation

Updated on: April 12, 2025

By Patricia S. Lamker

5 min reading

Staying on top of new developments is crucial in the rapidly evolving fields within media and marketing. AI prompting for media and marketing professionals is one of the most powerful new tools that have emerged. It has become essential to comprehend AI prompting as a professional, regardless of whether you are developing engaging content, want to boost your customer interactions, or generally improve your marketing strategy. AI prompting is a skill that can transform the way media and marketing professionals can create content, analyze trends and interact with their audience.

AI Prompting

FOR MEDIA AND
MARKETING
PROFESSIONALS

What is AI Prompting?

AI prompting involves crafting specific inputs to guide AI in generating content. For media and marketing professionals, this means producing content that is both creative and relevant.

Benefits for Media & Marketing

Generate content efficiently
Enhance creativity and personalization

AI Prompting Tips

- Choose clear, detailed prompts
- Refine outputs to meet quality standards
- Experiment with different AI tools

Source: semrush.com

Credentia: For formulating the infographic, ChatGPT (OpenAI, 2023) was used.

What is AI Prompting for Media and Marketing Professionals?

AI prompting refers to the skill of crafting input (questions, instructions, or statement) that guide artificial intelligence models to generate precise, relevant, and creative outputs. This skill can be applied by media and marketing professionals to create engaging content, improve campaigns and increase engagement.

Why AI Prompting Matters for Media and Marketing

Creating meaningful content used to take a lot of time and effort. Digital marketing often relied on conventional techniques to interact with their target audiences. However, the landscape has shifted due to the developments in AI technologies. Nowadays, when AI prompting is executed properly, AI can now help with the processes of writing, editing, SEO optimization, and even analyzing target audience preferences, all of which are crucial parts for media and marketing professionals.

AI prompting for media and marketing professionals offers a powerful tool to streamline content creation. Effective AI prompting can help create blogs, social media captions, and AD content with remarkable efficiency. When prompting AI, media and marketing professionals can align brand voice and strategy to have AI generate drafts that can serve as a solid foundation for further optimization.

Key Techniques in AI Prompting for Media and Marketing Professionals

To utilize AI's full potential, media and marketing professionals should develop a nuanced approach to prompt engineering. Here are a few best practices:

- Be Clear and Specific** – Results from unclear prompts are also leading to unclear results. Instead of asking, "Tell me about AI," a more effective prompt might be, "Explain how AI is transforming the media industry with examples from journalism and content marketing."
- Provide Context** – Outputs become more relevant when prompts are framed from a clear perspective. For example: "As a tech journalist, summarize the latest advancements in generative AI."
- Refine the Output** – Try out different iterations of prompts. Depending on the phrasing, the AI output will differ. Even small adjustments to your prompt can change the output significantly. Play around until the wanted result has been achieved and remember what worked in future AI prompting.

Overall, when media and marketing professionals execute AI prompting, they should always remember to be as clear and specific as possible, be thorough in the given context of the situation and perspective, as well as play around with different wordings and remember to note what worked best for future references.

The Future of AI Prompt Engineering in Media

As AI technology develops, media and marketing professionals face a bright future ahead of them. The possibilities can be endless if the fundamentals of AI prompting for media and marketing are executed and practiced repeatedly to gain full understanding of the techniques that earn the most relevant results. AI will only infuse further with the marketing process, from improving content targeting to enhancing customer engagement.

Media and marketing professionals must become proficient in AI prompting as the field continues to develop. Proper AI prompting can improve marketing efforts, help creating more meaningful content, and help drive better customer engagement. Mastering AI prompting will place media and marketing professionals at the vanguard of modern innovation.

The three fundamental techniques for effective AI prompt engineering

1

Specify
the task



Clearly
define the
output you
want
generated

2

Provide
context



Supply
relevant
background
information

3

Refine
the output



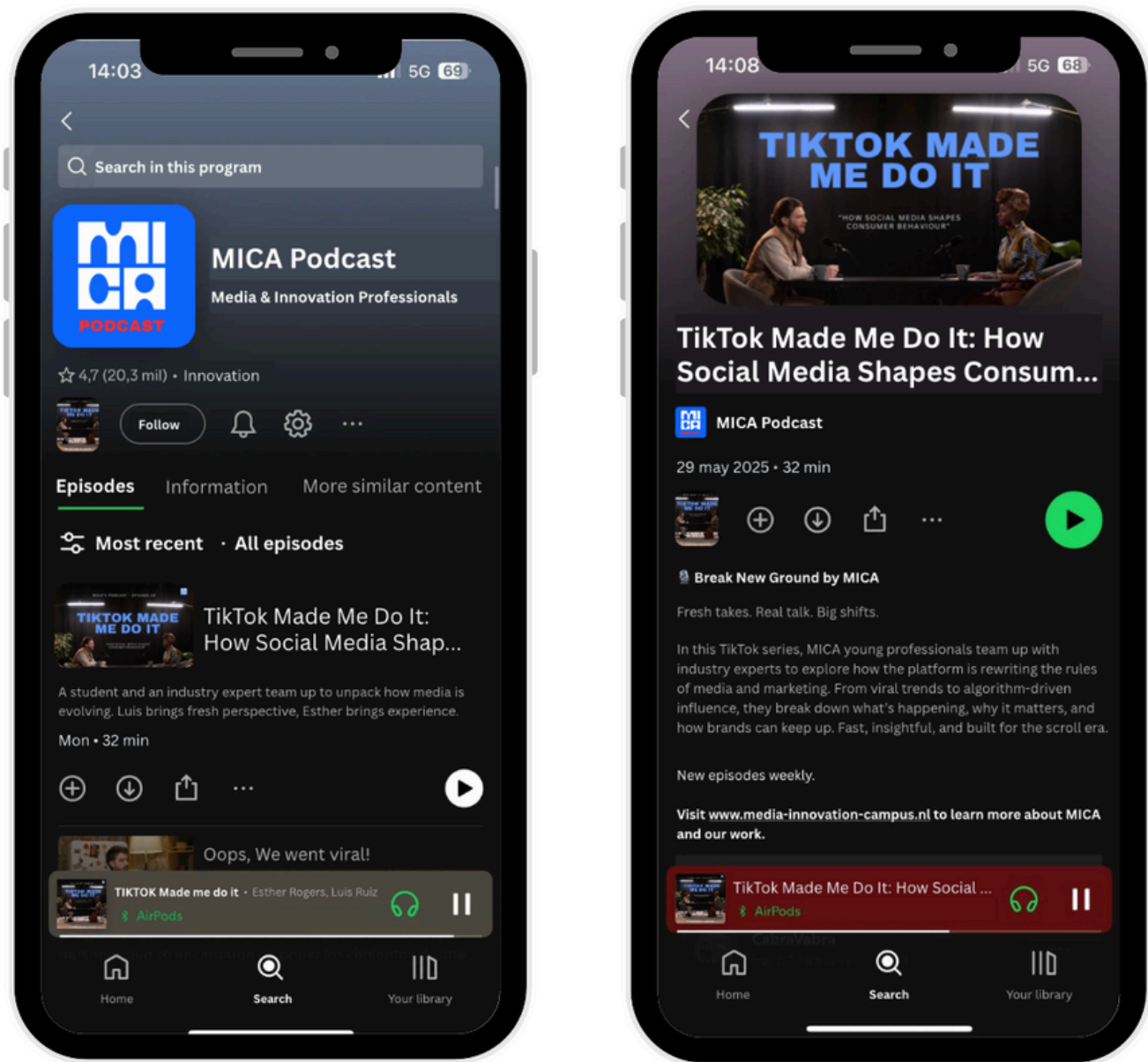
Adjust and
iterate to
improve
results

Credentia: For formulating the infographic, ChatGPT (OpenAI, 2023) was used.

LINK TO THE ATMOZATION BLOG VIDEO - PROTOTYPE 3

https://drive.google.com/drive/folders/15XFy8joEc4X6dwWW0i84yYEqTgV_5hW?usp=share_link

APPENDIX V: PODCAST EPISODE



AUDIO SCREENSHOT



1.INTRO
PODCA...ICA.mp4



2.DISCUSSION(MI
DDLE) P...CA.mp4



3.OUTRO
PODCA...ICA.mp4

PODCAST TRANSCRIPT

PART 1 - INTRODUCTION

🎧 [Upbeat, tech-inspired music fades in]

YOUNG PROFESSIONAL - LUIS: "Welcome to Break New Ground, the podcast from MICA where we bridge fresh thinking with industry expertise to explore the future of media and innovation. I'm Luis, a MICA student navigating the ever-evolving digital landscape. And with me is Esther, a media veteran and CEO of Blue Zone, who's seen the industry shift from print to pixels and now... to TikTok trends that dictate what we buy, wear, and even eat."

EXPERT - ESTHER: "That's right. And while I've spent my career understanding how media shapes behavior, I have to admit—TikTok has completely rewritten the rules. So today, I'm here to learn: How did this platform become the ultimate consumer influence machine?"

🎧 [Music fades out]

PART 2 - MIDDLE DISCUSSION (PREVIEW)

EXPERT - ESTHER: "Alright, explain this to me—why does TikTok have such *an iron grip* on consumer behaviour? I've seen brands spend millions on ads, and then some teenager in their bedroom goes viral and sells out a product overnight. How does this work?"

YOUNG PROFESSIONAL - LUIS: "This is the new era of *algorithm-driven influence*. Traditional advertising relies on *pushing* messages to people. TikTok flips that—it *pulls* people in by feeding them hyper-personalized content that feels organic. The algorithm is incredibly advanced; it tracks not just what you watch, but how long you watch, what you rewatch, what you *almost* like, and what the people *similar* to you are engaging with."

PART 3 - OUTRO (INTRODUCTION TO NEXT EPISODE)

🎧 [Music fades back in]


YOUNG PROFESSIONAL - LUIS: "And that's a wrap on this episode of Break New Ground! Today, we explored how TikTok has redefined media influence, proving that creativity and authenticity can outpace even the biggest marketing budgets. Next week, we're taking it a step further with "Meme Marketing: Why Brands Are Talking Like Gen Z" How and why are brands using memes to connect with audiences, and what happens when it goes wrong? Make sure to follow us, share this episode, and if TikTok has ever convinced you to buy something, well, you're officially part of the experiment. See you next time!"

🎧 [Music fades out]

BUDGET OVERVIEW

CATEGORY	ITEMS	ESTIMATED COST	EXTRA COMMENTS
Podcast Equipment (one-time set up)	<ul style="list-style-type: none">Microphones (x2 – Rode NT-USB or similar) – €220Headphones (x2 – Audio-Technica ATH-M20x) – €100Audio Interface (Focusrite Scarlett 2i2) – €170Boom Arms + Pop Filters (x2 sets) – €80Editing Software (Adobe Audition / Premiere Pro) – €40/month	€570 (one-time) + €40/month	Includes essential setup for in-house
Studio Rental (if needed, per episode)	<ul style="list-style-type: none">Rental of studio space, equipment setup, technical support	€100–€150	Only needed if in-house setup isn't
Editing & Post-Production (per episode)	<ul style="list-style-type: none">Audio cleanup, sound leveling, mixing, mastering, export to distribution formats	€150	Based on 30-min edited episode with music/sound effects
Hosting & Distribution (Spotify, etc. - monthly)	<ul style="list-style-type: none">Use of platforms like Podbean, Spotify for Podcasters, including analytics access	€15	Covers hosting, analytics, and content delivery
Visual Content Creation (audiograms, motion graphics, etc. - per episode)	<ul style="list-style-type: none">Audiograms, motion graphics, animated subtitles, reels/snippets for social media	€100–€150	Designed for maximum engagement across platforms
Copywriting (titles, descriptions, social posts - per episode)	<ul style="list-style-type: none">SEO-friendly titles, keyword-rich episode descriptions, post captions	€50	Helps drive traffic and visibility via well-crafted text
SEO Optimization (website, podcast platforms, YouTube - monthly)	<ul style="list-style-type: none">Keyword optimization for blogs and episodes, transcription SEO, metadata tagging	€80	Supports discoverability on search engines and podcast platforms
Social Media Ads (LinkedIn, Instagram - per month)	<ul style="list-style-type: none">Boosted teaser clips, snippets with CTA targeting media professionals	€200–€300	Targets B2B audiences with precise interest-based criteria
Podcast Platform Ads (Spotify, Podimo - per month)	<ul style="list-style-type: none">Native ads placed into similar podcasts, audience-targeted placements	€150–€250	Improves podcast reach on audio platforms with aligned audiences
Newsletter & Blog Integration (writing + formatting - per episode)	<ul style="list-style-type: none">Formatted blog version, email copywriting for newsletter, visuals integration	€40	Ensures consistent branding and discoverability through written content


APPENDIX VI: CERTIFICATES

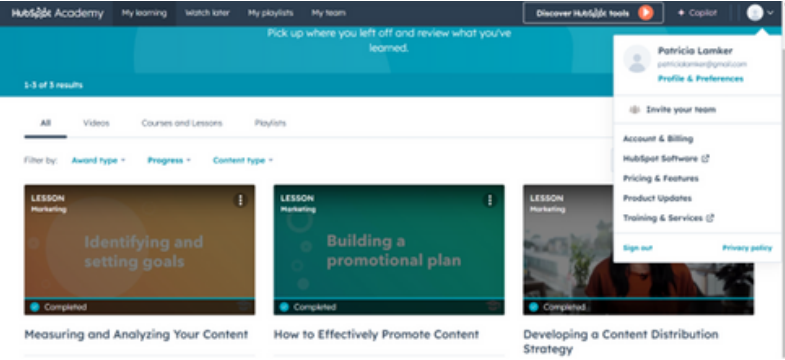


This acknowledges that
Patricia Lamker

Has successfully completed and is certified in
Google Analytics Certification

Issue Date: March 7, 2025
Expiry Date: March 7, 2026
Certificate ID: 13626376





HubSpot Academy | My learning | watch later | My playlists | My team

Pick up where you left off and review what you've learned.


1-3 of 3 results

Filter by: Award type | Progress | Content type

LESSON Marketing Identifying and setting goals Completed Measuring and Analyzing Your Content

LESSON Marketing Building a promotional plan Completed How to Effectively Promote Content


LESSON Marketing Developing a Content Distribution Strategy Completed

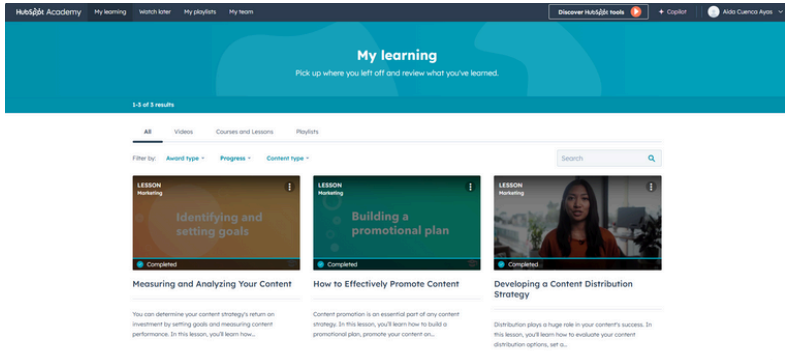


This acknowledges that
Aida CA

Has successfully completed and is certified in
Google Analytics Certification

Issue Date: April 14, 2025
Expiry Date: April 14, 2026
Certificate ID: 13989374





HubSpot Academy | My learning | watch later | My playlists | My team

Pick up where you left off and review what you've learned.


1-3 of 3 results

Filter by: Award type | Progress | Content type

LESSON Marketing Identifying and setting goals Completed Measuring and Analyzing Your Content

LESSON Marketing Building a promotional plan Completed How to Effectively Promote Content


LESSON Marketing Developing a Content Distribution Strategy Completed

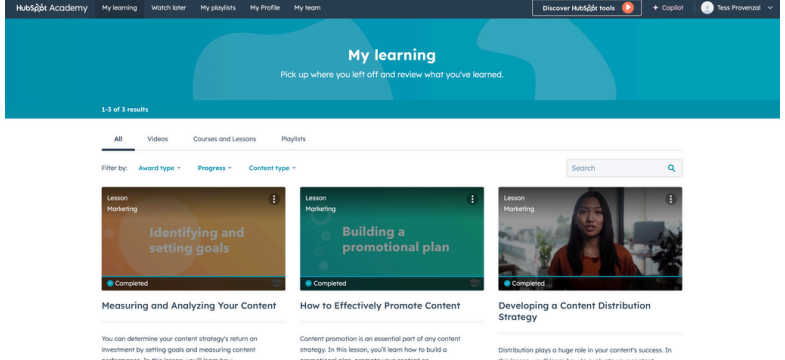


This acknowledges that
Tess Provenzal

Has successfully completed and is certified in
Google Analytics Certification

Issue Date: March 1, 2025
Expiry Date: March 1, 2026
Certificate ID: 13603759





HubSpot Academy | My learning | watch later | My playlists | My Profile | My team

Pick up where you left off and review what you've learned.


1-3 of 3 results

Filter by: Award type | Progress | Content type

LESSON Marketing Identifying and setting goals Completed Measuring and Analyzing Your Content

LESSON Marketing Building a promotional plan Completed How to Effectively Promote Content


LESSON Marketing Developing a Content Distribution Strategy Completed

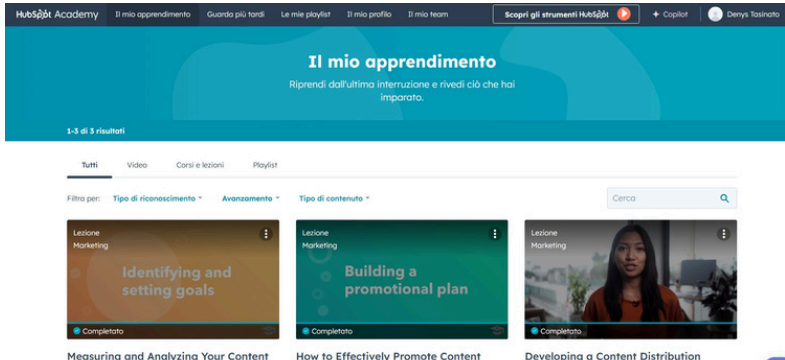


This acknowledges that
Denys Tasinato

Has successfully completed and is certified in
Google Analytics Certification

Issue Date: April 14, 2025
Expiry Date: April 14, 2026
Certificate ID: 13995722





HubSpot Academy | Il mio apprendimento | Guarda più tardi | Le mie playlist | Il mio profilo | Il mio team

Riprendi dall'ultima interruzione e rivedi ciò che hai imparato.

1-3 di 3 risultati

Filtra per: Tipo di riconoscimento | Avanzamento | Tipo di contenuto

Lezione Marketing Identifying and setting goals Completato Measuring and Analyzing Your Content

Lezione Marketing Building a promotional plan Completato How to Effectively Promote Content

Lezione Marketing Developing a Content Distribution Strategy Completato



TEAM 404 CREATIVE AGENCY:

Aida Cuenca

24 years old

Bsc in Journalism

Msc in Content and Media
Strategy

Specific skillset: Copywriting,
Storytelling and Design

Patricia Lamker

25 years old

Bsc in Coastal and Marine
Management

Msc in Content and Media Strategy
Specific skillset: SEO, Research and
Statistics

Denys Tasinato

22 years old

Bsc in Communication

Msc in Content and Media Strategy

Specific skillset: Editing, Marketing and
Graphic Design

Tess Provenzal

23 years old

Bsc in Sport Management

Msc in Content and Media Strategy

Specific skillset: Design, SEO, and
Production