RESEARCH QUESTION
How can I communicate the relevance of the Amsterdam Denim Industry to consumers?

MAIN INSIGHT
Adriano Goldschmied, Alberto Candiani, James Veenhoff and Thomas Stege Bojer all stated that Amsterdam has become the capital of denim. The industry knows this; now it is time to tell the consumer.
CLIENT

Blueprint at Amsterdam Denim Days is the perfect event to reach denim enthusiasts. The organisation is not sponsored or driven by one brand’s vision and they support the Amsterdam denim industry while they aim to “celebrating all things indigo”.

TARGET AUDIENCE

Focus is on the 10%, the niche market. The fashion & denim lovers, willing to research and invest in their purchases. Regularly sharing their interests on social media and often attend Facebook events. They are part of a creative or fashion oriented social scene and regular visitors of accompanying events.
You can call them Denim Heads, Blue Bloods, Denim Dudes & Dudettes, Denim lovers or Jean Enthusiasts. It's not about a name, style or class; it's about the cut, colour & wash. They are not bound by age, but brought together by their common interest and the reach of the Internet. They see all opportunities denim has to offer, and wear their jean like a second skin. They are both the creatives and numbers, but never just the suit. Denim is their daily uniform, dressed up or down, single, double or triple denim, everything is fair game.
OBJECTIVE

To draw more visitors to the consumer event and to increase social media presence and web traffic for Amsterdam Denim Days.

DELIVERABLE

A promotional video that communicates the message, Amsterdam is the capital of denim, and you can be part of it during the Denim Days.

RELEVANCE

The organisation currently does not have a consumer-focussed strategy or campaign, and promotional material is limited to teaser and recap videos without a communication message.

By combining a communication message that is bigger than the organisation itself but highlights the event, I can reach the targeted audience in a more global way.
**PRODUCT OUTCOME**

The video; Amsterdam, the heart of denim, will visualise the communication message in a context that appeals to the targeted audience:

Their denim role models and news, knowledge and inspiration sources will confirm and reason that Amsterdam is the capital of denim and that the Denim Days are a unique and exciting opportunity for consumers to be part of.

The video will also highlight the most exciting events from Blueprint, from the entire Candiani production process to industry lead seminars and workshops.

With an overflow of brand videos, the targeted audience appreciates information and context. The aesthetics should be visually attractive but at the same time reflect more than just a mood or environment.
A short film constructed with a communication strategy in mind is a more effective tool to appeal to the targeted audience. They are interested in the material, the craftsmanship and the story behind the jean. By communicating a message through a medium they trust, a professional’s opinion, they are more likely to accept the message, visit the Amsterdam Denim Days website and join the event.

The video is about the communication message, but in order to create a more engaging consumer strategy, the content behind this video, the interviews, can serve a second purpose; give a more in-depth view behind the scenes. This is easily done by adding a blog page to the current Denim Days website where all the full interviews can be published.

A series of 15-second teasers from the interviews with a social media release plan will get the consumers focussed on Denim Days 2016.