AMSTERDAM, THE HEART OF DENIM

PROCESS BOOK

AMFI // INTERNATIONAL FASHION & BRANDING
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INDEX

INTRODUCTION

CHAPTER 1: PHASE ONE, RESEARCH & ORIENTATION

1.1 Orientation & self reflection
1.2 First brainstorm & project ideas
1.3 Project direction: subject, goal, relevance, product possibilities
1.4 Problem definition: research & sub-questions
1.5 Client orientation, brief & target audience
1.6 Plan of approach & next steps
1.7 Conclusion check 1, check 2 & main insight & research & sub questions; the foundation of the project.

CHAPTER 2: STAKEHOLDERS & CONTRIBUTORS

SUB-QUESTION:
Who has the most to gain from a video about the Amsterdam denim industry and how would they use such a video?

2.1 Possible Stakeholders: Could it be an independent project with multiple stakeholders/clients?
2.2 Which of the stakeholders are connected to the consumer and have the most to gain from a promotional video?
2.3 How can I get the communication message to fit within Amsterdam Denim days? (what kind of video do I need?)
2.4 How could Amsterdam denim days use a promotional video in a more strategic way?

CHAPTER 3: TARGET AUDIENCE

SUB-QUESTION:
Who would be watching this video & how can I reach them?

3.1: Target audience profile: Who is my target audience?
3.2: What is their profile & online behaviour?
3.3: How do I reach this audience?
CHAPTER 4: COMMUNICATION MESSAGE

SUB-QUESTION:
What do I want to communicate with this video and how do I get that message across?

4.1: What do I want to communicate?
4.2: How do I link this communication message to the Amsterdam Denim Days?
4.3: What is the best way to communicate this to the consumer?

CHAPTER 5: VIDEO & CONTENT

SUB-QUESTION:
What kind of video do I need to make in order to get the communication message across and interest the targeted audience?

5.1: What other content is needed to back up the communication message?
5.2: What is the story line of the video?
5.3: What should the visual identity of the video look like?
5.4: What are the technical video requirements?
5.5: What is the strategy for making this film (plan of approach)?

CHAPTER 6: DISTRIBUTION STRATEGY.

WSUB-QUESTION:
How do I get the video out there and when is it a success?

6.1 Where do I want it to be shown?
6.2 Which platforms & media channels should be used and how do I access them?
6.3 When is the video a success / what is the goal?
6.4 How can I measure the success of the video (through traffic)?
INTRODUCTION

This book will summarise and explain the creative process behind the video ‘Amsterdam, the heart of denim.’ It will give clear insight into the idea behind the product and show how I turned a quote and into a video.

Filmmaking is a craft on its own that requires many different skills, knowledge and experience. My lack of experience made the process very educational but at the same time chaotic. As everything was new, there was no room for chronological order, and so the work is divided by segment and execution.

The book is divided into six chapters

Chapter 1: Phase one, research & orientation
The first chapter will show how I got into filmmaking in the first place. It shows the opportunity and insight behind the project. I knew almost immediately that the format would be video, so the rest of the project was divided accordingly, answering; what, who, why & when.

Chapter 2: Stakeholders & Contributors
Who has the most to gain from a video about the Amsterdam denim industry and how would they use such a video?

Chapter 3: Target audience
Who would be watching this video & how can I reach them?

Chapter 4: Communication message
What do I want to communicate with this video and how do I get that message across?

Chapter 5: Video & content
What kind of video do I need to make in order to get the communication message across and reach the targeted audience?

Chapter 6: Distribution Strategy.
How do I get the video out there and when is it a success?

Each chapter is divided into sub-chapters, each answering relevant questions that shape the answer to the sub-questions. Methods and sources are provided throughout.
CHAPTER 1: PHASE ONE, RESEARCH & ORIENTATION
1.1 ORIENTATION & SELF REFLECTION

After some extensive soul searching and self reflection I got to the following conclusions that determined the project direction.

**Conclusions 1: My passion lies in the visual process and presentation of a product; creating or integrating content for a visual story. With an eye for detail I want to make my work look professional and finished.**

**Conclusion 2: I need structure & regularity. I need to plan ahead; where am I going, how I am going to get there. I need a project with a base & structure, one that has clear goals & outcome, planning that result into a clear product.**

I haven’t been too experimental during my time at amfi and have been cautious enough to play it safe. This project is an opportunity and necessity to boost my portfolio and make connections in the professional industry, life after amfi.

Subject: Denim has peaked my interest over the years, however I haven’t done much with this. some preliminary researched showed the growing scale and influence of Amsterdam in the denim industry, a perfect opportunity.

Project Direction: Communicating a message through print or fashion film about Amsterdam Denim

Method: orientation & self-reflection
Source: my portfolio, all my old AMFI work.
Next step: Work out/ decide on a project idea
1.2 FIRST BRAINSTORM & PROJECT IDEAS

One of the first ideas, an iPad magazine for G-Star or Denham, wasn’t very viable, exciting or challenging. I made inquiries into the brands, but there wasn’t much interest or demand for such a product.

The most exciting and relevant idea was a fashion concept, a video or book about Amsterdam Denim. With some more focus and detail, it should become relevant and substantial.

Method:
Desk research online; what have the brands or platforms done on this subject so far, and in what format (articles, books and videos)? Also find everything Amsterdam has to offer in denim.
Field research: store visits & inquiries into G-Star & Denham (phone & email).

Source:
Creative director Pascal duvall @ G-Star & Vivian, PR @ Denham.

Next step:
verify the relevance of the project idea.
1.3 PROJECT DIRECTION: SUBJECT, GOAL, RELEVANCE, PRODUCT POSSIBILITIES

I looked into subjects and project directions a semester before my graduation semester started, giving me enough time to find some connections in the industry and to sound some of my ideas to professionals.

I went to the Kingpins Show, were so many industry players and mills were willing to discuss my ideas and offer insight and feedback. After speaking to many industry professionals I got encouraged about my idea of creating a video about Amsterdam Denim.

This on it self was too broad and vague so I had to get a more focused project direction with a more substantial outcome.

Most important finding:
Amsterdam is (becoming) the capital of denim!
This was confirmed by several industry key players in the interviews I did as well as in articles and videos posted online.

Method:
Desk research online; I looked into all Amsterdam has to offer in denim; articles, blogs, brands, platforms, videos.
Field research: Visit to the Kingpins Show in October 2014, to do preliminary research, check out responses to my idea.

Source:
online: Andrew Olah, Adriano Goldschmied, the mayor of Amsterdam
Kingpins Show 2014 Amsterdam, people I spoke to: Amy Leverton WGSN, James Veenhoff H.O.D., Alberto Candiani, Kara Nichols Cone Denim, Mira Copini Jean School, HTNK booth.

Next step:
research how to communicate (through film) the influence and relevance of Amsterdam as a leader in denim.
(by developing the research structure)
To figure out the relevance of my AO subject / direction I decided that I had to find an industry soundboard. I thought it was a good idea to start with the Kingpins fair and decided to register and visit it in October ’14. It would be a good opportunity to make connections, to meet industry professionals in a slightly more relaxed environment.

I prepared & narrowed my project idea down to one sentence and wrote down a few questions. On de day itself I just went down there and walked around. I also had the opportunity to join the seminars:

**Seminars October 29th**

**SHAPING DENIM: A NEW OPPORTUNITY by INVISTA**

INVISTA demonstrated a new technology that can actually quantify comfort in denim garments. They explained the technique behind this new denim as well as the application and effect. It showed innovative ability in movement and shaping/slimming denim. They also talked about consumer insights and need / demand gaps.

**Denim SS15 by WGSN**

WGSN Presented a breakdown of the entire SS15 runway season for both mens and womens denim, exploring the important new items and silhouettes as well as emerging colours, washes and finishing. It was an analysis of current design trends.
In between the seminars I had the opportunity to get to know a lot of people. I made my way around the exhibition space and looked at all of the stands and talked to most of the exhibitors.

**Seminars October 30th**

**Denim trend forecast by WGSN**

WGSN presents a complete style guide for S/S 16’s key denim trends. This extensive presentation covers the mood, key looks and silhouettes for women and men. Color, fit, construction, wash and trim directions will be identified for the four main mega-trend themes with exclusive R+R specifically selected for Kingpins.

**DENIM DESIGN: INSPIRATION VS. COPIES**

At the end of the second day a panel of industry experts discussed who is leading the charge for innovation and design in the denim industry - and who is copying. The panel - which included mills, wash experts, laundries, brands and retailers, tackled this issue and discussed the role of copying in the denim industry. Necessary evil vs. brain drain?

**EXHIBITORS:**

Day one, October 29th

I visited the Kingpins fair before the graduation started and although I knew the direction I wanted to go in I decided this fair was an opportunity to do some general research, make some inquiries into how people would perceive such an idea/project.

(Question 1)
I believe that Amsterdam is one of the frontrunners in Denim and I would like to implement my graduation semester to establishing and promote this. What do you think?

Another question I thought relevant to ask everyone was: Does Amsterdam count as one of the big players in the denim industry and if so, why do you think this is?

I got the chance to ask almost everyone I spoke, about my project ideas and had the opportunity to speak to some of the other guests and exhibitors more in-depth. Even though it was an exciting opportunity there was a bit discomforting in the beginning. I didn’t really know anyone there and so I had to just approach strangers all day, but I managed.

Jean School:
I started with the Jean school located in the centre of the room. They had a recycling project presented in the middle and there was a workspace and table with a few of the student and teachers. I spoke to many of the students to get an idea of what it is they do at the jean school and why they decided to study there. For most of the students their reasoning was a combined passion for denim & fashion and the fact that the Jean school was a unique concept where they got a really specialised education.
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For most of the students their reasoning was a combined passion for denim & fashion and the fact that the Jean school was a unique concept where they got a really specialised education.

HTNK
I spoke with one of the assistants and an intern from HTNK. They were really excited about my graduation plans and directed me to Mariette, founder of HTNK and co-founder of House of Denim. I only spoke to her briefly as she was very busy, but I got invited to watch the Denim Award show the next evening. I spoke to Rachelle Vork, an Artemis student who was doing a research project for HTNK as an intern.
I got Mariette’s business card to contact her about my project and for a possible interview later on.

WGSN
After the seminar I got the opportunity to talk to both of the Denim specialists from WGSN: Amy Leverton, the Denim & Youth director and Samuel Trotman. Amy has been a denim & trend expert with over 10 years experience and was very enthusiastic about the influence of Amsterdam in the denim scene. She told me that the fact that many of the successful labels such as Denham & G-Star are based here really put Amsterdam on the map. The many niche & conceptual stores and labels such as Hutspot, Bastkets & Tenue-des-Nimes really make it attractive for denim specialists and buyers. Amy and Sam told me to contact them at a later stage to get a more in-depth interview and maybe even on camera.

KINGPINS
Kingpins founder Andrew Olah was also there and with a lot of walking past and waiting around their booth I got the opportunity to speak to him at the end of the fair. He was so very enthusiastic about Amsterdam and its Denim culture. This is also the reason that he keeps organising the shows in Amsterdam next to Hong Kong and New York.
“It was easy to pick Amsterdam as a location for the event, with so many different things going on, especially House of Demin, which is very attractive to me. I just felt that Amsterdam has an industry mentality that just doesn’t exist anywhere else in the world, so I’m proud to be here. Kingpins is denim, denim is kingpins.”
When I walked past the Cone Denim Stand I was welcomed immediately and got a short introduction into their brand history. I told them my idea and talked about Amsterdam denim. They seemed really interested in the idea of promoting denim. Even though it is a growing industry, they feel that denim is not being promoted as much as it should be. They feel outside of the industry, people don’t know where their jeans come from and what process is going through. They feel that people don’t know and therefore appreciate the value and labour that goes into a pair of jeans. They quickly went over the brand’s history and showed me a pair of jeans that was over a hundred years old, which was really exciting. They were both very passionate about denim and the potential of the Amsterdam denim industry. When I asked why she was so passionate about denim, Kara Nicholas (the vice president production developing & marketing) told me:

‘Denim is our live, it is a second skin. The way the colour chips off, it becomes you, it is a blank canvas and takes on the story of the wearer.’

Kurioki
Walter Manfroi from the Kurioki had the following to say about the Amsterdam denim scene: ‘There is a lot going on in Amsterdam, so many different brands, new labels, denim initiatives and even a specialised school. Amsterdam could definitely become a centre of denim, although it is quite small and doesn’t have the most favourable logistics, the centre of Amsterdam is dreadful for outsiders.’

Piero Turk, Journalist & author of: Details – A life with Denim.
Pieter was one of the speakers in the last seminar. I thought it would be interesting to speak to someone outside of Amsterdam but with a clear vision and knowledge of denim. After the last seminar there wasn’t enough time to go into deep conversation, but on the matter of the potential of the Amsterdam denim industry he said: Amsterdam is both conceptual and commercial and has a lot of potential to become one of the big players in the denim industry. With all the brands, new labels and initiatives such as Denim City HQ Amsterdam has a bright future.
Summarised / concluded:

I spoke briefly to a lot of people that day and many are willing to answer more questions or collaborate at a later date (see contact sheet).

If I look back at the fair, most noticeable and inspiring was that everyone I spoke to was very enthusiastic and passionate about denim. The atmosphere wasn’t like ‘de modefabriek’ it felt that people were more focussed, sincere, down to earth and enthusiastic. Repeating explanation and statements that really emphasised this:

- Denim is life for us
- It means individuality
- It is like a second skin
- You can do anything with denim, dress it up, dress it down
- It is a lifestyle.
- It presents how we want to be seen.
- It shows life and nothing else does that.

The biggest trend I took from the seminars: Raw slick denim, it is everywhere, pure untreated and raw.

The only person I didn’t get the chance to meet that day was Adriano Goldschmied. I do have his contact details and am planning to get in touch with him.
1.4 PROBLEM DEFINITION: RESEARCH & SUB-QUESTIONS

Because I start with the product direction I work in a reversed order. I know what I will be making so I kind of know the answer; now I need to find the right research and sub-questions to back up my product and decisions.

During the project I had to change the communication message and direction of the video multiple times, because it was too big and unfocused. This makes it that the research and sub-questions also change with the direction of the video.

At the first check my project direction was still too broad and undecided. I wanted to make a video that was too big and broad for the graduation semester. I needed more focus and a clearer audience and communication message.

After several conversations & interviews with industry professionals: Mariette Hoitink - HTNK, Tony Tonnaer - Kings of Indigo, Lucel van den Hoeven – Modefabriek I got to the conclusion & my insight:

It’s a good idea, everyone I spoke to is excited and thinks a video about the significance of Amsterdam denim would be usable. However, this project direction is too broad and big for the graduation semester.

I concluded from all my interviews that yes, Amsterdam is the capital of denim, and the industry is aware, however this isn’t broadly communicated to the consumer yet (OPPORTUNITY).

So, a more focused project direction: a promotional video that communicates to the consumers that Amsterdam is the heart of denim and they can experience this during the Amsterdam Denim days.

Method:
Analysis & reflection of the preliminary research findings and the feedback of the check, drawing my concluding from there.

Source:
Field & Desk research findings, the first check & workshops @ AMFI

Next step:
Figure out how I will answer the research & sub-questions (which research & what sources).
MY MOST INTERESTING INITIAL RESEARCH FINDING: AMSTERDAM IS THE CAPITAL OF DENIM, SHOULD SHAPE MY PROJECT.
I spoke to Robert and Nieke from the Amsterdam Denim Days (initiative from de Modefabriek) several times and they were enthusiastic about the idea.

**Important finding:** As the Denim Days are only in its second edition, there wasn’t much room for a strategy for the event. Currently is has been organized by a small group of people next to main events of their daily jobs (HTNK, Modefabriek, Kingpins Show)

The focus was more on the Industry professionals, and there wasn’t a separate consumer strategy. The event was promoted on social media but that was about it.

**Method:**
Emails, meetings and interviews.

**Source:**

**Next step:**
Focus and try to create a strategy or more interactive way to get consumers interested in (visiting) the Amsterdam Denim Days.
1.6 PLAN OF APPROACH & NEXT STEPS

In order to further the process I need to answer some of the sub questions right away. Other questions can only be answered at the time of filming / interviewing.

I have a clear plan and idea about how the project should be developed, however the biggest difficulty is that the most of the project is depending on other people’s cooperation. I have been planning my project carefully by maintaining the contacts I gained the previous Kingpins Show and by reaching out to other significant contributors.

My steps:

1. Created a professional document to pitch my project to contributors and a potential client.
2. Reached out to Mariette Hoitink from HTNK, got a meeting and got access to House of Denim, the Kingpins Show and the Denim Days.
3. Reached out to relevant industry professionals in order to get interviews.

Conclusion: By creating a professional pitch document, calling and emailing people with a polite, concise and honest request and by being persistent and on time, a lot is possible.

Method:
Calling, emailing, meeting & interview.

Source:
Mariette Hoitink, HTNK

Next Step:
Organize the research in order to answer the research question:

How can a video communicate the relevance of the Amsterdam denim industry to the consumers?
Conclusions check 1:
I am stuck. I am on the right track and my idea is interesting and relevant but my project needs more focus, a direction that has a clear audience and product specifications. I need to decide whom this video is for, who will be watching it and what I want to communicate with this video.

The research and sub-questions need more work but these will change throughout the project as more focus and specifying the questions go hand in hand. I started working out a structure for my process, that would eventually shape my process book. I researched filmmaking, figuring out what elements it takes to make a video. Between check 1 and 2 I got to my structure and laid some groundwork for the chapters.

Conclusion after check 2:
I was stuck in the process. I was still going in the right direction however I had been standing still. The project direction was still too vague, missing a clear story line, a specific audience and a main stakeholder.
I needed more industry input, so I created a presentation to pitch my idea to Mariette Hoitink from HTNK. After I called and emailed my presentation I got invited to discuss my ideas further in person.

Field research: Meeting Mariette Hoitink, HTNK.
Subject: Amsterdam Denim Industry

Goal: To promote the relevance of Amsterdam to the Denim industry

Tool: A promotional video that visualizes and communicates all the innovative, sustainable and resourceful denim initiatives, events and brands Amsterdam has to offer.

Communication message: Amsterdam has a resourceful and lucrative denim market where innovative and sustainable denim is born.

Audience: Denim industry & Denim enthusiasts

Content: Interviews, events, city shots & statistics

Audiovisual style: Raw & untreated, a look behind the scenes.

Stakeholders & Contributors
House of denim, Denim City, Denim Days, Jean School, Global Denim Awards, Kingpins, G-Star Raw, Denham, Scotch & Soda, Kings of Indigo, Kuyichi, Olaf Hussein, Momotaro Jeans, Adriano Goldschmied

Timeline

May 1st 2015: Raw edit
May 15th 2015: Final edit
June 2015: Launch

Secure participants to the project

ASAP / April 2015: Filming & image sourcing
Feedback meeting
Mariette Hoitink, HTNK:

Mariette Hoiting presented me with some insight information; I got a professional presentation, a perspective on the Amsterdam denim industry.

This presentation gave me an overview of everything that was going on in denim and helped me to find a more focussed direction for the project: House of Denim & Amsterdam Denim Days.

Although we didn’t go into video specifics, Mariette reacted positive, telling me it was a viable idea, something the industry could benefit from. I got access to the House of Denim organisation, which got me connected to Amsterdam Denim Days, the Jean School, Denim City, Amsterdam Denim Days & Kingpins Show.

Field research: Meeting Mariette Hoitink, HTNK.
Research Question:

How can a video communicate the relevance of the Amsterdam denim industry to the consumers?

Sub questions:

Stakeholders & contributors:
Who has the most to gain from a video about the Amsterdam denim industry and how could they use such a video?

Target audience:
Who would be watching the video & how can you reach them?

Communication message:
What do I need to communicate with this video and how do I get the message across?

Video format & content:
What kind of video do I want to make to get the communication message across and reach/interest the target audience?

Distribution:
How do I get the video out there and when is it a success?
CHAPTER 2: STAKEHOLDERS & CONTRIBUTORS
Conclusion:
Amsterdam Denim Days is the most relevant stakeholder as it has the opportunity to reach a lot of denim consumers but is not that well promoted yet. There is a need within the Denim Days organisation to target & reach more consumers in a strategic way. I can do this by communicating a message that connects with consumers more in-depth than current promotional tools such as their teasers and recap videos.
Currently Amsterdam Denim Days only uses video’s on their social media channels, but there is room for improvement & a new distribution strategy.

Method:
emails & interviews/ meetings in person with industry professionals and potential client.

Source:

Next Step:
work out the content of the video
2.1 POSSIBLE STAKEHOLDERS: COULD IT BE AN INDEPENDENT PROJECT WITH MULTIPLE STAKEHOLDERS/CLIENTS?

Conclusion:
I looked into all the denim brands positioned in the area of Amsterdam.
An independent film project, in the form of a short fashion documentary to show people the relevance of Amsterdam Denim is a good idea. Interviews with industry professionals concluded that it is a viable idea, however the scale of the project is not reasonable for an AMFI, fashion & branding graduation semester. So no, I need a more focused subject, audience and communication message, (scaled down)

Method:
I researched all the denim labels, platforms, events and initiatives positioned in Amsterdam, online and in store. I then made contact with some influential industry professionals and managed to get meetings & interviews. From all of those meetings I concluded my findings

Source:
Tony Tonnaer, Kings of indigo. Andrew Olah, Kingpins show.
Mariette Hoitink & James Veenhoff, House of Denim.

Next steps:
Figure out which of the researched brands / organizations has the best opportunity to connect with consumers and get a communication message across?
VS.
2.2 WHICH OF THE STAKEHOLDERS ARE CONNECTED TO THE CONSUMER AND HAVE THE MOST TO GAIN FROM A PROMOTIONAL VIDEO?

Conclusion:

The Amsterdam Denim Days organization is the perfect ‘client’ for this project. They are connected to consumers in a relatively independent way; they are not motivated or financed by one brand in particular and are therefore more objective in the eyes of the consumer. Also, Amsterdam Denim Days has a segment / event that is focused entirely on the consumer.

This is my opportunity and the focus my project needs. There is the Blueprint fair, where I can find, research and connect with actual consumers, document latest developments and trends and report on the event itself. Furthermore Amsterdam Denim days has the Kingpins show, where I can interview industry professionals, in order to get the scope and needed backing to get my communication message across.

Amsterdam Denim Days just had its second edition, and they currently don’t have a specific consumer strategy. There is some promotional material, but there is no strategy driving this and therefore it lacks a more in-depth communication message.
Method:
I researched all the denim labels, organizations and events positioned in Amsterdam, online and in store. I then made contact with some influential industry professionals and managed to get meetings & interviews. From all of those meetings I concluded my findings.

Source:

Next step:
Analyse Amsterdam Denim Days; visual identity, social media presence & strategy & target audience. By finding out why consumers are interested in the Denim days, why they visit and what they found the most interesting I can figure out a communication message that would get more consumers interested in the Denim Days.
2.3 HOW CAN I GET THE COMMUNICATION MESSAGE TO FIT WITHIN AMSTERDAM DENIM DAYS? (WHAT KIND OF VIDEO DO I NEED?)

Conclusion: Through interviews I found out that Amsterdam Denim Days has not been working with a consumer communication strategy and focus has been on the industry events. The first two editions of Amsterdam Denim Days have been a common sense, trial and improve way of working (because a lot of the content was depending on contributors and the organization is relatively young).

Current promotional videos are a bit superficial; they are mainly recaps and teasers of the event itself without a communication message. At the Blueprint event at Denim Days I found out that consumers found the story behind a pair of jeans most interesting and informative. They often weren’t aware of how much time and detail goes into making a good pair of jeans. The seminars and professionals from the denim industry were also something that really surprised and interested them.
The video should look professional, be straightforward and have a clear communication message. It should also highlight the story behind the jeans, told @ blueprint & the industry professionals that were present.

Amsterdam Denim Days has a straightforward visual identity; the logo is distinctive, colour pallet is minimal and layout & typography are basic. There is some room for improvement, but focus should firstly be on the communication message & content.

Method:
Desk research, analysing Amsterdam Denim Days website & social media.
Interviewing consumers at the Blueprint event during Denim Days.

Source:
http://www.amsterdamdenimdays.com, 24 Consumers @ Blueprint.

Next steps:
Write a message that communicates Amsterdam as the heart of denim (and find a way to visualise this). Figure out how to best highlight the story behind the jeans (which brands & stands) and document the most interesting industry professionals and their denim perspective.
2.4 HOW COULD AMSDD USE A PROMOTIONAL VIDEO IN A MORE STRATEGIC WAY?

Conclusion:

The lack of consumer strategy and the fact that the denim days are divided in industry and consumer events makes it hard to analyse current promotional & social media influence. There is a rise in awareness and visitors, as attendance record on the Facebook events has doubled while the number of invites was only half.

<table>
<thead>
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<th>Year</th>
<th>Invited</th>
<th>Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>4500</td>
<td>627</td>
</tr>
<tr>
<td>2015</td>
<td>2300</td>
<td>1100</td>
</tr>
</tbody>
</table>

This shows that even without a consumer strategy there is an increase in online presence.

By using a strategy that focuses on the interest of the consumer while trying to paint a bigger picture (the communication message) Denim Days should be able to reach a bigger audience. With a more focussed message & outcome the distribution should also evolve, with a strategic release or distribution plan that focuses on the consumer, their online behaviour and their video interest.

Method:
Desk research, analysing Amsterdam Denim Days website & social media.
Interviewing consumers at the Blueprint event during Denim Days.

Source:
http://www.amsterdamdenimdays.com, 24 Consumers @ Blueprint.

Next step:
Analyse the results of the consumer interviews by linking the findings of their online behaviour and interest and opinion on the denim Days.
Amsterdam Denim Days 2015 - Blueprint & City Center

This spring, Amsterdam will be the centre of attention for the second time for all those with an indigo heart. The programme has something for denim fanatics of all ages, from the young to the old. It will turn indigo blue from 7 to 10 May.

Amsterdam Denim Days will start on 7 and 8 May with the professional component, Blueprint, part of Modefabriek. After the professional component, Blueprint, part of Modefabriek, the public can enjoy Amsterdam Denim Days on 9 and 10 May.
CHAPTER 3:
TARGET AUDIENCE
Conclusion:
Amsterdam Denim Days targets denim and fashion lovers; people that are interested enough to spend some time to research the products they want to buy and who are willing to spend a bit more than average and see this as an investment rather than just another pair of jeans. They are the niche consumer, the 10% that likes & shares their interests on social media and attends events and sample sales of their favourite brands.

Methods:
Field research, interviewing consumers at Blueprint during the Amsterdam Denim Days. Desk research, I looked at Facebook profiles of the people attending Denim days 2014 & 2015.

Source:
The Blueprint event at Denim Days 15’, I interviewed 24 consumers, of which 7 on camera. Social media profiles of people attending Facebook events.

Next step:
Use the interview outcomes and target profile to figure out how to visualize the communication message and work out the distribution strategy for the video.
3.1: TARGET AUDIENCE PROFILE: WHO IS MY TARGET AUDIENCE?

**Conclusion:**
They are denim and fashion lovers; people that are interested enough to spend some time to research the products they want to buy and who are willing to spend a bit more than average and see this as an investment rather than just another pair of jeans. They are the niche consumer that collects limited edition products and hunts for collaboration collection pieces. They are the 10% that likes & shares their interests on social media and attends events and sample sales of their favourite brands.

They have an active social life in which their friends, their jobs and personal interests often intertwine. They socialise at work events and run into colleagues on as well as off the clock. Product releases are either their social events or part of their jobs.

**Methods:**
Field research, interviewing consumers at Blueprint during the Amsterdam Denim Days. Desk research, I looked at Facebook profiles of the people attending Denim days 2014 & 2015.

**Source:**
The Blueprint event at Denim Days 15’, I interviewed 24 consumers, of which 7 on camera. Social media profiles of people attending Facebook events.

**Next Step:**
Figure out and conclude the online profile of the targeted audience.
3.2 WHAT IS THEIR PROFILE & ONLINE BEHAVIOUR?

Conclusion:
80% of the interviewed spend at least 8 to 11 hours a day behind a computer; mostly for work, about 2 to 4 hours on social media, news, shopping and browsing.

Many of people I interviewed have common interests and visit the same websites, top of the list: Hypebeast, Highsnobiety, GQ mag, Denimhunters, RAWR denim, Rolling Stone mag, Esquire, Daily Beast, Ballinnn, NSMBL, Adweek, New York Times.

They are most active on their Instagram account, following musicians, models, actors, magazines, blogs and fashion brands. They maintain Facebook for a social calendar & activities, personalised news feed and events.

Methods:
Field research, interviewing consumers at Blueprint during the Amsterdam Denim Days. Desk research, I looked at Facebook profiles of the people attending Denim days 2014 & 2015.

Source:
The Blueprint event at Denim Days 15’, I interviewed 24 consumers, of which 7 on camera. Social media profiles of people attending Facebook events.

Next Step:
Figure out how to reach the targeted audience with this current online profile; how will you get to the consumer through their social platforms and who are the influencers you need to get to?
These are the overview boards of the online profile of the target audience. The first versions were a bit too general, in the beginning I focussed on the platforms. After feedback from the workshop and red/green check I gave it more of a denim, fashion and sportswear edge.
3.3: HOW DO I REACH THIS AUDIENCE?

Their online information income; the people, brands and magazines they follow on social media and the blogs & platforms they visit daily, influence the targeted audience. Besides their personalised Facebook feed, they rely on different blogs, platforms and online papers/news channels for an update on world news, product releases, trends, virals and media hypes.

They generally trust the media and follow pages from: Hypebeast, Highsnobiety, GQ mag, Denimhunters, RAWR denim, Rolling Stone mag, Esquire, Daily Beast, Ballinnn, NSMBL, Adweek, New York Times. It aren’t just the publications themselves that they follow but often the content creators behind it as well, whom they see as style and information icons. They often got to these media channels through their facebook feed, but are now regular followers.

Conclusion: In order to reach the targeted audience I have to get the video in the newsfeed of the consumers. I can do through the Amsterdam Denim Days social media channels but I will also have to reach some blogs in order to give the content/message independent confirmation (from a source they trust).

Methods:
Field research, interviewing consumers at Blueprint during the Amsterdam Denim Days. Desk research, I looked at Facebook profiles of the people attending Denim days 2014 & 2015.

Source:
The Blueprint event at Denim Days 15’, I interviewed 24 consumers, of which 7 on camera. Social media profiles of people attending Facebook events.

Next Step:
Write out a communication message that would interest the audience and figure out how to visualise this in order to get and maintain the audience’s attention.
I spoke with Thomas Stege Bojer from DENIMHUNTERS and Nick Coe from RAWR DENIM. We discussed the possibilities of showing the video on their websites and depending on the results they are willing to publish a small piece on it.
CHAPTER 4:
COMMUNICATION
MESSAGE
SUB-QUESTION: WHAT DO I WANT TO COMMUNICATE WITH THIS VIDEO AND HOW DO I GET THAT MESSAGE ACROSS?

Conclusion:

One of the most important research findings: Amsterdam is the Capital of Denim, should be communicated to the consumers clearly. This communication message should be confirmed by industry professionals, as they are the people that the targeted audience looks up to. I can rephrase this message into a more exciting title: Amsterdam, the heart of denim. By giving the video a clear title that reflects the communication message but not spells it out specifically, the video will be perceived as more genuine.

Methods:

Desk research, I compared articles about the Amsterdam denim industry to videos about the Amsterdam Denim Days and Kingpins. Where in articles was clearly stated that Amsterdam is the Capital of Denim, videos mainly talked about denim heads, a denim leader and ‘no other place like it’. Field research, interviewing consumers at Blueprint during the Amsterdam Denim Days, to figure out why they came, what they enjoyed most, which Amsterdam Denim Days videos they have seen and how to reach them online (social media behaviour).

Source:

the finding (& now message) was confirmed by many people, but hearing it from: Adriano Goldschmied, Alberto Candiani, James Veenhoff, Piero Turk, Thomas – DenimHunters, validated it to fact. All available videos on Amsterdam Denim (Days) and Kingpins and articles about the Amsterdam denim industry (See source list of articles and videos) The Blueprint event at Denim Days 15’, I interviewed 24 consumers, of which 7 on camera.

Next Step:

Figure out which content is needed to back up the communication message.
4.1 WHAT DO I WANT TO COMMUNICATE?

**Answer / Conclusion:**
One of the most important research findings: Amsterdam is the Capital of Denim is something that should be the core of the communication message and has to be communicated to the consumers clearly. This communication message should be confirmed by industry professionals, as they are the people that the targeted audience looks up to.

The second part of the message, that the consumer can be part of the heart or denim, by visiting Amsterdam Denim Days 2016, should become obvious by watching the video (communicated silently by showing and not telling).

**Methods:**
Field research, interviewing consumers at Blueprint during the Amsterdam Denim Days, to figure out what Denim Days videos they already saw and which they liked. Desk research, I compared articles about the Amsterdam denim industry to videos about the Amsterdam Denim Days and Kingpins. Where in articles was clearly stated that Amsterdam is the Capital of Denim, videos mainly talked about denim heads, a denim leader and no other place like it.

**Source:**
The Blueprint event at Denim Days 15', I interviewed 24 consumers, of which 7 on camera. Watched all available videos on Amsterdam Denim (Days) and Kingpins (See source list of articles and videos)

**Next Step:**
Figure out how the communication message, Amsterdam is the heart of denim, fits into the consumer event at Amsterdam Denim Days. (the event itself, the only city in the world that offers consumers so much in such a small place. It offers story telling and connects to the market without actually producing in this city, quote Adriano G)
4.2 HOW DO I LINK THIS COMMUNICATION MESSAGE TO THE AMSTERDAM DENIM DAYS?

Conclusion:
Amsterdam is the heart of denim, and during the Denim days, Amsterdam becomes the capital of denim that connects the industry and all denim enthusiasts. This insight should form the communication strategy and shapes the link between the message and the client.

Methods:
Field research, interviewing the Denim Days organisation, figuring out what the current communication strategy is and what their future goals are. Also interviewing consumers at Blueprint, figuring out why they came and what they enjoyed most. Desk research, I compared articles about the Amsterdam denim industry to videos about the Amsterdam Denim Days and Kingpins.

Source:
Nieke Mulder – PR & Communication, Robert Grauwen - Sales, Amsterdam Denim Days & Modefabriek. Consumers at the Blueprint event during Denim Days. (See source list of articles and videos)

Next Step:
Figure out how to show the link of the communication message and the highlights of Denim Days to the targeted audience.
4.3 WHAT IS THE BEST WAY TO COMMUNICATE THIS TO THE CONSUMER?

Conclusion:
The targeted audience is not only interested in the latest trends and developments but likes to feel included and informed on the whole process and story behind a product.

Blueprint at Denim Days is a unique opportunity for consumers to be part of usually professional focussed industry events. It offers a glimpse behind scenes of the production process, is an opportunity to customise and repair damaged or boring products and see new designers that aren’t available to the mass-market yet. These components shape the relevance of denim days, and if visualised would strengthen the communication message.

The communication message should be confirmed by industry professionals, as they are the people that the targeted audience looks up to.

Methods:
Field research, interviewing consumers at Blueprint, figuring out why they came and what they enjoyed most. Desk research, I looked at articles about the Amsterdam denim industry & the Denim Days, at websites such as DENIMHUNTERS, WGSN, RAWR DENIM and other Dutch newspapers. Except for the news papers tone of voice was mainly report/review of events. I also looked at how other Denim videos are reporting the Amsterdam Denim Days events; mostly recaps.

Source:
The Blueprint event at Denim Days 15, interviewed 24 consumers, of which 7 on camera. Watched all available videos on Amsterdam Denim (Days) and Kingpins (See source list of articles and videos)

Next Step:
Figure out what content is needed to communicate and back-up the message & figure out how you will get this content (production plan)
CHAPTER 5: VIDEO & CONTENT
SUB-QUESTION: WHAT KIND OF VIDEO DO I NEED TO MAKE IN ORDER TO GET THE COMMUNICATION MESSAGE ACROSS AND INTEREST THE TARGETED AUDIENCE?

Conclusion:
By interviewing visitors at Blueprint I figured out that consumers are not only interested in the latest trends and developments but like to feel included and informed on the whole process and story behind the product.
It might be relevant to emphasise the fact that Blueprint is a unique opportunity for consumers, as usually tradeshows and fairs are focussed on the professional industry only.

A combination of the communication message, the targeted audience's interests and the opportunity that is Blueprint, should shape the (content and communication) strategy for the video.
I should really show the enthusiastic atmosphere of the event and show what connects all these people; their passion and obsession.
I have to capture the indigo blues. I also have to show what Blueprint is about, focus on product, people, place; DENIM, DENIM HEADS, DENIM DAYS

Methods:
Field research, interviewing consumers at Blueprint, figuring out why they came and what they enjoyed most. Desk research, I looked at articles about the Amsterdam denim industry & the Denim Days, at websites such as DENIMHUNTERS, WGSN, RAWR DENIM and other Dutch newspapers. I also looked at how other Denim videos are reporting the Amsterdam Denim Days event; mainly recaps without further content.

Source:
The Blueprint event at Denim Days 15’, interviewed 24 consumers, of which 7 on camera. Watched all available videos on Amsterdam Denim (Days) and Kingpins (See source list of articles and videos)

Next Step:
Figure out how to get the video out there and when it is a success.
5.1 WHAT OTHER CONTENT IS NEEDED TO BACK UP THE COMMUNICATION MESSAGE?

Conclusion:
By interviewing visitors at Blueprint I figured out that consumers are not only interested in the latest trends and developments but like to feel included and informed on the whole process and story behind the product. The other thing they found most interesting was the atmosphere and type of people that where present. There was a clear ‘denim vibe’ and you felt that almost anyone there shared the indigo enthusiasm.

It might be relevant to emphasise the fact that Blueprint is a unique opportunity for consumers, as usually tradeshows and fairs are focussed on the professional industry only. (for example, the seminars available to consumers from WGSN & Nick Coe)

Content I should show:
- The candiani loom & the production ‘lab’ behind it that show the process of making a jeans, the craftsmanship.
- A highlight of all the stands, and what they had to offer: e.g. Denham Repair Service, Amsterdenim Tan, the workshops, the seminars customising of nudie products, etc.
- The communication message through the interviews of industry professionals.
- A glance at the crowd, who where there.
Methods:
Desk research, I looked at articles about the Amsterdam denim industry & the Denim Days, at websites such as DENIMHUNTERS, WGSN, RAWR DENIM to see how denim events are reported and published. I also looked at how other denim videos are reporting the Amsterdam Denim Days event; mainly recaps without further content. I also researched the program in order to anticipate all events and schedule everything in. Field research, I interviewed consumers at Blueprint, to figure out why they came and what they enjoyed most.

Source:
Watched all available videos on Amsterdam Denim (Days) and Kingpins (See source list of articles and videos). The Amsterdam Denim Days website and social media pages. The Blueprint event at Denim Days 2015, 24 consumer interviews (7 on camera).

Next Step:
if possible, write out a story line
5.2 WHAT IS THE STORY LINE OF THE VIDEO?

**Conclusion:**

It wasn’t possible to create a complete storyline of the video. I was able and made a general list of everything I needed to film in order to get all the needed material, but because of the many interviews I couldn’t completely anticipate the outcome. I had a general idea of what the professionals would say but I had to figure out the motivation of the consumers.

From research (& own experience) I concluded that interest and success are found in the first seven seconds of a video. In that time you need to have convinced the viewer that the video will be interesting enough for them to keep watching.

I created a storyboard & storyline for check 2, but it was too long, broad, unfocussed and a bit boring.

After another feedback coaching I figured I needed a different approach. So in order to create a video that people actually finish watching I decided to use a bell curve module to structure the video. This curve gives me the opportunity to keep in mind what I should film but it doesn’t pin me down to limited video material (like a set story board would).

I have to communicate the message and at the same time highlight the event that confirms the message.

I will show the atmosphere of the event, I have to capture the indigo blues. I also have to show what Denim Days is about, focus on product, people, place;

DENIM,
DENIM HEADS,
DENIM DAYS
Methods:
Desk research, I looked at articles about the Amsterdam denim industry & the Denim Days, at websites such as DENIMHUNTERS, WGSN, RAWR DENIM to see how denim events are reported and published (and also how, the tone of voice).
I also looked at how other denim videos are reporting the Amsterdam Denim Days event; mainly recaps without a message or context. I also researched the program in order to anticipate all events and schedule everything in. Field research, I interviewed consumers at Blueprint, to figure out why they came and what they enjoyed most.

Source:
Watched all available videos on Amsterdam Denim (Days) and Kingpins (See source list of articles and videos). The Amsterdam Denim Days website and social media pages. The Blueprint event at Denim Days 2015, 24 consumer interviews (7 on camera).

Next Step:
Figure out what the video should look like & what I need to film in order to get that content I need to back up the communication message.
5.3 WHAT SHOULD THE VISUAL IDENTITY OF THE VIDEO LOOK LIKE?

**Conclusion:**
The video should look professional and genuine. It should fit in with a fashion & denim environment without looking too slick or conceptual. It should be clear, communicative and attractive enough to raise consumer interest. I have to catch that excitement for denim on camera, show that indigo blues that affected all these denim heads.

- Professional but not too smooth
- A realistic behind the scenes look & feel but not GoPro handheld
- A balance of content and visuals, documentary vs. recap.
- Indigo charm not a blue filter.

**Methods:**
Desk research, I looked at articles about the Amsterdam denim industry & the Denim Days, at websites such as DENIMHUNTERS, WGSN, RAWR DENIM to see how denim events are reported and published (and also how, the tone of voice).
I also looked at how other denim videos are reporting the Amsterdam Denim Days event; mainly recaps without a message or context. I also researched the program in order to anticipate all events and schedule everything in. Field research, I interviewed consumers at Blueprint, to figure out why they came and what they enjoyed most.

**Source:**
Watched all available videos on Amsterdam Denim (Days) and Kingpins (See source list of articles and videos). The Amsterdam Denim Days website and social media pages. The Blueprint event at Denim Days 2015, 24 consumer interviews (7 on camera).

**Next Step:**
Write out a production plan: work out a schedule to fit in all the content I need to film: The interviews, the surrounding shots, the shots of the stands and everything that happens during denim days.
Also, try out a few interviews before the denim days to see what it will look like. Experiment with the different lenses to see what works.
5.4 WHAT ARE THE TECHNICAL VIDEO REQUIREMENTS?

Conclusion:

I have filmed with my DLSR before and decided I would use this again for this project. The available video camera I could borrow from HVA isn’t that good, and my DLSR produces better quality material.

I also have a set of lenses that I experimented with, and in the end I decided to use an analogue lens on a digital body. I chose the 35MM lens because it makes great close-ups, creating a nice frame for interviews that feel personal. The analogue factor gives the material some grain, which creates a nice raw edge. The digital 80-135 mm lens I have filmed with the first day gave the material I shot an impersonal and unfitting frame, the results didn’t feel right.

I decided to continue with the 35mm lens for all the material, as I needed a consistent end result.

(Mixing digital 80-135 with analogue 35 does not look and feel right)

I purchased a small clip on microphone to use with an iPhone, turned out not to be an option, as the quality was not what I needed and the audio (iPhone) files where incomplete. I had to rent/borrow a professional Marantz audio recorder and microphone and with all the background noise at Denim Days results turned out okay.

Method:

I experimented with video; trying out all my different lenses, on different locations to figure out what worked best. I also did a few interviews before the Denim days started, to see if my ideas would pen out. (which they didn’t and I had to change plans; lens, angle, interview questions and surroundings.)

I also researched a lot of video making books, blogs and video’s about:
- Video making in general: lighting, audio, angle, lenses, storyboard, production plan, editing,
- Documentary making
- Interviewing people
- Editing a video; Adobe Premiere Pro

Source:
Google was my friend at this point, by searching for different terms and specific questions I often got to the right source; video, adobe help desk, blog posts and forums. (See sources for full list)

Next Step:
Make a production plan for the video
5.5 WHAT IS THE STRATEGY FOR MAKING THIS FILM (PLAN OF APPROACH)?

**Step 1: Script**  
I know the communication message, how I want to get it across, and what material I need to back up my message.

**Step 2: Schedule**  
In order to get all the interviews I want, I have to do a lot of networking. I already started this at Kingpins October 2014, so with some of the contributors I was already in contact. The others I have to approach at the beginning of Kingpins with my project pitch, in order to get them involved. I made a schedule with everyone I had already confirmed and will schedule in the rest later. I have to carefully plan this (what I could in advance), as the events; seminars, workshop and sessions where also on a schedule and everyone there had their own busy schedule: a lot of emails back and forth worked it all out. (I used the programm and made the schedule, see calendar print out)

**Step 3: Test interview & filming**  
The interviews with James Veenhoff and Tony Tonnaer weren’t set out a test run, but the lack of success turned it into a trial run.

**Step 4: the shooting week**  
With my equipment, script, schedule and improvising plan I have things figured out, I know where I need to be at what point, and what I need to film.

**Step 5: Editing**
- Organise and order all the video & audio files files  
- Watch tutorials to refresh my adobe knowledge  
- Edit the material for a raw, improved and eventually final edit  
- Finetune: colour correction, titles, credits, transitions
It was an exhausting week, besides approaching strangers, networking, meeting a lot of industry players and filming everything myself, I also had to constantly keep the narrative and frame in mind.

There is certainly stuff I would do differently, but this was my first really solo video project. I wouldn't recommend a project of this size & organisation for someone to do completely on their own.

Method:
I experimented with video, angle, lens and settings, I also did a few interviews before the Denim days started, to see if my ideas would pen out. (which they didn't and I had to change plans; lens, angle, interview questions and surroundings.)

I also researched a lot of video making books, blogs and video's about:

- Video making in general: lighting, audio, angle, lenses, storyboard, production plan, editing,
- Documentary making
- Interviewing people
- Editing a video; Adobe Premiere Pro

Source:
Previous research, different terms and specific questions on google and through there other sites and books, videos, adobe help desk, blog posts and forums. (See sources for full list)

Next Step:
Distribution, figure out how do I get the video out there and when is it a success: Denim Days website & social media channels, Vimeo & youtube, denim & fashion blogs. Who do I need to contact and how do I get them to use the video?
CHAPTER 6: DISTRIBUTION STRATEGY
Conclusion:

Overall consumers were interested in videos about fashion, denim, sneakers and lifestyle. They also watched videos about fashion and denim events that they were planning to visit or had visited.

80% of the people I talked to, would open/watch videos about these subject if they scroll past these in their news feed on facebook.

Only a few of them would actually browse for videos themselves, on vimeo or youtube.

Halve of the people I interviewed visit denim sites/blogs such as DENIMHUNTERS, the Denim Daily or RAWRDENIM weekly. They also see videos, campaign or articles there regularly, either on the website or in the facebook newsfeed through these sources.

So, in order to get to the targeted audience, I have to appear in their facebook feed, and get the video on different denim sites.
Method:
Field Research: from the consumer research I concluded the targeted audience’s online profile and social media behaviour. I found out what kind of sites they visited to look and shop for denim, what kind of video’s they watched and who were their denim favourites (role models/ icons etc).

Source:
Consumer interviews during Blueprint @ Amsterdam Denim Days 2015.

Next Step:
Contact the media sources; bloggers, communication & PR & send out a press release with the video link.
HOW DO I GET THE VIDEO OUT THERE?

**Brand / client perspective:**
I spoke to Nieke Mulder, PR & communications @ Amsterdam Denim Days and they should be able to show the video on their social media channels.

**Media perspective:**
I spoke to the founders of DENIMHUNTERS and RAWRDENIM and they showed interest in the video. Depending on the outcome of the video they are interested and willing to share the video through their platform.

**Method & source:**
Field research: I had a few meetings/conversations with and interviewed the founders and contributors of DENIMHUNTERS, RAWRDENIM,