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Hello,  
My name is



Hello,  
My name is



# Addition

Hello,  
I'm from...



# We're from Antwerp

Biggest city in Flanders

The heart of Europe

30 000 students

Our mission



# Our mission

To convince more international students to choose Antwerp for their programme abroad.





Don't get  
us wrong



No Yes



What are we  
talking 'bout?



# Erasmus

Hmm, I need  
some info



# Research

The **big** information problem  
School - City - People





Research  
Step 1



# Research



Research  
Step 2



# Research



Research  
Step 3



# Research

**Where are you from?**

**Where have you been?**



Research  
Step 3



# Research

True stories





Research:  
Conclusion



# Conclusion

The information and communication is **crap**



Who are we chasing after?



# Target groups



## *The Brothers*

Erasmus students, looking for a city.  
Main target group.

Who do we  
want to use ?



# Target groups



*The Mommies*

Academic Co-ordinators, the start of the big search.  
Functional target group.

Who do we  
want to use ?



# Target groups



*The Homies*

Antwerp students.

Functional target group.

Our strategy



# Our Strategy

## Information Platform



- Website
- True stories
- Blog
- Direct mail

## Activation : it's all just a game



- Trigger commercial
- Goodiebags
- Antwerp Family Heritage
- Ambassadors



Creative  
concept



# Creative Concept

## **Antwerp Erasmus Family**

Cosy, small, family feeling, charming, one group, close

*The Thought*



If we put all  
this together...



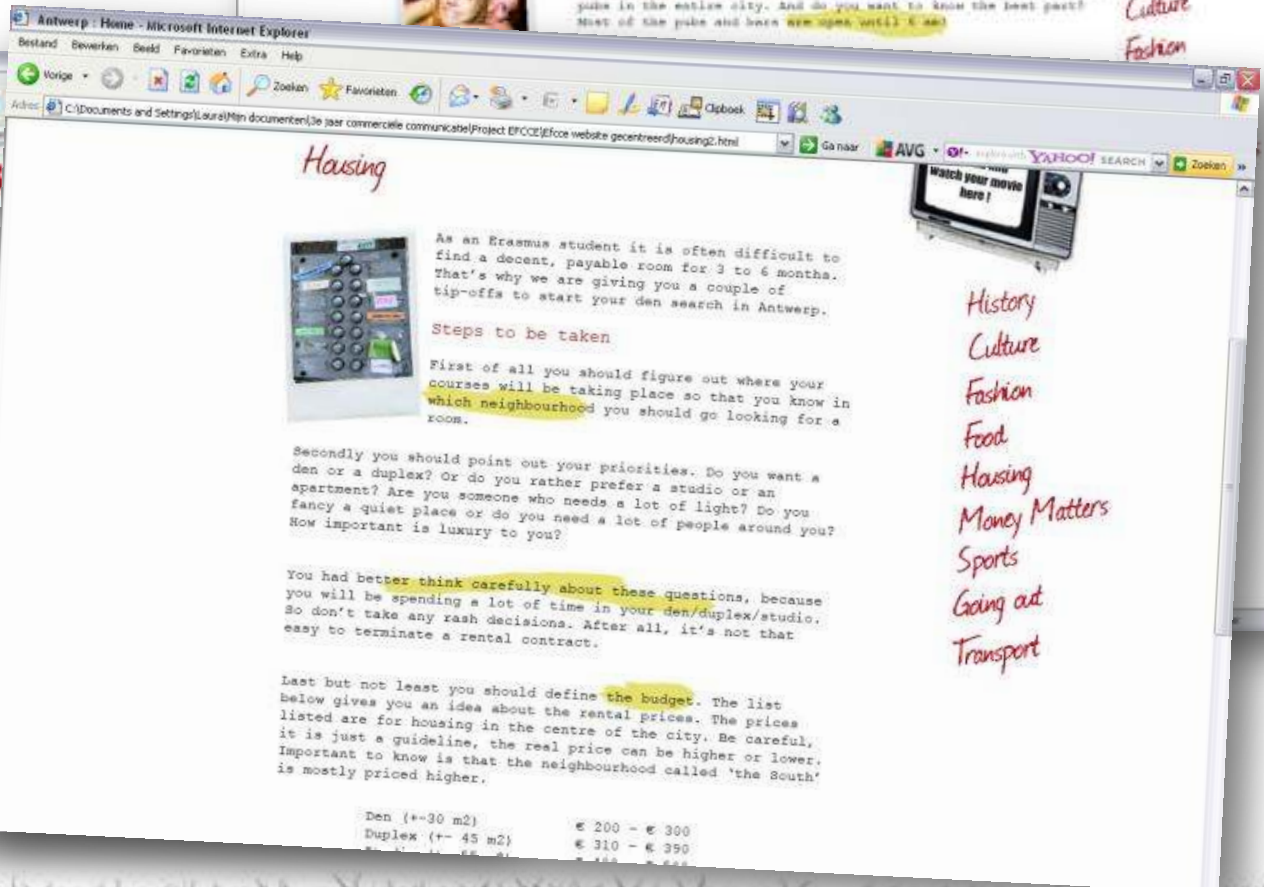
Website

Information  
Activation

General info



# Information platform







General info



# Information platform

Antwerp is a great city full of students, which offers a good education and gives you the opportunity to choose which direction you want to give to your future life.

Click to the Links below and check out the international programmes that the Antwerp schools are offering you.

-  **The University of Antwerp** has a great reputation in Belgium. It's famous for the good quality it delivers and the enormous number of study options.
-  **The Plantijn Hogeschool** is a very modern college in Antwerp with a respected system for international students. The college is very famous for its specialism in communications and journalism.
-  **Lessius Hogeschool** is the Antwerp college that is best at studying behaviour and minds of people. That's why it's so famous for its Psychology and management studies.
-  **Karel de Grote Hogeschool** is a college specialized in A LOT of directions. Some of them are marketing and office management. It's

## Join the family

How can I join the ANT? That's not hard! Choose a school in Antwerp that your school has an exchange programme with.

Live your Erasmus Dream here and become an official member of the Antwerp Erasmus Family.

You get an official certificate at the beginning of your Erasmus. It is handed out at your school and includes a code for special occasions.



In this way you will automatically become a part of a great group of friends. With the log-in you can simply create your own blog as the Family King/Queen, where you can share pictures and videos to keep the home front updated. Of course you can also browse yourself to find the best parties, bars, stores and so on.

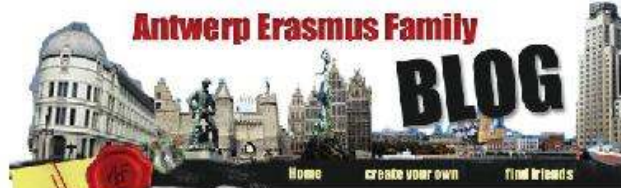
we welcome only official Erasmus organizations of Antwerp.



True stories



# Information platform



*Tiffany 23 - Erasmus*



*Pictures*

*Movies*

*Tiffany's friends*



*Monday 7/10/05*

Hello there!

It's been a week since I arrived in Antwerp and up to now it has been quite fun here!

I can't say I'm having a culture shock, but Antwerp is just different. The thing I that I never know who I am. And as you can guess, most of my orientation very easily in the forest. I city. The advantage is that every time I get lost, I'm and more nice places in Antwerp.

To-morrow my Antwerp roommate is going to guide me through the city, she has me an English guide and a map of Antwerp, I'm sure the orientation issue soon I'll keep you posted, though!

Hope you are all right! love  
Klaas from Antwerp

1PM

2.

Reaction (1)

*Tuesday 8/10/05*

Hi folks,

I know, it's been a long time ago. But I have so much to do over here, that seem to find the time to see you guys. Update!



*Monday 7/10/05*



*Marco 29 - Antwerp*



*Tiffany 23 - Erasmus*

When I just came here, I really missed my home town. But after a week I really started to feel Antwerp! It only took me 3 days to get to know a lot of people. That's because they're all in one here! Every night we went to a bar (Antwerp's got some great bars) and in the day I just couldn't pass the stress without buying at the shops are antwerp. I met some great friends and did things I never did before! My Antwerp Experience was the best!! something I will never forget.

Check out my blog here!



*Add the movies*

*The most original and funny movies win a prize!!!  
Every week you get a new chance!*



group of the student

Desk computer

Activation



# Information trough Activation





Activation



# Activation: it's all just A game



Activation



# Activation: it's all just A game



Activation



Activation: it's all just A game





Information +  
activation.



# Information & Activation GOODIEBAGS



Information +  
activation.



# Information & Activation GOODIEBAGS





Bring it on !



Bring it to the people

Bring it on !



# Direct Mail



Bring it on !



# SEO & keyword buying



Antwerp

Erasmus

Erasmus Antwerp

student Antwerp

[Geavanceerd zoeken](#)  
[Taalhulpmiddelen](#)

Google zoeken

Ik doe een gok

Doorzoek:  het internet  pagina's in het Nederlands  pagina's uit België

Bring it on !



# Media



Internet  
Word of mouth



Co-ordinators  
Students



Let's swing  
around the  
circle.



Questions?  
Shoot.



Questions ?

