

A lion mascot with orange fur, wearing an orange jersey, stands on a green soccer field. The lion is holding a black and white soccer ball in its left hand and has its right hand near its face. The background shows a large stadium filled with spectators under a blue sky with light clouds.

# VAN IMPRESSIE NAAR IMPACT

Brenda Kompier

# Fase 1: PERCEPTIE PLATFORMS



RTL 4



videoland.  
BY RTL



N



HBO  
max

prime video

YouTube



# Fase 2:

# RECLAME

# OP PLATFORMS



**WAAR GA IK HET NIET OVER HEBBEN?**

~~**CONTENT**~~

~~**CREATIE**~~

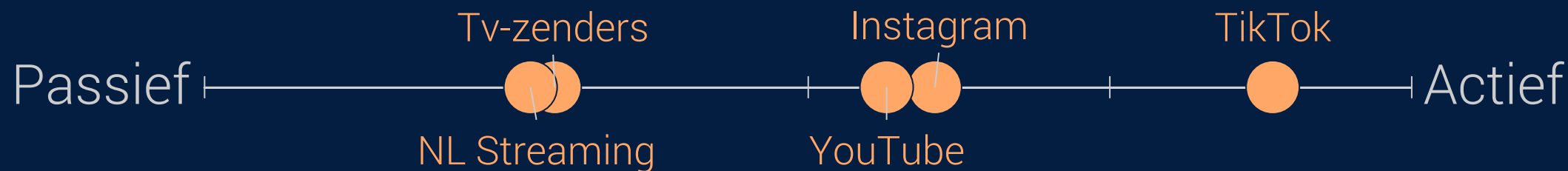


# AANDACHT

# TYPE AANDACHT

Passief ————— Actief

# TYPE AANDACHT RECLAME



## JOMO

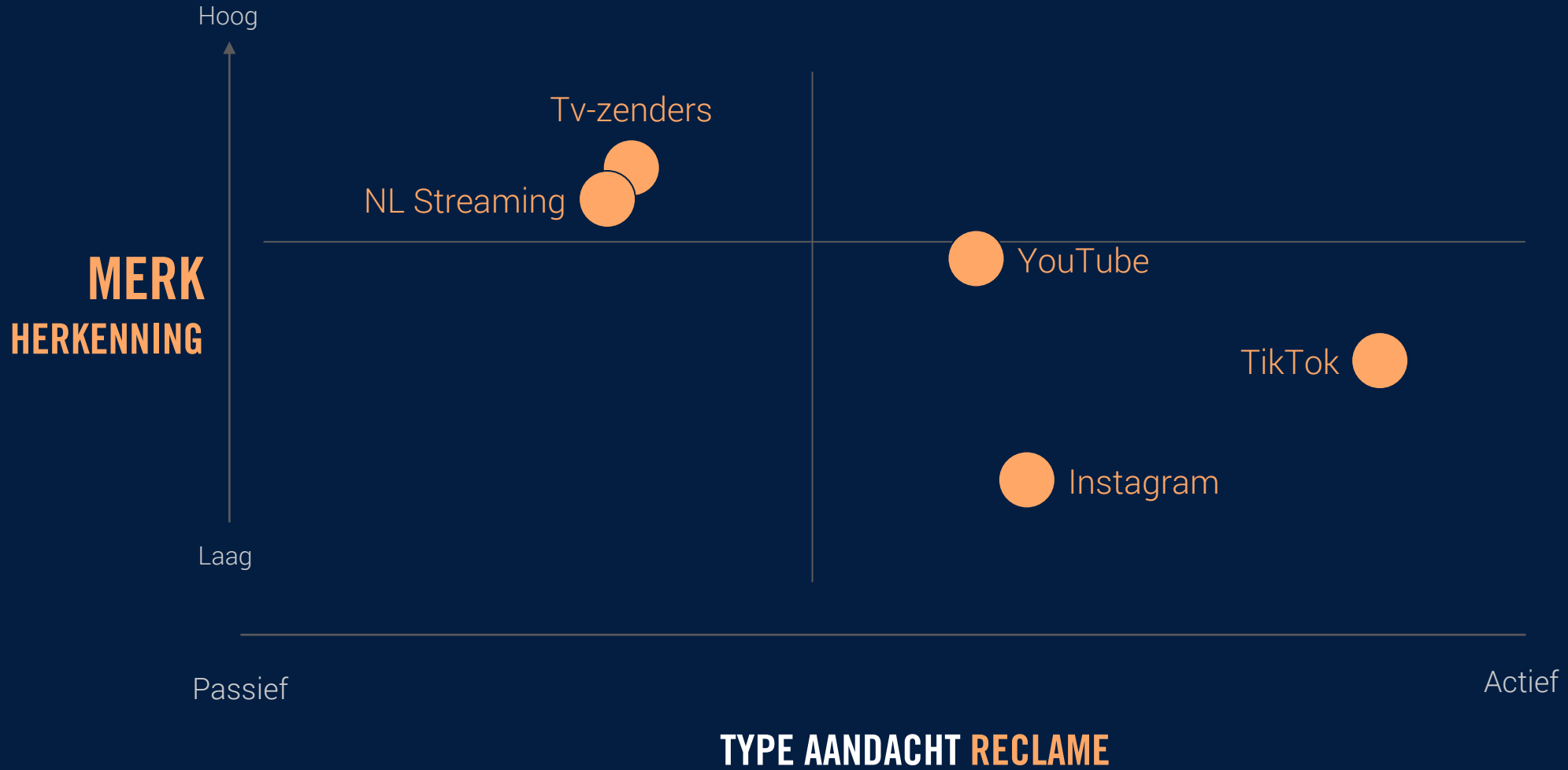
Joy of missing out

## FOMO

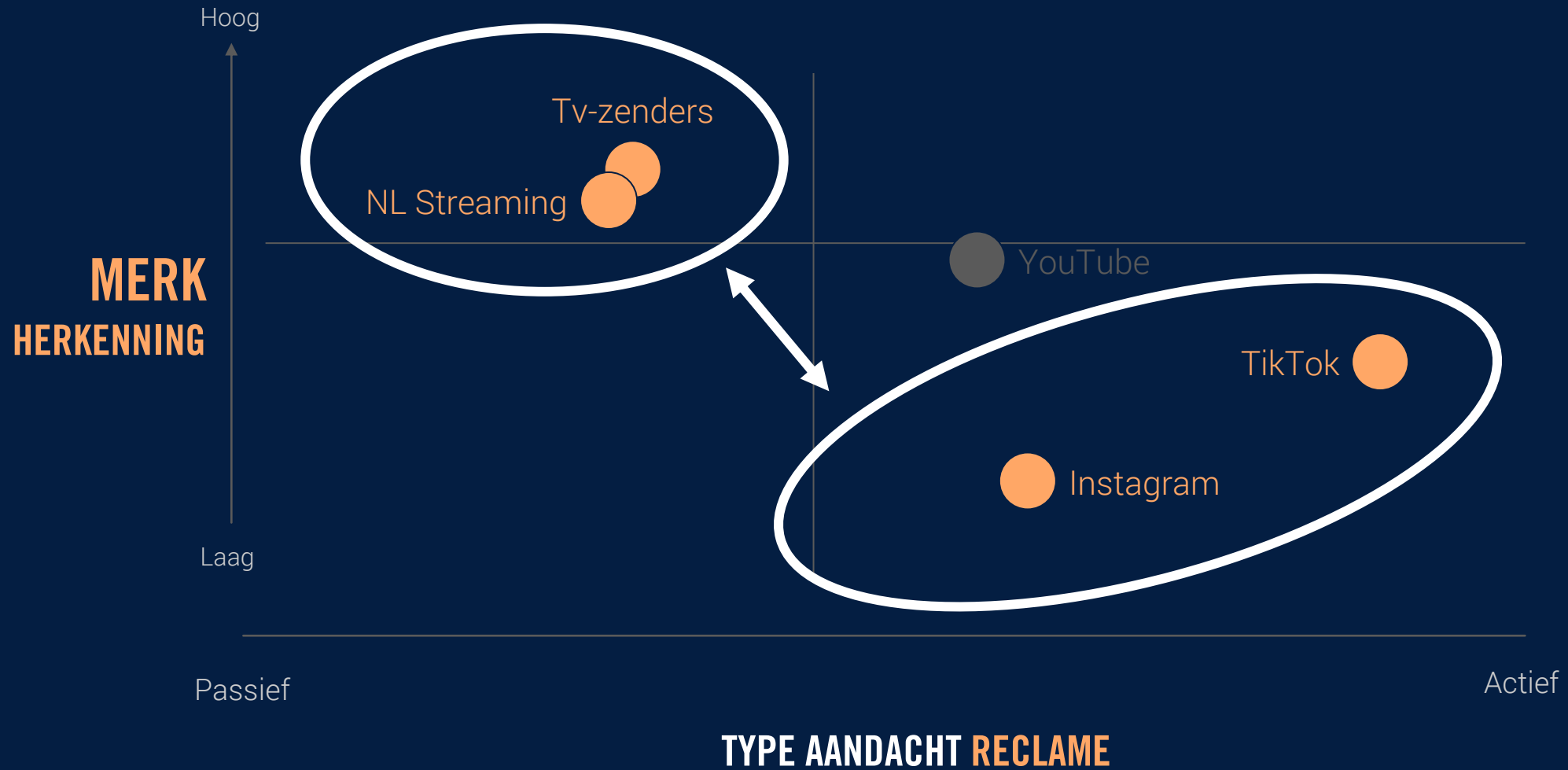
Fear of missing out





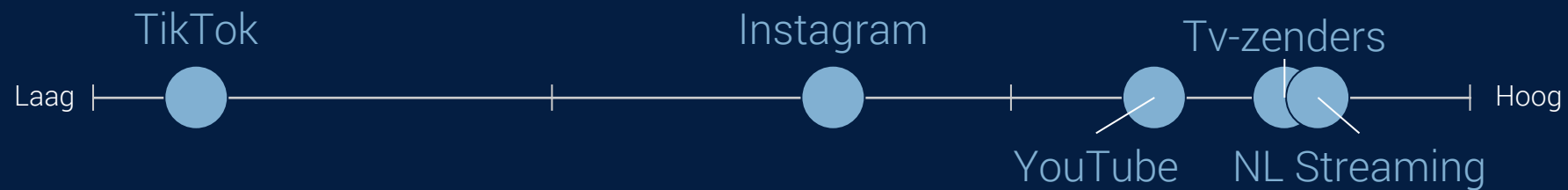


+18% merkherkenning

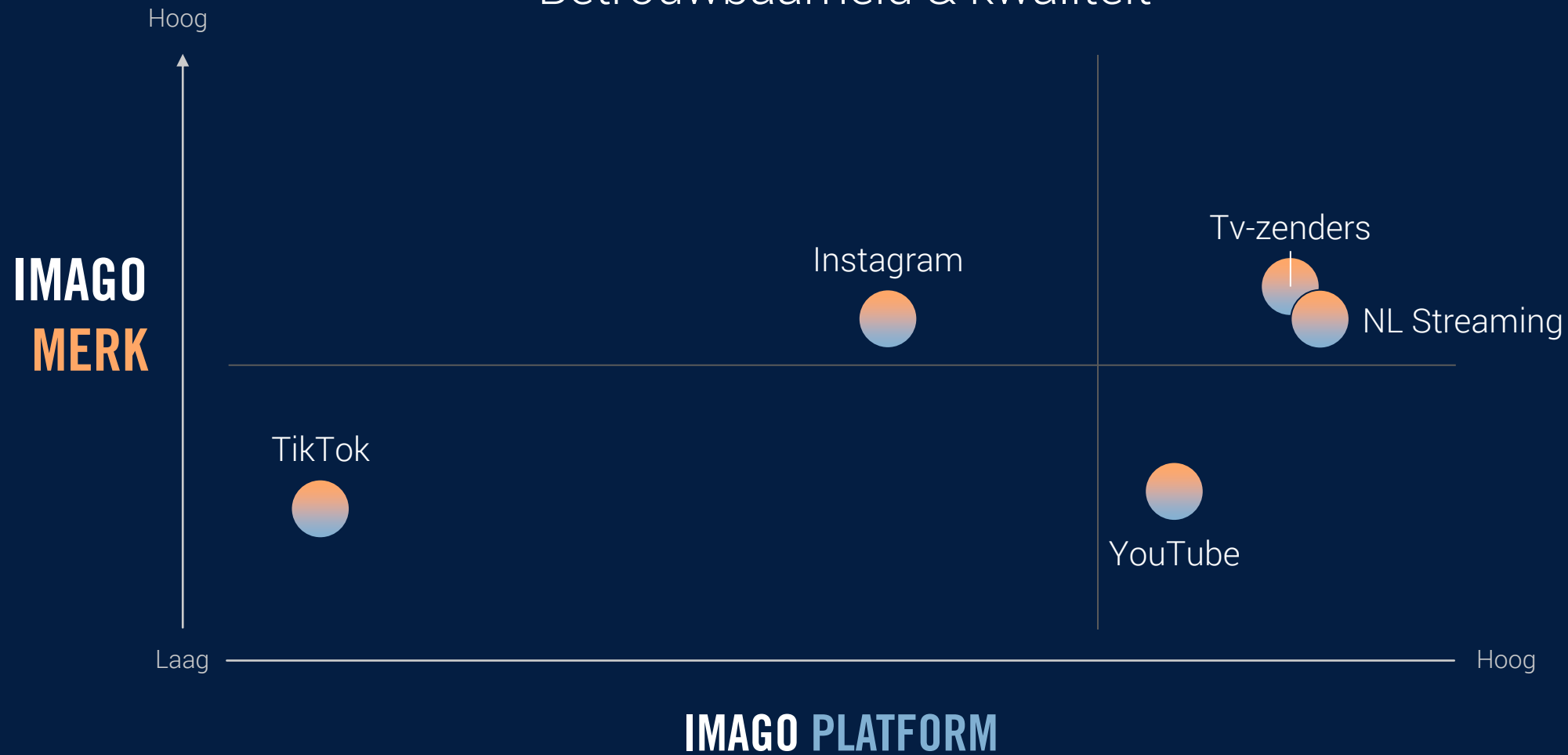


# IMAGO PLATFORM

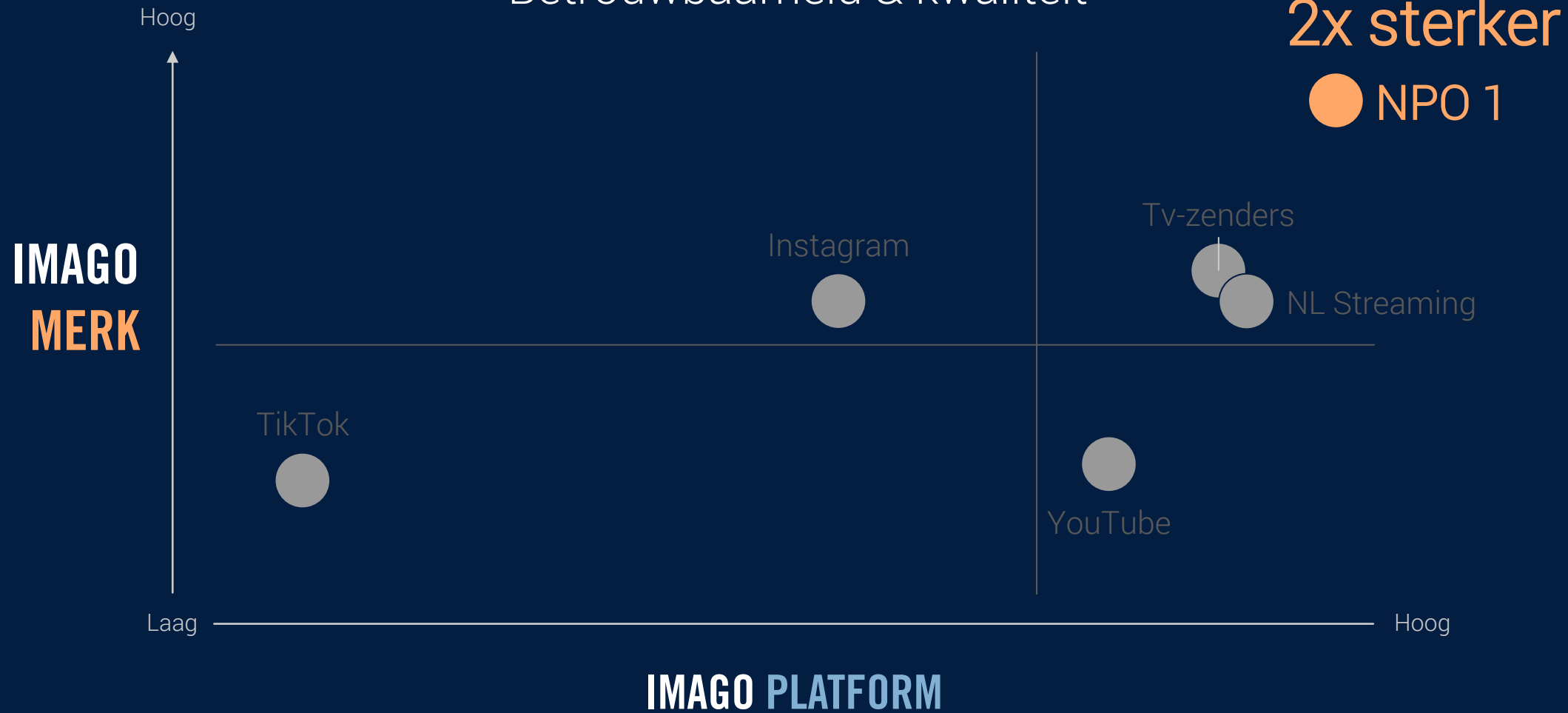
Betrouwbaarheid & kwaliteit



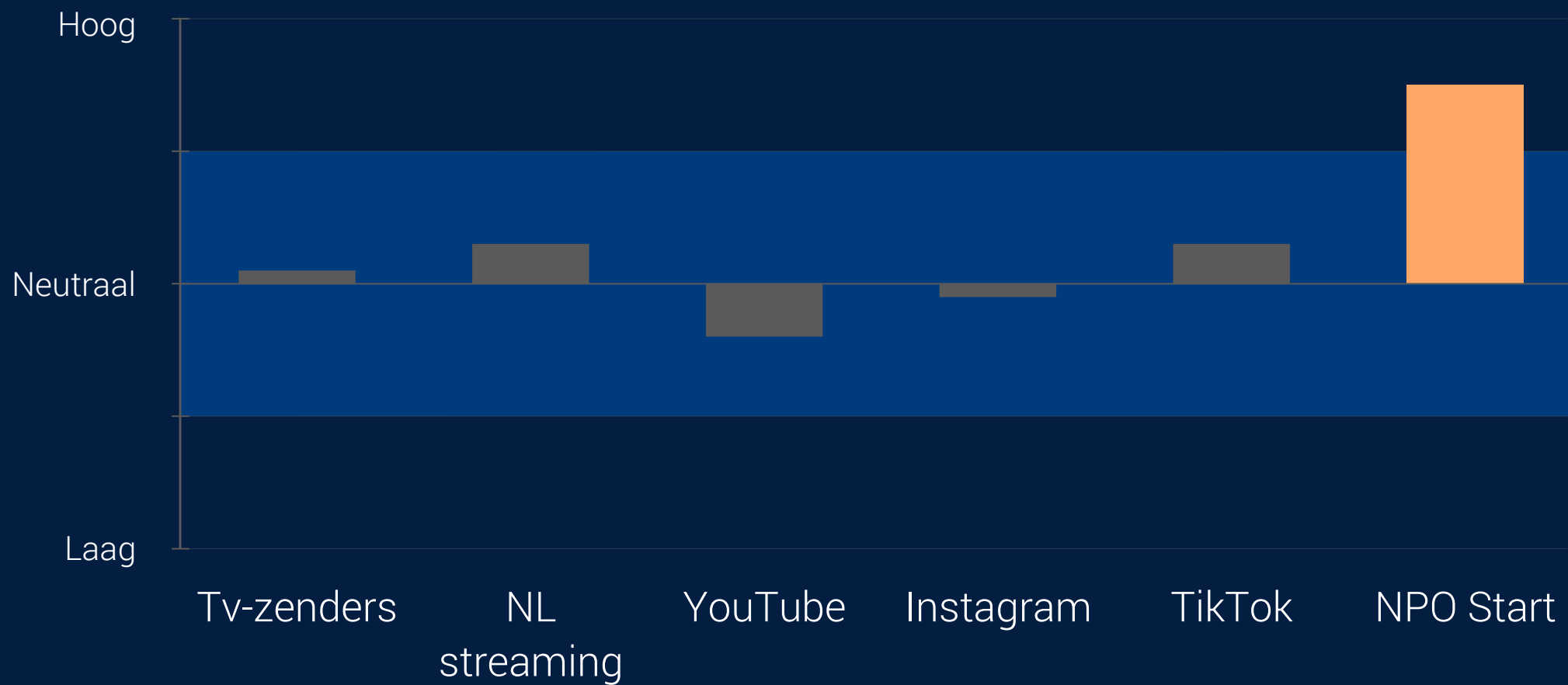
# Betrouwbaarheid & kwaliteit



# Betrouwbaarheid & kwaliteit



# VERLANGEN MERK



# HOE SCOOR JE?





# PERFORMANCE PLATEAU





**ACTIVATIE 40%**



**MERK 60%**



**IMPRESSIE  
OF IMPACT?**





**VAN IMPRESSIE  
NAAR IMPACT**

De onbewuste effecten van videoplatformen op merkgroei

 Ster reclame

**DOWNLOAD DE WHITEPAPER:  
[WWW.STER.NL/ONDERZOEK](http://WWW.STER.NL/ONDERZOEK)**



**reclame**