Welcome

fairphone

Club Ace Amsterdam

TEAM



Naam

Functie bij GN



Naam

Functie bij GN



Naam

Functie bij GN

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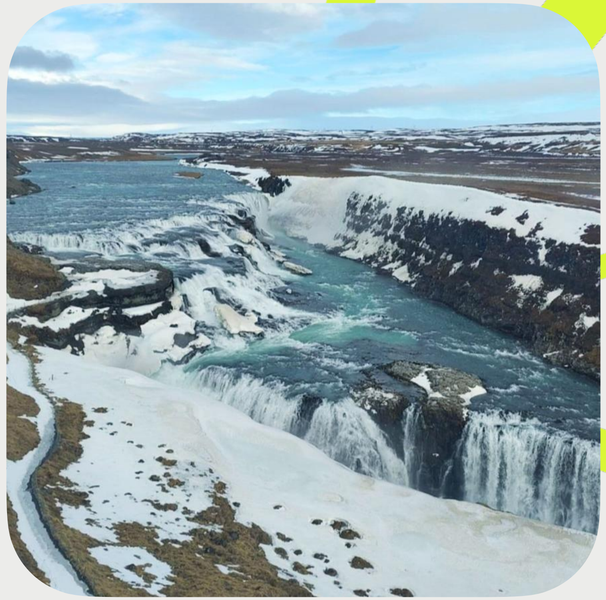
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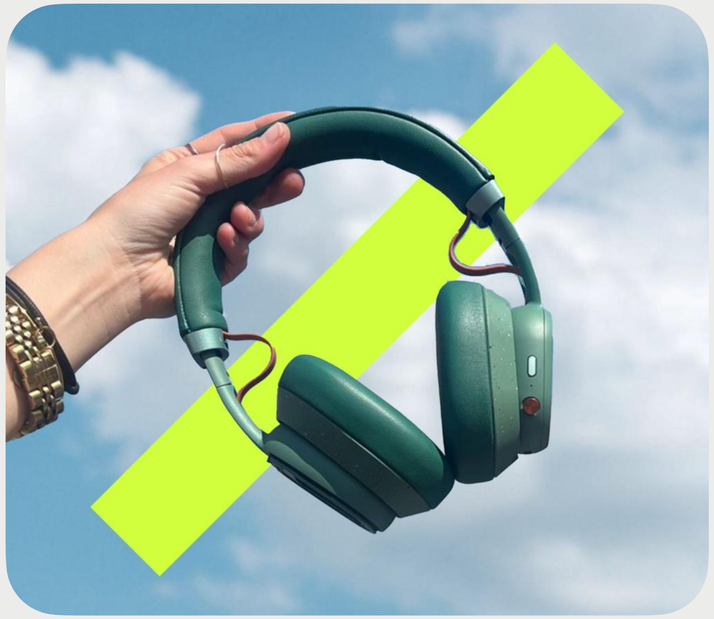


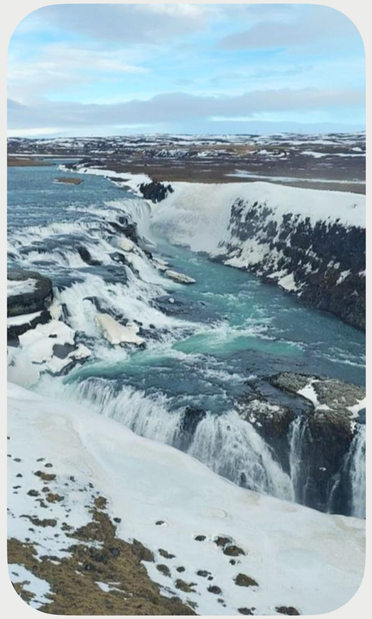
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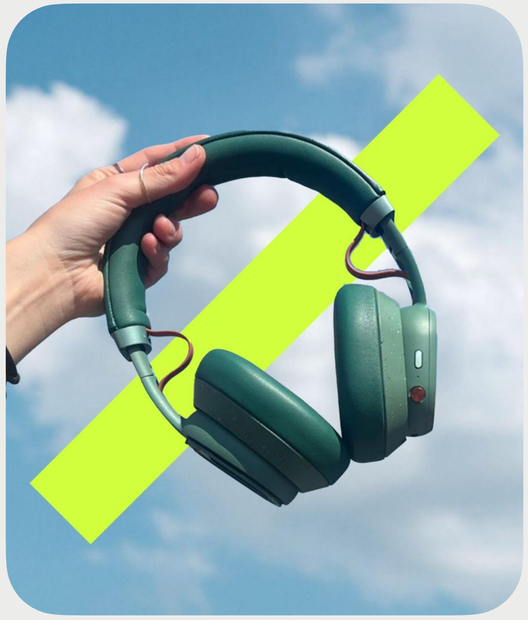
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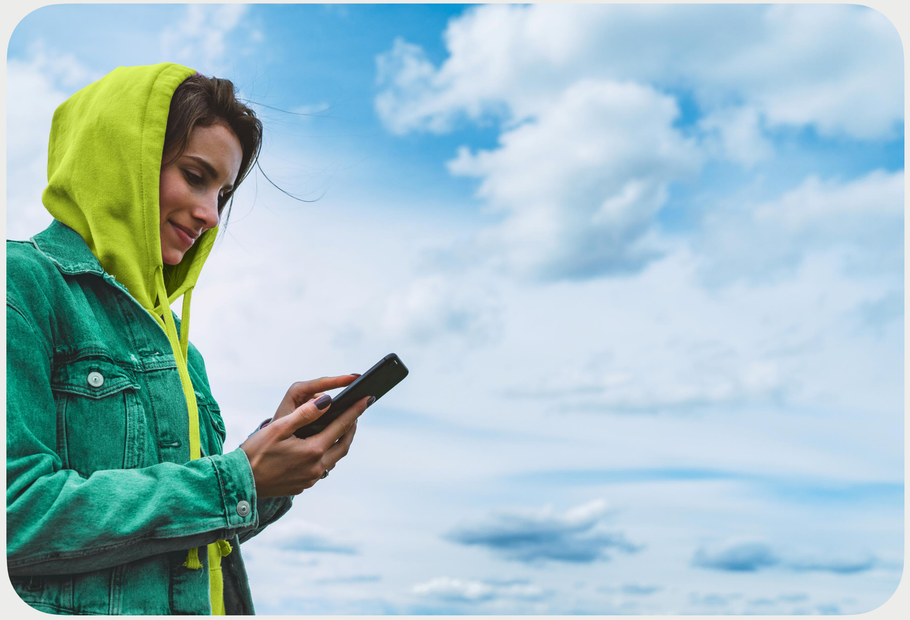












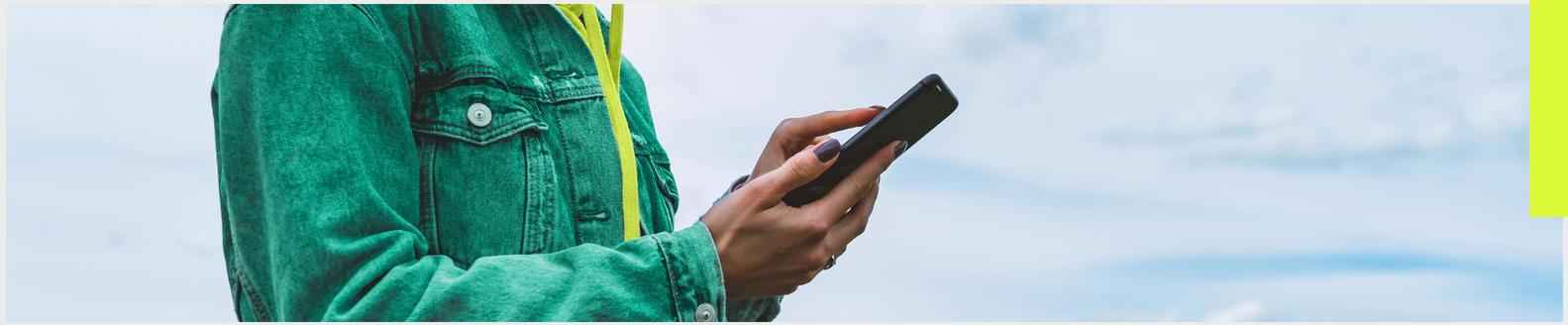
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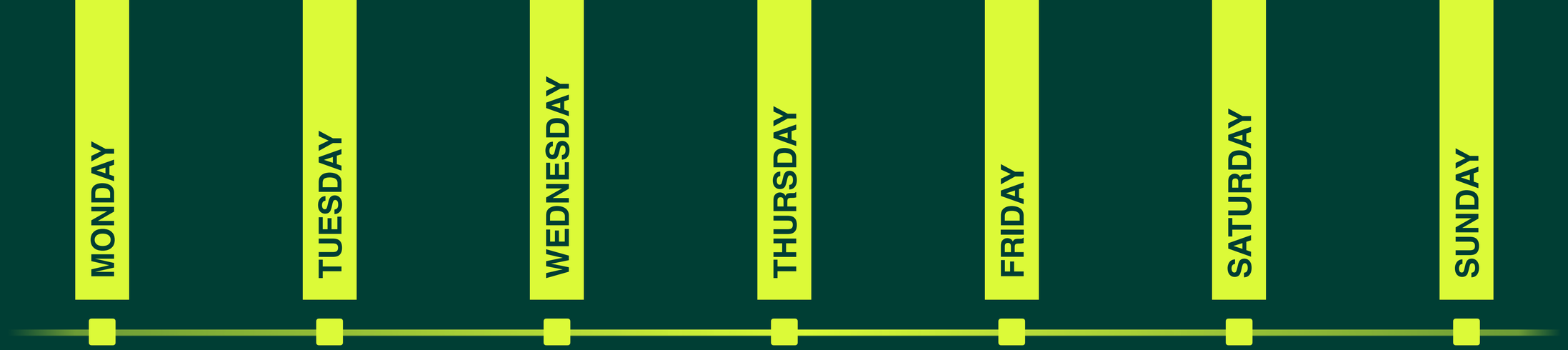


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PR APPROACH

We develop our PR activities based on the 3H content model developed by Google.
In this layered approach, each layer has its own specific purpose.

Hero PR

Brand Awareness

Large-scale campaigns/activities for a lot of awareness, which make a lasting impression on the entire target group.

Hub PR

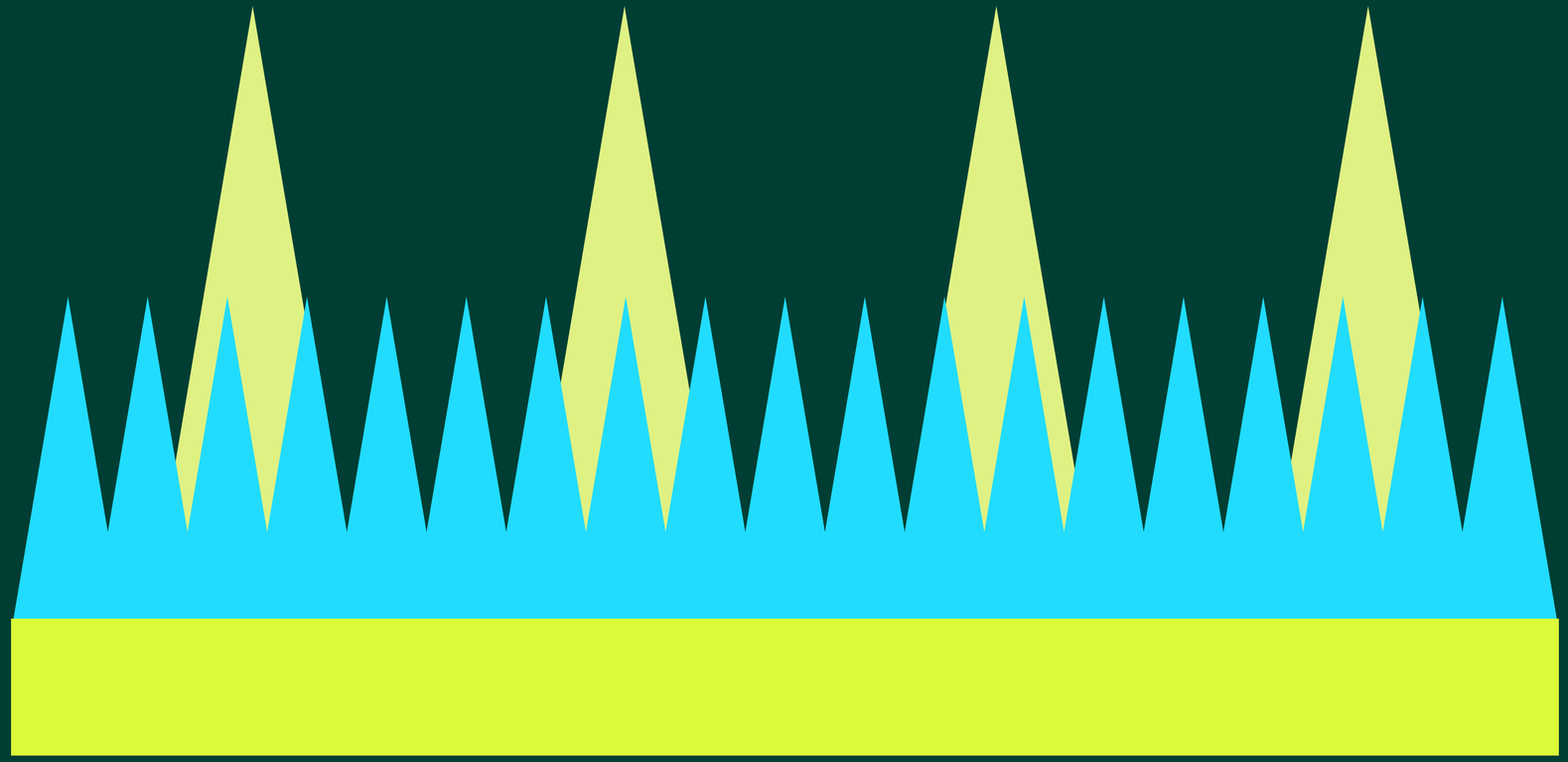
Autorithy

Regularly scheduled PR activities, which are aimed at building relationships and quality articles.

Hygiene PR

Always-on

A steady drumbeat in PR for continuous visibility in media that focus on our key topics.



MESSAGE HOUSE

Purpose

Helping entrepreneurs and companies to be successful in an increasingly digital world with our technology

Focus

Opportunities through innovation

Moving digitally together

Moving digitally together

Ideas, experiences, expertise and advice. Knowledge about matters such as efficient and safe working from home, online sales and opportunities to further develop your company digitally. Helping companies to be ready for the future by inspiring and offering action perspectives.

The involvement and connection of people are crucial for moving companies forward. How do you do this today in a way that allows everyone to embrace the benefits of a more digital world. Realize vision and dreams and thus make a positive impact.

Role Fairphone

We are your partner to successfully seize opportunities from our own strength in a world that is becoming more digital. Innovation should feel natural and not slow down. Our technology fuels the passion and drive of our customers, helping them accelerate progress and make business a positive force for change.

Key Message

Seizing opportunities in an increasingly digital world while ensuring that everyone is on board. Vodafone helps companies excel. Innovation should feel natural and make business a positive force for change.

Seizing opportunities in an increasingly digital world while ensuring that everyone is on board. Vodafone helps companies excel. Innovation should feel natural and make business a positive force for change.

BUDGET APPROACH

S

Strategy

Debrief in Word/PDF
Research
Deliver local market insight and brand strategy
Presentation

Concepting **€ 20,000**

1 concept visualised in ready-to-use materials

excl. OOPS

M

Launch

Development PR calendar
Draft press materials
Briefing documents
Briefing spokespeople
Media outreach, follow-up
Host interviews, handle press questions
PR launch event
Weekly calls and project management

excl. OOPS

L

Growth

€10,000 - 20,000

Introduction with Off the Record
Advise on media buy-in
Translate content for paid
Enrich media relations
Advice on local owned channels

RETAINER

Ongoing Retainer

€ 15,000 - 20,000

Press materials
Pitching interviews + news
Execution PR calender
Daily monitoring
Flagging news
Strategic advice
Weekly calls
Proactive news hijacking
Execution PR calendar
Ad hoc monitoring
LinkedIn profiling

excl. OOPS

TIMELINE Q1

	January		February	March
HERO	APPROVAL FINAL CONCEPT	START EXECUTION	PRODUCTION	LIVE WITH TRUST IN 5G
HUB	PRODUCTION FIT FOR THE FUTURE CAMPAIGN		LIVE WITH FIT FOR THE FUTURE CAMPAIGN	INTERVIEWS BLIND FAITH IN 5G
		LACK OF IT MANAGER	REGIONAL INTERVIEWS FFTF	VOORJAARSSCHOONMAAK
			INTERVIEW BNR ZAKENDOEN	INTERVIEW FD VONK
HYGIENE	TRAINING SPOKESPEOPLE	BACKGROUND	BACKGROUND CONVERSATION BNR, RTL-Z, FD	BACKGROUND CONVERSATION TROUW, VOLKSKRANT, TELEGRAAF, NRC
	MONITORING	RESEARCH MONITOR	MONITORING	WHITEPAPERS	MONITORING	WHITEPAPERS
	KICK-OFF REDACTIERAAD		REDACTIERAAD	LINKEDIN CONTENT	REDACTIERAAD	
	WHITEPAPERS		PRESS RELEAES		RESEARCH	

TIMELINE Q2

	April	May	June
HERO	APPROVAL FINAL CONCEPT START EXECUTION	PRODUCTION	LIVE WITH TRUST IN 5G
HUB	PRODUCTION FIT FOR THE FUTURE CAMPAIGN LACK OF IT MANAGER	LIVE WITH FIT FOR THE FUTURE CAMPAIGN REGIONAL INTERVIEWS FFTF INTERVIEW BNR ZAKENDOEN	INTERVIEWS BLIND FAITH IN 5G VOORJAARSSCHOONMAAK INTERVIEW FD VONK
HYGIENE	TRAINING SPOKESPEOPLE BACKGROUND MONITORING RESEARCH MONITOR KICK-OFF REDACTIERAAD WHITEPAPERS	BACKGROUND CONVERSATION BNR, RTL-Z, FD MONITORING WHITEPAPERS REDACTIERAAD LINKEDIN CONTENT PRESS RELEAES	BACKGROUND CONVERSATION TROUW, VOLKSKRANT, TELEGRAAF, NRC MONITORING WHITEPAPERS REDACTIERAAD RESEARCH

TIMELINE Q3

	July	August	September
HERO	APPROVAL FINAL CONCEPT START EXECUTION	PRODUCTION	LIVE WITH TRUST IN 5G
HUB	PRODUCTION FIT FOR THE FUTURE CAMPAIGN LACK OF IT MANAGER	LIVE WITH FIT FOR THE FUTURE CAMPAIGN REGIONAL INTERVIEWS FFTF INTERVIEW BNR ZAKENDOEN	INTERVIEWS BLIND FAITH IN 5G VOORJAARSSCHOONMAAK INTERVIEW FD VONK
HYGIENE	TRAINING SPOKESPEOPLE BACKGROUND MONITORING RESEARCH MONITOR KICK-OFF REDACTIERAAD WHITEPAPERS	BACKGROUND CONVERSATION BNR, RTL-Z, FD MONITORING WHITEPAPERS REDACTIERAAD LINKEDIN CONTENT PRESS RELEAES	BACKGROUND CONVERSATION TROUW, VOLKSKRANT, TELEGRAAF, NRC MONITORING WHITEPAPERS REDACTIERAAD RESEARCH

TIMELINE Q4

	October		November	December
HERO	APPROVAL FINAL CONCEPT	START EXECUTION	PRODUCTION	LIVE WITH TRUST IN 5G
HUB	PRODUCTION FIT FOR THE FUTURE CAMPAIGN		LIVE WITH FIT FOR THE FUTURE CAMPAIGN	INTERVIEWS BLIND FAITH IN 5G
		LACK OF IT MANAGER	REGIONAL INTERVIEWS FFTF	VOORJAARSSCHOONMAAK
			INTERVIEW BNR ZAKENDOEN	INTERVIEW FD VONK
HYGIENE	TRAINING SPOKESPEOPLE	BACKGROUND	BACKGROUND CONVERSATION BNR, RTL-Z, FD	BACKGROUND CONVERSATION TROUW, VOLKSKRANT, TELEGRAAF, NRC
	MONITORING	RESEARCH MONITOR	MONITORING	WHITEPAPERS	MONITORING	WHITEPAPERS
	KICK-OFF REDACTIERAAD		REDACTIERAAD	LINKEDIN CONTENT	REDACTIERAAD	
	WHITEPAPERS		PRESS RELEAES		RESEARCH	


GLAS NOST
EARNED DESIGN THINKING
UNDERSTAND
EXPLORE
MATERIALIZE
RESEARCH
Media, trends and stakeholder analyses to develop and understanding of problem
DEFINE
Combine all our research in a strategy and key messaging
IDEATE
Generate a range of crazy, creative ideas and tactics
CONCEPT
Communication calendar, pitches and outline of a range of tactics
TEST
Check messaging in on camera training interviews and pitch articles under the radar with key contacts
EXECUTION
Off we go! put the vision into effect

GLASNOST TARIEVEN 2023

Client: Premier Modular

General conditions Glasnost:	Link
Terms of payment:	30 days
Mark up (buy in):	20%
Proposal valid until:	Tbd

Account

Managing Director	€ 215
Commercial Director	€ 210
Client Service Director	€ 192
Account Director	€ 187
Senior (PR) Consultant	€ 166
(PR) Consultant	€ 145
Senior Accountmanager	€ 145
Accountmanager	€ 135
Junior Accountmanager	€ 120
Account Executive	€ 120
Account Assistent	€ 107
Trainee	€ 85

Strategy

Strategy Director	€ 186
Senior Strategist	€ 172
Strategist	€ 157
Junior Strategist	€ 132

Creative

Creative Director	€ 185
Senior Creative	€ 165
Creative	€ 150
Junior Creative	€ 130
Senior Copywriter	€ 155
Copywriter	€ 145
Junior Copywriter	€ 125
Senior Designer	€ 140
Designer	€ 125
Junior Designer	€ 114

Content & Production

Senior Content Specialist	€ 160
Senior Content Creative	€ 160
Content Creative	€ 142
Junior Content Creative	€ 122
Senior Producer	€ 148
Producer	€ 140
Junior Producer	€ 120

Thank you

fairphone

Club Ace Amsterdam I 20 November 2024