

CCB PRIKKELT

Onder Invloed

Influencer Marketing



A nighttime photograph of a city street. On the left is a large, illuminated geodesic dome structure. In the background, a tall building has a green light projection. On the right, a large building features a prominent 'PHILIPS' sign on its upper corner. The street is wet, reflecting the lights, and shows light trails from moving vehicles. A bicycle is parked on the sidewalk in the foreground.

WELKOM BIJ GREENHOUSE GROUP

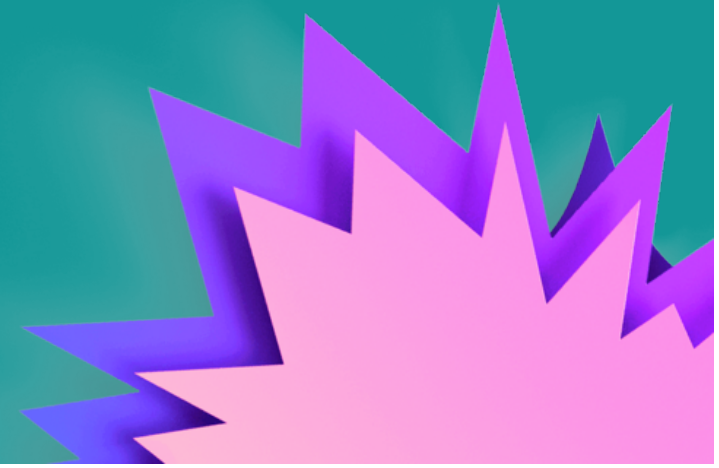




SCIENCE X DATA X CREATIE X TECH



INNOVATION | DEDICATION | FUN





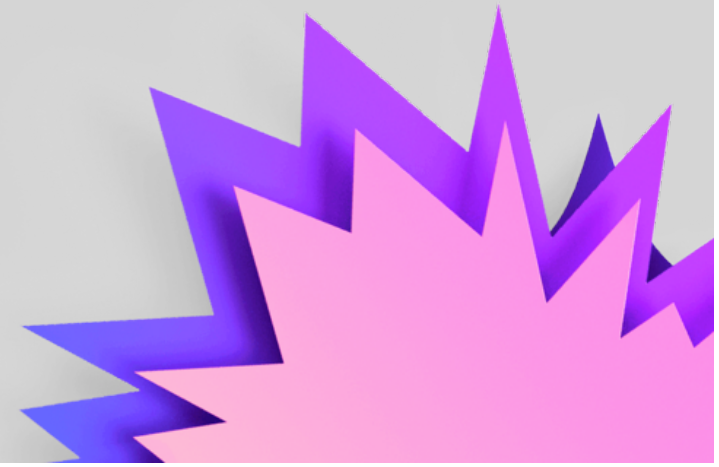
bluemango®
INTERACTIVE

fresh fruit
DIGITAL

B
WE ARE
BLOSSOM

pub^{nxt}

lemonpi



Kahoot.it



Influencers?

Laurence Janssen

Brand Partnership Manager

Specialist RTL MCN

Laurence.Janssen@rtl.nl

A young man with a grey baseball cap worn backwards and a grey t-shirt is smiling broadly, his eyes closed in a happy expression. He is in the foreground, slightly to the right. Behind him is a large, dense crowd of people, many of whom are holding up their smartphones to take photos or videos. The background is slightly out of focus, showing more people and what appears to be an outdoor event setting. A white URL is overlaid on the left side of the image.

https://youtu.be/_Ao3Z8yC4s

Oude wijn nieuwe zak?

Influencers van toen



Oscar Wilde



John Lennon



Mina

Influencers van Nu



Enzo Knol



Monica Geuze



Elon Musk



Boef



Ronaldo



StukTV

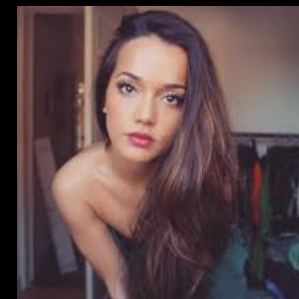
Influencers van Nu



**Wat een studentje
's avonds eet**



Jamie Lee



Bibi Breijman



Onnedi



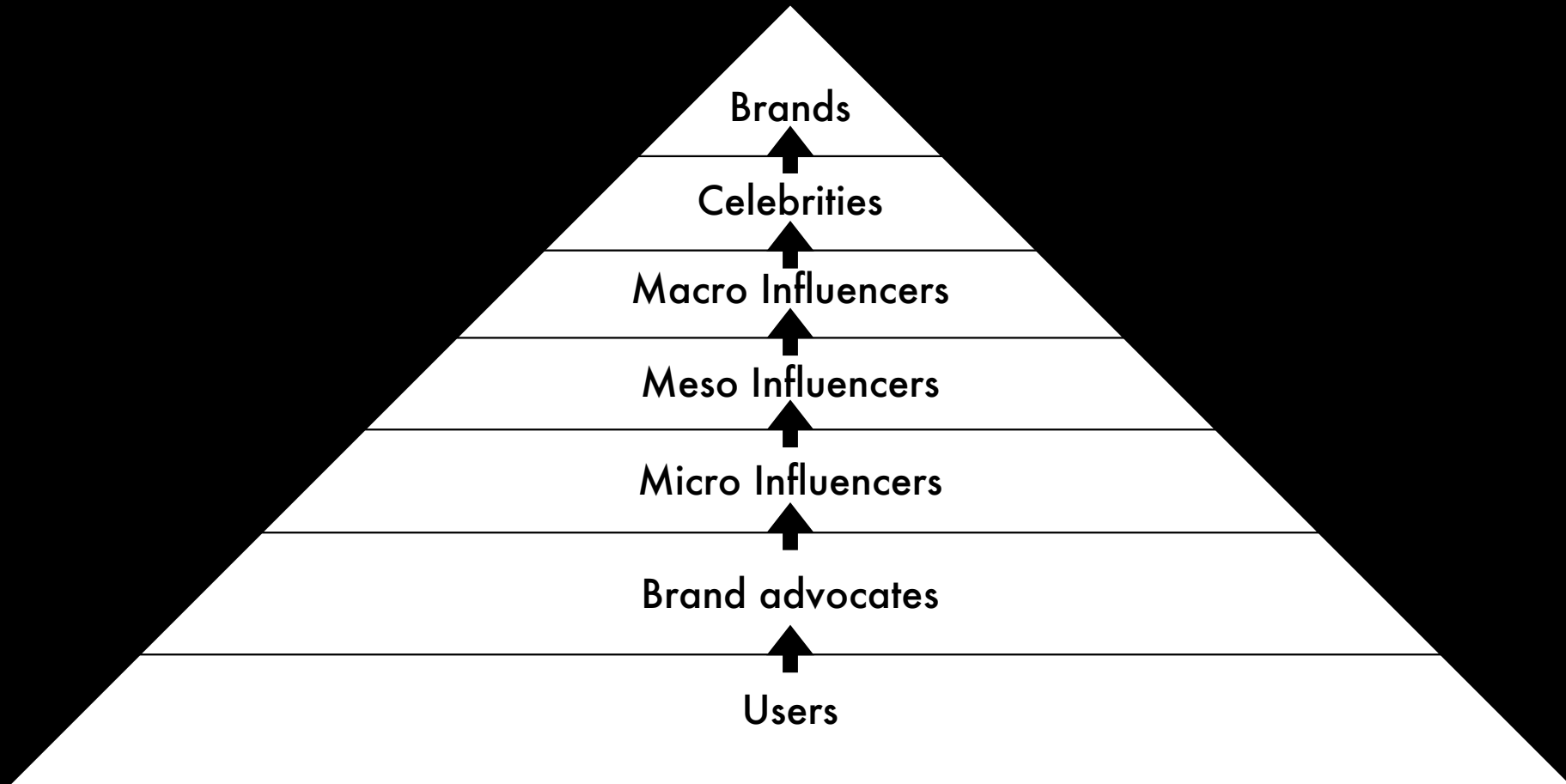
PaardenPraatTV

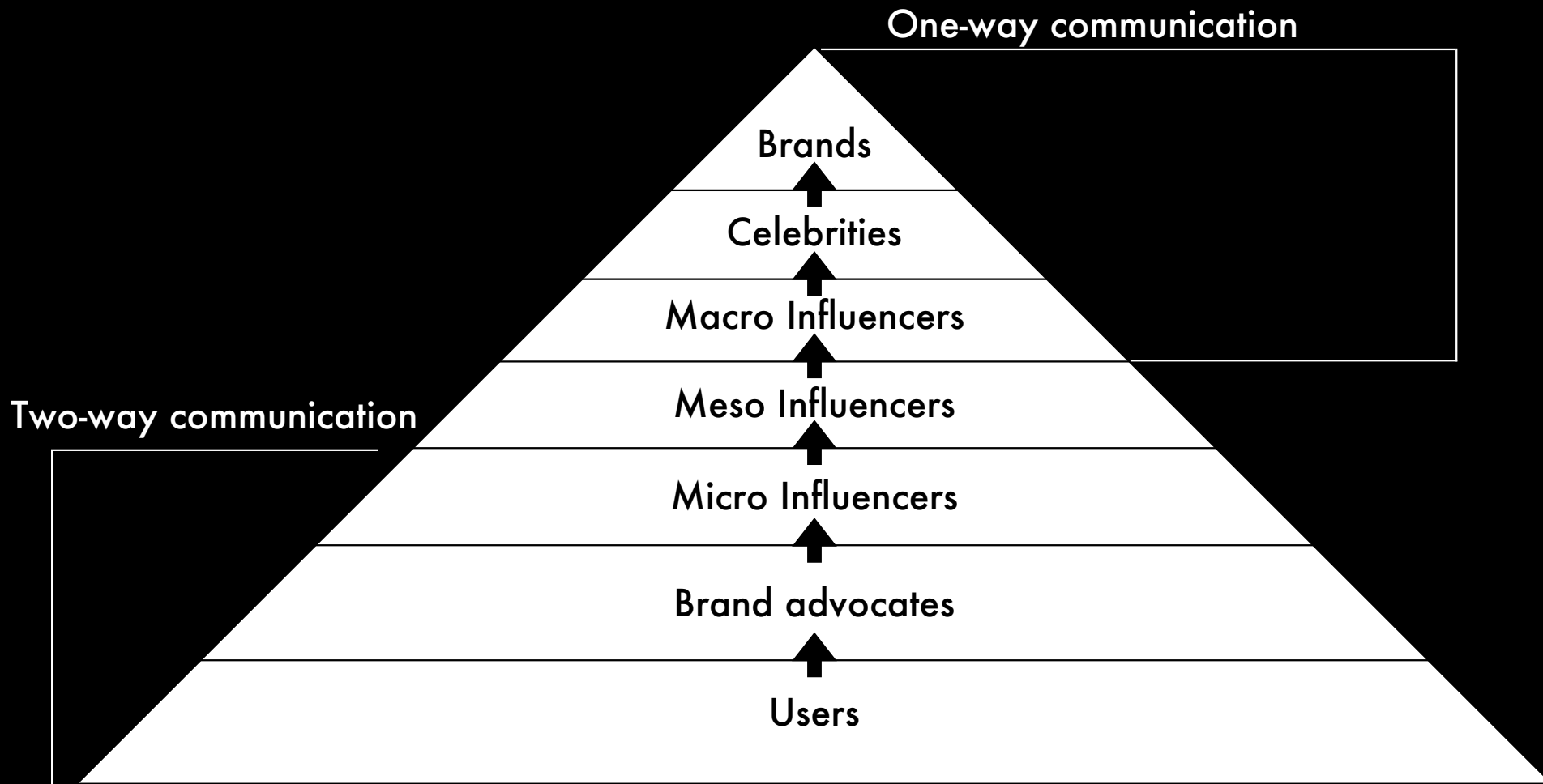


Kalvijn

Celebrity = Influencer
Influencer \neq Celebrity

Verschillende vormen





Let op



Bereik



Relevantie



Resonantie



Autoriteit

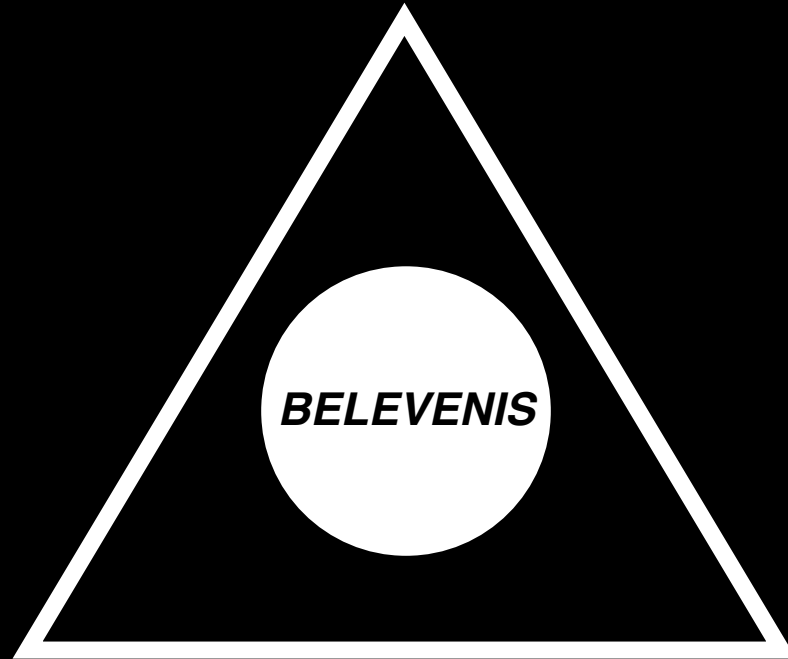


VERHAAL

BELEVENIS

BEHOEFTE

TECHNIEK



<https://youtu.be/IQOP0SYr95k>



The Lizzie Bennet Diaries

2012 - 2014

Fenomeen StukTV



1.400.000 abonnees



184.000 followers



616.000 followers



436.000 followers



458.000 followers

Video 1
2012

https://youtu.be/AF1Wd_b1bD4



1.300.000 views in 7 dagen

2017

<https://youtu.be/AeMxL4IEOIo>

225.000 app downloads

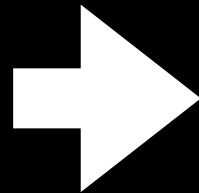


JAARPLANNING

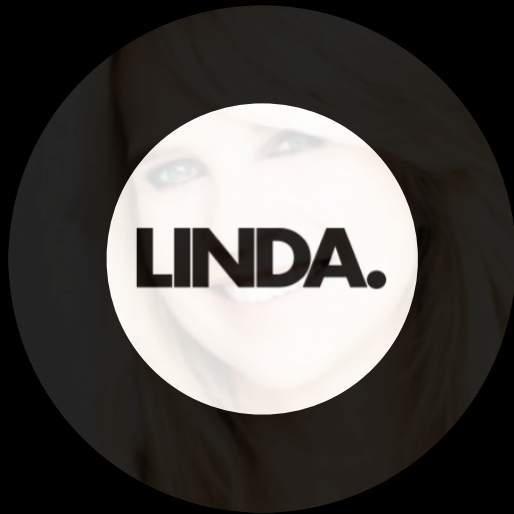
JACHT SEIZOEN S1	EXTREME ROADTRIP S2		HUIS OP STELTEN (4x)	ROAD TRIPPERS S4 (6x)	HUIS OP STELTEN (4x)	JACHTSEIZOEN S2 (11x)	SCARY PLACES (5x)	PROJECT P. (4x)			
JANUARI	FEBRUARI	MAART	APRIL	MEI	JUNI	JULI	AUGUSTUS	SEPTEMBER	OKTOBER	NOVEMBER	DECEMBER
2017											
IEDERE WOENSDAG EEN UPLOAD											
SPECIALS											



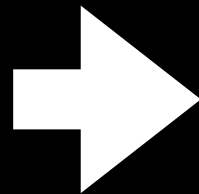
Influencer



Zender



Persoonlijke Waarden



Platform voor doelgroep

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