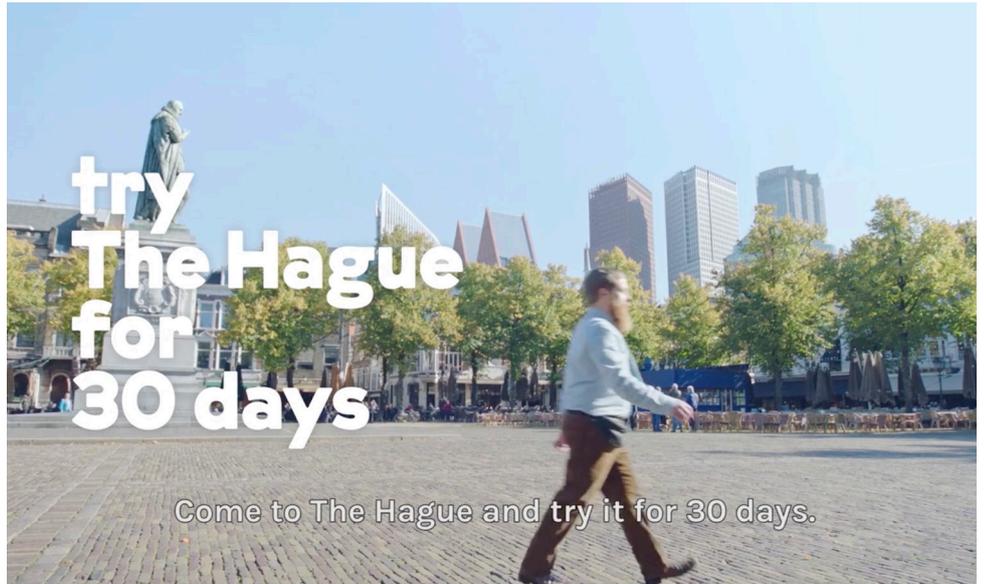


Best Communications Strategy



Den Haag

Entered by Municipality The Hague



The young talent group is an important target group for The Hague. Key associations that we aim to achieve are the unique combination of city and sea and the opportunities that The Hague offers for them to help solve global challenges. The Hague is a compact city where most of the facilities are less than fifteen minutes away. Taken together, this makes The Hague an ideal base for young talent. However, research has shown that this group, and more specifically young professionals, does not know much about The Hague or only tends to associate it with politics. Our goal was for the young professional to see The Hague as a potential city to visit, work, live and/or study in.

In the communications for the first campaign, 30 Days as a Hagenees, the goal was to create and showcase experiences which evoke an authentic picture of The Hague and the special mentality of the city. We offered three typical lifestyles in The Hague for 30 days. You could 'win' these 30 days by pitching yourself and they included everything you could wish for: a house, work, friends, bike, etc. Three participants were eventually selected to actually become a city resident for 30 Days. We produced a film to advertise our proposal and eventually the three participants could be followed on social media.

In a video (February & March 2017), Leo, our friendly city guide, showed The Hague and called on young professionals to experience the city for themselves for 30 days. Via free publicity and a well-known celebrity from The Hague, the video received a lot of media attention online as well as in national newspapers, magazines, radio interviews and on television. From the second week, the film was promoted on social media, targeting young professionals. Partners in The Hague received an online toolkit with information about the campaign and the request to share the film on their social media which they did enthusiastically.

The second phase of the campaign (May & June 2017) related to the experiences of the three participants that actually came to the Hague for 30 days : Vincent-Paolo, Lianne and Bas.

Based on their interests and background, they were connected with young professionals in The Hague (with a dedicated personal buddy for each of them) in the non-profit, business and creative sector. During their 30 days, the participants shared their experiences on social & other media. The first phase was a great success. However, managing the actual 30 days involved more work than planned.

The idea was that the participants would simply share their experiences via their own Social Media channels to keep things as 'pure' as possible. However, this didn't have the required reach so, during the 30 days, we promoted their postings and linked them to online influencers to expand it.

This first phase exceeded all expectations. 4.8 Million people watched the campaign film, with a PR value that was 6 times higher than the original goal. Furthermore, 450 young professionals from all over the world registered (9 times more than expected).

The campaign boosted massive free publicity across all media, and, to cap it all, the film featuring Leo (our friendly city guide) was shown on the national prime time TV show -Jinek.

Whether we are any nearer achieving our goals will become visible in 2018. However, in June the national Blauw Research image survey showed that young professionals considered The Hague more often than in the same period last year.