



**Meer dan 300 nieuwe klanten  
én een hogere ROAS  
met gepersonaliseerde  
LOAVIES festival campagne**

LOAVIES

happy  
horizon



# Agenda

**Aanleiding en  
doelstellingen**

**Strategie en  
oplossing**

**Resultaat en  
next steps**

**Takeaways**



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# Aanleiding

- **Slecht economisch klimaat** met drastische prijsstijgingen, een negatief consumentenvertrouwen én negatieve koopbereidheid.
- **Groeiende concurrentie** en advertentiekosten.
- De **festivalcollectie** levert voor LOAVIES een steeds grotere bijdrage aan de omzet tijdens het zomerseizoen.



Binnen **Meta**  
een 30% hogere  
ROAS t.o.v. de  
reguliere  
festival-  
campagne.

## “ Hoe kunnen we met de festivalcampagne in 2023 een beter resultaat behalen dan in 2022? ”

Binnen  
**YouTube** een  
verdubbeling in  
clicks en CTR.

Minimaal 300  
**nieuwe klanten.**  
Waarbij de  
verhouding  
tussen nieuwe en  
bestaande  
klanten binnen de  
campagne op  
minimaal 50/50  
ligt.



**Zo doen  
we dat!**



**Om op te vallen  
maximaliseren we  
personalisatie in de  
advertenties.**

**Met het automatiserings-  
platform Smartly.io lanceren én  
managen we efficiënt en schaalbaar  
onze gepersonaliseerde én  
geautomatiseerde campagnes via  
sociale kanalen.**



# Moodboard

## Festival | Style #4

### The FESTIVAL FABULOUS style

#### Characteristics

- Focus on black and colorful items (often both combined)
- Simple, BUT with a little extra
- Feminine style
- Doesn't contain the striking summer vibe
  - Less girly / flower
- Probably most matching with our festival items

#### Items

- Basic crop tops
- Non-basic crop tops
- Bralettes
- Tight tops (not office worthy)
- Shorts
- Skirts
- Jeans
- Trousers
- Dresses
- Hats
- Sunglasses
- Bags



## ChinChin



## Awakenings spring / summer festival

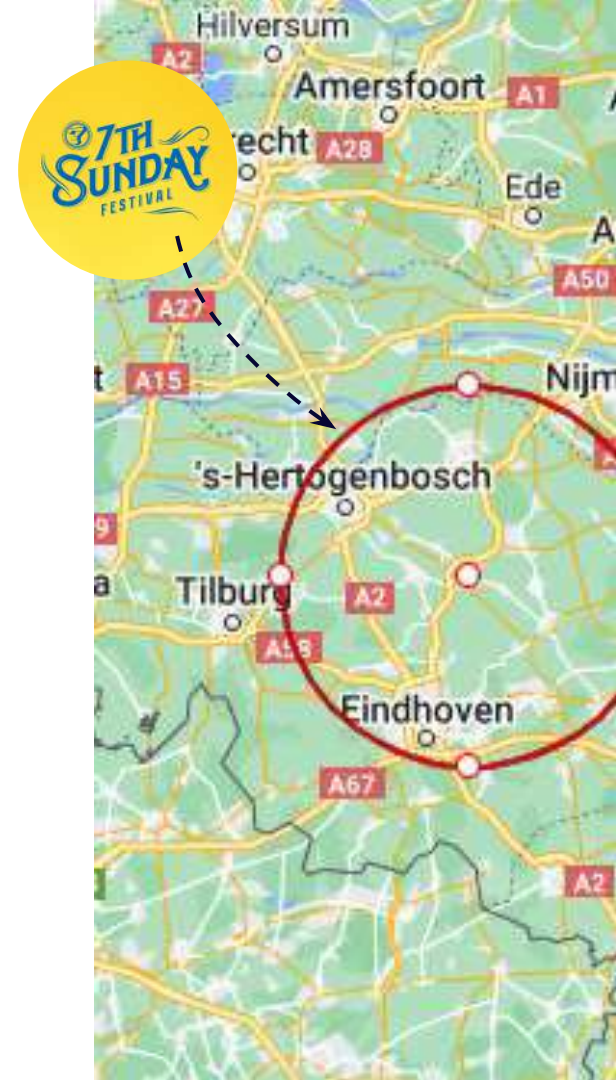


## Lijst met festivaldata

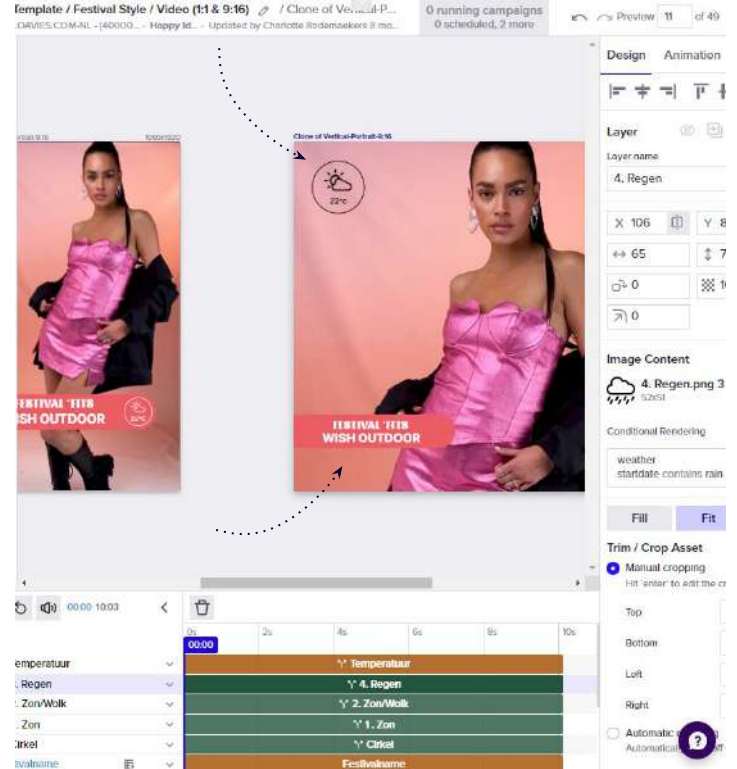
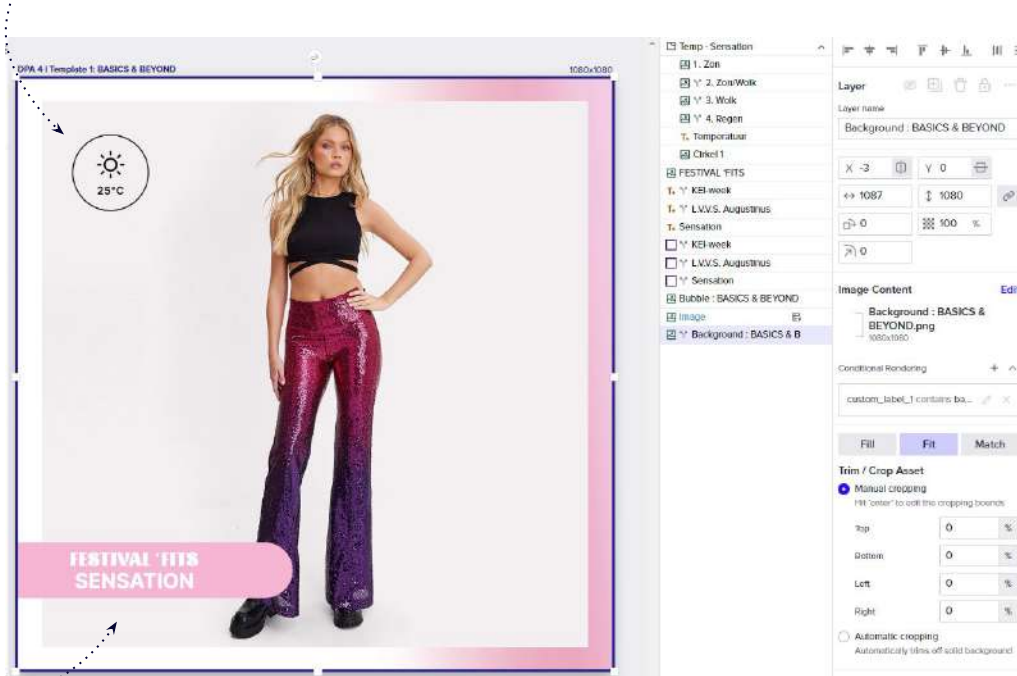
Festival	Locatie	Targeting	Stijl	Copy	Temp	Weer
Liberation Day	Landelijk	landelijk	Basics & Beyond	Looking for a fleeky 'fit to slay all day at Liberation Day? 🙄 These fierce festival styles will keep you looking 🔥 #loavies #girlsgoneloavies	15	default
Amsterdams Verbond	Amsterdam	regionaal	Basics & Beyond	Ready to be ✨ that girl ✨ dancing at Amsterdams Verbond on this sunny day out? 🙄☀️ These fierce festival styles will keep you looking 🔥 #loavies #girlsgoneloavies	21	sun
Awakenings	Houtrak	landelijk	Festival Fabulous	Ready to be ✨ that girl ✨ dancing at Awakenings in the rain? 🙄☁️ These fierce festival styles will keep you looking 🔥 #loavies #girlsgoneloavies	18	rain
7th Sunday	Veghel	lokaal	Exciting Extra	Looking for a fleeky 'fit to slay all day at 7th Sunday on this sunny day out?? 🙄 These fierce festival styles will keep you looking 🔥 #loavies #girlsgoneloavies	25	sun

# Targeting

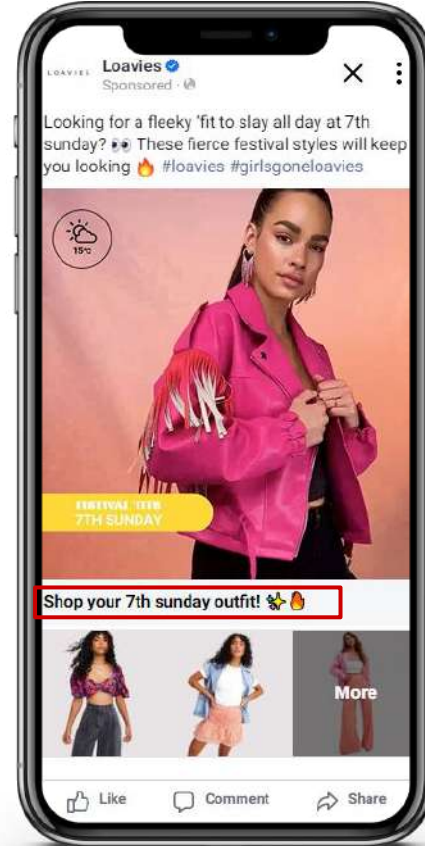
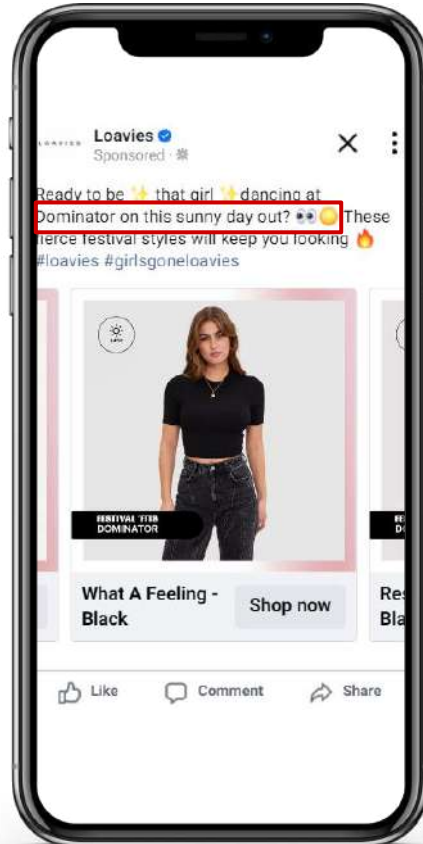
Festival	Locatie	Targeting	Coördinaten	Radius	Interesses
Liberation Day	Landelijk	landelijk	n.v.t.	n.v.t.	Concerts; Big Concerts; Music festivals; Pop music
Amsterdams Verbond	Amsterdam	regionaal	52.32841725067046/4.86333729761458/25/kilometer	50	Techno; Hardtechno; House music
Awakenings	Houtrak	landelijk	n.v.t.	n.v.t.	Techno; Hardtechno; House music
7th Sunday	Veghel	lokaal	51.58944048036578/5.592783994864858/25/kilometer	30	Electronic music; Hardstyle; House music; Techno



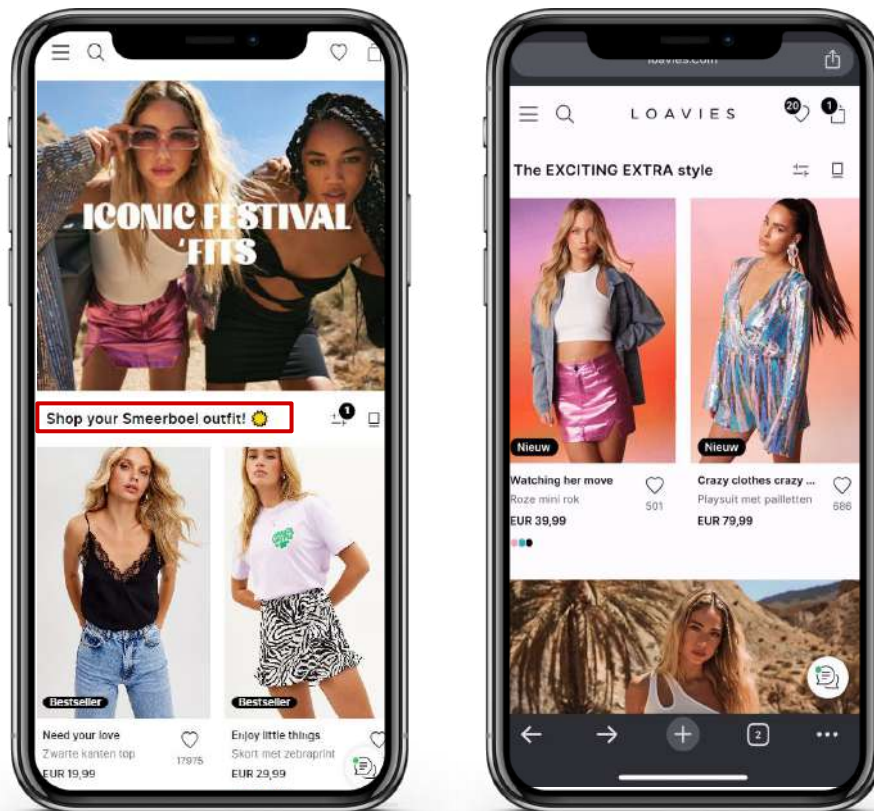
# Creative templates



# Dynamische copy



# Gepersonaliseerde landingspagina





Google Sheets

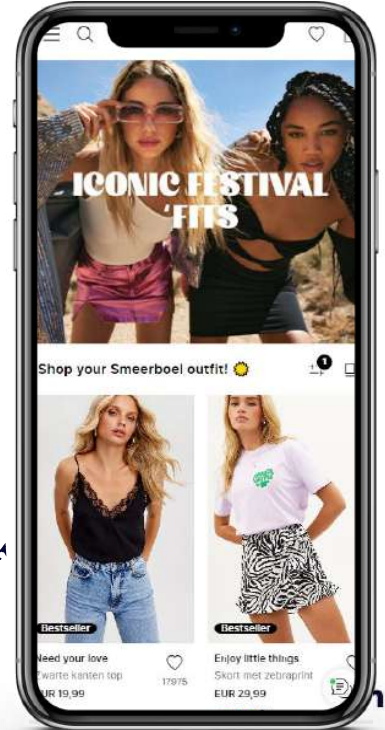
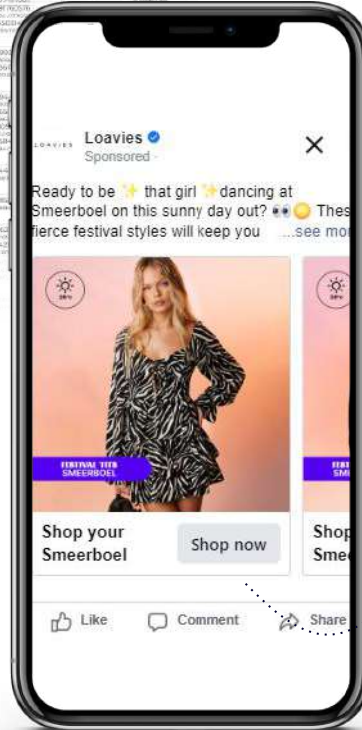
LOAVIES | Workspace | Festival Campaign

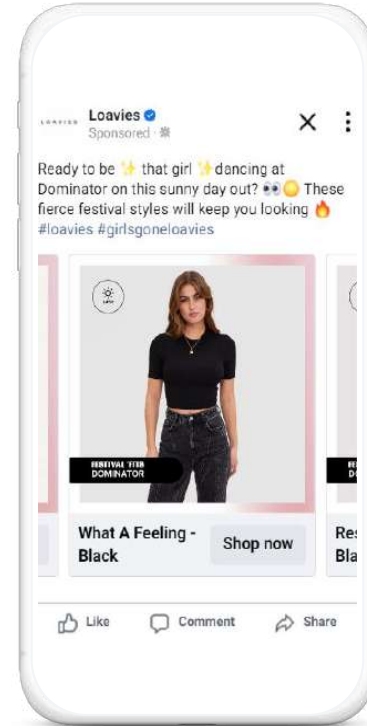
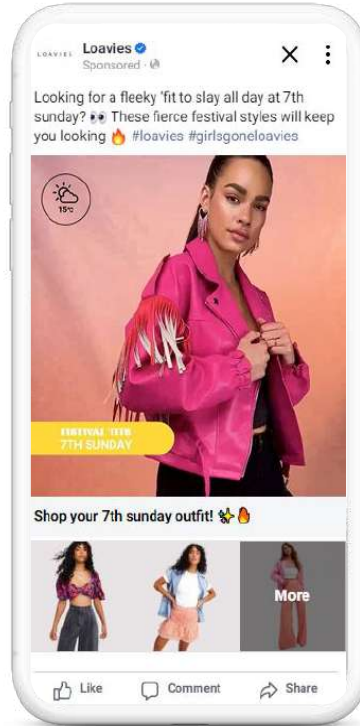
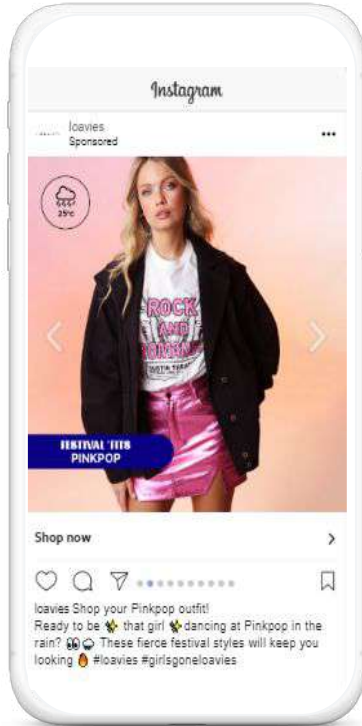
File Edit View Insert Format Data Tools Extensions Help

Menus 100% 133 Months

id	DNA version	festival	locatie	promo *	check box	style	start date campaign	end date campaign	start date festival	end date festival	targeting	coordination total	min age	max age	interests
1	1	Roaringgorilla/Doningsdag	Landskijk	PAUSIED	<input checked="" type="checkbox"/>	RINOSDAY	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	
2	2	1. Bontje/DeKraak	Landskijk	PAUSIED	<input checked="" type="checkbox"/>	MAGIC & BEYOND	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	
3	3	2. Amsterdam Voodoo	Amsterdam	PAUSIED	<input checked="" type="checkbox"/>	MAGIC & BEYOND	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	
4	4	1. Aankomings	Houtsk	PAUSIED	<input checked="" type="checkbox"/>	FESTIVAL + ABILIOUS	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
5	5	2. Soenda	Utrecht	PAUSIED	<input checked="" type="checkbox"/>	FESTIVAL + ABILIOUS	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
6	6	1. Festival	Amstelveen	PAUSIED	<input checked="" type="checkbox"/>	SIZZLING SUMMER	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
7	7	2. Pinkness	Amsterdam	PAUSIED	<input checked="" type="checkbox"/>	SIZZLING SUMMER	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
8	8	3. The Party	Utrecht	PAUSIED	<input checked="" type="checkbox"/>	SIZZLING SUMMER	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
9	9	4. Amsterdam Open Air	Amsterdam	PAUSIED	<input checked="" type="checkbox"/>	SIZZLING SUMMER	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
10	10	1. Emporium	Alphen aan de Rijn	PAUSIED	<input checked="" type="checkbox"/>	MAGIC & BEYOND	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
11	11	1. Emporium	Alphen aan de Rijn	PAUSIED	<input checked="" type="checkbox"/>	MAGIC & BEYOND	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
12	12	1. Emporium	Landskijk	PAUSIED	<input checked="" type="checkbox"/>	MAGIC & BEYOND	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
13	13	1. Mytic Garden	Amsterdam	PAUSIED	<input checked="" type="checkbox"/>	SIZZLING SUMMER	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
14	14	2. Summerpark	Almere	PAUSIED	<input checked="" type="checkbox"/>	SIZZLING SUMMER	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
15	15	1. Defqon	Utrecht	PAUSIED	<input checked="" type="checkbox"/>	SPOOKY & SLEEK	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
16	16	2. Concert at SEA	Duinkerke	PAUSIED	<input checked="" type="checkbox"/>	MAGIC & BEYOND	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
17	17	3. Hippy Kuching	Amsterdam	PAUSIED	<input checked="" type="checkbox"/>	SIZZLING SUMMER	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
18	18	4. Inland Summer Festival	Landskijk	PAUSIED	<input checked="" type="checkbox"/>	SIZZLING SUMMER	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
19	19	1. Down the Rabbit Hole	Bearings	PAUSIED	<input checked="" type="checkbox"/>	MAGIC & BEYOND	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
20	20	2. Wish outdoor	Beek en Donk	PAUSIED	<input checked="" type="checkbox"/>	SIZZLING SUMMER	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
21	21	3. Beachrockers	Sint Nicolaas	PAUSIED	<input checked="" type="checkbox"/>	SIZZLING SUMMER	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
22	22	4. Senkatten	Amsterdam	PAUSIED	<input checked="" type="checkbox"/>	MAGIC & BEYOND	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
23	23	1. Ohn Chen	Amsterdam	PAUSIED	<input checked="" type="checkbox"/>	SIZZLING SUMMER	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
24	24	1. Aankomings	Utrecht	PAUSIED	<input checked="" type="checkbox"/>	FESTIVAL + ABILIOUS	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
25	25	1. Aankomings	Amsterdam	PAUSIED	<input checked="" type="checkbox"/>	SIZZLING SUMMER	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties
26	26	2. Dovesfields	Lutsum	PAUSIED	<input checked="" type="checkbox"/>	MAGIC & BEYOND	2024-02-03	2024-02-03	2024-02-03	2024-02-03	loavies	12,000,000	18	35	Concerts, Music, Festivals, Parties

SMARTLY.IO









FESTIVAL FITS FOR  
LOWLANDS

LOAVIE

# En het resultaat?



**CTR stijging**  
van 39% t.o.v.  
2022 en 194%  
t.o.v. reguliere  
campagnes

**CPC daling**  
van 29% t.o.v.  
2022  
51% t.o.v.  
reguliere  
campagnes

# Meta

**ROAS  
stijging** van  
118% t.o.v.  
reguliere  
campagnes



**Stijging  
YouTube  
weergaven**  
van 2152%  
t.o.v. vorig jaar

**YouTube  
CTR stijging**  
van 200% en  
**CPC daling**  
van 55%

# SEA

**Search CTR  
stijging** van  
23% en **CPC  
daling** van  
25%



306 first  
time  
buyers

# First time buyers

55% first  
time buyers  
vs. 45%  
recurring  
customers

# Next steps

## Next steps

- Doorvertaling naar andere landen
- Uitbreiding met indoor feesten en concerten
- Uitbreiding naar TikTok en Pinterest
- Retargeting en e-mailcampagnes op basis van segmenten verder personaliseren



# Take aways

**Stap in de  
wereld van je  
doelgroep**

**Verhoog  
relevantie**

**Test en learn**

**Zorg voor  
samenhang  
tussen  
kanalen**