

Awareness Video Creations to Support *Rookvrije Voetbalstadions* in FC Twente

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Abstract

A "no smoking" policy as part of *Rookvrije Voetbalstadions* or Smoke-free Football Stadiums Campaign will be applied in all soccer stadiums below the *Eredivisie and Keuken Kampioen Divisie* starting the season 2020/2021. As one of those soccer stadiums, FC Twente has several problems realizing the "no smoking" policy. First is the online issue; lack of media as a source of information and knowledge. Second is the offline issues; no "no smoking" sign inside the stadium and minimum enforcer source. These problems lead to the reason for the unawareness situation of their smoking visitors. An Awareness Video has been made to help FC Twente raise their smoking visitors' awareness of the "no smoking" policy inside the stadium. The writer has done observation on the stadium, researched FC Twente's fans, and analyzed both, using Design Thinking Methodology as the framework.

Keywords: Awareness, Video, Rookvrije Voetbalstadions, FC Twente

Abstrak

Kebijakan "Dilarang Merokok" sebagai bagian dari Rookvrije Voetbalstadions atau Kampanye Stadion Sepak Bola Bebas Rokok akan diterapkan di semua stadion sepak bola di bawah Divisi Eredivisie dan Keuken Kampioen mulai musim 2020/2021. Sebagai salah satu dari sekian stadion sepak bola tersebut, Klub Sepak Bola Twente memiliki beberapa kendala dalam mewujudkan kebijakan "Dilarang Merokok". Pertama adalah masalah online; kurangnya media sebagai sumber informasi dan pengetahuan. Kedua adalah masalah offline; tidak ada tanda "dilarang merokok" di dalam stadion dan sumber penegakan minimum. Permasalahan tersebut menjadi penyebab ketidaksadaran para pengunjung yang merokok. Video Kesadaran telah dibuat untuk membantu Klub Sepak Bola Twente meningkatkan kesadaran pengunjung yang merokok mengenai kebijakan "Dilarang Merokok" di dalam stadion. Penulis telah melakukan observasi di stadion, meneliti penggemar Klub Sepak Bola Twente, dan menganalisis keduanya, menggunakan Metodologi "Design Thinking" sebagai kerangka kerja.

Kata Kunci: Kesadaran, Video, Stadion Sepak Bola Bebas Rokok, Klub Sepakbola Twente

Introduction

Starting the season 2020 / 2021, there is "no smoking" policy as a part of *Rookvrije Voetbalstadions* or Smoke-free Football Stadiums Campaign. This campaign is initiated by the *Eredivisie* and the *Keuken Kampioen Divisie*, collaborating with the KNVB and Health Funds for Smoke-Free. The goal of the *Rookvrije Voetbalstadions* Campaign is to encourage all stadiums below the *Eredivisie and Keuken Kampioen Divisie* to become smoke-free; one of which is FC Twente. Rather than banning, this campaign's purpose is to unify all supporters so they can watch soccer matches in a

healthier environment. There are reasons behind the campaign's ideas. First, "healthy" reason because smoking is unhealthy habit. Second, visitors can't change their seats once they paid for it, therefore, visitors who are non-smokers cannot avoid smoker visitors. Third, this *Rookvrije Voetbalstadions* is a way of marketing to attract children by creating healthy environment shown by the older visitors not smoking in front of them. Fourth, engage other stadiums to become a smoke-free stadium such as AJAX in Amsterdam, PSV in Eindhoven, and others. (*Rookvrije Voetbalstadions*, n.d.). In the current condition, there is a COVID-19 pandemic all over the world. As a precaution,

the government of the Netherlands has banned meetups and holding any event. The situation is strict, meaning there will be no match, and no visitors are allowed to come to the stadium (Ministerie van Algemene Zaken, 2020). Given the situation described above, rather than making a physical installment and displaying it inside the FC Twente's stadium, *De Grolsch Veste*, it is better to create an online tool that can be shared and accessed online yet can still be used later inside the soccer stadium after the COVID-19 pandemic ends. The proposed direction of the solution, creating an Awareness Video, has been brought up to FC Twente and agreed.

Method

Primary Data:

1. Observation
Observed FC Twente's stadium and visitors during the match.
2. Questionnaire
Questionnaire is made and distributed online to FC Twente's visitors.
3. Interview
Interviews are done with workers and visitors of FC Twente. Done by Telephone, Video Call, Focus Group, and Face-to-face Interview.

Secondary Data:

1. Website
Website as source of information on how FC Twente's doing and existing solutions on how other club's doing.
2. Literature Review
Literature review to gather information about theories from journal, article, etc.

Data analysis are done using 6 phases inside the Design Thinking Methodology.

1. Phase 1: Empathize
How aware are FC Twente visitors with the "no smoking" policy?
2. Phase 2: Define
What is the Persona of FC Twente's smoking visitors?
3. Phase 3: Ideate
4. Phase 4: Prototype
How to make an Awareness Video that is good in visual and content but also suitable?
5. Phase 5: Testing
What do the Client think of the Awareness Video that has been made?

6. Phase 6: Implementation

What are the best steps of strategy for sharing the Awareness Video?

Discussion

Phase 1: Empathize

Background & Theory

The Design Thinking process starts with the Empathize phase as preliminary research to gather knowledge about the Target Group. This phase aims to collect quantitative data with questionnaires and qualitative data with interviews, using the theory "Research Tools: Interview and Questionnaire" (Quad, 2016). This phase is to answer "How aware are FC Twente visitors with the "no smoking" policy?" and helps the writer to approach the visitors of FC Twente.

Questionnaire: Methods & Results

A questionnaire has been made to get qualitative data from the respondents, consisting of personal information, types of visitors (smoker, ex-smoker, or non-smoker), do they know about the "no smoking" policy? and their willingness to be updated for following the next step, interview. The writer got the contact of the respondent from Arjan Steenkamp, Chairman of the *Twente Verenigt*, one of several official FC Twente football clubs (FC Twente, n.d.). The details of the Questionnaire's result can be seen in Appendix. The Questionnaire has been sent to 10 persons, and the response rate is 100%. Results of the Questionnaire described in the **Figure 1**.



Figure 1. Questionnaire Sumarize Infographic

Interview: Methods & Results

After gathering the questionnaire's results and do the data making, interviews have been done. The details of the interviews' result can be seen in Appendix. 6 out of 10 respondents agreed to do an interview, one smoker, two ex-smokers, and three non-smokers. Interviews with ex-smokers and non-smokers were held to get insights from different point of views. Each interviewee has been divided into different types of interview based on their preferences. The purpose of the interview is to

gather qualitative data from the Interviewees, consisting of their source of knowledge about the policy, their thoughts about the policy, ways to engage smoking visitors not to smoke while watching a match. Results of the interviews described in the **Figure 2**.



Figure 2. Interview Sumarize Infographic

Phase 2: Define

Background

Define phase combines the research and observation of the user's problems by pinpointing the needs and then highlighting opportunities for the solution. This phase is to answer "What is the Persona of FC Twente's smoking visitors?" and helps Defining the Persona of the Target Group.

Theories, Methods, & Results

Using theories from an article with the title "Persona- A Simple Introduction" (Dam & Siang, 2020) as the guide. First, the theory "10 steps to Creating Your Engaging Personas and Scenarios" is summarized below:

1. Data collection and analysis of data
Online observation has been done before creating the Persona. The source is from a document on Eredivisie's official website titled "15/16 Fan Onderzoek Eredivisie" (Eredivisie, 2016); The purpose is to get more insight into the Target Group's demographic data and knowing what kind of Target Group wants to be targeted. The result of the data analysis is the criteria for the Target Group, which is:



Figure 3. Criteria of Target Group

2. Creating the Persona

The Persona was made by; first, creating an Empathy Map using the Empathy Map Canvas by Alex Osterwalder (Gray, 2017) as an insight base of what the Target group say, do, think, and feel.



Figure 4. Empathy Map of Target Group

Second, using theory "Four Different Perspectives on Persona" to make Persona. The non-daily smoking visitor's persona uses the "Engaging Persona" type because the data is collected from a visitor who has been interviewed. The persona of non-daily smoking visitor described in the **Figure 5**.

Meanwhile, the daily smoking visitor's persona uses the "Fictional Persona" type because the data is collected by asking the other visitor's experience. This type of persona requires those other visitors to make assumptions based on past interactions with the user base. That is why Interviews with ex-smokers and non-smokers are done, so the writer could gather information on daily-smoking visitors, who can be called *Vak-P* visitors in FC Twente. The persona of daily smoking visitor described in **Figure 6**.

Figure 5. Persona of Non-Daily Smoking Visitor

Figure 6. Persona of Daily Smoking Visitor

Phase 3: Ideate

Background

Before making examples of video (in Prototype phase after this phase), brainstorming creative ideas are needed to address the user needs. Therefore, the results of the Define phase previously are linked and useful for this Ideate phase. This phase acts as the preliminary step to answer "How to make an Awareness Video that is good in visual and content but also suitable?"

Theories, Methods, & Results

1. Insights and inputs from Eredivisie

An online interview was conducted with Aukje Geubbles as the representative of the *Eredivisie* to get insights and useful inputs for the video to be made. The results are:

a. About the *Rookvrije Voetbalstadions*

This project starts in 2017 as a supportive campaign for the *Rookvrije Generatie* campaign by the government. The big idea is to slowly make all areas in the Netherlands smoke-free. In 2018 there was a meeting with 18 soccer clubs who has decided to make their stadium smoke-free. Those soccer clubs agreed to implement this “no smoking” policy inside their stadium which starts on the 19/20 season. This campaign starts with banning cigarette advertisements at the stadium. More than the "healthy" reasons, all 18 clubs are interested in the legislation. The reasons are first, they think smoking do not fit the environment, especially for the indoor stadium. Also, they want more fans to come and watch the match (for example, children and family).

b. What Eredivisie has done

- i. Make a Fan Monitor Survey, using Questionnaire and Twitter, every month
- ii. Make a video together with 18 soccer clubs (on pending because of the COVID-19 situation)
- iii. Do advertising using Radio and TV-Commercial

c. Inputs for Awareness Video

- i. Rather than banning, use positive words to support the smoking visitors. Make them feel as the “hero” for participating this campaign and not smoking inside the stadium.
- ii. In order to unify the Awareness Video with *Rookvrije Voetbalstadions*, a 15 seconds In-video Overlay Ads from Eredivisie can be put inside the Awareness Video

2. Brainstorming

The brainstorming process is using the 5-step process by Jonathan English (English, 2017) to generate exciting ideas for the content of the video. A video’s contents must be able to bring the video to life and makes it attractive for the audience. That is why the concepts need to be prepared before making the actual video. Below are

described the details of 5-step process as the method, including result of each process:

Step 1: Focus on the Problem

In this case, the main problem is to raise the Target Group’s full awareness of the “no smoking” policy. According to the result of the Interviews, the Target Group mostly get their source of knowledge from other parties. An official tools that is shared by FC Twente itself is needed to raise the Target Group’s trust.

Step 2: Brainstorm Creative Ideas

The brainstorming is done on smoking type of awareness video that is available online, about how other people named the title and insert message into their video. Below are 3 examples of titles and messages of videos that are clear and interesting:

- | | |
|---------|--|
| Title | : “Smoking Kid” |
| Message | : You worry about me (kids).
But why not about yourself? |
| Ideas | : This video is using hidden camera with children as the actors. The interesting part is it is shown that older smoker care about children’s health, meanwhile they themselves are smoking. The result of this video is most of the older smoker stops after getting a letter from the children, which contains the video’s message. |
| Title | : “I Should Have Said” |
| Message | : Some regrets last for life. Quit smoking now. |
| Ideas | : This video is showing a dad figure who choose to smoke and miss every moment in his life with his family. Until in the end the only thing that he can do is regretting. |
| Title | : “Choices” |
| Message | : If you choose to smoke, you’ll lose another chances in your life. Until in the end, the only choice you have is die because of smoking. |
| Ideas | : Same as above, this video shows some people who choose smoke and miss moments and chances in their life. Until their only choice is to suffer because of smoking. |

Step 3: Review of Creative Ideas

The results of brainstorming examples of smoking awareness video are (1) Interesting title can be useful as a

clickbait and engage people before even watch the whole video, (2) Some videos contains the message explicitly (soft selling) or directly (hard selling), and (3) Texts can be used to clarify the message of the video, as a subtitle or additional graphic.

Step 4: Pick the Final Idea

Below are pairs of title and message for the Awareness Video after do brainstorming and online research, together with the ideas:

Title : “Addicted” (*Verslaafd*)
 Message : It is okay to be addicted, as long as it is to soccer, not *sigaar*

Ideas : This idea is about bringing up reasons why children are not able to come to match. That is because the stadium is not smoke-free and their parents not allowing them to come for the “healthy” reason. As the result of the non-daily smoking visitor’s persona, it is written that they care with children’s health. That is why this idea came up.

Title : “*Iets te Vieren*” (Something to Celebrate) Message: Celebrating 20/21 Season with Healthy Envi-ronment

Ideas : This idea coming up after doing interview with a smoking visitor. He said that a match is something to celebrate for. And the interesting part is that he comes to the match with his friends with wide range of age. Meaning that every visitor, no matter what age, all come to celebrate a match.

Title : “*Goa Stoan A’j Veur Twente Bint*” (Stand Up if You Support Twente)

Message : Together we stand for FC Twente, together we enjoy the match

Ideas : This idea is coming up after doing observation on FC Twente’s fan chant. That is because after coming to a match on February 29, 2019, most of the visitors stand up together without telling to after hearing other visitors singing this chant “*Goa Stoan A’j Veur Twente Bint*”.

Step 5: Repeat with Executions

Those 3 pairs of title and message have been sent and presented to FC Twente to choose. The result of the presentation is FC Twente like those 3 ideas and thinking each of them are interesting. But because of the needs of this Research Report, they need to choose only one title to be realized into a video. The chosen title and message is ideas number three: “*Goa Stoan A’j Veur Twente Bint*”. The reason is because (1) The title is written in Twente’s dialect, and (2) The video is using FC Twente’s fan chant with the same title as the soundtrack, which most of the visitors already familiar with.

By this, the chosen title for the video is “*Goa Stoan A’j Veur Twente Bint*” or Stand Up If You Support Twente. Based on the chosen title, the video script or scenario ideas is made using 3 theories. First is the theory of hard and soft selling. Hard Selling is the classic type of advertisement, it is about pushing the product. It focuses on the product, and has a loud, aggressive tone. Soft Selling is a low-pressure sales technique that uses subtle language and branding to drive long-term customer engagement. The purpose it to know which type of advertising style FC Twente prefers (Okazaki, 2010). Second, using “Guidelines for an Awareness Raising Video Clip” by European Literacy Policy as the guideline for making the video script or scenario ideas. It says that video is one of the most powerful ways to raise awareness; it can be entertaining, educating, and inspiring at the same time. That is because the combination of moving images, music, text, and voice-over can transmit a lot of information and simultaneously convey emotion. That is why the concepts need to be prepared before making the actual video (European Literacy Policy Network, n.d.). There are 6 important things for making the video script or scenario ideas at the **Figure 7.**

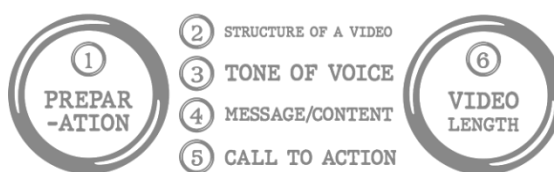


Figure 7. Figure of 6 Important Things

The sixth important things from the theory above is detailed using theory “7 Social Media Video’s Specs” by Alex York (York,

2020). Online observation is done on Social Media that FC Twente has. The purpose is to know what online platform is available for sharing the Awareness Video and it is connected with how long the video could be. In **Figure 8**, are lists of social media that FC Twente have including the website itself, which can be found in the footer of FC Twente Official Website.



Figure 8. Figure of Fc Twente Social Media

The three theories above are combined and used as a guide to make the video script or scenario ideas. Below is the result, which is the video concepts based on hard and soft selling type (The scripts can be seen in Appendix):

a. Hard Selling Idea 1

This idea came up because as written in the Persona, smoking visitors would support FC Twente player and do anything to support them. That is why the role of FC Twente player as the actor could boost the viewer’s trust.

Table 1. Table of Hard Selling Idea 1

PREPARATION	
Target Audience	Smoking visitors
The Objectives	Raise smoking visitors’
Where & how the video will be used	Website, YouTube, Facebook, LinkedIn
How the video be self-explanatory	By showing how happy an FC Twente’s player would be if smoking visitors decide to join the smoke—free campaign
VIDEO STRUCTURE	
Opening Word Scene 1-4. Set Up Scene 5-9. Plot point Scene 10. Confrontation Scene 11-16. Decision Outro	
TONE OF VOICE	Fun and engaging
MESSAGE/CONTENT	Stand Up for Twente, Stand Up for Smoke-free stadium!
CALL TO ACTION	Smoking visitors stand up and support Smoke-free campaign.
VIDEO LENGTH	4 minutes

b. Hard Selling Idea 2

This idea came up because after doing online observation, Instagram filters nowadays is very trending. Besides, in FC Twente’s official Instagram there is still no filter that can be used for their

followers. Even if the primary target audience is the smoking visitor, this filter can still be used by ex- smokers and non-smokers who want to support this smoke-free stadium campaign.

Table 2. Table of Hard Selling Idea 2

PREPARATION	
Target Audience	Mainly for smoking visitors, but still usable for all type of visitors
The Objectives	Raise smoking visitors’ awareness
Where & how the video will	Instagram Story and Snapchat
How the video be self-explanatory	The usage of this filter is simple, by tapping on the screen as an act of supporting the campaign
FILTER’S SCENARIO	
Scene 1. Visitor smoking, long tap fills the screen with smoke	
Scene 2. Smoke cleared; the person wears red attributes	

Table 3. Table of Soft Selling Idea 1

PREPARATION	
Target Audience	Smoking visitors
The Objectives	Raise smoking visitors’ awareness
Where & video will be used	Website, YouTube, Facebook, LinkedIn
How the self-explanatory	By seeing the examples shown inside the video
VIDEO STRUCTURE	
Opening Word Scene 1. Set Up Scene 2. Plot point Scene 3. Confrontation Scene 4. Decision Scene 5. Solution	
TONE OF VOICE	Fun and engaging
MESSAG TENT	Stand Up, Pass the spirit of Twente!
CALL TO ACTION	Smoking visitors passing the spirit of Twente. (shown with passing red attributes)
VIDEO LENGTH	30 seconds per individual record. 6-8 records combined into one video with a duration of 3 minutes

c. Soft Selling Idea 1

This idea came up because nowadays most people use Tiktok as trend. It is a platform where people can be really creative, like record their own video then add animation, song, etc., or even combine their video with other people’s videos. Inside this idea is about a

supporter stand up for smoke-free campaign and passing red attributes (represent FC Twente) to other visitors and engaged them to do the same.

d. Soft Selling Idea 2

This idea is in the same source of idea as above. The different is in this type, people use men powers. Meaning that every visitors, hand in hand, (grabbing other visitors' hand) engage them to stand up and support the smoke-free campaign.

Phase 4: Prototype

Background & Theory

Previously on the Ideate phase, video script or scenario

Ideas are already done for each type. Inside this Prototype phase is where the ideas turn into the real and tactile representation, a video. The goal of this phase is to understand which components of the ideas work and which do not. This phase is the final step to answer "How to make an Awareness Video that is good in visual and content but also suitable?", by that this Prototype phase guides the writer, step by step, to build Prototypes (videos examples). This phase uses the theory "Self-Producing a video" by Biteable (Biteable, n.d.) because in this current situation it is hard to ask other people's help for the recording process. For a beginner in self-producing, the easiest way to make a video is to use a video maker, because the process is instant. But, because of the needs to also learn for this Research Report, the writer used a video editing software, the Final Cut Pro. The reason is because all aspects of the video can be made as creative as it can be, and we put attention into the process of editing the video. Before doing the recording, it is important to prepare the equipment and set up the shooting location. The first one is camera. Camera is the heart of the setup; the quality of images and footage inputs depends on the quality of the camera. It is better to use a proper camera, because even though these days smartphone's cameras are already excellent, but the quality of a real camera still cannot lie. Second, the lighting. This equipment is important but mostly underestimated by beginner. Just because we can see something clearly with the naked eye, doesn't mean it will look equally crisp when filmed. A solid lighting setup can give dimension and depth for the results. Third, a microphone. This tool is important if there are

dialogues inside the video, but since the four ideas only use background music, a microphone will not be needed. Another important thing is the resolution of the video. Compressing video files makes them more manageable for online uses like streaming, uploading, and distribution. The current industry standard for online video is 627 kb/s with a resolution of 720p. This is ideal for online sharing. When it comes to getting the videos seen, the key is to distribute them in all the right places. However, the right place for one's video may not be the right place for another. Choosing where to upload is as important as what it is uploaded.

Methods & Results

Below are the four video examples, shown in a screenshot as the result of this Prototype phase.

a. Hard Selling Idea 1

To make it easier for presenting the example video to FC Twente, this video is taking clips from existing videos, videos with the title "Siapa Kita?" or "Who Are We?" made by Lumago Pictures on YouTube (Lumago Pictures, 2018, 00:00–10:10).



Figure 9. Screenshot of Hard Selling Idea 1 Example

b. Hard Selling Idea

The idea of making this filter is according to other ideas, it is easier if every visitors who want to help on the making of the video are having or using the same attributes. Hence, this idea is created, making it easier for people who want to be involved in making videos. The filter is made using an application called Spark AR Studio.



Figure 10. Example of Filter

c. Soft Selling Idea 1

This video is a self-made video. Along the process, many things are learned. Such as, how to be expressive and dare to show it in front of camera. Also, how to be precise while catching the red attributes and throw them. Moreover, it is hard to do the record

on our own while taking action in front of camera. In the examples below, the writer managed to do everything by their own. But it is hard and takes longer time to finish it. That is why for this idea, it is better for the visitor to ask another person as their assistant for helping them while doing the recording and help them throw the red attributes.



Figure 11. Screenshots of Soft Selling Idea 1 Video

d. Soft Selling Idea 2

This video is in the same genre as above. If in the previous example the idea is to pass red attributes, this idea is more about grabbing other people’s hand to also stand up and support the spirit of FC Twente.



Figure 12. Screenshots of Soft Selling Idea 2 Video

Phase 5: Testing

Background

After the “Prototype” phase, there is a “Testing” phase. Testing phase is the phase where the Client are given the Prototype. The goal of this phase is to gain feedback from them, whether the solution meet their needs or not, what needs to be added and what is not. This phase is to answer “What do the Client think of the Awareness Video that has been made?” From that, this “Testing” phase helps the writer to gather feedback from the client about the four example videos. The feedbacks can help the writer do some improvements so it can be implemented on the actual Awareness Video.

Theories, Methods, & Results

There are two main things that has been done inside this Testing phase. First, gathering feedbacks and inputs from the client. According to the theory of “Best Way to

Interview Clients to get Actionable Client Feedback” by Acuigen (Acuigen, n.d.), interviewing clients starts by exploring each methods on how to get feedback. First of all, the purpose for conducting a client’s feedback needs to be considered. Such as to get an overview of the client’s opinion and to focus upon a specific group of clients. The result of the client’s feedback is to gather benchmark data. After determining the purpose for seeking the client’s feedback, we could consider the types of questions that need to be asked and evaluate what best interview method can be used. Using video call as the platform to present the idea to the client, four example videos with the concepts in PowerPoint are shown to FC Twente. The result of the feedback is the client give inputs to combine hard selling and soft selling types, using Soft Selling Idea 1 as the main concept. The hard-selling side will be seen inside the Video’s scene. Here, the supporter need to throw away a cigarette and stand up, then passes the red attributes to “other” supporters. Other than that, the 15 seconds In-Video Overlay will also be inserted inside the video to support the hard- selling side. Second, making the actual Awareness Video by combining theories and feedbacks from the client. The process of making the Awareness Video uses the same theory as on the previous chapter, which is the theory of “Self-Producing a video”. As written previously there are some important equipment that needs to be prepared before doing the record. Such as camera, lighting, and microphone. First is the camera. Even when during the implementation, visitors will record their footages using smartphone camera, but still, the quality of the Awareness Video for marketing purposes needs to be made as good as possible in higher resolution. Second, the lighting. Learning from the process of creating example videos, this time the recording process uses lighting to create dimension and depth for the results. Below are screenshots of Awareness Video for marketing purposes that has been made.



Figure 13. Screenshots of Awereness Video’s Clips

Table 4. Table of Actual Awareness Video Idea

PREPARATION	
Target	Smoking visitors
The Objectives	Raise smoking visitors' awareness
Where & how the video will be used	Website, YouTube, Facebook, LinkedIn
How the video self-explanatory	By hearing the fan chants which most of the visitors already aware with. Inside the videos also shown how people stand up for FC Twente.
VIDEO STRUCTURE	
Scene 1. Set up and Plot point Scene 2-3. Confrontation Scene 4. Decision Scene 5. Solution Outro	
TOPE OF VOICE	Fun and engaging
MESSAGE/CONTENT	Stand Up, Pass the Spirit of Twente!
CALL TO ACTION	Smoking visitors stand up, throw away their cigarettes and support Smoke-free campaign.
VIDEO LENGTH	3 minutes

For the making of the Awareness Video as marketing purposes, the writer got help by creating crews, consisting of the writer as the director, a friend as the cameraman, and a friend that handles lighting. All six actors are the writer's housemates, all of them are Indonesian students living in Saxion Housing.

Phase 6: Implementation

Background

After the Testing phase, there is the Implementation phase. Implementation phase is the phase where the solution that has been made will be shared to the Target Group or implemented as part of the marketing strategy. The goal of this phase is to ensure that the solution is materialized and touches the lives of the end users. This phase is to answer "What are the best steps of strategy for sharing the Awareness Video?", by that this Implementation phase helps the writer to prepare strategies for FC Twente on how to distribute the Awareness Video.

Theories, Methods, & Results

This phase is using an article with a title of "6 Successful Tips to Promote Your Video Content" (Digital Marketing Institute, n.d.) as guidelines on finding what the best strategy is for sharing the Awareness Video. Below are steps of strategy along with methods that can be done for implementing the video online. First is to optimize the content. This steps has been done while making the Awareness Video.

Second, craft effective thumbnails. Don't ignore the power of a good thumbnail. When people are scanning through a streaming service such as YouTube, they're looking at—and often impulsively acting on—the thumbnails that they see. So, making sure to frame and emphasize the image in the video that gives the most impact is going to help in the long run. Suggested thumbnail for the Awareness Video is below.



Figure 14. Recommended Video Thumbnail

Third, don't forget the SEO. Give the video a title that is SEO-friendly. Make sure to use any appropriate tags and meta-descriptions. Using appropriate hashtags could improve the SEO. Recommended title for the Awareness Video is: "Goa Stoan A'j Veur Twente Bint: Stand Up, Pass the Spirit of Twente!" together with the format hashtags: #RookvrijeGeneratie #RookvrijeVoetbalstadions #FCTwente #COVID-19 #smokefree #smokefreestadium. Fourth, choose the right Social Media. Choosing the online platform depends on what social media that the target group mostly use. Based on the online observations of what Social Media that FC Twente has, **Figure 15.** show the lists of Social Medias that is suitable for sharing the Awareness Video as marketing purposes.



Figure 15. Available Fc Twente's Social Media for Marketing Purpose

Fifth, don't forget to share. According to the theory of "The Best Way to Share Videos on Social Media", nowadays, Social Media Video Marketing is taking over the social content world. The differences between social video marketing and traditional video marketing is that it takes place on a social platform. Posting videos to social media channels is a great way to boost engagement because videos are the most shared form of content. Video is a great visual tool because many information can be

inserted in a video, rather than a single image. According to the theory above, what can be done is to upload the video directly to the Social Media Channel. That is because people would feel more engaged with a video that is directly uploaded to Social Media rather than only seeing the video link. Posting videos on Social Media gives many advantages, such as it allows us to tag important people in the videos or in the captions, it is easy to be opened in devices, such as smartphones, tabs, laptops, and PCs. Also, many Social Media have a like, comment, and share button. From the number of like results, we can see how many viewers feel engaged and “like” the video. From the comment section, we can see how viewers give reaction to the video, some people might not like it, some people might do, some people might support each other and feel engaged by the video. Another great advantage is that these videos are auto-play in the users’ feeds, so what needs to be done is just simply sharing the video online and let the social media’s followers watch the content (Internet Marketing Expert, 2016). Last but not least, try to integrate the Awareness Video with other marketing. While video content can be quite compelling on its own, video marketing when paired with other marketing efforts can be a potent combination. Tying in a video to a giveaway that is promoted on social media, for example, is one way to get people interested in winning something while at the same time, also watching the video. According to the result of an interview with the representative of *Eredivisie*, it is said that *Eredivisie*, together with 18 soccer clubs already made a video in order to support this smoke-free campaign. In hope that in the future, the Awareness Video and *Eredivisie*’s video can be presented to every visitors, together as a supportive tools.

Conclusion

Even though there is a “no smoking” policy from the *Eredivisie* since 2018, FC Twente stadium hasn’t done anything yet to implement this policy. Hence, FC Twente wanted to find the solution to finally make visitors aware about the policy and create a better environment for children and families to watch soccer matches. To help FC Twente find the solution, sub-questions are made, and each phase of Design Thinking are used to answer those sub-questions. All of these sub-questions will be used to create the final product which then will be implemented by the client, FC

Twente during the next season of the match. The first question is researched in the Empathize phase. That phase helps in the process of approaching FC Twente’s visitors. The results are the information of FC Twente’s visitors and their awareness of the policy as well as their ideas to encourage smoking visitors not to smoke while watching a match. The second question in the Define phase helps to define the persona of the target group, Engaging persona for the daily smoking visitors and Fictional persona for the non-daily smoker. The third question is answered using two phases, the Ideate and Prototype phase, which results in four video examples. The fourth question in the Testing phase helps to gain feedbacks from FC Twente by presenting the four example videos. This phase results in the client’s feedbacks and inputs which is useful for the implementation of the Awareness Video. The final question in the Implementation phase helps to find the strategies that can be implemented for the process of sharing the Awareness video. Based on those questions, the final result of this research as well as the best solution for the problem is an awareness video where people decided to choose FC Twente’s shown by stand up, wearing red attributes, and cheering for FC Twente instead choosing their cigarettes or electronic cigarettes. This video will be shared to FC Twente’s social media platforms. This video will also encourage and act as an example for other supporters to also make similar videos and share it online. Of course, there are a lot of limitations during this research especially due to the COVID-19 situation, making this research imperfect. For next researchers who want to delve more on this particular problem, there are some recommendations the writer suggests. First of all, try to gather respondents and interviewees as many as possible, because this type of research is a human-centric type. More interviewees can result in a better understanding about their thoughts and views about this policy and can result in a better solution. Second, the process of both creating the solution and writing the report takes time, that is why it is needed to be organized and be on track with the schedule. Last but not least, it takes time to make visitors aware with the policy since it is impossible to do so after only a video. Therefore, constantly making new awareness videos as a sequel or series can be very helpful to increase their awareness and make FC Twente’s stadium finally smoke free.

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Appendix

Hard & Soft selling ideas for Awareness Video

Hard selling idea 1

- Message: Stand Up for Twente, Stand Up for Smoke-free stadium!
- Actors:
 - FC Twente's players, paired with:
 - FC Twente's supporters, mix age and gender
- Tools:
 - Package, consist of:
 - Soccer Jersey with FC Twente's player sign
 - Greeting Card
 - Script: Opening Word. "Thank You for standing up for us this whole time. Now it's time for us to stand up for you!"

Scene 1. 5 Players sit down together watching a "match" (Shown by a screen/TV)

Scene 2. 5 Supporters (one by one) get package

Scene 3. 5 Players focus watching the screen/TV

Scene 4. Supporters do an unboxing, read the card (one by one)

Scene 5. 5 Players showing tense situation (Zoom in on Player's face & expression)

Scene 6. Side to side scene

Left : Supporter 1 put down the card and wear the jersey

Right : Player 1, from sit then stand up & cheering

Scene 7. Side to side scene

Left : Supporter 2 put down the card and wear the jersey

Right : Player 2, from sit then stand up & cheering

Scene 8. Side to side scene

Left : Supporter 3 put down the card and wear the jersey

Right : Player 3, from sit then stand up & cheering

Scene 9. Side to side scene

Left : Supporter 4 put down the card and wear the jersey

Right : Player 4, from sit then stand up & cheering

Scene 10. Showing 4 players cheering, while Player 5 still sit down

Scene 11. Side to side scene

Left : Supporter 5 still read the card, flip front-flip back, sighing, put down the card (sign of rejecting) Right: Player 5, still sit, sighing (sign of upset feeling)

Scene 12. 4 players cheering Player 5 up, then suddenly Player 1 pointing at the screen

Scene 13. Side to side scene

Left : Supporter 5 put down the cigarette, wear the jersey (sign of hope)

Right : Player 5, from sit & upset then stand up & cheering loud

Scene 14. Supporter 1 showing off the jersey & player's sign on it

Scene 15. 5 Supporters showing off their jersey & player's sign on it then stand up + message word: Stand up for FC Twente, stand up for "Rookvrije Voetbalstadions"

Scene 16. A table (set up with the package's box, jersey, and a Greeting Card-front side)

Then the Greeting Card flipped back-back side
 Outro. Scene 16 faded out + word: Stop smoking inside the stadium, support "Rookvrije Voetbalstadions" click <https://www.rookvrijevoetbalstadions.nl> for more information. + logo of KNVB, Eredivisie, Keuken Kampioen Divisie, Gezondheidsfondsen voor Rookvrij, FC Twente

Hard selling idea 2

a. Tools: Fun Filter which can be used in Instagram, Facebook, Snapchat.

b. Concepts:

1. A filter shows that a visitor is smoking. The longer they tap the screen, the longer the smoke filling up entire screen
2. After they tap the screen the filter change into: Clear stadium and the person wearing red attributes

Soft selling idea 1

a. Message: Stand Up! Pass the spirit of Twente!

b. Actors:

- (11) FC Twente's supporters, no specific criteria

(11) Man, behind the scene, help throw attributes

c. Tools: Each Supporters need to wear red attributes Example: FC Twente's jersey, headband, scarf, pom-pom, etc.

d. Scenario: Opening Word.

"Stand Up! Pass the spirit of Twente!" (11 supporters do scene 1 – 5)

Scene 1. Sit, wearing other clothes

Scene 2. Receive red attributes (from right side)

Scene 3. Throw red attributes at the camera

Scene 4. Clothes already change into wearing all-red attributes

- Standing

- Do a freestyle (Example: Dancing, cheering, etc.) *Scene 5.*

Passing one red attributes (to the left side)

Soft selling idea 2

a. Message: Together, stand up for Twente!

b. Actors:

(11) FC Twente's supporters, no specific criteria

(11) Man, behind the scene, help grabbing supporter's hand

c. Tools:

Each Supporters need to wear red attributes

Example: FC Twente's jersey, headband, scarf, pom-pom, etc.

d. Scenario:

(11 supporters do scene 1 – 5)

Scene 1. Sit, wearing other clothes, grabbing hand then stand up

Scene 2. Stand up

Scene 3. Cover the camera with hand

Scene 4.

- Uncover the camera

- Clothes already change into wearing all-red attributes

Scene 5.

Hand position: like grabbing somebody's hand at the bottom side (as sign of engaging other supporters to stand up together for Twente)

Outro. Together, stand up for Twente!