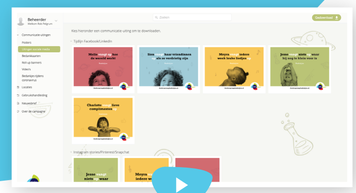
Kinderopvang dankzij jou 2020

Januari

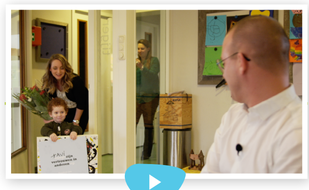
Video Tamara van Ark

Aftrap campagne



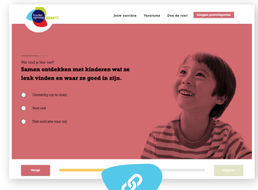
Lancering promotieportaal

Maart



Ouders bedanken pedagogisch medewerkers

Februari



Lancering online test

Media-aandacht

April

Waardering tijdens de coronaperiode

Mei

Facebookcampagne bso

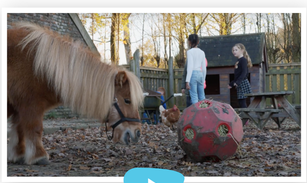
Juni

Media-aandacht

Juli

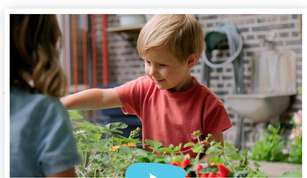
Augustus

September



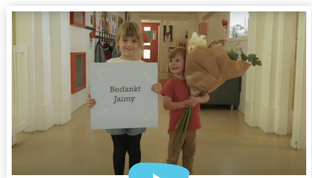
Promotie en werving voor bso

November

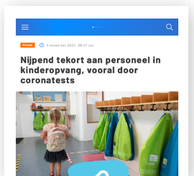


Kwaliteitsimpuls kinderopvang

Oktober



Dag van de Pedagogisch Medewerker



Media-aandacht

December

Gepersonaliseerde kerstposters

Kerstvideo met Jochem van Gelder

Resultaten

5 miljoen
Mensen bereikt

100+
Campagne-uitingen

8 video's meer dan 300.000 keer bekeken

31 miljoen
Campagne-weergaven

509.227
Websitebezoekers

339.100
Websitebezoekers door online campagnevoering

18.200
Online tests gedaan

27.600
Vacatures bekeken

kinder opvang WERKT