

OVERZICHT FINANCIEN**Roorda**

Concept

Productie beeldende middelen

Fase 1

Fase 2

speciale doelgroepen: jongeren en gezondheid

*van 6-30 april**van 6-30 april*

Overige

TOTAAL

Eerste budgetindicatie (30 mrt)

BKB

Strategie

Productie

CEO (continu)

pretest

pretest 2

Projectbegroting Initiative

Kosten bereik speciale doelgroepen

LVB - Steffie.nl

Kanaal**Timing**

Print (advertenties)

w13

Online (social, online video, online display)

w13-17

tot 3-5

Influencers

w14-15

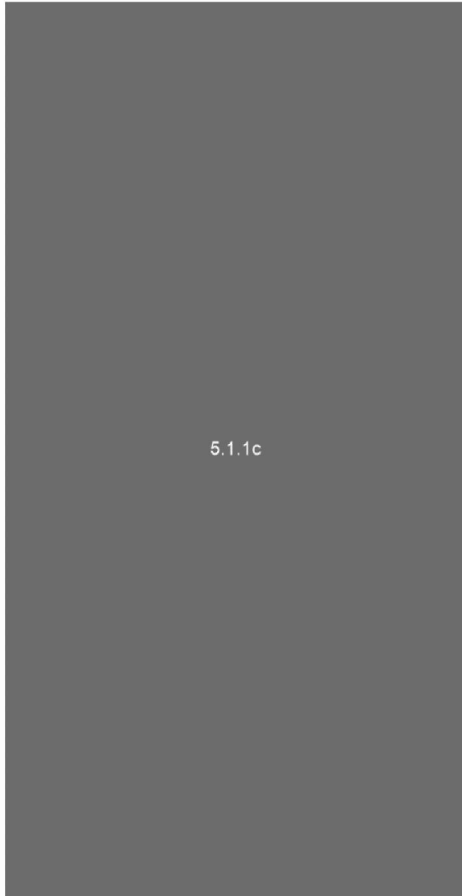
Outdoor (ocean)

w14-15

TV o.b.v. 800 GRP's roulement en radio 1.200 GRP's w13-18

6-4 tot 3-5

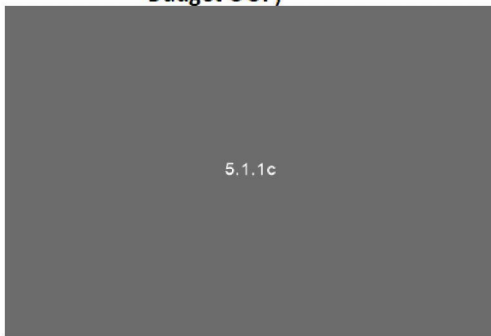
Begroot Gefactureerd Totalen



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5.1.1c

Budget OOP,



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5.1.1c

707,571

1,330,050