

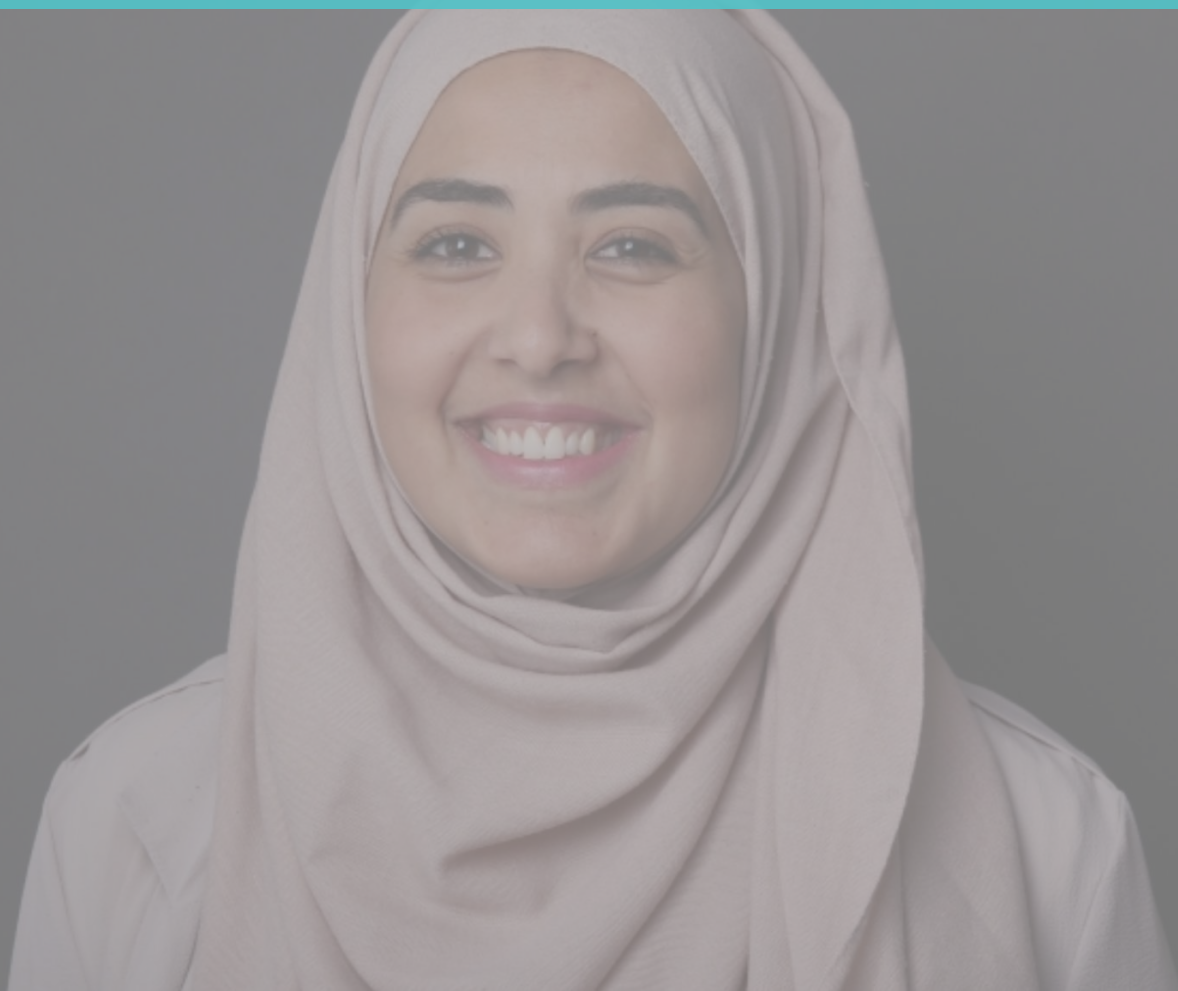
TransCity
Diversity & Community Marketing



Inclusive Marketing & Communications



About TransCity



Representation

“People are looking for a message that they belong. That they’re part of something. That they are seen and heard and that despite or perhaps because of the uniqueness of their experience, they are valued. They want to feel represented. Representation is not an added extra, it’s not a frill. It’s absolutely fundamental to what people expect from culture and from politics.”

(Brits actor Riz Ahmed)

About TransCity

- TransCity is a Netherlands based marketing agency specialized in inclusive marketing and communications, with a focus on multicultural marketing.
- Clients are advertisers, including global brands and their agencies, national and local governments, the arts sector and civil societies.
- TransCity's services include:
 - **Research & Strategy**
 - **Business Development**
 - **Campaign Development**
 - **Creative & Content Development**
 - **Media Consultancy & Strategy**
 - **Media Buying**
 - **Event Marketing**
 - **Campaign Execution & Management**
 - **Workshops & Training, including training on unconscious and linguistic bias**
- TransCity is organized as a network agency. Wherever needed, for each specialized segment we work with some of the best professionals in the field.

Client projects include

- Rabobank (NL)
- ING Bank (NL)
- ABN Amro Bank (NL)
- Nike Northern Europe (EU)
- Adidas (NL)
- Mars Food (US/IN/NL)
- National Lottery/De Lotto (NL)
- EY (EU)
- De Surinaamsche Bank (NL/SU)
- Telesur (NL/SU)
- Parbobier (NL/SU)
- Heineken/Al Ahram Breweries (EU)
- Unilever (NL)
- KNVB/NL Football Assoc. (NL)
- Nutricia Australia (AUS/NL/GER/UK)
- MoneyGram (NL/BE)
- Western Union (NL/BE)
- Travelex (NL/BE)
- FunX Radio (NL)
- KRO NCRV Media (NL)
- BNN VARA Media (NL)
- NPO Media (NL)
- NOS Media (NL)
- NTR Media (NL)
- Human Media (NL)
- Rotana Media (EU/ME)
- NS/NL Railways (NL)
- Spotta(NL)
- Ortel Mobile (NL/BE)
- Lebara Mobile (NL/BE/UK)
- Türk Telekom (BE/GER)
- Mobistar/Orange (BE)
- KPN Telecom (NL)
- Vodafone Ziggo (NL)
- T-Mobile (NL)
- BASE Company (BE)
- Core Telecom (UK/BE)
- Vrumona (NL)
- PepsiCo (NL/BE)
- Coca-Cola (NL/BE)
- TNT (NL/BE)
- Unicef (NL)
- Royal Neth. Airforce (NL)
- Netherlands Red Cross (NL)
- Accenture (EU)
- Agis Health Insurance (NL)
- Netherlands Tax Office (NL)
- City of Rotterdam (NL)
- City of Amsterdam (NL)
- City of The Hague (NL)
- City of Antwerp (BE)
- Flemish Government (BE)
- Rijksoverheid/NL Government/various ministries (NL)
- Greenpeace (NL)
- Royal Concertgebouw Amsterdam (NL)
- Rijksmuseum Amsterdam (NL)
- The Hague Historical Museum (NL)
- Migration Museum (NL)
- Wereld (World) Museum (NL)
- DPG Media (NI)
- Viacom Media (NL/BE)
- Discovery Channel (NL/BE)

TransCity
Diversity & Community Marketing



Projects (examples)



Global & Local Brands



Western Union Money Transfer

TransCity has done many projects for Western Union from 2004 till 2020. Research and strategy, campaign development, sales promotion, PR, Benelux newsletters, and more. On this page an image from the 2019 sponsorship of the Rotterdam Summer Carnival, a sponsorship that was initiated, developed and implemented by TransCity.

Client: Western Union Money Transfer (European Marketing Headquarters in Paris).



Nutricia and Mars Food

For Nutricia Australia, TransCity has done research among Chinese communities in Germany, the Netherlands and the UK.

For Mars Food, TransCity was responsible for conducting taste tests among Indian expats in the Netherlands, regarding packaged food products for the Indian market.

Clients: Nutricia Australia, Mars Food USA.



De Nederlandse Kluis

De Nederlandse Kluis is the largest independent provider of professional safe deposit boxes in the Netherlands. Many of their clients have ethnic minority backgrounds.

Projects include consultancy, strategic development, creative development (including radio ads), media (including outdoor, radio, online), field marketing and more.

Client: De Nederlandse Kluis.



Click on the pictures above and left for social media videos produced in 2020.

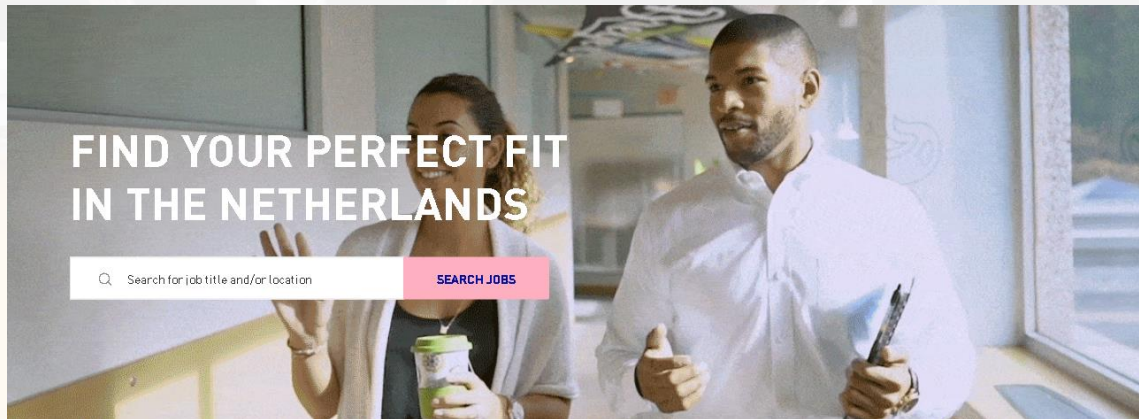
Click on the picture below for one of the 2018 campaign ads



Unilever

Consultancy, strategic development, workshops, research. Between 2004 and 2020, TransCity was hired by different Unilever (brand) managers for a variety of topics, but all related to the superdiverse societies in the Benelux-countries.

Client: Unilever and Insight Company.



PepsiCo, Heineken, Travelex and more

Throughout the years, TransCity was responsible for more than 200 focus groups in the Netherlands and Belgium, including qualitative research for major brands such as Heineken (Fayrouz brand), PepsiCo (Pepsi Max and Quaker), Travelex (Western Union), Rabobank, Türk Telekom Mobile, Nederlandse Spoorwegen (NS/Netherlands Railways), KNVB (Netherlands Football Association) and many more.



Nike - Panna Knock Out

An older but still exciting project. Development of a series of street soccer events to appeal to youngsters with ethnic minority backgrounds in the Netherlands. Concept development (with TBWA) and PR in ethnic and cross-cultural media and towards other influencers.

Client: Nike Northern Europe, TBWA.



Telesur, De Surinaamsche Bank

TransCity was responsible for the introduction campaign of the Surinamese Telecom Telesur in the Netherlands, while more recently we have worked on strategic development of, and conducted research for, De Surinaamsche Bank, the largest bank in Suriname.

**TWEE LANDEN,
ÉÉN GEVOEL**

Nieuw in Nederland

10 cent per minuut

Voordelig mobiel bellen van en naar Suriname
WWW.TELESURNEDERLAND.NL

 **TELESUR**

The advertisement features a man and a woman of Surinamese descent, both wearing orange shirts, joyfully holding a large Surinamese flag. The man is also holding two orange balloons. They are set against a solid green background. The headline 'TWEE LANDEN, ÉÉN GEVOEL' is prominently displayed at the top. A blue circular badge on the left says 'Nieuw in Nederland'. A blue speech bubble on the right indicates '10 cent per minuut'. At the bottom, a blue banner contains the text 'Voordelig mobiel bellen van en naar Suriname' and the website 'WWW.TELESURNEDERLAND.NL', followed by the Telesur logo and brand name.

Terbeke, Naqi Halal Lasagne

TransCity conducted instore promotions of Naqi Halal Lasagne. Retailers included Turkish, Moroccan, and Asian retailers in the Netherlands. Naqi is a new brand by Ter Beke, an innovative Belgian fresh food group.

Client: Ter Beke, Europromotion.





The Arts Sector



Modest Fashion Show

Concept development, marketing and implementation/organization of the 2019 Modest Fashion Show & Fair at the Stedelijk Museum Schiedam (Rotterdam metropolitan area) in the Netherlands.

Client: Stedelijk Museum Schiedam.



Click on the above picture to watch the event aftermovie.



Djemaa el Fna

Marketing, sales and programming of the first three and most successful editions of Djemaa el Fna, the first large outdoor event ever held in the Netherlands for people with a Moroccan background. **Click on the first picture to watch a video with some raw images of one of the events.**

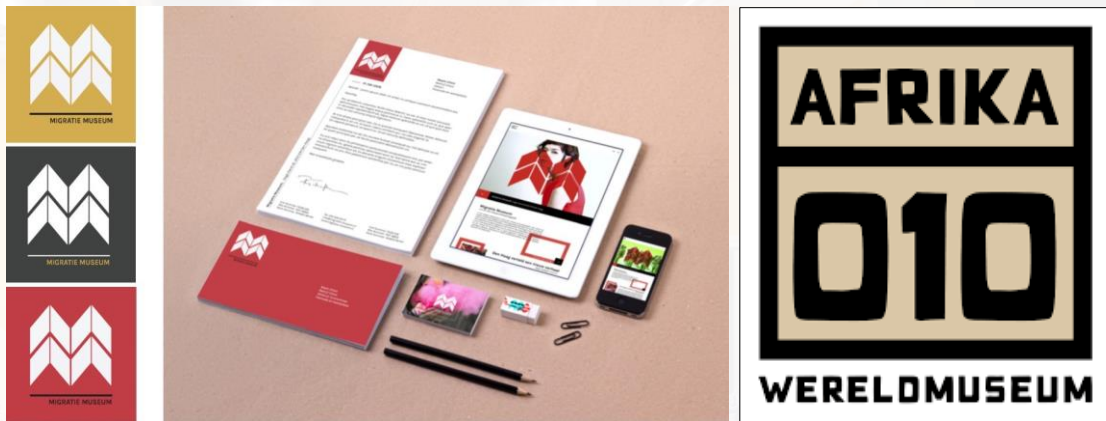
The events took place in the Museumpark in Rotterdam.



Musea

TransCity asked famous Dutch Surinamese singer Kenny B (Kenneth Bron) to give a recommendation on the 'Afrikaanse bedienden aan het Haagse Hof' exhibition at The Hague Historical Museum. TransCity also organized focus groups (co-creation) to make the exhibition appealing to visitors with an Afro-European background.

We also played a role in strategic development and marketing for the Afrika 010 exhibition in Wereldmuseum Rotterdam. And we did the branding for the Migration Museum The Hague.



AFROPOLITANS, AFRIKANEN VAN DE WERELD

Rotterdam is de meest gemixte stad van Nederland. Via de haven is ze verbonden met alle continenten. Het is in het belang van de Maastad om burgers die de grote economische en culturele potentie van Afrika en de Afrikaanse diaspora ter bevoorordeling van onze stad willen benutten, zoveel mogelijk te faciliteren. Wereldwijd telt de gemeenschap van mensen met Afrikaanse roots al gauw zo'n anderhalf miljard zielen. Volgens een ruwe schatting wonen in Groot Rotterdam een kleine 100.000 burgers met geheel of gedeeltelijk Afrikaanse wortels. En dan tellen we alleen nog maar de burgers van eerste en tweede generatie, over de snel groeiende derde en latere generaties zijn geen betrouwbare cijfers bekend. Wie zijn deze mensen uit de Rotterdamse stadskring?

meest uiteenlopende antwoorden. De een woont in Londen, groeide op in Toronto en werd geboren in Accra. Een ander werkte in Lagos en bracht de jeugd door in Houston, Texas. De di van de avond was een menging van Nijgeriaans en Roemeens.

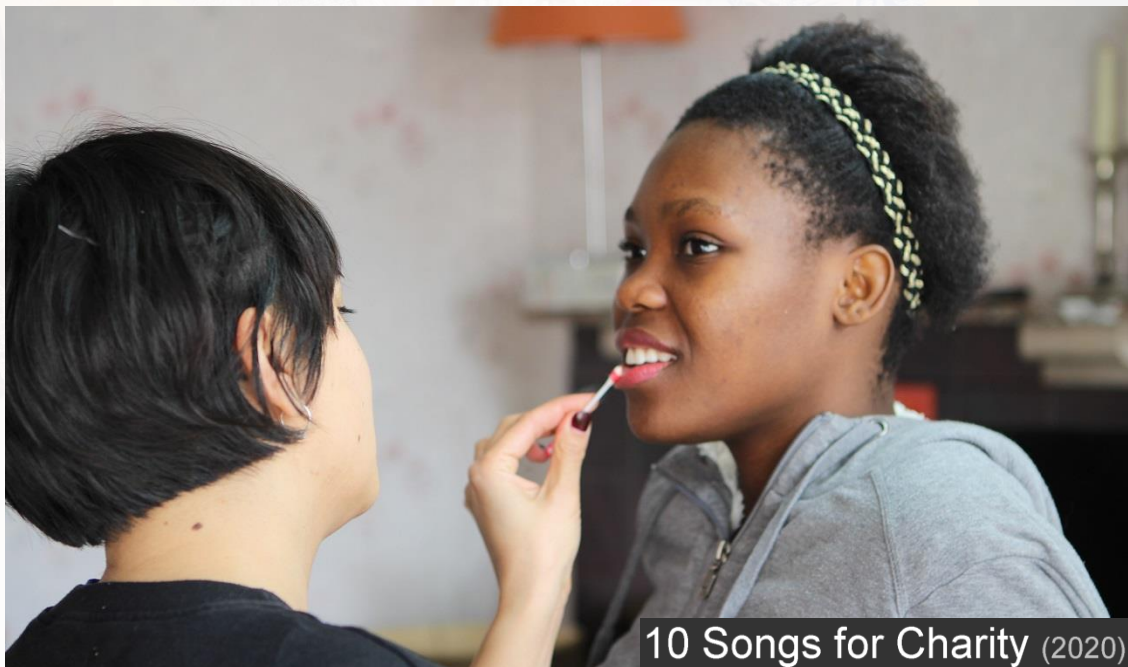
'Thuis' was voor de barbezoekers van alles en nog wat: het geboorteland van hun ouders; de plaats van hun schoolgaande jeugd; de stad waar ze dit jaar woonden; de bestemming van hun vakantie. Ze behoorden niet tot één enkele geografische locatie en voelden zich thuis op heel veel plekken. "We," zo schrijft auteur Selasi, "zijn Afropolitans, Afrikanen van de wereld." Dat juist Taye Selasi het begrip Afropolitans internationale bekendheid gaf, is niet verrassend. De website van de vrouw met Ghanaese Nijgeriaanse wortels meldt dat ze is geboren in Londen, opgegroeid in Boston en afwisselend woont in New York, New Delhi en Rome.

Ruim tien jaar geleden beschreef auteur Taye Selasi in haar essay Bye-Bye, Babar het gewoonte publiek en de al even diverse muziek in een Londense kroeg. Bezoekers met een getinte huid dansen op een remix van Fela Kuti en baslijnen van Ludacris. Wie de 'waar kom je vandaan?'-vraag stelt, krijgt de



Movie Projects

Consultancy, marketing, promotion and other activities regarding two movies partly targeting bicultural audiences in the Netherlands and Belgium. Movies to be premiered in 2021 (delays caused by COVID-19).



10 Songs for Charity (2020)

Royal Concertgebouw Amsterdam

Strategy, branding, marketing, community building, production and sales of the SOUK Festival/Turning East, with Asma Lamnawar and Nawal el Zogbi. Marketing and sales of a live event with (Cheb) Khaled. **Click on the images for aftermovies.**

Client: Royal Concertgebouw Amsterdam.





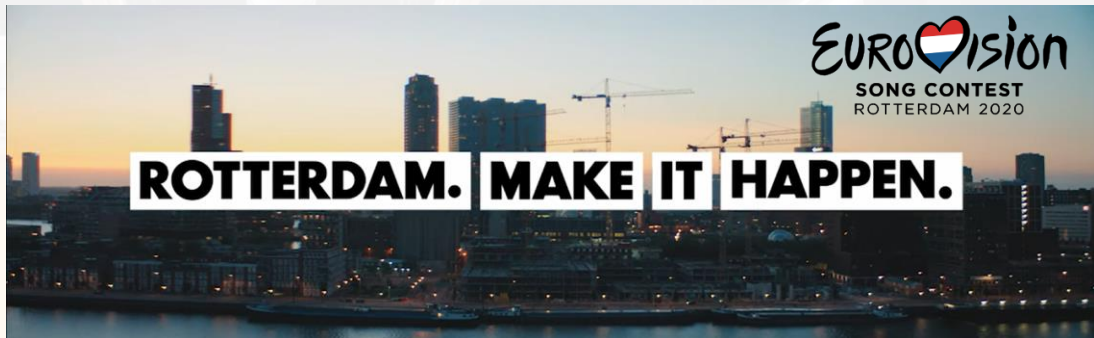
Public & Semi-Public Sector



City of Rotterdam

TransCity is responsible for the strategic development on inclusive communications of the superdiverse city of Rotterdam. TransCity's recommendations became part of the Rotterdam Bid Book for organizing the Eurovision Song Contest 2020 (rescheduled in 2021 due to COVID-19).

Client: City of Rotterdam.



As part of the (winning) Eurovision Song Contest Bid Book, a promotional video was developed as a direct result of TransCity's recommendations on inclusive communications. **Click on the above picture to watch the video.**



Images:

Trainers on behalf of TransCity during their workshops on inclusive communications and unconscious bias for the city of Rotterdam.

Royal Netherlands Airforce

For almost 9 years, TransCity has worked for the Royal Netherlands Airforce. From pre-recruitment to recruitment of youngsters with ethnic minority backgrounds: school events, sponsored TV shows, online communications, PR/Free Publicity, sponsored editorials in ethnic and cross-cultural media, direct mail, and much more.

Client: Netherlands Government, Ministry of Defense.



Screenshots from Royal Netherlands Airforce sponsored TV series on MTV Networks about 'Identity and Loyalty'. **Click on images to watch.**



Ministry of the Interior

Campaign by the Dutch ministry of the Interior on the prevention of honor violence and domestic violence, including an 8-page sponsored editorial special in the Metro newspaper (see below), infomercials (radio), and events, as part of a broader strategy to enhance the debate on these topics within various communities.

Client: Netherlands Ministry of the Interior.

4

DEE IS EEN UITGAVE VAN METRO CUSTOM PUBLISHING

STELLING

MIJN FAMILIE BEPAALT MIJN EER

☐ eens

☐ oneens



Kris Nijholt (18), Boskoop
"Ik moet zelf gelukkig worden, ik moet met mezelf en mijn keuzes leven."



Vani Uti (23), Baandam
"Tot op zekere hoogte moet mijn familie achter me staan, maar uiteindelijk moet je zelf kiezen. En als het om dingen als vrienden gaat, doe ik het gewoon stiekem."



Mitchell Samuel (23), Amsterdam
"Neem een kijkje achter gesloten deuren en geef vrouwen de mogelijkheid om hun vrijheid te veroveren."

CHECK OOK STOPDWANG.NL

Karina Ouchan (Samenwerkingsverband van Marokkaanse Nederlanders)
"Tijdens onze debatten en voorlichtingsbijeenkomsten komt veel positieve nogal eens naar voren als oorzaak van eergerelateerd geweld. Hoewel er veel uitzonderingen zijn, krijgen jongens vaker dan meisjes alle vrijheid. Jongens worden soms als prinsjes behandeld, meisjes moeten zich maar schikken in het patroon dat eeuwen geleden voor hen is vastgelegd. En als ze dat niet doen, dan zwakt er wat."



Morel Neeloleman (17), Wateringen
"Mijn familie bepaalt mijn keuzes niet, maar ze helpen me wel. En ik ben best braaf, dus er is gelukkig weinig reden tot discussie."



Ahmet Aslural, directeur Inspraakorgaan Turken
"Eergerelateerd geweld is absoluut niet acceptabel. Migrantenorganisaties, politie en vrouwenhulpverlening nemen dan ook hun verantwoordelijkheid op basis van de eigen expertise en bevoegdheden. Die plaatselijke samenwerking is uniek en levert een nieuwe dynamiek op."



Maryam Zarza (Koerdische Vrouwen Vereniging)
"Issues rond zelfbeschikking zijn een wereldwijd probleem en betreffen mensen die machteloos zijn. We moeten middelen creëren die de mentaliteit van mensen kan veranderen."



Raziye Shew (27), Rotterdam
"Ik maak mijn eigen keuzes. Ik ben geen onderdrukte vrouw omdat ik een hoofddoek draag, ik ben een moderne meid met een hbo-opleiding en heb een sterke, eigen wil."



Oti Kamal (23), Amsterdam
"Ja, en ik kan gelukkig praten met mijn ouders. Maar niet over alles."



Rayen Orie (21), Rotterdam
"Mijn nicht zit in een gedwongen huwelijk, dat vind ik niet oké. Ik mag gelukkig gewoon met een leuke Hollandse jongen thuiskomen."



Kukra Geak (21), Kampen

TransCity
Diversity & Community Marketing

City of Amsterdam

For the City of Amsterdam we have given various workshops on different topics, all related to ethnic cultural diversity, strategic development for various district committees and other projects. The latest project was the organization, production, programming and marketing of the local Hayati event, an event for Moroccan-Dutch women living in the Amsterdam Nieuw-West district.

Client: City of Amsterdam.



Wecycle

For Wecycle, TransCity has developed a multimedia campaign on recycling e-waste, targeting migrant workers from Poland, Bulgaria and Romania. The creative was an adaption of the already developed campaign for mainstream audiences. On this page some images from the Polish language campaign (2019).

Client: Wecycle.



For pension fund service provider PGGM, TransCity has developed editorials on bicultural workers and pensioners in the health and social care sector. Below an example from the March 2020 issue of the Goed Bezig magazine.

Client: PGGM (PFZW/Pensioenfonds Zorg en Welzijn).

WAAR BLIJFT HET?

CHIRAZ ZIDI (37) WERKT VOOR STICHTING AROSA ALS AMBULANT BEGELEIDER VAN SLACHTOFFERS VAN HUISELIJK GEWELD. ZE WOONT EN WERKT IN ROTTERDAM.

'Sadaka (vrijwillige donaties, red.) is onderdeel van mijn bestedingen. Ik doneer voor hulp aan vluchtelingen, maar steun ook mijn verslaafde neef in Tunesië. De 27e dag van de ramadan is de meest heilige, voor mij een speciaal moment voor de sadaka. Verder besteed ik geld aan film, theater en boeken. En ik ga graag met vriendinnen naar de stad om belangrijke voetbalwedstrijden van Feyenoord te kijken.'



'IK HELP MIJN NEEF IN TUNESIË'

IN (netto per maand)	UIT (per maand)
Salaris: € 2500,-	Huur: € 707,-
Totaal: € 2500,-	Boodschappen: € 350,-
	Gas, water, licht: € 118,-
	Kleding: € 145,-
	Persoonlijke verzorging: € 70,-
	Yoga, meditatie: € 59,-
	Uitgaan en boeken: € 130,-
	Vakanties: € 190,-
	Huis/tuin/overige: € 100,-
	Internet en telefonie: € 80,-
	OV-kosten: € 130,-
	Verzekeringen: € 186,-
	Sadaka (vrijwillige donaties): € 125,-
	Sparen: € 110,-
	Totaal: € 2500,-



Pensioen Chiraz
€ 2028,- netto per maand (inclusief AOW vanaf pensioengerechtigde leeftijd)*



Other



Dreamparty and other events

Dreamparty was a Fashion & Lifestyle event we organized for Dutch-Moroccan women. Organized in Amsterdam in 2015, 2016 and 2017. **Click on the bottom picture to watch an aftermovie.** For other events we were hired to do the marketing, community building, sales and/or production and project management.

Events include the Global Music Festival in The Hague (with Sertab Erener, Cheb Mami and Kassav), a live event with Moroccan pop star Saad Lamjarred, Rotterdam Beats, the side programming of the Film Festival Utrecht, Melk & Dadels (Moroccan Dutch Theatre), European Cultural Centre at the Architecture Biennale in Venice, World Women Week, Culture Tinder Rotterdam, and more.



Suzanna Lubrano

Since 2003, TransCity has been responsible for the marketing and promotion of award-winning Cape Verdean songstress Suzanna Lubrano, the most popular female Zouk artist from Cabo Verde with number one hits in Africa and Europe, and a major influence of many today's Zouk and Kizomba artists. Her Live at Off-Corso TV-Concert (with Candy Dulfer) was aired by over 35 TV-networks across the globe.

Click on the first image to watch a live performance. Other photos with Julio Iglesias, Cesária Évora, Ludacris and Alexandre Pires. New album in November 2020.



Media Companies

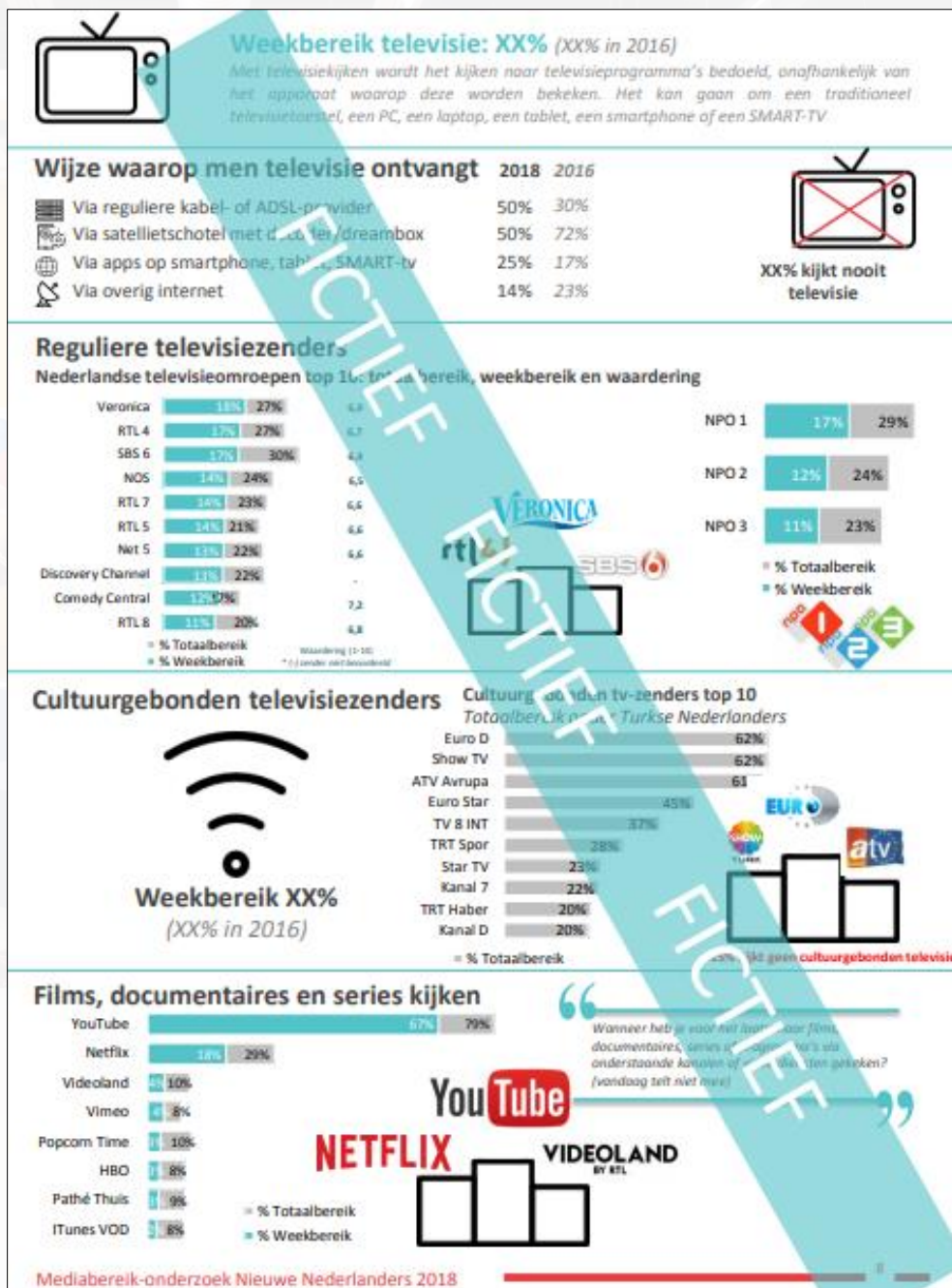
Throughout the years, TransCity has given workshops, presentations and training on unconscious bias and linguistic bias for various media organizations, both public and private. We have also done research for many media companies on their reach among consumers with bicultural backgrounds, as well as on their perceived representation of people with ethnic minority backgrounds.

Clients include NOS News Media, NRC Media, Viacom, DPG Media, FunX Radio, NPO, BNN VARA, KRO NCRV, HUMAN, NTR and Rotana Media.



Media Reach Survey

Together with Motivaction Research, TransCity is conducting media reach surveys among consumers with a Turkish, Moroccan, Surinamese, Antillean and Polish background. So far, we have conducted seven editions of the survey: 2007, 2009, 2012, 2014, 2016, 2018 and 2020. The results of the 2020 edition will be available in August 2020.



TransCity
Diversity & Community Marketing



Team & Contacts

Team & Contacts

Mahasin Tanyaui - Client Services Director

Mahasin is a great networker in multicultural societies in Europe, and around the world, experienced in building multicultural communities, both online and offline. She is an experienced marketer, event producer, and workshop leader.



To contact:

Mobile & WhatsApp + 31 6 280 835 47

E-mail: mahasin@transcity.biz

In the media

Mahasin Tanyaui - Client Services Director



Team & Contacts

René Romer - Strategy Director

René is a former strategy director with TBWA, published Dutch language books on multicultural marketing, and is an opinion maker on inclusive marketing, communications, and media. He has advised major brands as well as national, and local governments.



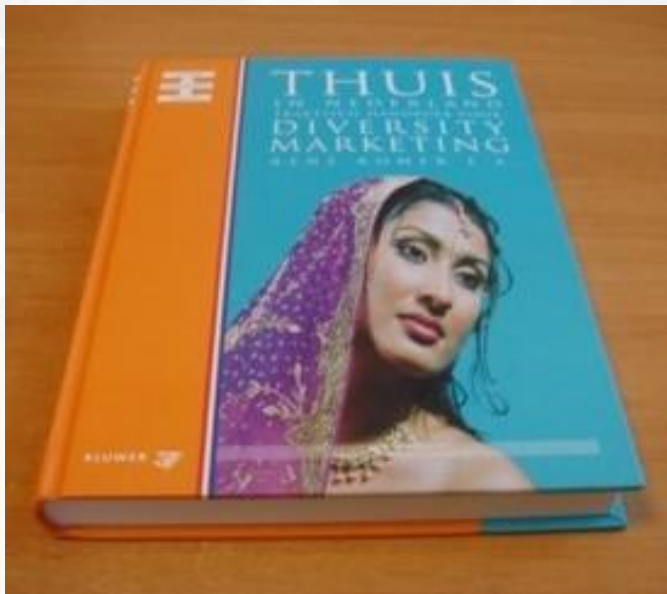
To contact:

Mobile & WhatsApp + 31 6 536 806 75

E-mail: rene@transcity.biz

Publications

René Romer - Strategy Director



TransCity
Diversity & Community Marketing



ROTTERDAM OFFICE

Rotterdamsedijk 248-A - 3112 BP Schiedam - Netherlands
T + 31 10 843 08 40 - transcity@transcity.biz - www.transcity.biz