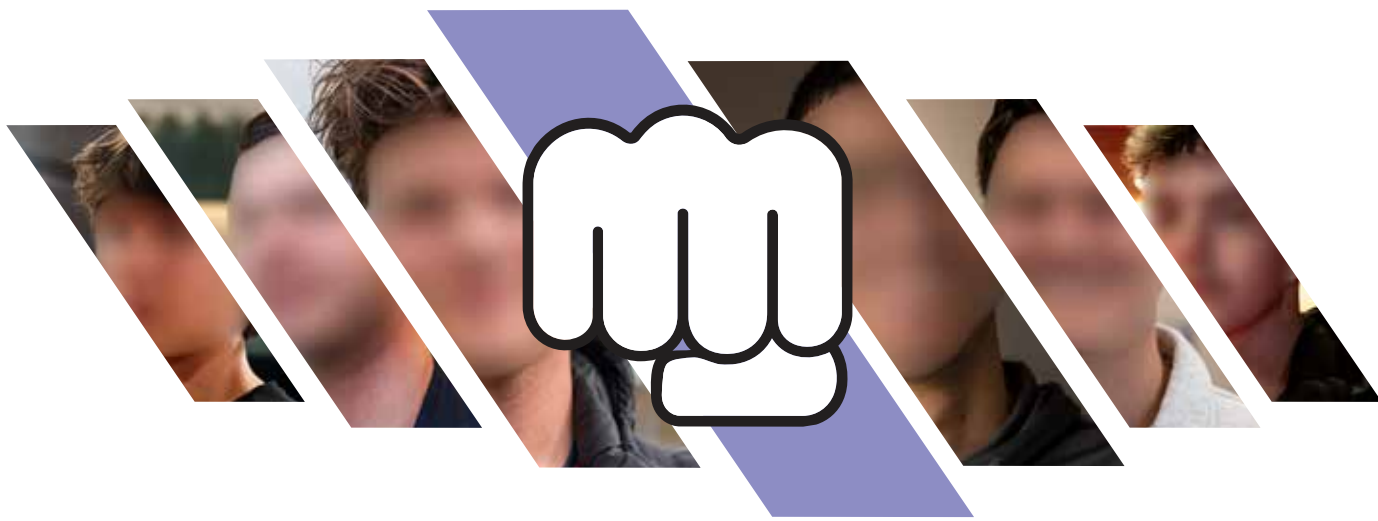




Graduation project
Master Strategic Product Design
Faculty of Industrial Design
Engineering
Delft University of Technology

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Graduation Committee
Chair: Annemiek van Boeijen
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In collaboration with
Voor Ons Nederland

October 2026

Voor Onze Jongens

RESEARCH

RESEARCH QUESTION

Why do practically educated young men (aged 16–22) in the Netherlands vote for, or feel drawn to, anti-democratic parties, and how do they differ from those who do not?

ANSWER

Most of them are not drawn to these parties by real ideological conviction, but by the norms of the “right-wing” group they are part of. Social Identity Theory (Tajfel & Turner, 1979) explains why: when belonging to the group matters more than personal views, voting becomes a way to fit in.

HOW DOES THIS GROUP DYNAMIC WORK?

Inside this group, there are five archetypes. The Radical sets the tone, the Follower goes along, the Impressionable is still deciding. And the With-holder disagrees, but stays quiet.



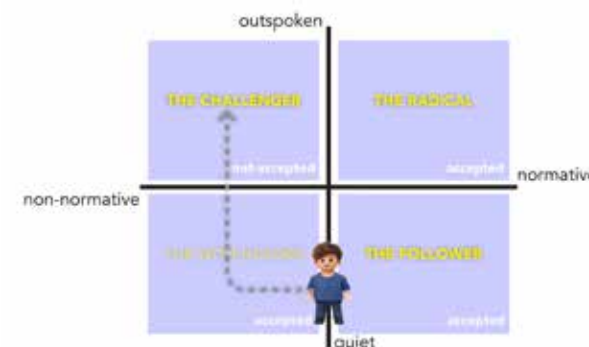
THE OPPORTUNITY

If the With-holder speaks up and becomes the Challenger, the group sees that disagreeing is possible.



DESIGN CHALLENGE

What can we do to motivate The With-holder in 'right-wing' male groups to become The Challenger, so that the Impressionable feels encouraged to adopt non-normative positions, ultimately reducing support for anti-democratic parties?



FINAL CONCEPT

Blijf Bij Jezelf is a campaign that shows one small act of speaking up, from inside the group: a boy who stays true to himself in front of his mates, without lecturing or judging. Because young men distrust messages from outsiders, the campaign is sent by **Voor Onze Jongens**, a new brand built to be close to them and trusted by them. The brand starts with the podcast **Met Onze Jongens**, in which young men speak for themselves, so that trust is built before anything is asked of them. The whole is rolled out in three phases: **Care, Connect, Change**.

THE BRAND



Voor Onze Jongens

THE PODCAST



THE CAMPAIGN



THE CAMPAIGN STRATEGY

CARE

CONNECT

CHANGE

