

## Humane Society

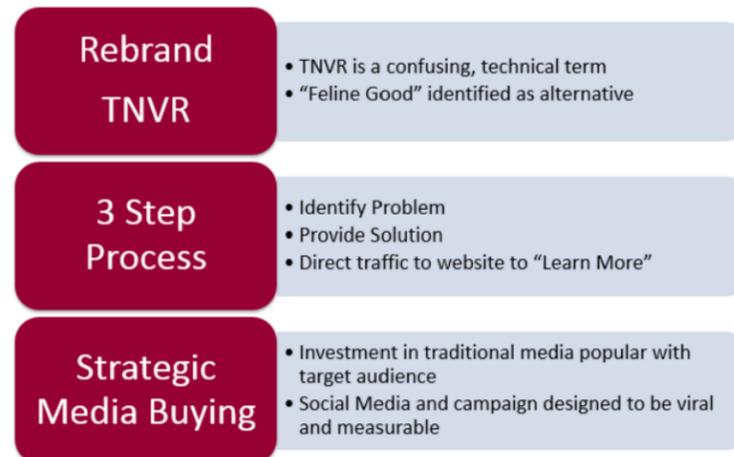
This campaign was put together on behalf of the Humane Society of Tampa Bay, which was looking to reevaluate how they were approaching their TNVR (Trap, Neuter, Vaccinate, Release) program for feral cats. The main problem was education, as many potential donors didn't know what feral cats are or what TNVR is. The second problem was that once potential donors were aware of these things, they did not feel strongly enough about the problem to want to help. I was the account manager on this project so everything was executed under my leadership. After conducting primary and secondary research, we developed a 3 step campaign to address these issues.

The first step was to rebrand TNVR as a less confusing, technical term. We chose "Feline Good" as the replacement. The second was a 3 step process for messaging in all the advertising.

- 1) Identify the problem- "Over 1,100 cats are euthanized each year in Hillsborough County." Presenting this fact not only elicits an emotional response, it also sets up a problem to be solved in the next Step.
- 2) Provide solution- Present Feline Good (formerly TNVR) as the solution to cat euthanasia.
- 3) Direct traffic to Humane Society website to "Learn More" about programming.

The third step is strategic media buying to target donors likely to take an interest in feral cats/ TNVR after seeing the 3 step process.

As a result of this winning campaign, the Humane Society's social media, media buying, and messaging was changed to reflect the "Feline Good" campaign plan.



## Goldenrod

Goldenrod Research Corporation is an education research company based out of Nebraska. Goldenrod's primary offering is a set of products called YouthTouch, which includes robotics and fluid power machines coupled with curriculum and staff development to bring STEM (Science, Technology, Engineering, and Math) into schools. The retail cost of YouthTouch is \$19,700 but is offered to worthy schools at \$9,850 three times a year, during Goldenrod's matching grant rounds.

Working for Goldenrod presented a unique set of challenges, as they sell directly to administrators and superintendents with purchasing power at schools and school districts. The following is a complete SWOT Analysis and Social Media Strategy I developed for Goldenrod in January of 2017.



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|---|---|
| <b>Strengths</b> <ul style="list-style-type: none"> <li>No competitors</li> <li>STEM is a Natl. Priority</li> <li>Profit Margin- 82%</li> <li>Low cost per student</li> <li>Fast growing occupations in STEM field</li> <li>Effective use for ESL</li> <li>Successfully integrated with female and minority students</li> <li>Can be integrated across platforms and curriculums</li> <li>Satisfied US user base (75- 300k students)</li> <li>Prestigious Groups (NASA, Smithsonian, etc)</li> <li>International</li> </ul> | <b>Weaknesses</b> <ul style="list-style-type: none"> <li>Limited sales force</li> <li>No social media following</li> <li>No commercial database of schools</li> <li>No mechanism for multi-unit district sales</li> <li>Low email deliverability</li> <li>Leads only contacted once (if at all)</li> <li>District purchases = longer sales cycle</li> </ul> |
| <b>Opportunities</b> <ul style="list-style-type: none"> <li>Interns</li> <li>Build community around product</li> <li>Press coverage/ PR to create buzz</li> <li>Line item in district budgets</li> <li>Use diversity as selling tool</li> <li>Company/ Product Branding</li> <li>Marketing automaton</li> <li>Raise profile</li> <li>District rental program</li> <li>Blog/ Videos</li> <li>Year round drip campaign</li> <li>Customer endorsements</li> </ul>  | <b>Threats</b> <ul style="list-style-type: none"> <li>Political Mandates</li> <li>Higher price tag = more levels of approval to navigate</li> <li>Project Lead the Way, Lego Robotics, Jpads, etc.- indirect competitors that compete for the same funding</li> </ul>   |

## Social Media

One of the first things I did upon starting with Goldenrod was to write our social media strategy, create social media pages, and start promoting them. Ultimately, the money for boosting posts and doing paid promotions on social media and other digital ads was not available from higher up in the company. Even still, posts and graphics were created, approved, and scheduled via Hootsuite.

## Social Media Strategy

### Summary-

The purpose of the Goldenrod Research Corporation social media strategy is to engage with existing and potential customers. By creating accounts on Facebook, Twitter, Instagram, and LinkedIn, Goldenrod is not only monitoring the conversation about their products, but also leading it. Regular updates are a question of simply maintaining active social media accounts. Engagement with customers and last minute postings will be consistent with regular updates in tone and design.

Posts for Facebook and Twitter will be scheduled at least one month prior to their release date and will be implemented via the Hootsuite software.

Instagram will be used primarily for posting updates about how Goldenrod products are being integrated in the classroom. It will be an extension of the “blog” featured on goldenrodresearch.com.

As of 01/2017, Goldenrod Research Corporation was claimed as a business. LinkedIn will primarily be used to network with industry professionals and school districts. Engagement on a biweekly basis will be sufficient.

The Social Media strategy will be implemented in two phases:

### Phase One (pre-website redesign):

Social media will be used to promote the grant round for April 1st- May 15th.

### Phase Two (post-website redesign) :

- Social media will primarily be used to invite potential customers to “Learn More” about Goldenrod Products. Traffic will be dumped on the landing page where potential customers will see how Goldenrod products are being implemented in the classroom.
- Social media will be used to promote upcoming grant rounds in the period immediately preceding the grant round and during the grant round.

### Post Content:

**Tone-** First person plural/ conversational

### Graphics-

Clean, white, pastels, primarily utilizing Goldenrod’s branded gold as an accent when applicable

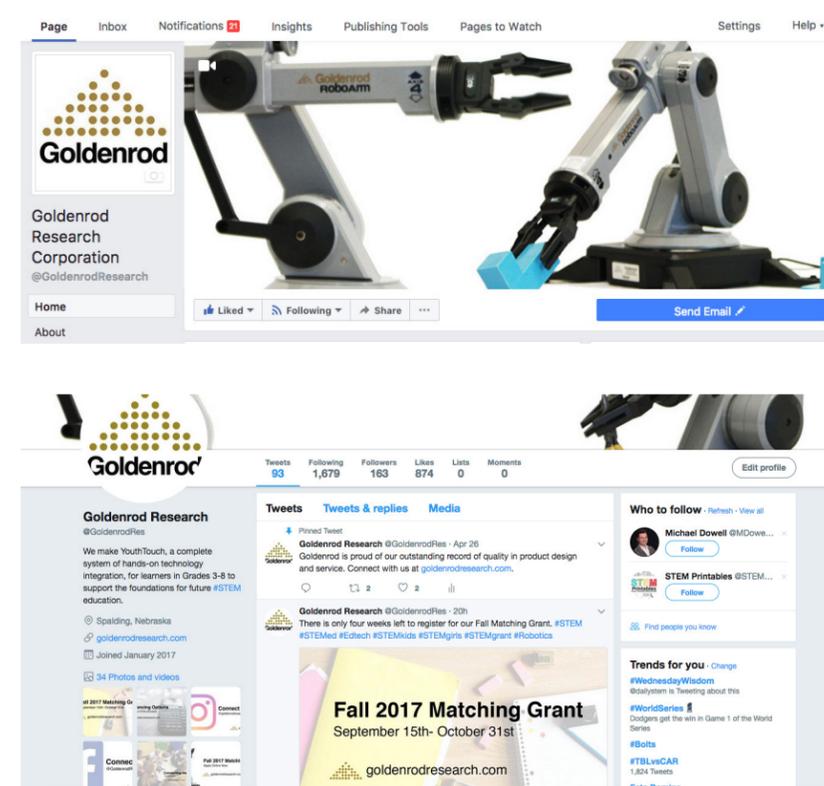
### Frequency:

**Facebook-** 2x week, daily engagement

**Twitter-** 2x week, daily engagement

**Instagram-** 1x monthly, biweekly engagement

**LinkedIn-** 2x monthly share, biweekly engagement





# Watch Your BAC

The Watch Your BAC campaign was an awareness based campaign meant to boost use of the Watch Your BAC app on the University of Tampa campus. The app helps track alcohol consumption to prevent overdrinking on college campuses. The following are excerpts from the Research, Target Audience, Objectives, Strategy, and Tactics portions of the campaign.

## Target Audience:

### Primary Audience:

- o The University of Tampa FALL 2016- Freshman Students
- Specifically living in residence halls
- Freshman students (about 25% of the UT population) represent the most at risk group on campus to participate in risky drinking because they have less experience with alcohol, having just left high school
- o Residence Assistants
- There is one Resident Assistant for every 29 students
- Resident Assistants are essential on campus. They are expected to be more responsible and with the opportunity to make residence halls our second home they become the overseers of each students health and well-being while living on campus
- Secondary Audience:
  - o Sophomores, Juniors, and Seniors of The University of Tampa
- Specifically living on and off-campus
- Students that still need to be educated on the safe ways of drinking

### Strategy:

- Strategy 1:
  - o Through our “Watch Your BAC Day” (including tabling and activities), our Sodexo partnership for new cups, and targeted social media, we hope to inform students to make better choices about what is a safe amount to drink if they chose to do so.
- Strategy 2:
  - o By educating residence assistants during their training week, we make them brand ambassadors of the organization. Once a semester, each resident assistant would have to implement an event with “Watch Your BAC”, to make sure residents are being informed in a safer and familiar atmosphere. We hope to start this off in the freshman dorms such as Austin, McKay, and Brevard, so that we catch their attention before they begin at risk behavior related to drinking.
- Big Idea: If UT students choose to drink, they should do so at a safe level.

### Objectives:

- Objective 1:
  - o To reduce the number of residence hall alcohol-related incidents by 10%
- In compliance with the College and University Security Information Act, each year The University of Tampa releases certain information on crimes and conflicts. The information reveals the number and definitions of certain types of crimes reported to have occurred on and off campus that involve UT students.
- Objective 2:
  - o To increase awareness and understanding of “Watch Your BAC” through a collaboration with residents assistance and “Watch Your Bac” representatives.
- Your residence assistant becomes your second mom at college and should be the first person outside your roommates that you turn to when you need help. What better way to build a stronger relationship?

### Tactics:

The following 6 tactics were chosen in support of our objectives and strategies with our big idea at the center. They are backed up by the primary and secondary research conducted related to this PR campaign.

- **Educate/Inform:**
  - **Tactic 1:** Watch Your BAC Day (April 1st, Vaughn Center)
  - Hand out brochures (see Tactic 6)
  - Lead fun activities: drunk goggles/ SASS condom test
  - Encourage students to download BAC app and talk to them about its features in exchange to be entered for a chance to win a \$50 gift card
  - Sign-Up sheet available for those interested in joining the Watch Your BAC team
  - Designed to reach: broader campus community, sexually active students who may be at risk when drinking
- **Tactic 2:** Media Blast (See schedule)
- Update UT Social Media Feeds with BAC information to promote Watch Your BAC Day and the BAC App:
  - Twitter posts: Including fun hashtags to be retweeted
  - Instagram post: Featuring pictures from events and fun safe drinking memes
  - Facebook post: Including event information
  - OSLE Newsletter: Inviting new members
  - Global email: Informing UT community on alcohol awareness month
  - Website front page: Giving students our meeting time and place as well as some fun facts
- Designed to reach: broader UT community



## My Project Free

The My Project Free campaign was an effort to increase funding and volunteer participation for programs supporting individuals with intellectual and developmental disabilities. I have included excerpts from the Creative Brief and Brand Sheet below.

### Creative Brief: Overview-

My Project Free (MPF) outlines their biography on their website-

ProjectFREE is a non-profit initiative that is building a community to enrich the lives of intellectually and developmentally disabled adults. The goal is to help these adults lead a high quality, balanced, and independent life. Asperger's, intellectual and developmental disabled individuals are entitled to publicly funded education until they are 21 years of age. After this point in their lives, the support systems that allow them to live independent quality lives, diminish or disappear. ProjectFREE is in the process of developing and managing a non-profit community where education, career opportunities and independent living exist. Life skills and job training are/will be provided through the Freedom Academy to improve the quality of life where students achieve post-graduate success in a choice of many exciting fields. This focused training increases independence where these populations can thrive within a safe and supportive community called Freedom Village. Through living, learning, and working, every person can compete in, and contribute to, their community and society at large.

### Objectives-

Objectives are to solicit 1,000 "likes" on Facebook, Twitter, and Instagram via a social media outreach campaign. By inviting people to "Learn More," MPF is engaging with their community and taking the first step toward building a meaningful relationship. This will lead toward greater awareness, theater patronage, and donations.

The long term objective of MPF is to further integrate intellectually and developmentally disabled adults into the local community and to build and operate an independent village where MPF participants can live.

**Tactic 3:** Work with Sodexo to print cups with appropriate portion of 1 drink. (shot, beer, wine)

- This works the same way as the "pour a drink" activity at BAC events but it reaches every person who has a campus meal plan. The goal is awareness of what a one drink equivalent is.
- Designed to reach: students in residence halls (required to have meal plans in addition to commuters who buy food on campus)

**Tactic 4:** Finding and recording at least ten inspirational and emotional stories to create a "Watch Your BAC" video library to play at events.

- Through capturing upperclassmen as well as top sports players and organization members telling their stories, we can capture the underclassmen's attention. They look up to these students for advice and respect their opinions in every situation.
- Designed to reach: Freshmen in residence halls, attendees at BAC events

**Tactic 5:** Interactive Wall (April 1st- 8th)

- Reserve wall space in Vaughn center and leave green and red notecards along with list of instructions. Instruct students to write positive experiences from drinking on green cards and negative experiences from drinking on red cards and to post both on the wall (anonymously) in public view.
- Designed to reach: UT community in Vaughn Center, students and perspective students who pass through Vaughn Center

**Tactic 6:** Brochure

- Includes statistics about the dangers of binge drinking and quotes from real students transcribed from the videos taken during qualitative research.
- Designed to reach: broader UT community including Freshmen target group

#### Residence Life Partnership:

**Tactic 1:** Add Safe Drinking Presentation to RA Training in Fall and Spring Semesters

- This will allow RAs to get the information needed to help pass it along to their residents.
- Designed to reach: New and continuing members of Residence Life Staff

**Tactic 2:** Meet with Residence Life to add Watch Your BAC event to RA Programming Requirement for Freshman Residence Halls

- This will require every RA to plan a time to have a representative of the Wellness Center come speak about Watch Your BAC. During the presentation the RA and representative will interact with students, talk about safe drinking, show the video, and inform students about BAC initiatives and the Watch Your BAC app.
- Designed to reach: Freshmen residents

### Target Audience-

MPF will use emotional tones and feel message strategies to target new and existing MPF patrons and donors via social media. This target is an older population of women in the Gulfport, FL area. Census data (City-data.com) tells us 52.9% of the surrounding area is female, and the median age is 51.6 years. This goes along with the idea that older, retired women would enjoy volunteering, might donate, and have the free time to attend MPF productions. However, awareness of MPF could spread beyond the Gulfport area, and the target audience would extend to a Pinellas County and the broader Tampa Bay Area.

### Features and Benefits-

My Project Free features performers with intellectual and developmental disabilities who put on theater productions for the community.

The main benefit for the target audiences is the life changing experience that comes with interacting with and watching people with intellectual and developmental disabilities perform.

One of the struggles identified by MPF is that MPF participants are often hidden from their communities. When they can get jobs, they are often put in the back where they can't interact with the public. "Say Hello" is our tagline because it encourages basic interaction and opens the door for relationships that MPF can build and use to their advantage.

Tone- Emotional Appeal

Slogan- "Say, Hello."

Tagline- You're free to join us."

Call to action- "Learn More."

### Considerations-

- Website Format – a website redesign/ simplification is a necessary. This will start with a simplification of the main page into sections detailing the specifics of every MPF program and updates to old and outdated links and information.

- Consistency- Considerations also need to be made for the consistency of the word usage and visuals. Write-ups, articles, and information tabs should reflect the full name of the organization- "My Project Free," as opposed to "Project Free." The existing color palette seen on the main page should continue to be utilized in all fourth coming ads and visuals posted to the page and on the MPF social media accounts.

## Brand Sheet

The concept for this trial is based on the tagline "Say Hello." The idea was born out of the problem that people with intellectual and developmental disabilities do not get many chances to interact with the community. When they do get employment they are often put to work in the shadows. By saying hello, we are both introducing MPF participants to the community and to My Project Free as an organization. The goal is engagement with the community and awareness of My Project Free.

Our call to action is "You're Free to Join Us." It is a play on the name of the organization and an invitation for people to learn more. The idea is that by using this in combination with the tagline, we are asking people to learn more by visiting the website or interacting with MPF on social media.

As a whole, the trial had aims of building a network of people around My Project Free by inviting people to learn more and activating people who are already interested. By engaging these groups, MPF is building relationships that can lead to volunteers, event attendance, and donations.