

S'more Time



Together

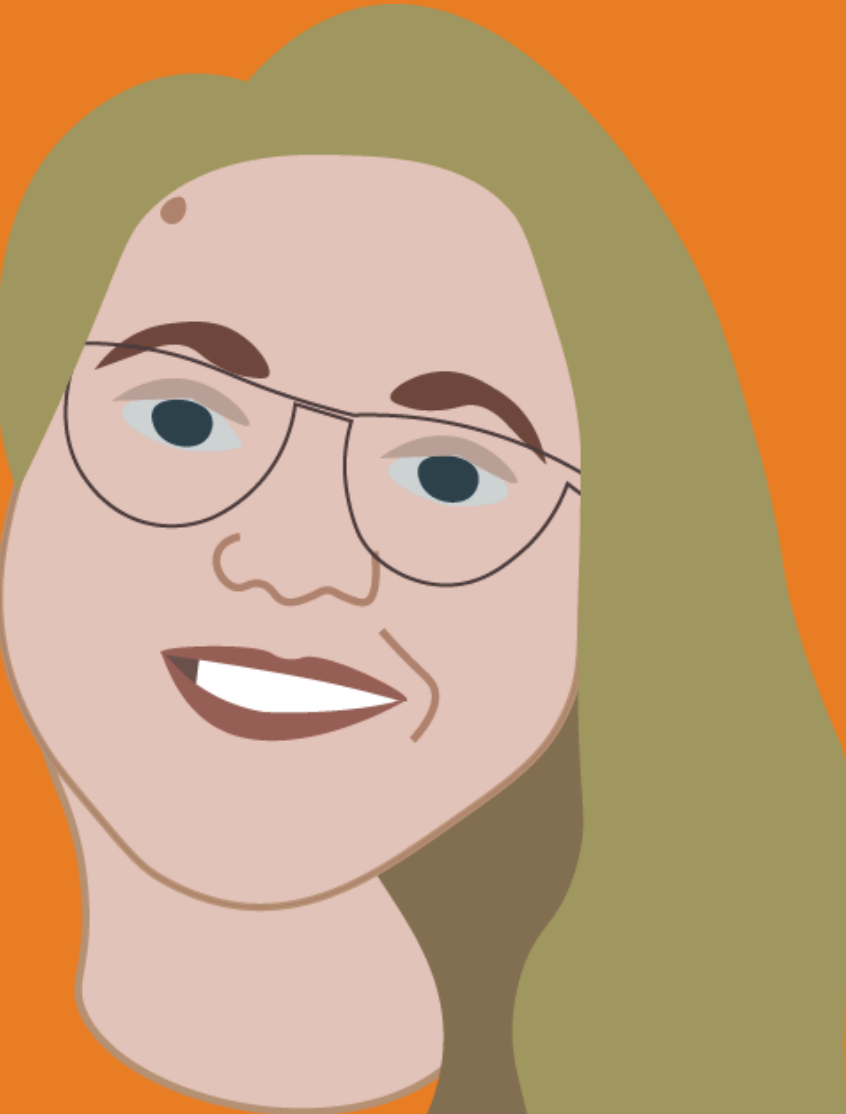
Costumes · Campfires · Pumpkins

Meet the team

Agency Team 1 - DJTM

Jenna Fox

Creative Director



Dyan Gruber

Account Manager



Matt Grugel

Media Planner



Tanya Nguyen

Account Planner



Executive Summary

- Tasked with planning a non-profit fundraising event
- Created an advertising campaign to promote the event
- Partnered with Atl'Do Farms

RMHC of the Southwest

SWOT Analysis

Very involved with community; engaging fundraisers

Strengths

Weaknesses

Low awareness-especially among younger demographics

Use partnerships with TTU to connect with students/raise awareness

Opportunities

Threats

Other nonprofit organizations in Lubbock may compete for the same donation dollars

Target Audiences



Common Donor

- Female
- White
- 40 yrs old
- No Children
- Disposable Income



Campaign Audience

- TTU Students
- TTU Faculty

Objectives

- Increase social media presence by **15%**.
- Raise at least **\$500** in donations for RMHC of the Southwest.
- Increase awareness of RMHC of the Southwest among TTU students and faculty.

Marketing Strategy

Advertising:

- Post fliers around campus
- Run CoMC CCTV advertisements
- Segment on GMTT (KTXT)

Digital/Social Media Marketing:

- Post to RMHC social media accounts
- Utilize tagging features to facilitate reposts by Atl'Do, CoMC, TTU Advertising, etc.

Direct Marketing:

- Table at SUB

Creative Development



Logo drafts



Final logo

Creative



Save the date



Instagram story



Feed post

Creative

Flier

S'more Time Together
Costumes · Campfires · Pumpkins

Oct. 20 · 6-10pm
At'l Do Farms
6323 FMI294

Students, Faculty, Staff & Kids!!
Costume Contest · S'mores · Pumpkin Painting · Raffle
Texas Tech Football signed by Coach Joey McGuire

*Minimum donation required. Donation is separate from entrance fee.

Organized by **RAIDER CREATIVE**
COMC Advertising Students

Proceeds to benefit
RMHC of the Southwest

The slide features a large, stylized s'more character on the left and a framed RMHC logo on the right. The background is orange with a yellow dotted pattern.

CCTV slide

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Texas Tech Football signed by Coach Joey McGuire*

*Minimum donation required. Donation is separate from entrance fee.

Organized by **RAIDER CREATIVE** Texas Tech College of Media & Communication Advertising Students

Proceeds to benefit
RMHC of the Southwest

The flier features three s'more characters at the top and a framed RMHC logo on the left. The background is orange with a yellow dotted pattern.

Creative

Pricing sign

S'more Time Together
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Most aMAZEin'

Organized by
RAIDER CRE8IVE
COMC Advertising Students

Event prizes

S'more Time Together
Costumes · Campfires · Pumpkins



Best Pumpkin in the Patch

Organized by
RAIDER CRE8IVE
COMC Advertising Students

S'more Time Together
Costumes · Campfires · Pumpkins



S'most Creative

Organized by
RAIDER CRE8IVE
COMC Advertising Students

S'more Time Together
Costumes · Campfires · Pumpkins



S'mores...1/\$1.50 4/\$5



Costume Contest.....\$1



Pumpkin Painting.....\$1



Raffle TTU Football..\$5
Signed by Coach Joey McGuire

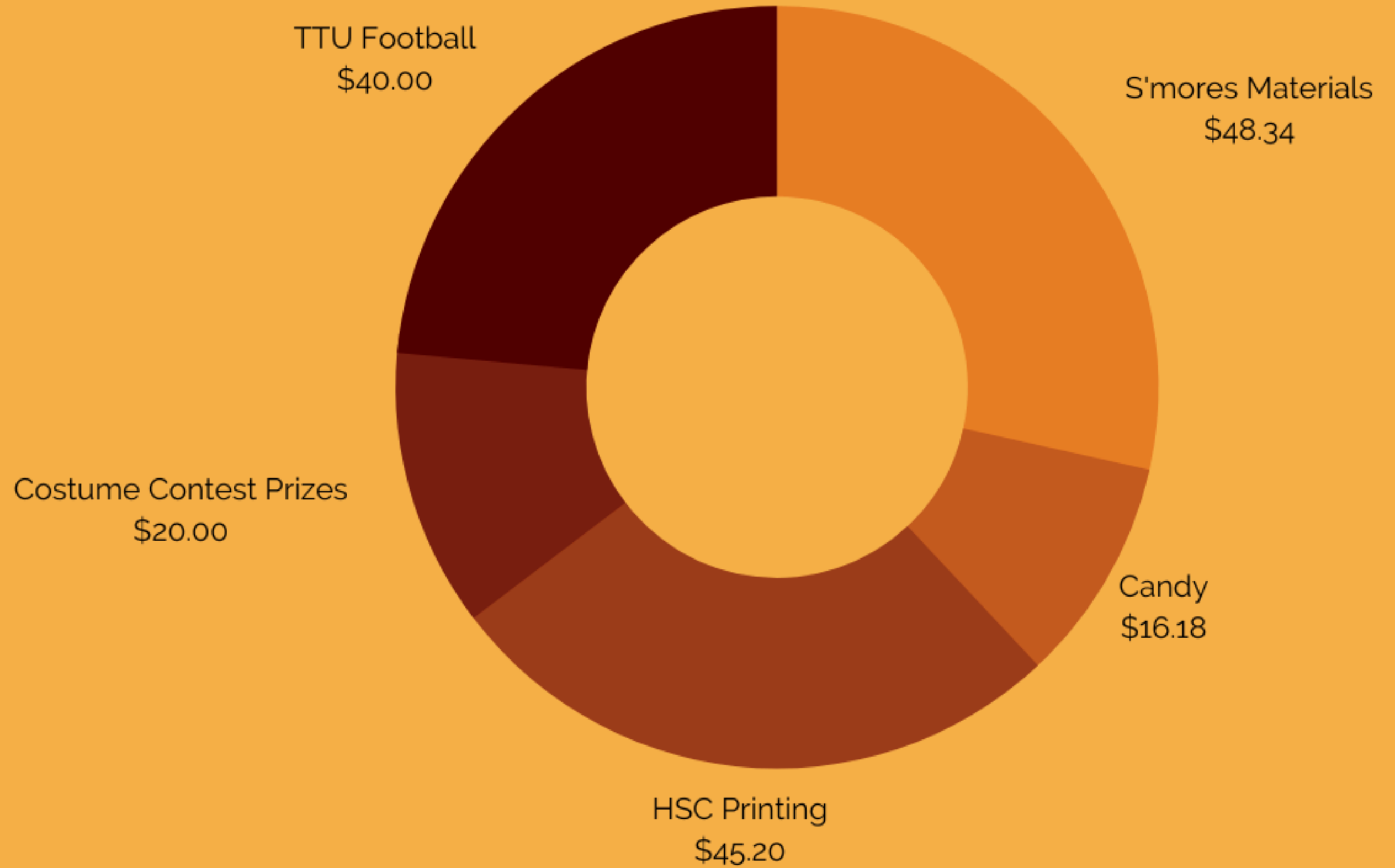
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Proceeds to benefit

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of the Southwest

Budget

Total Budget:
\$169.64



Media Plan

CHANNEL	OCTOBER									
	11	12	13	14	15	16	17	18	19	20
Fliers around campus	[Activity]									
Tabling at SUB							[Activity]	[Activity]		
CoMC Posters		[Activity]								
KTXT-FM								[Activity]	[Activity]	
CoMC CCTV Slides									[Activity]	[Activity]
RMHC Social Media Posts	[Activity]									

Tabling @ the SUB



Tabling @ the SUB

CCTV Slides





KTXT-FM



Poster in COMC

The Event

At'l Do Farms

WHERE

WHEN

October 20th

S'mores sale
Costume contest
Pumpkin painting
Raffle TTU football

WHAT



RMHC Info Table



Costume Contest Winners





S'mores Around the Campfire



Pumpkin Painting

Event Outcomes

Total Raised:
\$9,117

- **\$500** donation from Atl'Do farms
- **\$225** collected - cash & RMHC app donations



Media Reach

710

**Accounts reached
through posts to
Facebook**

528

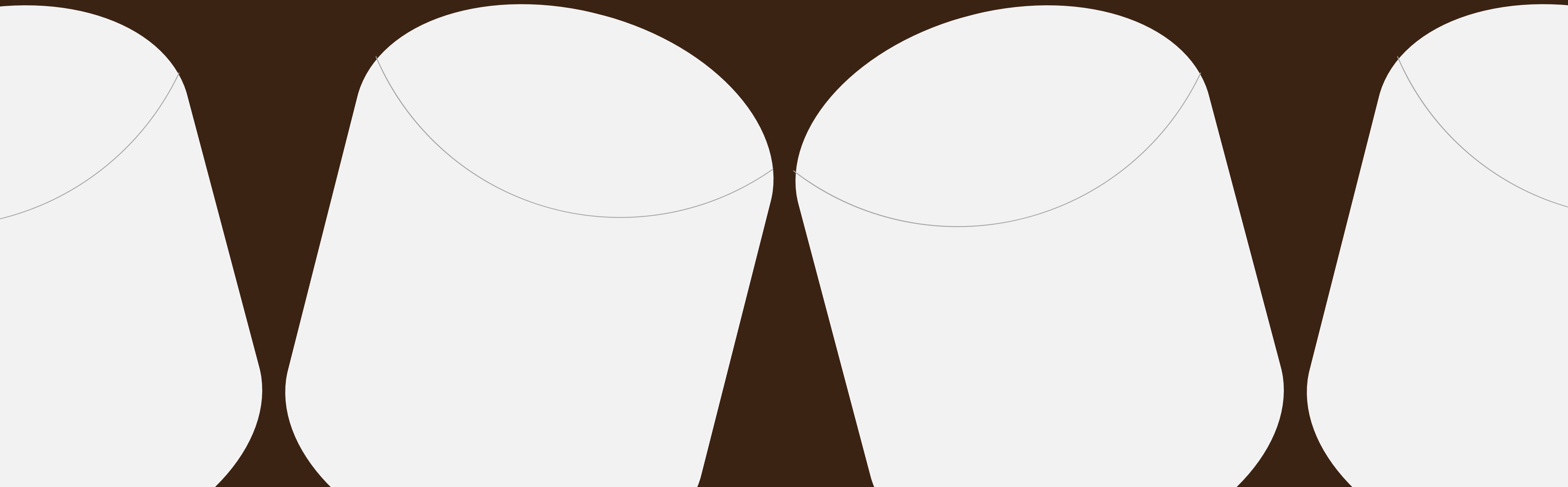
**Accounts reached
through posts to
Instagram**

**Other metrics:
76 engagements
(likes, comments,
shares) across
both platforms**

Evaluation

- Initial goals met!
- Surpassed the initial **\$500** donation goal
- Reached **1238** accounts through social media posts

Insights, Recommendations & Benefits



Thank you!

