

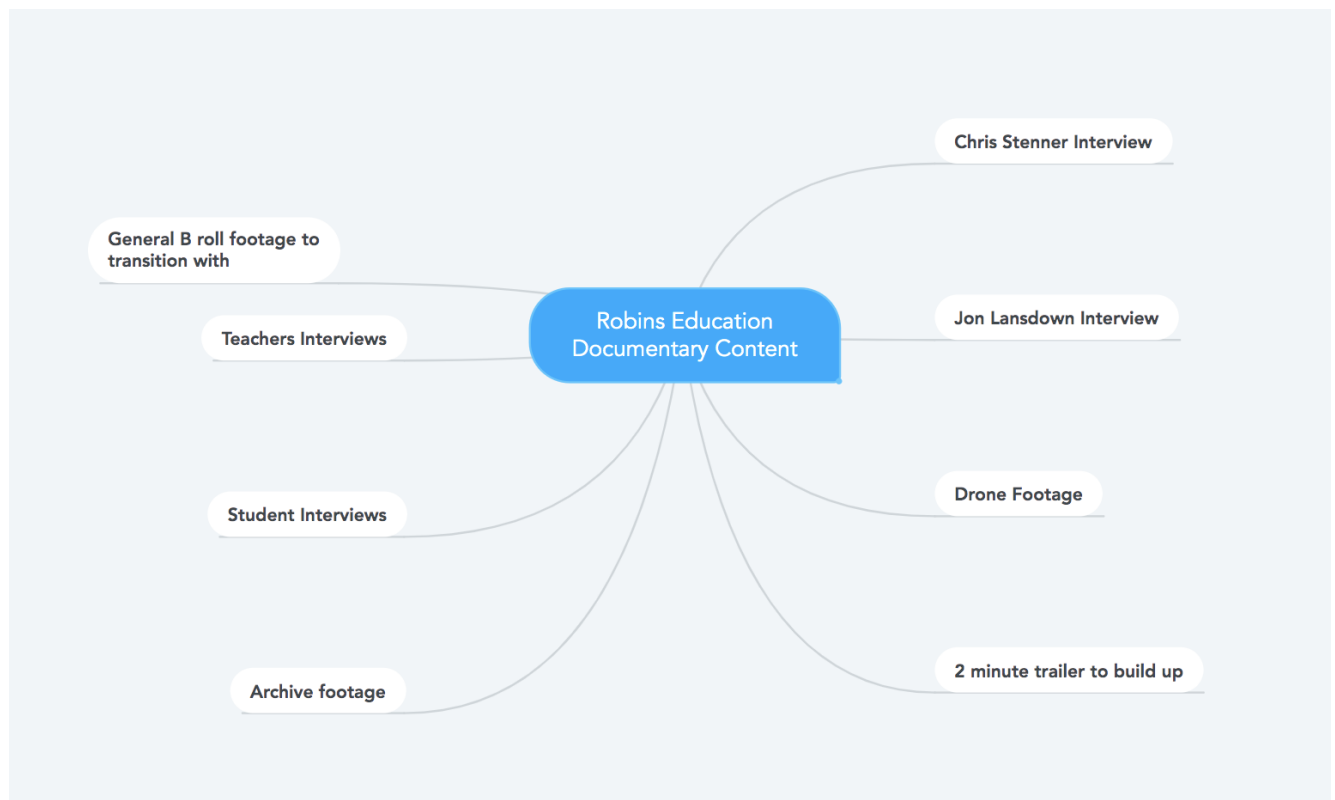
1.2 Develop a social media campaign aimed at promoting a specified product, service or event to an identified audience

In response to the client's brief, the student team must develop and pitch an idea for a social media campaign which includes composited video. The preparation and pitch itself must be evidenced by showing:

☐ Client Focus Group Meeting Minutes

This is a PDF document on my WIX site

☐ Content Idea Mindmap



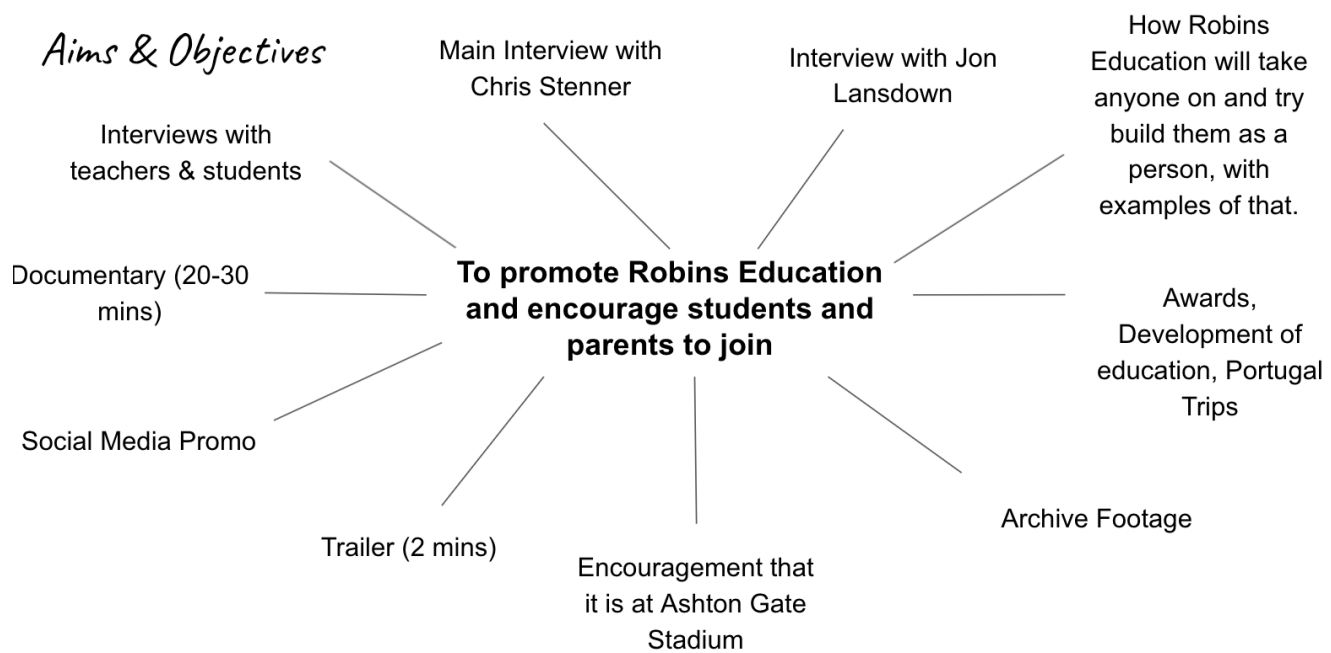
☐ Campaign Outline

Our campaign outline is that we will make a 25-30 minute long documentary showcasing the work done by Robins Education over ten years to get it to where it is today. We will be showing off the education programme and how you will be working in the stadium and how it is very different from normal colleges.

☐ Purpose & Rationale

The purpose of this documentary is to spread awareness of the Robins Foundation and Robins Education and to show the journey that the students and coaches have been on throughout the years. The reason for us choosing this approach is because we want to make an inspirational style documentary to show the journeys of all the people involved with Robins Education.

☐ Aim & Objectives (SMART)



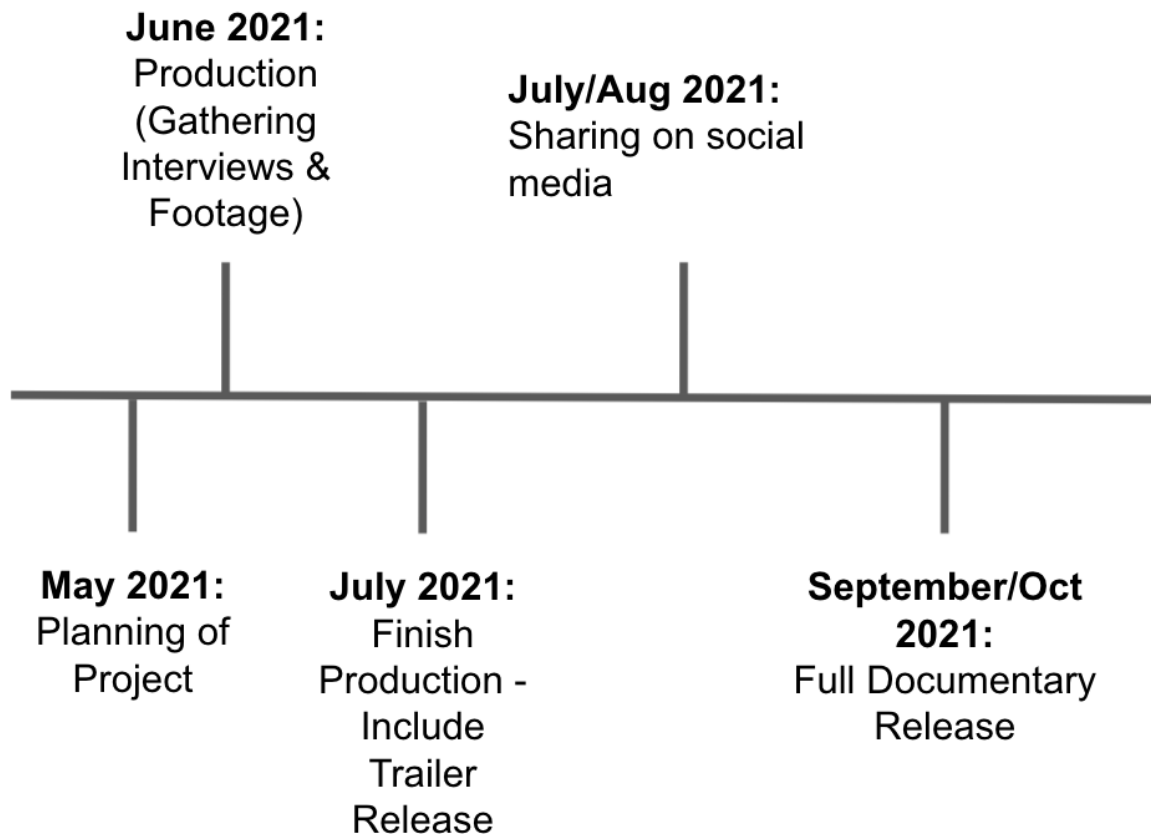
❑ Identified Stakeholders & Influencers

Our stakeholders and influencers for this documentary would be Chris Stenner, Jon Lansdown, Teachers, EFL Trust, ect. The reason we would like to have these stakeholders is because they have all had a huge impact on the Robins Foundation and Robins Education. For example, we want Chris Stenner to be the face of the documentary as he has been with the foundation since the start and has the most experiences with the Foundation.

❑ Tools & Platforms

The platforms we would use for this documentary would be the Bristol City Website, The Robins Foundation YouTube channel, Twitter, Instagram, Facebook and even TikTok for funny bits. We would be posting the full documentary on The Bristol City Website, YouTube and Facebook as it allows it to be posted as Instagram and Twitter allow short form videos, so we would be posting trailers to these platforms.

❑ Campaign Timeline



❑ Campaign Budget

For our Campaign Budget, Per pound you spend on instagram marketing it will gage a 260-680 person reach. If we had a £200 budget for marketing and spent it all on instagram, £20 a day for 10 days - would create a reach of 35,000-93,000.

❑ Target Audience

For our target audience, it would be different for each platform as the video posted on Facebook would be viewed more by parents than the Child, and the video posted on Instagram would be viewed by the Child more than the parents. The age range we would be targeting this documentary towards would be ages 15-18.

❑ Sample Materials

For this documentary, we made a rough example of the style of interview we would be going for, which is a walking interview around the pitch and the reason we have chosen this style is because we would like to show off the fact that the course is at Ashton Gate. We also took some general B roll shots of the play on the pitch day as it shows the community reach.

❑ Contingencies

If anything was to go wrong with the documentary, our contingency plan would be to make an extended list of all interviewees that would be willing to be a part of the documentary just in case our first choice of interviewees are unavailable.

❑ Pitch Video

<https://youtu.be/HHxxVbwaq1Y>

❑ Pitch Slides

This is a PDF document on my WIX site

❑ Pitch Feedback

The Pitch feedback is at the end of the Pitch video, once everyone has pitched their ideas.