

10/22/20 - Meeting Notes - Campaign and Editorial

Sunday, October 18, 2020 6:52 PM

Attendees: All

- Details on campaign
 - Activation around an event
 - Product Launch
 - Example: why we picked a specific hashtag
- Don't forget to include influencers

Discussion Notes:

- The alz.org
 - The Purple Gala
 - Paint the Night Purple - Junior
- The goal for our event is Brand awareness, build a following.
 - For Consumers
 - For potential investors
 - Showcasing a prototype
- Aksana - Moment of Opp
- Lindsay - Campaign Concept
- Danielle - Editorial Calendar
 - Leverage any other holidays or events leading up to main event
- Torri - Sample Posts
 - Why did we pick the hashtags we choose.

Next Step:

Meeting on Monday to share Drafts of our sections at 6pm est.

CAMPAIGN/ACTIVATION & EDITORIAL CALENDAR (Due Nov. 1, 25 points)

- *Moment of Opportunity*: Define the special event or milestone opportunity around which you are building a campaign activation. This should be in addition to your "always on" content strategy; it could be a new product launch, industry event, holiday or cultural event, etc.)
- *Campaign Concept*: Describe the campaign concept and specific objectives you are seeking to meet. Address which specific client objective this campaign will meet. Explain how you will introduce the campaign to your audiences. Stronger campaign concepts will demonstrate a multi-channel experience, using social media and web/mobile channels. Utilize the Building Your App, Social Media and Mobile, and Mobile Search checklists as appropriate.
- *Editorial Calendar*: Create a draft editorial calendar for your campaign. The time period may be dependent on your activation concept. The editorial calendar should note which tactics should receive paid amplification and which are organic. HINT: Consider [using a template \(Links to an external site.\)](#) for this. Your PPT may display a segment of the editorial calendar with a link to an Excel file / Google Spreadsheet as an appendix.
- *Sample Posts*: Create a minimum of 4 social media posts (can be on multiple networks or on one network but is recommended to have at least one per network) as part of the campaign activation, including graphics/video and copy. Use the Notes section of your PPT to offer a brief summary explaining how they tie into the overall campaign strategy. Teams are not expected to create actual videos and can instead present storyboards. Teams that do produce videos will be awarded more respective points.