



Ad Strategy Plans Book

The Real Project

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Executive Summary: Premises

As a college student, there are a plethora of fun activities/nightlife events to partake in which is often a major appeal of coming to FSU. However, **can you truly let go and have fun** when drinking if you know that you lack the necessary knowledge to get back home safely with **no regrets** on the flipside? With content from The Real Project, these informative and engaging posts can serve to aid students in this already trying time of transitioning to the college lifestyle. With better knowledge regarding protective behaviors, students can go out, have fun, and “let go” entirely because **they know their limits**.

By researching our target consumer, we realized that they value aspects of life **outside of drinking** such as academics or health and wellness and care about their friendships/relationships when prioritizing the **safety** of themselves and others. Through illustrating these **beliefs and perspectives** in our data and brand message, students will be more likely to make smart choices when it comes to drinking. The other key themes that emerged such as saving money, social media, and the influence of Covid 19, relate to our “product” in the sense that they give us a better understanding of how to market toward our target audience.



Executive Summary: Detailed Plan

Big Idea: The “college experience” is only worth it if you know that a night of fun won't turn into a lifetime of regret. At FSU, students and faculty care for each other, including themselves, and strive for balance between their social lives and school. College is about growth, It is not about losing your identity in a scene that could unravel the hard work that you have already accomplished to get to this point in your life. No responsible person in the FSU community would condone that behavior or suggest that it would ever be worth it.

Budget: The overall campaign budget is \$10,000. The majority of the campaign will utilize free and earned media through creating quality content and delivering a relatable message to FSU students. Paid media will be used primarily for promotional efforts to draw prospective students in. This paid media will be even more important upon completion of The Real Project rebranding, in an effort to expand brand awareness of various media platforms.

Objectives: The Real Project aims to communicate to FSU students the importance of taking protective measures while drinking. This message is based around a non-judgmental foundation that is not focused on an anti-drinking campaign, but simply encourages students to be safe while partaking in it, as their peers would do.

Strategy: Through the rebranding of The Real Project on all existing media channels, Flex Agency plans to make the content significantly more relatable and intriguing to FSU students. This rebranding will include the brand’s logo, slogan, graphics, color scheme, tone of voice, essence, and other forms of internal and external elements that resonate with our audience.





Situation Analysis: Solutions + Consumers

Problems/Solutions: The Real Project has an active website, however, the page looks aesthetically outdated and provides minimal information about the program. It could be made more interactive and eye catching. The Real Project could increase their chances of reaching their target audience by becoming more active on social media. Expanding their social media to other platforms like Facebook or TikTok would allow more students to be reached and allow them to make posts that are more interactive. The Real Project could create Facebook groups, TikTok trends/challenges, and even promote hashtags that students could partake in.

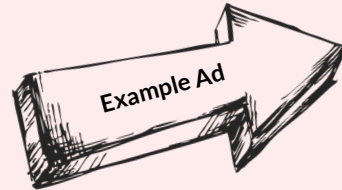
In the Mind's of Consumers: The majority of college students are not aware of the Real Project, who and what Micco the Squirrel is. It is most likely seen as one of the many projects going on at Florida State and students are not aware of how this project pertains to them. The word “project” is perceived to have an end date whereas calling it a “program” will be perceived as on-going and will cause students to engage with the project.

Situation Analysis: **Currently**

The Real Project's campaign is centered on **statistical data about** alcohol consumption among FSU students. The flyers created for the campaign use **bold colors and squirrel icons** to captivate viewers. The website and social media includes resources for more information, contact information, and what the project aims to accomplish.

In Short:

- Factual based content
- Surrounds alcohol abuse
- Bold colors + cartoon mascot
- Website + minimal social media utilized



SWOT

Strengths

- Uses an information based, non-judgmental message when communicating this data.
 - Promoting safety (A positive cause, with a strong message that is relevant).
- Target age demographic is the same as those creating this campaign (We're in college and the target market is college students). This will aid in being more relatable.

Opportunities

- Increasing social media presence through more relevant and relatable content (both digital and printed).
 - Improve relatability of posts/memes.
 - Create Facebook, Snapchat, Tik Tok etc.
- Incorporate more student interaction.
 - Such as giveaways, contests, and student feedback.
 - An Uber/ Lyft gift card could be a relevant prize.

Weaknesses

- Past campaigns are too childish (use of Micco appealed more to a younger audience - elementary/middle school).
- Lack visually appealing material. Diverse multimedia is not being utilized, therefore, is not viewed as interesting by the audience.

Threats

- Having access to such limited data + resources (we only have the survey as a source).
 - If students don't participate, we will lack data to back our claims.
 - \$10,000 budget for all campaigning efforts
- Could become overshadowed by other clubs or organizations if we don't make our campaign stand out. The Real Project's subject matter is not enticing to college students.

Research: Objectives

In an effort to delve into the **minds** and **motivations** of our target audience, we conducted diligent primary and secondary research. We discovered **three key components** that would guide the way we would structure our campaigning efforts.

Through our findings, we were able to better understand ...

Motivations Behind Nightlife and Drinking:

These motivations behind drinking are influenced by covid-19, money, physical and mental health, as well as safety.

What Elements Would Make the Brand Relatable:

Life-like figures, comedic ideas, and holistic approaches to branding are more relatable to FSU students.

Students Perceptions Before and After Attending FSU:

Many students perceived FSU as a large party school but realized after attending that this is not entirely representative of FSU's student body.





Research: Consumer Insights

Here are some **direct quotes** from our primary research interviews that were conducted. These quotes aided in the development of our **key insights** and contributed in the process of deciphering **consumer trends, wants, etc.**

Motivations

“

“... there are moments that I don't even want to go out, but the fear of missing out overpowers me even though I would much rather stay home. But if my roommates are all going out, it's hard because you feel like, “if I don't go out, I'm going to possibly miss out on a good night”, so there is a degree of self-pressure involved.”

”

Relatability

“

“As college students, we want to feel grown and like adults and so a mascot should reflect that. Also, I would definitely assume the admin designed the current mascot because it doesn't reflect FSU students at all. It's not even a niche of FSU because squirrels are everywhere.”

”

Perceptions

“

“I visited him a lot throughout his time here...I realized quickly that it seems like everyone is doing their own thing and there is no pressure to do anything you wouldn't enjoy from daily habits to involvement to nightlife activities”

”

Research: Key Insights + Trends

Health:

Physical and mental health tend to be a priority among the target audience due to their dedication to their academic efforts.

Money:

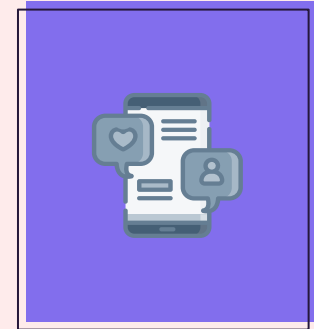
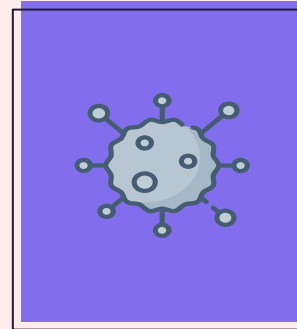
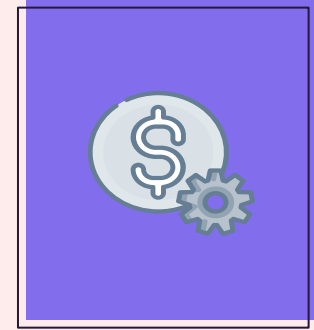
Saving money is important to students. In doing this, students are not going out as often, or deciding to walk home to and from the bars/clubs.

Covid-19:

Many students are more motivated to go out due to the pandemic. This influences decisions of going out in general (networking, making up for “lost time” with Covid-19, decompressing, academic success).

Social Media:

Our target audience has a large presence on social media, with the most active users being on Instagram, Tik Tok, and Snapchat.



Target Audience

• Relationship of Target Audience to Target Market

- ❑ Target market consists of freshman and transfer students
- ❑ Goal is to bring awareness to The Real Project early on in students' college careers and bridge gap between real data and false assumptions about FSU's nightlife
- ❑ Often times, students have to learn through difficult drinking experiences, but our goal is to get reach students with The Real Project's mission before this happens
- ❑ New students will also have a safe, reliable guide to credible information that will help students lead healthy lifestyles and stay safe while at FSU

• Demographics, psychographics, behavioristics

- ❑ Target audience are freshman and transfer students, 18-21, who live either on or off campus
- ❑ These students prioritize their health, academics, and financial status, which directly influences the way they choose to spend their time
- ❑ They are eager to socialize and explore the unique college experience FSU offers
- ❑ They have certain expectations of FSU's nightlife and want to explore especially after the COVID-19 pandemic



Consumer Personas: Freshman

FRESHMAN FAYE

"THE WALLFLOWER"

AGE 18
YEAR FRESHMAN
MAJOR ENGLISH

NOTABLE QUOTES

"I guess we can go out tonight. But could we try to head back around 11:30pm? I've got a paper to finish."



"I just finished reading Beautiful Disaster by Jamie McGuire! You should totally read it, it's a romance classic."



BIOGRAPHY:

Faye is an 18 year old freshman who is an English major at Florida State University. For Faye, choosing FSU for college was an obvious decision since her mother and father both attended at her age. Faye's parents always told her about how much they enjoyed their years at FSU and that it would be her best option if she wished to stay close to home for college. Originally from Savannah, Georgia, Faye is only a four hour drive from home, but still had a difficult transition when adjusting to her new dorm in Azalea Hall. Faye naturally has an introverted personality type and tends to spend a lot of her time reading contemporary romance novels as she completes her work-study shifts at the *Dirac Library*. As far as Faye's social life, she has become friends with two girls in her LIT 2000 class, and they frequently go out to *Paper Fox Coffee* to complete course work together.

Growing up, Faye's father drank casually almost every evening and her mother heavily depended on a glass of red wine for dinner after a stressful day at work. Faye's parents were always very relaxed and open about drinking and found no problem with letting her try some at times as she grew older. Because of this, Faye has no desire to indulge in drinking on the weekends because she never felt limited by her parents; Faye feels very comfortable around alcohol and doesn't find it enjoyable to drink in excess. Whenever Faye does go out to clubs during the weekends (1-2 times per month), she ensures to never drink past her limit and always pre-plans transportation just to be on the safe side.

Like many Freshman at FSU, Faye aims to experience both an academically rich school experience, with a fun and memorable social scene. Even though Faye wouldn't consider herself to be a "party animal", she still wants to go out and have those experiences with friends, while being safe and true to herself. Faye does not know of The Real Project, but would hear out their message because she sees so many of her peers struggle with alcohol abuse when going out to clubs/parties.

INVOLVEMENTS POETRY CLUB AT FSU

SOCIAL MEDIA USAGE INSTAGRAM & SNAPCHAT
2-3 HOURS DAILY

INTERESTS

- WATCHING BRIDGERTON
- LISTENING TO GLASS ANIMALS
- PLAYING THE SIMS 4

HOBBIES

- THRIFTING
- GOING TO POETRY SLAMS
- SEEING MOVIES AT THE SLC



Consumer Personas: Transfer

TRANSFER TATUM

"THE A+ ACADEMIC"

AGE 20
YEAR JUNIOR
MAJOR NURSING

NOTABLE QUOTES

"Sorry, I can't go out tonight! I have a midterm to study for. Let's reschedule for this Saturday."



"I'm still so new to Tally and really only know my roommates so far. The last thing I want to do is miss out on fun night!"



BIOGRAPHY:

Tatum is a 20 year old junior who transferred to Florida State University in Fall of 2021. After graduating with her A.A from a community college, she decided to make the move to Tallahassee from her home in St. Petersburg, Florida. Tatum applied to FSU after hearing of their impressive nursing program. Upon acceptance of this competitive program, Tatum has dedicated herself to her academic standing and takes pride in her 3.9 GPA. She spends the majority of her weekdays perfecting her class work in hopes of maintaining these high grades. In an effort to manage this, she spends many mornings downing multiple cups of iced coffee, and many evenings glued to her desk, laser-focused on her weekly readings. Due to this overload of coursework, Tatum finds herself in desperate need to decompress this stress over the duration of her weekend.

Tatum's roommates at her off-campus student apartment make it a habit to go out twice every weekend to *College Town*, in which Tatum tags along. These nights of partying often lead to Tatum drinking more than she can handle. Luckily, her roommates always return her back home safely and ensure to call an Uber when necessary even though it is not the most cost effective. Nonetheless, Tatum always regrets this excessive drinking the following morning when she attends her 9am class with a lingering hangover.

Like many other incoming students at FSU, Tatum finds herself lost in this transition of college life. Even though she attended community college prior, it was nothing compared to the social scene offered at FSU. Tatum is constantly striving for balance in her life because she knows that her grades will inevitably suffer if she doesn't respect her drinking limits when going out. As for Tatum's knowledge of *The Real Project*, she is unaware of who they are what we they do, but would likely be interested in their content since she is always open to learning how to better manage her social/school life as a student.

INVOLVEMENTS STUDENT NURSES' ASSOCIATION

SOCIAL MEDIA USAGE INSTAGRAM, TIK TOK, & SNAPCHAT 3-4 HOURS DAILY

INTERESTS

- WATCHING NEW GIRL
- LISTENING TO TYLER THE CREATOR
- TAKING POLAROIDS OF FRIENDS

HOBBIES

- PARTYING AT RECESS
- GOING TO CDU EVENTS
- STUDYING ON LANDIS





Advertising Strategy




Positioning Statement



- ❑ The Real Project will be positioned alongside other “Health and Wellness” companies/facilities that are advertised at FSU. The Real Project will focus primarily on closing that gap in knowledge surrounding alcohol abuse through the production of informative content that can be used as a guide for incoming students.
- ❑ The Real Project is more relatable to students at FSU as the campaign is created by students as well. The information will be made easily accessible to students through various platforms. The Real Project’s goal is to inform not to demand.

Brand voice and tone of campaign



- ❑ The brand’s voice would be like a older sibling. Someone who cares for your well being, while also delivering the information in an up-front, “tell it like it is” manner.
 - ❑ This voice will be comedic and witty in its execution, while still emulating a sense of warmth and concern for the viewer in regards to their safety. Depending on the tone, some of the campaign content will be more heart-felt, while others parts will be more humorous and sharp-witted.
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Advertising Strategy




Tagline



- ❑ “We Guide the Tribe”
- ❑ This slogan was chosen to highlight the familial and interactive nature of The Real Project’s campaign. For students by students--we guide our school, or “tribe” through the nuances of nightlife and healthy drinking habits.

Problem Identification



- ❑ The Real Project is not currently relatable to the target audience (freshmen and transfers).
 - ❑ Micco the Squirrel does not resonate with college-aged students, as it comes off as childish and out-of-touch.
 - ❑ Students do not feel compelled to look further into The Real Project’s message; due to lack of interest, confusion of the brand in general, or an impression that the brand is an anti-alcohol campaign.
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Style Guide

Stylistic, retro-modern, colorful, eccentric.

LOGO BRAND STYLE SHEET

MAIN LOGO

GRAPHIC REFLECTS
COMMUNITY/PURPLE
SYMBOLIZE'S
COMPASSION



OTHER ELEMENTS



GEOMETRIC
FREE-FLOW
STYLE



COLORS



#000000



#2D826B



#FF99D8



#B853FF



#004AAD



#D85252

FONTS

BEBAS NEUE (HEADINGS AND SUBHEADINGS)

LOVELO (LOGO AND TITLES)

Evolve Sans (Body Text)

Channel Strategy and Plan

Traditional

The Real Project will utilize posters placed throughout campus as a means of promoting the brand's message.

Digital

Digital communications will be disseminated via The Real Project's various social media networks.

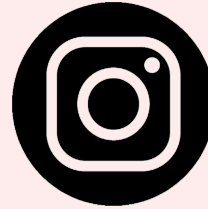
Social

@fsutherealproject on Instagram & TikTok | **The Real Project** FSU on Facebook

- The concept behind The Real Project's brand voice is to be relatable, witty and approachable. Given that social media channels are inherently interactive and connective, the content provided here is to be where this voice implemented the heaviest.



FSU's The Real Project



@fsutherealproject



@fsutherealproject



Promotional Plan



WELLNESS XXX WEDNESDAYS


Paired with **CHAW** (Center of Health Advocacy and Wellness), The Real Project will be participating in the Oglesby Union's Market Wednesday. Every other week, both brands will share a table at the event where they will promote their message, provide advice, share their social media and discuss how they operate to curious students. (Promoted via both the brand's social media channels)

FSU'S THE REAL PODCAST XXX

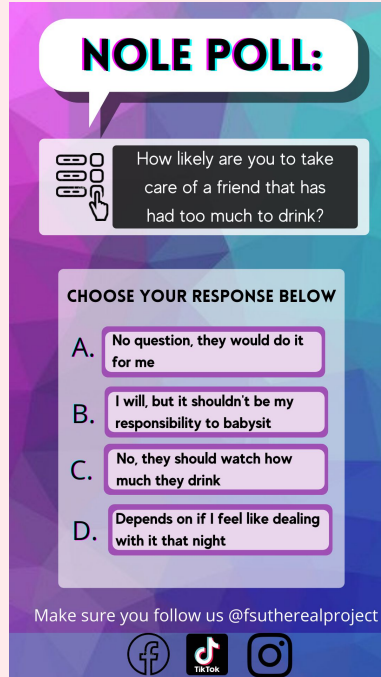
A biweekly podcast hosted on Spotify that will serve as an inviting, informative and entertaining guide to nightlife safety in Tallahassee. A charismatic host will deliver discussions on key issues or talking points, answer student questions and offer advice. The concept behind this project would be to transform a dull, verbose statistic into an engaging and conversational topic.

WE GUIDE XXX THE RIDE

Additionally, when suggesting forms of transportation for students who are participating in nightlife, The Real Project plans to reach out to local companies such as NoleCab, Hooley Hopper, or Curb Caddy. These will serve as an alternative to Uber for students to choose from when going out and drinking. This allows for greater name recognition for The Real Project as they collaborate with other companies on their various media channels for FSU students to see.



Mock Ups



Mock Ups

NEW TO FSU?

College is a tough transition, no matter what moving phase you're in. **The Real Project** informs you on all there is to know about college nightlife, so you don't have to find out the hard way.

WE'LL GUIDE YOU WITH NIGHTLIFE:

- Hacks
- Tips
- Student Insights
- Giveaways

THE REAL PROJECT. WE GUIDE OUR TRIBE.



GUIDE THE TRIBE

NEVER LEAVE A NOLE BEHIND

95% of FSU students disapprove of pressuring someone to drink





Thank you!

Do you have any questions?

