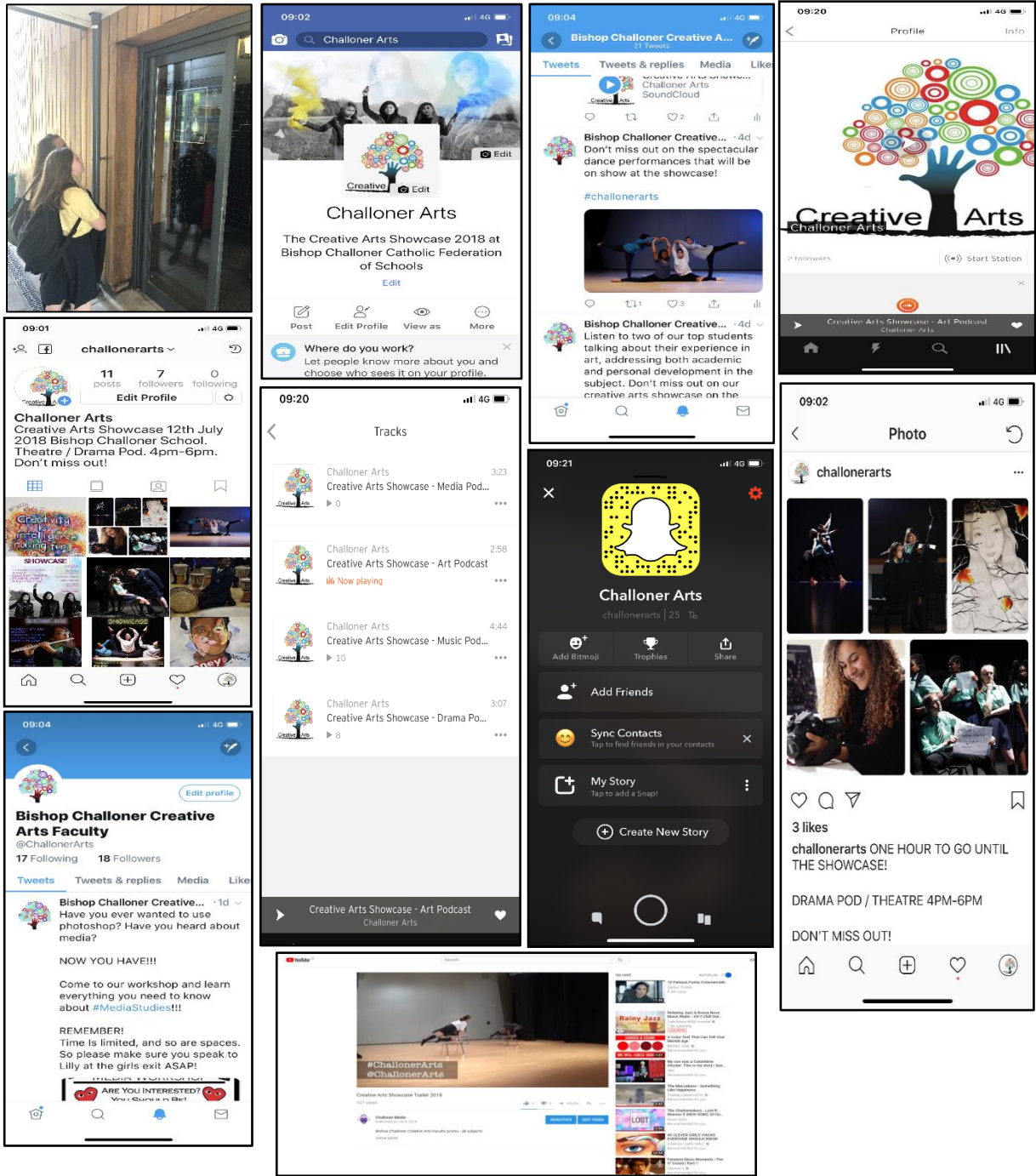


For Unit 6 I was required to carry out the promotion work for the Creative Arts Showcase event, using a variety of different creative and innovative platforms in order to ensure that the event had the best outcome. I created a range of posters, trailers, podcasts and social media accounts. I carried out primary and secondary research by carrying out questionnaires both prior to the event and at the event. I ensured that I was active on social media on a daily basis to encourage people to attend the event. Below is evidence of the different elements of promotion that I carried out.

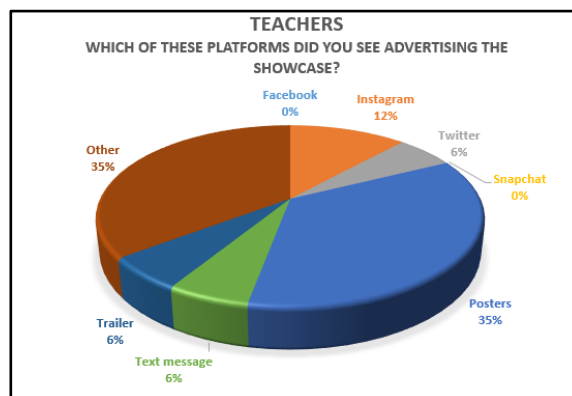
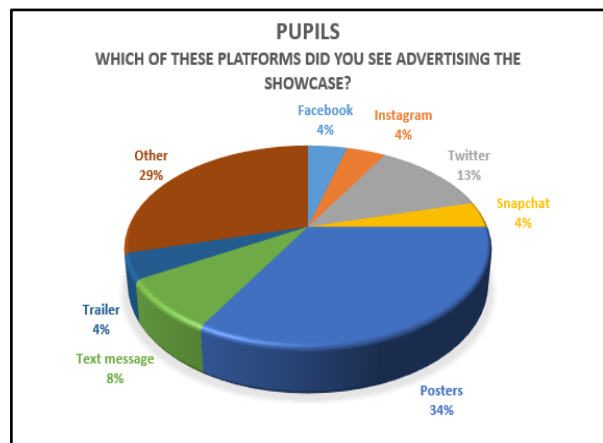
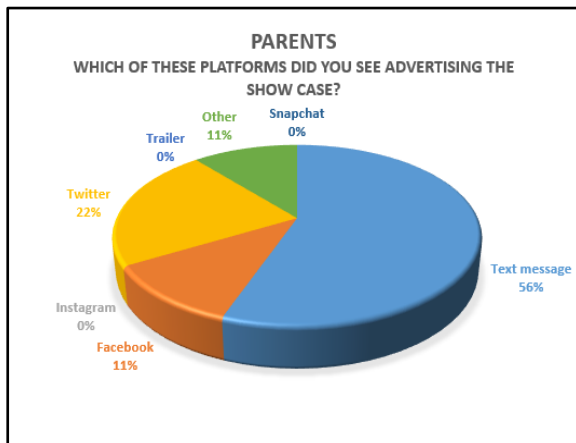
Screenshots of evidence



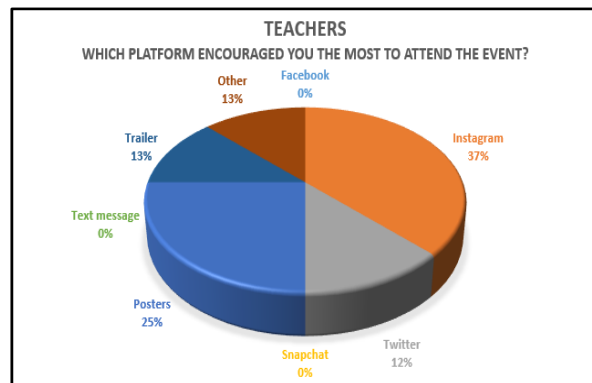
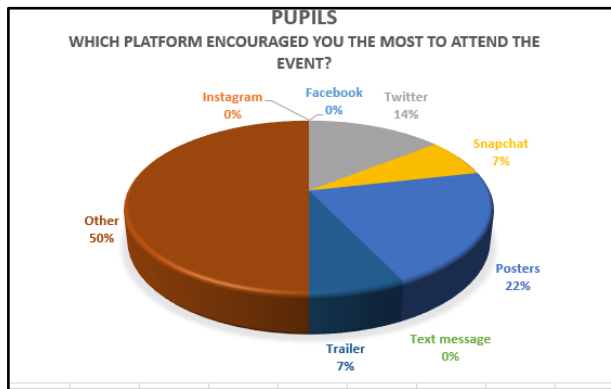
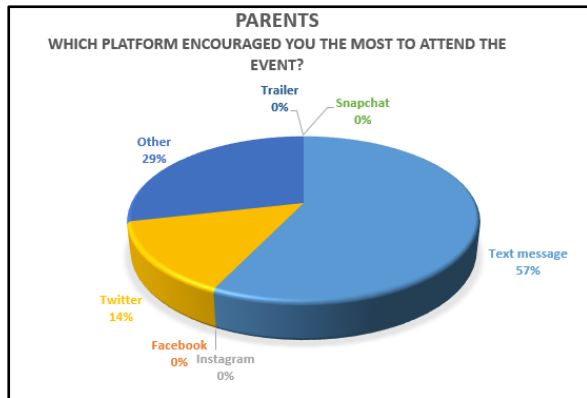
<https://www.youtube.com/watch?v=X7c8DuGddSg>

Campaign Engagement

In order to evaluate how successful the campaign was I conducted a small survey at the start of the event. The pie charts below illustrate the survey findings. The survey highlighted that more than half of parents saw text messages, compared to pupils and teachers where over half saw the showcase advertised through posters and other methods such as word of mouth. This result was quite surprising as I believe that social media would be a more successful form of advertising as this target audience are of a younger generation and more frequent users of social media platforms such as Instagram, and Twitter.

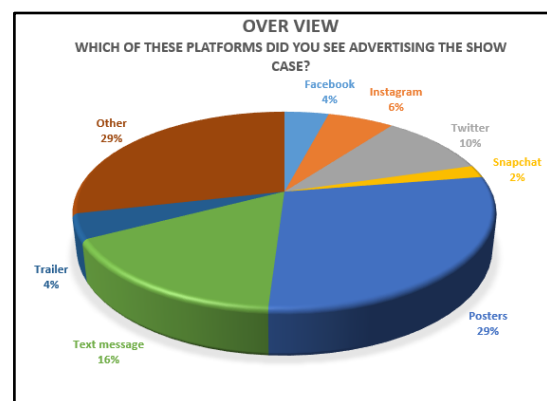
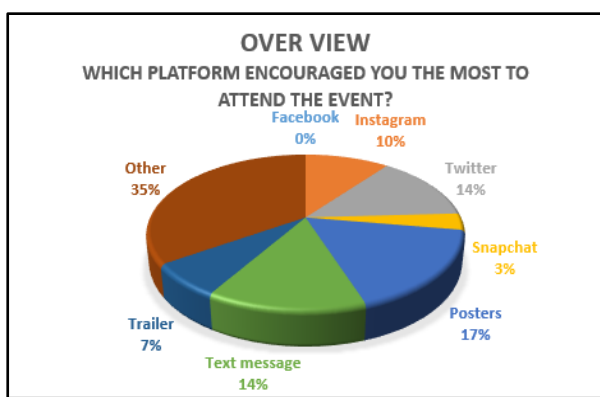


I believed that the posters would be successful as I placed them in common locations around the school, which is where the pupils and teachers are most likely to interact with them, not to mention that during break times and change of lesson students and teachers are given the opportunity to communicate with each other, possibly talking about the showcase. For parents, the most seen platform was text message – this is again as expected as it is very direct.



Parents were most encouraged to attend by text messages, while for pupils it was posters. Half the pupils answered 'Other', which was generally word of mouth from teachers, friends and assembly. The platform that teachers engaged with the most was Instagram and posters.

It is clear from the evidence that Snapchat was a platform that wasn't received very well by all audience groups. I could have improved my cross-media marketing by adding my Snapchat name to my other posts on different platforms.

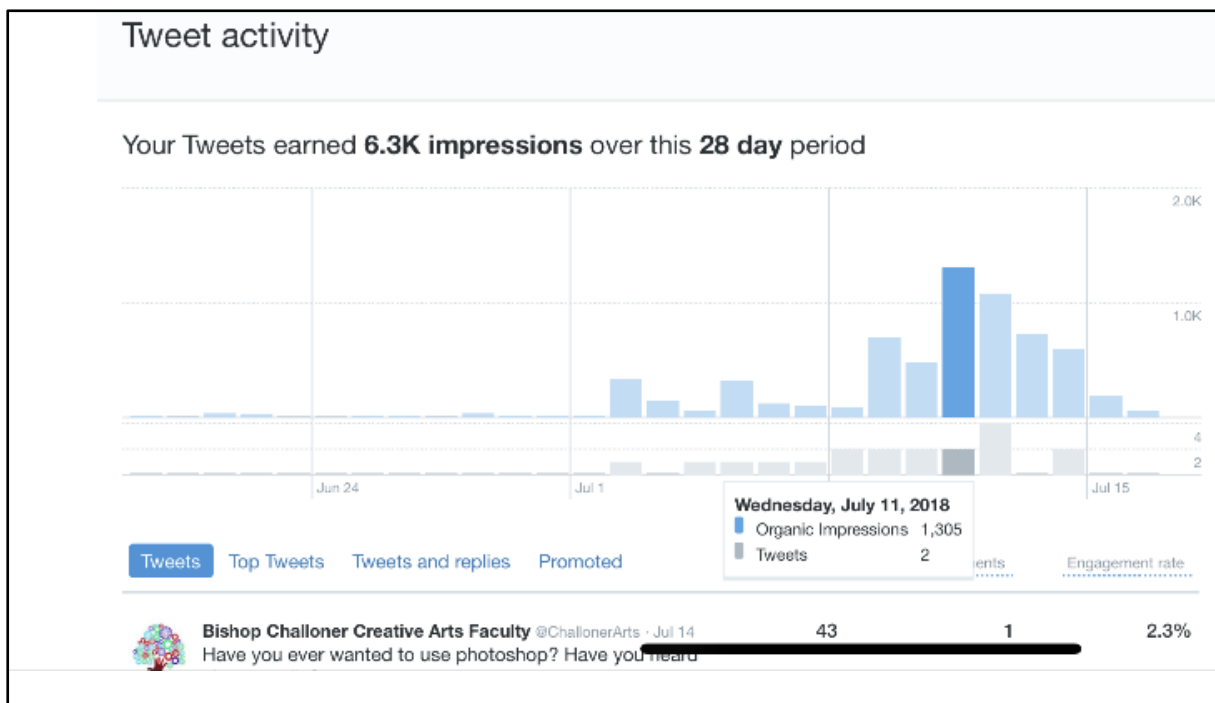


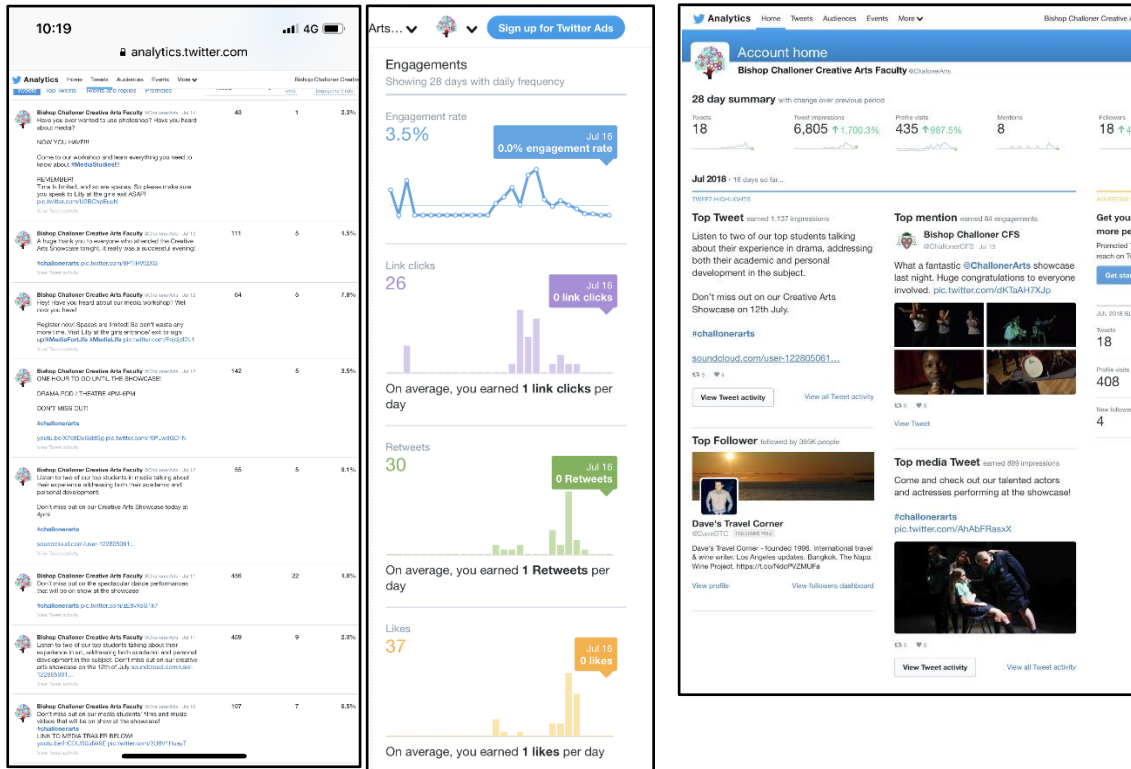
It is clear from the information above that my most effective form of advertisement was posters as 29% of people said that they saw this method the most and 17% of people said that this was the platform that encouraged them to come to the event. I feel that this was because they had a clear and vital information, eye-catching colours and visuals, and also I designed different posters for each subject which would make it easier for students to know what subjects were being shown at the event and whether or not they interested them.

A high percentage of people also answered 'Other' and stated that friends, teachers or assemblies encouraged them to attend. This may have been influenced by my advertisement as many people engaged with the posters meaning that they were able to spread the word of the event.

The two platforms that were the least successful were Snapchat and Facebook. I could improve these platforms ensuring that I use them to their full potential. In terms of Snapchat I could have carried out live interviews or stories from the event, and in terms of Facebook I could have requested or accepted other students to be friends to ensure that the information about the showcase appeared on their timeline.

Our Twitter analytics showed 6,300 impressions over the course of the campaign. It shows that at first the campaign impressions were low then towards the 11th July the campaign peaked and the impressions rose. On that day there were 1,305 impressions. This is important as it was the day before the event, meaning that it would be fresh in their minds and would encourage them to attend the event. Towards the end the impressions dropped because the event was over.





From this information it's clear that the tweet with the highest engagement rate is the post about the media podcast – the podcasts were another successful method of advertising that I used. I believe this method was successful because it allowed audience members to be interactive and it gives a personal view on the subject directly from the students who are studying it.

The tweet with the highest engagement was the Drama trailer – this may be because trailers include different aspects of the subject and a diverse group of students will be shown in the trailer. The fact that trailers are visual methods may help to keep people engaged meaning that they would be more effective than just writing about a subject.

The tweet with the lowest engagement was the tweet that stated that there was one hour until the showcase – I could have improved the level of engagement by posting this tweet three hours before the event to give people more time to engage with it.

According to the tech website Scrunch, the average Twitter engagement rate is 0.05%. The overall engagement rate for my Twitter account was 3.5% which is considered to be a very good engagement rate, showing that my advertisement on Twitter was successful.

Posters



I displayed my posters in locations that were associated with the subjects, for example the Drama Pod, music department, art department, media department, dance department. I also placed them outside areas that are used commonly by all students, such as the canteen, stairwells. When placing the posters I also considered areas such as doors as they are used by everyone in the school on a daily basis. I estimate that 75% of students and teachers would have seen the posters, so around 1,300 students.

Effectiveness of Campaign

In my opinion my campaign was highly successful, as approximately 180 to 200 people attended the event. The fact that a large amount of people attended shows that my promotion played a significant part in spreading the word of the event. When interviewing my different audience groups I found that the pupils and teachers at the school found the posters most effective and the parents found the text message the most effective method of promotion.

Most Successful Platform for Different Audience Groups

For parents the text message would have been the most effective method because it is direct and they may feel the text message is more reliable because it is sent out by the school rather than the social media accounts which are usually run by a student. Another reason why the parents may feel this was the most effective is because they are of a different generation to the students meaning they may not be as media literate. From the survey I also found that the most effective method of promotion for both students and teachers was posters. This is because the majority of their time is based in the school and this was where the posters were placed. Also the posters included all vital information so if they saw the poster there may not be a need to look on social media.

Most Successful Aspects

As shown above, the three most successful aspects of my campaign were:

- Text message (as the parents felt that this was the promotion they engaged with the most)
- Posters (as students and teachers felt that this method of promotion had the most impact)
- Twitter (as it was my most engaged with and recognised social media account – 6,300 impressions; 31 retweets; 30 likes; 3.5% engagement rate)

Lessons & Improvements

- In the survey above, it was clear that no-one thought that Snapchat was the most engaging platform. I could improve this by promoting it across my other platforms, for example posting

on Instagram and mentioning Snapchat. Also I could ensure that Snapchat is as active as all the other platforms by doing something individually just for Snapchat.

- One of the podcasts didn't get posted on to my Soundcloud account as I ran out of time. I can improve this by improving my time management and ensuring that everyone who is promoting the campaign is aware of the plan.
- Posting at the event would have also made my campaign more effective as this would mean that may not have been aware of the event prior to it could have still attended.
- Sticking to the social media plan that I made originally would have helped me to have more structure each day when posting on social media. The reason for me not sticking to the plan was in some cases the material that I was supposed to post on that day was not up to standard.
- I would ensure that I gave myself the full two weeks to run the campaign as it would have given me a chance to build up my momentum. This is because not all members of the team had the appropriate materials to post.