

RedZone Campaign

Event Campaign

Bullitt East High School
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Overview and Executive Summary

Our client for this campaign is the RedZone Rowdies, the student section for our high school. They were having trouble advertising the games and attendance had dropped over the past two years and we were looking to help fix that. We wanted to get our premiere athletes in our environment and take them through photoshoots and create posters out of them. We also livetweet our games to keep the audience invested in what the team is doing at all times. We targeted social media such as TikTok as well to reach thousands in and outside our community.

Objectives and Metrics

The objectives that we sought to accomplish with this campaign were to reconnect our players to the fans, keep the fans invested and informed and to give our athletes more of the shine that they deserved. The metrics that we used to gauge our success is our social media analytics and game attendance rates. Attendance rates shot up by 25% this year and our social media gained hundreds of followers, likes and shares as the year has gone on.

Target Audience

Our target audience for this campaign is the students, parents and athletes in our community. We wanted to bridge the gap between all three and bring them all together to up audience engagement.

Timeline

The campaign started in October 2021 and we are continuing it now. We create graphics for every home sporting event and offer photoshoots through our photography branch at all times.

Budget

Our budget was very little for this campaign. Our total money spent was \$10 dollars for two red LED bulbs that we purchased for photoshoots. The creation of the media has been cost-free and we have only profited off of our photos.

Creative Media

These are examples of our live tweeting of sporting events via our Livewire Twitter. We tweet to keep audiences engaged when they are not in attendance and to maintain consumer attention as their top school news outlet.



Creative Media

These are some examples of “Gameday” posters we have created for our sporting events. We post these every morning of an event and they get hundreds of likes, shares and reposts. It has built up hype and spiked attendance due to increased consumer awareness.



Creative Media

Starting at the beginning of the year, we launched our photography branch of Charged Media. We offer photoshoots to all of our athletes for personal use, or for our own social media marketing. It has acted as a connection between athlete and student and helped us with attaining information when we need it the most.

