

# Livewire and Endeavor Campaign

Student Media Publication Sales Campaign

Bullitt East High School  
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# Overview and Executive Summary

Our clients for this campaign were our Livewire Newsmagazine staff and the Endeavor Yearbook Staff. The yearbook and newsmagazines went on sale at the same time this year and we needed to heavily advertise for both to cover the production costs. Our strategy were to use some creative and wacky designs so that students were drawn to it when they saw it in the hallways.

# Objectives and Metrics

In this campaign, we sought to increase sales for the yearbook and the newsmagazine. We were able to measure our success by seeing an increase of sales per day by 4-5 sales.

# Target Audience

The target audience for this campaign was the student body at our school. We needed to target them because the magazine and yearbook features the students and will capture the memories of the high school years for the remainder of their lives.

# Timeline

The timeline for this campaign was about a week. Because the went on sale at the same time in February, we launched the campaign the day of. Since then, sales have increased and are on pace to keep growing.

# Budget

There was no budget for this campaign. All supplies used were provided or already possessed.

# Creative Media

This is the first ad created for Livewire. We needed a simple design to relay the information and set the groundwork and this ad did just that.

## Livewire.



**Support your local  
newsmagazine.**

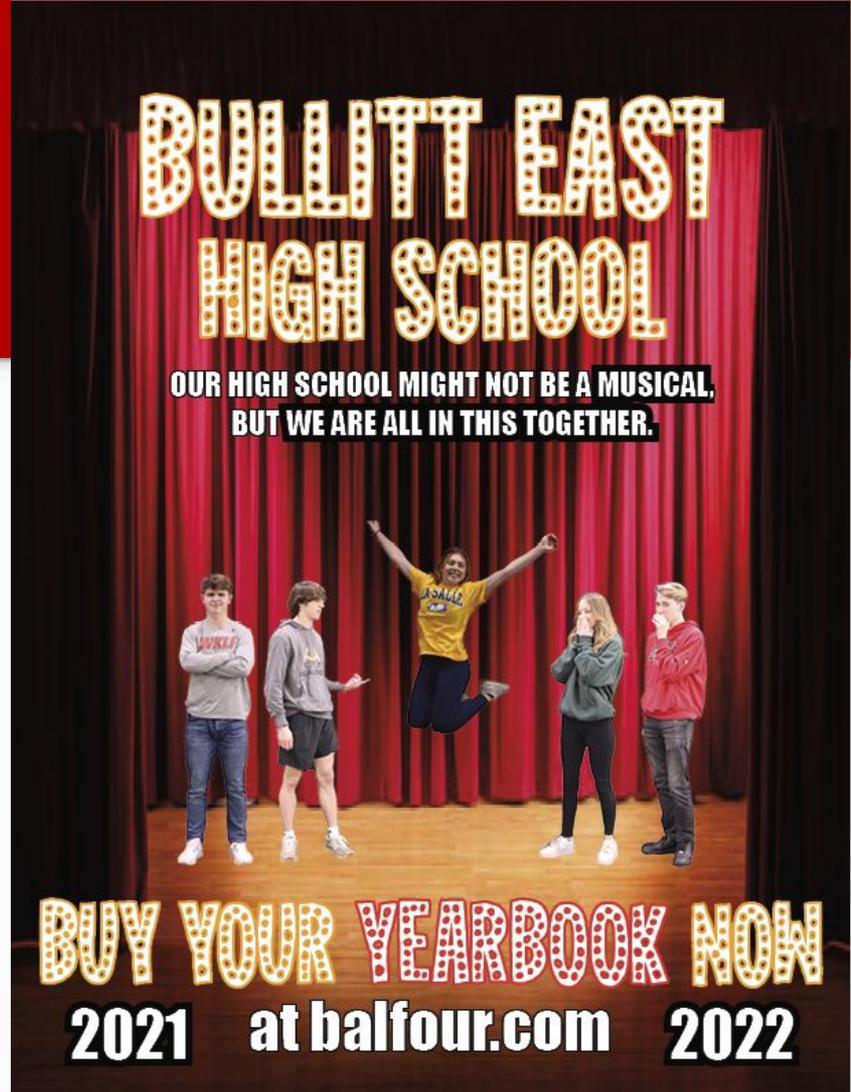
One magazine:  
\$2

Bundle (includes  
three 2020  
magazines and  
first issue): \$6

**GET YOURS  
TODAY!**

# Creative Media

This is the first ad created for Endeavor. Because it is more expensive, we felt that we needed the most creative ads we could get and this was eye-catching and relative to high schoolers.



# Creative Media

Following the High School Musical Ad, this felt like the perfect way to follow up.



## BULLITT EAST: OUR BINGEWORTHY MOMENTS



Play

Don't miss the most binge-worthy moments from our year.  
Buy your yearbook now at [Balfour.com](http://Balfour.com)!

Season 22 ▾



### 1. Red Zone Rowdies

When things need to get rowdy, who do you call?



### 2. Halloween in the Halls

Bullitt East's creepiest event is finally back. Spooky and sweet, the kids of Mount Washington have a blast.



### 3. Disaster Relief

After disaster strikes, the Charger Nation comes together to lend a hand.

# Creative Media

The following links are to the Tik Tok's we created to reach our classmates. It has been the easiest way to reach larger audiences for us and we look to continue to use the platform.

[https://www.tiktok.com/@chargedmediasolutions/video/7065715317904919855?is\\_copy\\_url=1&is\\_from\\_webapp=v1](https://www.tiktok.com/@chargedmediasolutions/video/7065715317904919855?is_copy_url=1&is_from_webapp=v1)

[https://www.tiktok.com/@chargedmediasolutions/video/7065356059619298607?is\\_copy\\_url=1&is\\_from\\_webapp=v1](https://www.tiktok.com/@chargedmediasolutions/video/7065356059619298607?is_copy_url=1&is_from_webapp=v1)