

Charged Media Photography Campaign

Service Campaign

Bullitt East High School
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Overview and Executive Summary

Our client, in this case, was ourselves. We were looking to advertise and raise awareness for our photography branch that we had just launched. We needed to differ ourselves from other media and photography company and as students, we needed to offer our service for cheaper to make it more appealing to coaches and athletes. Our strategy was to use our athletes for advertising so our customers could make connections and spread the word about our service.

Objectives and Metrics

This campaign sought to accomplish an increase in business and an increase in our photography gallery. Our fundraising was the best way for us to measure our success. We made a few hundred dollars from selling our product and there were tons of reposts and shares on our posts with out logo. Our brand began to grow at a rapid rate and we raised our follower count.

Target Audience

The target audience for this campaign were our student athletes and coaches. We wanted to spread awareness to them to choose us for their media shoots rather than more expensive photography groups. We offered a cheaper and more integrated and interactive service and we needed to make that known. Building the connection was easy because we stayed in the same building as them all day and our target audience was bridged rapidly.

Timeline

The timeline for this campaign was ranged from Sept. 2021 to current. We launched our photography service early in the year and we have kept up with it and gained steady income since.

Budget

Our budget for this campaign is currently only \$10. We purchased 2 Red LED bulbs for our specialty shoots and since then, we have only used equipment we already had. It has been nearly cost free on our end and we have profited greatly.

Creative Media

This is our initial advertisement that we used for print. During our media day we held for our Livewire News staff, our Charged Media staffers handed each of these print advertisements to our athletes for their consideration. Because of this, we got photoshoots with our cross country and basketball teams.



CHARGED MEDIA
Photography

Photoshoot - \$5.00

Pictures w/ Watermark - \$15.00

Pictures without Watermark - \$20.00



Creative Media

This is our newest social media advertisement for our photography service. We felt that our audience was still a bit unaware of what we did for sure. In response, we packed our credentials and “About Us,” info in one ad to advocate for ourselves and the services we offer.

CHARGED**MEDIA**
PHOTOGRAPHY

ABOUT US

Charged Media is a student-run graphic design team. We specialize in marketing, promoting and developing content and branding strategies for our clients. We use photography, videography and graphic design to help liven up our community and reach a larger audience.

PRICING

Photoshoot Fee - \$5

Picture Gallery With Watermark - \$15

Picture Gallery Without Watermark - \$20

We offer creative control for our athletes that includes posing, lighting, group photos and more!

CONTACT US

EMAIL: chargedmediasolutions@gmail.com

INSTAGRAM: [@chargedmediasolutions](https://www.instagram.com/chargedmediasolutions)

TWITTER: [@chargedms](https://twitter.com/chargedms)

FACEBOOK: [Charged Media Solutions](https://www.facebook.com/ChargedMediaSolutions)



Creative Media

These are a few of the photographs we took during our shoots. We share these on our socials and offer them to our athletes with a small fee. The word of mouth that our photos have spread have been the biggest thing for our company so far and we look to keep up this trend.



Creative Media

With our photoshoots we offer, we also create hype posters for sporting events that our athletes take part in. We want to give them the shine we deserve and we want to advocate for ourselves and the skills we possess.

