

Boiler Communication

A Student-Run Public Relations Firm

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Studio b

Client

STUDIO b	Studio b is a dance studio that specializes in dance and fitness classes.
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Creative Direction

Audience	Prospective clients
Look, Duration, Direction	Social media short- 30 seconds to 1 minute. B-roll from their studio pieced together
Overview	Social media video showing what classes are like

Locations

Studio b Dance Studio

Inspiration

Link	Description	Comments
https://www.youtube.com/channel/UCw8ZhLPdQ0uY-TLKd61hGA	The videos on this youtube channel highlight different dances that members are doing. The video work is incredible. As far as highlighting dances for studio B, this is what we are looking for.	"This dance is amazing!! Seeing 1M studios really inspires me so much to learn dances again 💖💖" "This is so ridiculously beautiful that I'm tearing up wtf 😭"

		"This is in no freaking way a beginner's class..😱"
https://www.youtube.com/watch?v=oeRW9QiU3AI	The b-roll in this video is well captured and provides some different angles that we could copy.	0 public comments on video. 4,580 views 25 likes

Objectives

Goal 1: Social Media	Reach 300 views on reels/shorts within the first week
Goal 2: Create a tiktok and reel	Polish and send client materials to be used for one tiktok post and one instagram reel by Nov. 19
Goal 3: Share to Facebook	Have 50 video shares on facebook within 2 weeks.

Target Audience

Lafayette and West Lafayette residents of all ages that are looking for a fitness class or are interested in dance.

Message(s)

Main message:	Studio b is a unique dance and fitness studio with a welcoming and inclusive environment.
Message (1):	Studio b offers a fun alternative to traditional fitness classes
Message (2):	Studio b is fun, and clients will attest to their happiness with the classes.

Shotlist

**insert shot list link here (pls make shotlists via sheets and make sure they are open to view)

Other info

Genre	Modern and Futuristic
Plan of action	<ul style="list-style-type: none">• Have b-roll in by November 5• Editing November 8-12• Editing complete on Nov. 12, and go through edits and review 15-18• Delivered to clients inbox on the 19.
Deadline	Show to client February 14.