

BRYCE PETERSON

FT. TOM ROBINSON



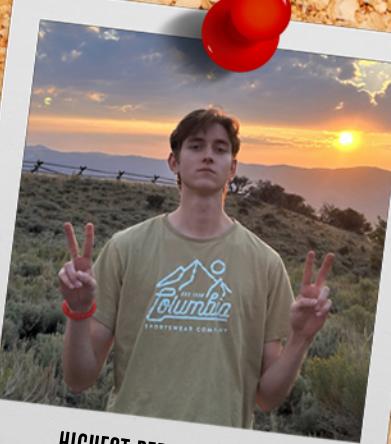
MY FATHER, ROLE MODEL
AND MASTER OF EVERYTHING



ROC BASKETBALL TOURNAMENT
3RD PLACE OVERALL

MAKE AD
PROGRAM

DONT FORGET :
GET PORTFOLIO
TURNED IN



HIGHEST PERSON IN IDAHO
WHEN I SUMMITED MT BORAH

My Resume for Advertising

Birth-Present: Game Wizard

My responsibilities involve winning all kinds of games with unconventional strategies and ideas. I learn the rules, then exploit every loophole or unorthodox strategy I can find. From Reading Super Bowls to Here to Slay, I'll win it all.

Birth-Present: Trier of Everything

My responsibilities include giving every new opportunity a chance. From competing in the largest SSBU Online tournament ever (The Box) to hiking the tallest mountain in Idaho, to eating chicken hearts to talent show dancing. I'll try everything once and have an ocean of experiences to draw from and connect to.

Summers: Side Hustles

Tried side hustles such as freelancing, YouTubing, drop shipping, and most recently a Dinosaur T-Shirt brand. My responsibilities have allowed me to learn more about various parts of organizing and managing a project and have allowed me to conduct market research and compare competing brands and advertisements.

2019-2024: Actual Jobs

My responsibilities ranged from Pizza Genius at Little Ceasers, do-it-all guy at Amazon, YMCA ref and camp counselor, Lawncare worker, BYU Communications Camera Secretary and now BYU Carpentry worker.

The Important Part

As a disciple of Jesus Christ, I know that I have the gift of the Holy Ghost. I know that it is my greatest strength, moreso than my own experiences or creativity. I am at my best when I am directed by the spirit, and I want to bring my own unique way of hearing the spirit to this program. I want to put my testimony into my work, and eventually use my skills to help non-profit organizations improve their work and draw in new volunteers and donations, helping those less fortunate than I.



REDBUBBLE

AD PROJECT

TARGET MARKET

A raconteur is a storyteller—an expert narrator who relates to others in unique and authentic ways. The raconteurs that Redbubble targets are women ages 18-25 who want to emerge from the norm, and connect with those who feel the same. These women value fun and intrigue, and seek to express that sense of style in their clothes and accessories.



BRYCE PETERSON
Account Manager

Fun Fact: My go-to comfort TV show to binge is actually Transformers! It's literally the best script writing I've ever experienced.

MY RESPONSIBILITIES:

I was the account manager who kept the group focused and made sure there was always something to do. I assigned different research roles while I provided the demo-graphics and psychographics. I spearheaded brainstorming on our strategy statement and coined stand out to fit in. I kept our project on track and helped out with suggestions on creative and execution while making sure everyone was understood.

STRATEGY STATEMENT

For raconteurs who want to stand out to fit in, Redbubble helps them show off their inner selves.

I WAS THE IDEAS GUY



DON'T FUMBLE THE BAG!

Find bags that help
you stand out at
Redbubble.

If you're into it, there's a print for it.
With designs by thousands of artists,
Redbubble has your next favorite
accessory in the bag.



EXAMPLE AD Nº1 PRINT MAGAZINE AD

 REDBUBBLE
anything but basic.

EXAMPLE AD Nº2 PAINTED MURAL AD



THE PROBLEM: Brooks' social media engagement is horrendous

CONSUMER INSIGHT

Want to start with the man in the mirror

TARGET AUDIENCE

18-25 year old "Betterment-seekers" who are looking to improve their lives and the world around them

BRAND INSIGHT

Strong running culture/culture of improvement



AD CAMPAIGN

CREATIVE IDEA:

Turn their social media into a culture of shared small success', service stories, and motivation. We build an actively engaged community that seeks to better the world

STRATEGY STATEMENT

For betterment seekers who are starting with the man in the mirror, brooks has built the culture of success needed to create change

EXECUTION:

Currently Brooks' posts are about celebrities or their shoes. Now, they are going to start posting more simple, daily motivation type content with the goal of getting others to talk about their running and life goals and create a community of inspiration. They can still get these celebrities in on these posts with hashtags and trends but will be focused on relating to everyday people instead of just top runners.





Bryce Peterson
@thebestcanidate

I just want to give a huge shout out to RAID: SHADOW LEGENDS for sponsoring this successful application and for being my favorite ad campaign of all time.

11:04 AM · Sep 13, 2024 · Twitter for Amazing Portfolios



Plenty of Retweets Many Quote Tweets twothousandthree Likes

TO DO:
TWITTER POST
SAD SHORT STORY
RACEHORSE NAME
LIFE STORY: 6 WORDS

I'm so sorry, you just missed it.



LMNOP

The fastest racehorse this side of the alphabet



MIGHT AS WELL TRY IT ALL



BRYCE PETERSON

REMEMBER THE NAME

ACCEPT ME TO THE PROGRAM TO LEARN WHY