

PA Humanities Creative Brief

Discover Your Story: PA Humanities' Version

Table of Contents

Cover Page	1
Table of Contents	2
Executive Summary/Introduction	3
The Company, Mission, Products, and Positioning	3
SWOT Analysis	4
Market Demographic and Growth Trends	4
Competition	4
Marketing Strategy	5
Value Proposition	5
Marketing Objectives	5
Target Market Strategy	5
Branding Perception	5
Ad Campaign Creative Brief for Influencers	6-7
Closing Summary	7-8

Executive Summary/Introduction

The Pennsylvania Humanities is embarking on an innovative social media influencer campaign aimed at captivating college-age demographics and fostering a deeper engagement with the organization. Centered around the theme of exploration and connection through the humanities, our campaign features a diverse lineup of influencers who embody the spirit of curiosity and learning.

Leading the charge is our hero influencer is Clint Barton, more famously known as Hawkeye, whose character epitomizes perseverance, adaptability, and a thirst for knowledge. Joining him is Brooke Hyland, a beloved Pittsburgh figure from Dance Moms, whose journey in the world of dance and entertainment resonates with our target audience's aspirations for self-expression and creativity.

Adding a touch of authority and insight into the campaign is Governor Josh Shapiro, whose commitment to education and cultural enrichment aligns seamlessly with the PA Humanities' mission. Finally, we introduce Bran Flakezz, a Philadelphia-based influencer known for his vibrant engagement with the city's arts and culture scene, serving as a bridge between local communities and the broader narrative of Pennsylvania's humanities landscape.

Through captivating taglines and visually compelling content, our influencers will take to social media platforms such as Instagram and TikTok to invite college students on a journey of discovery and connection with the PA Humanities. From interactive challenges to personal anecdotes, each influencer will bring their unique perspective to the campaign, fostering meaningful connections with our target audience.

Success will be measured through engagement metrics, website traffic analysis, and program participation, with a keen focus on driving tangible outcomes and fostering long-term relationships between college students and the PA Humanities. With a strategic timeline, a detailed budget, and a commitment to authenticity and creativity, our campaign hopes to spark a renewed interest in the humanities among Pennsylvania's youth, shaping a brighter future for cultural enrichment and community engagement.

The Company, Mission, Products, and Positioning

The Pennsylvania Humanities is a non-profit organization with a mission to centering growth, equity, and community as a pathway to positive, lasting change. The organization seeks to empower individuals to explore the humanities and discover their place within the rich tapestry of Pennsylvania's history and culture. The Pennsylvania Humanities offers programs and resources to connect individuals of all ages and backgrounds with the humanities. These include educational workshops and seminars, public lectures and panel discussions, grant programs supporting cultural and historical initiatives, online resources and digital archives, community outreach events and exhibitions, and collaborative projects with schools, libraries, and cultural institutions. As a leading advocate for the humanities in Pennsylvania, the organization occupies a unique position at the intersection of education, culture, and community engagement.

SWOT Analysis

Strengths	<ul style="list-style-type: none">Established reputationDiverse programmingStrong partnershipsDedicated team
Weaknesses	<ul style="list-style-type: none">Limited fundingLimited digital presenceGeographic limitations
Opportunities	<ul style="list-style-type: none">Digital expansionPartnerships with educational institutionsGrant funding
Threats	<ul style="list-style-type: none">Competition for fundingChanging demographicsEconomic downturns

Market Demographics and Growth Trends

The current market for the Pennsylvania Humanities includes individuals of all ages and backgrounds interested in cultural enrichment, historical preservation, and intellectual exploration. Our goal with this campaign is to target college-age demographics, specifically individuals between the ages of 18 to 24, who are currently enrolled in colleges and universities across Pennsylvania.

In our targeted demographic of college-age individuals, we observe significant market growth trends that underscore the potential impact of our campaign. There is a noticeable surge in interest among young adults for cultural and educational experiences. On top of this, the addition of digital platforms and online resources has facilitated an increase in digital engagement among this demographic, presenting a great opportunity for organizations like the Pennsylvania Humanities to leverage these channels to reach new audiences and amplify their impact.

Competition

The Pennsylvania Humanities faces competition from both direct and indirect competitors.

Direct Competitors	Other non-profit organizations and cultural institutions in Pennsylvania offer similar programs and initiatives focused on the humanities.
Indirect Competitors	Online learning platforms, educational institutions, museums, and libraries provide alternative sources of cultural and educational content.

Overall, while competition may pose challenges, it also underscores the importance of innovation, collaboration, and strategic differentiation to maintain the Pennsylvania Humanities' mission of centering growth, equity, and community as a pathway to positive, lasting change.

Marketing Strategy

Utilizing our hero influencer, Clint Barton (Hawkeye), alongside Brooke Hyland, Governor Josh Shapiro, and Bran Flakezz, the marketing strategy will focus on leveraging their respective audiences and influence to amplify the message of the Pennsylvania Humanities. Through a combination of authentic storytelling, engaging content, and strategic partnerships, the campaign will aim to raise awareness, drive engagement, and inspire action among college-age demographics in Pennsylvania.

Value Proposition

The Pennsylvania Humanities offers college students a unique opportunity to explore their interests, expand their horizons, and connect with their community through the power of culture, history, and education. With our diverse lineup of influencers, including a beloved superhero actor, a pop culture figure, a political leader, and a local influencer, the campaign promises an enriching and impactful experience that resonates with the passions and values of our target audience.

Marketing Objectives:

- Increase awareness of the Pennsylvania Humanities among college students in Pennsylvania.
- Drive engagement with Pennsylvania Humanities' programs, initiatives, and resources.
- Inspire college students to participate in Pennsylvania Humanities' events, workshops, and community activities.
- Foster long-term connections and advocacy for the Pennsylvania Humanities among college students.

Target Market Strategy:

The campaign will target Pennsylvania college students aged 18-24, particularly those enrolled in colleges and universities. By leveraging the influence of our diverse lineup of influencers, we will tailor our messaging and content to resonate with the interests, aspirations, and values of this demographic, positioning the Pennsylvania Humanities as a valuable resource for cultural enrichment and personal growth.

Branding Perception:

Through collaboration with our influencers, the Pennsylvania Humanities will be perceived as dynamic, relevant, and inclusive, reflecting the diverse interests and perspectives of our target audience. The campaign will reinforce the organization's reputation as a trusted source of cultural education and community engagement, while also infusing a sense of excitement and possibility that resonates with the passions and aspirations of college students.

Ad Campaign Creative Brief for Influencers

Welcome, Influencers! We're thrilled to have you on board for the Pennsylvania Humanities Social Media Influencer Campaign! Our goal is to inspire college students across Pennsylvania to explore the rich world of humanities, culture, and education. We believe your unique perspectives and creativity will play a crucial role in bringing this message to life. While we want to give you creative control over your content, we're here to provide ideas and resources to support you along the way.

Campaign Theme:

"Discover Your Story: PA Humanities' Version"

Key Messages:

- Embrace curiosity and explore the diverse world of humanities.
- Connect with your community through culture, history, and education.
- Share your journey and inspire others to join the Pennsylvania Humanities movement.

Content Deliverable Ideas:

- Photoshoot:
 - Let's kick off the campaign with a photoshoot featuring all four influencers. Showcasing your personalities and interests, these photos will capture the essence of the campaign and serve as a visual representation of the Pennsylvania Humanities' message.
- Podcast Collaboration:
 - Bran Flakezz, we love the idea of collaborating on an episode of "Between Us Girls Podcast." This platform provides an excellent opportunity to dive deeper into the importance of humanities education and cultural exploration, while also engaging your audience in meaningful conversations.
- Personal Stories and Experiences:
 - Clint Barton (Hawkeye), Brooke Hyland, and Governor Josh Shapiro, we encourage you to share personal stories and experiences that highlight the impact of humanities on your lives. Whether it's a memorable history lesson, a cultural event that left a lasting impression, or a book that changed your perspective, your authentic storytelling will resonate with your audience and inspire them to explore the Pennsylvania Humanities.
- Interactive Challenges and Q&A Sessions:
 - Engage your audience on Instagram and TikTok with interactive challenges, quizzes, and Q&A sessions related to humanities topics. Encourage them to share their own experiences and perspectives, creating a sense of community and dialogue around the campaign.

Resources and Support:

- We'll provide you with background information, resources, and talking points to help you craft your content.
- Our team will be available to answer any questions, provide guidance, and offer support throughout the campaign.

KPI/Measurement of Success:

- Engagement Metrics:
 - We will track key engagement metrics such as likes, shares, comments, and follows across social media platforms including Instagram, Twitter, and TikTok.
- Social Media Performance:
 - We will analyze the influencers' social media performance before, during, and after the campaign. This includes looking at their average number of likes, shares, comments, and follows on posts related to the Pennsylvania Humanities. Our goal is to achieve measurable improvements in engagement rates, with specific targets such as raising the average number of likes from 50 to 100 per post on the PA Humanities accounts.
- Audience Feedback and Insights:
 - The feedback and insights that PA Humanities receives will be invaluable in evaluating the impact of the campaign and identifying areas for improvement. We encourage PA Humanities to actively engage

with their audience, gather feedback, and share any insights or observations that can inform our strategy moving forward.

- Donation Increases:
 - In addition to engagement metrics, we will also track increases in donations to the Pennsylvania Humanities as a measure of campaign success. By setting specific fundraising goals and monitoring progress throughout the campaign, we can assess the campaign's effectiveness in driving financial support for the organization's initiatives and programs.

Collaboration Requirements:

- Instagram Collaboration:
 - For Instagram posts and reels, we will collaborate closely with the @pahumanities Instagram account. By tagging and mentioning @pahumanities in your posts with required hashtags #ad #pahumanities #discoveryourstory, you'll help amplify the reach and visibility of the campaign.
 - Additionally, we will use the collaboration post feature between your personal accounts and @pahumanities to foster community engagement and drive traffic to our official channels.
- TikTok Boosting:
 - On TikTok, we will require a 365 day ad permission code to boost the content. This will ensure that our campaign reaches a wider audience on the platform and maximizes its impact.
 - By tagging and mentioning @pahumanities in your posts with required hashtags #ad #pahumanities #discoveryourstory, you'll help amplify the reach and visibility of the campaign.

Conclusion:

Thank you for being part of this exciting campaign! Together, we have the opportunity to inspire a new generation of learners, explorers, and advocates for the humanities in Pennsylvania. Let's make this journey unforgettable and empower college students to discover their stories with the Pennsylvania Humanities.

Closing Summary

As we embark on this exciting journey with our influencers, we envision a future where the Pennsylvania Humanities continues to evolve as a beacon of cultural enrichment and community engagement. If this campaign proves successful, it will serve as a springboard for further growth and impact, propelling us toward new opportunities and initiatives to inspire, educate, and connect.

With the momentum generated by this campaign, the Pennsylvania Humanities will explore avenues for continued success and expansion, including:

- Building on Momentum
 - We will capitalize on the momentum generated by this campaign to further amplify our message and reach new audiences by continuing to collaborate with influencers, partners, and stakeholders in Pennsylvania.
- Expanding Programming
 - We will explore new avenues for programming and engagement, including virtual events, workshops, and digital resources to ensure that the Pennsylvania Humanities remains relevant and accessible to all.

- Deepening Community Engagement
 - We will foster deeper connections with our community through ongoing dialogue, feedback, and collaboration to strengthen our collective impact.
- Advocating for the Humanities
 - We will continue to partner with policymakers, educators, influencers, and cultural institutions to advocate for programs and initiatives that support the humanities and ensure their enduring relevance and significance.

In closing, the success of this campaign is not just a milestone but a stepping stone toward a brighter future for the Pennsylvania Humanities and the communities we are a part of.