. Campaign plan

1. **Campaign overview**

2. **UGC - User generated content**

   2.1.   On the 18.02 We want to post a TikTok which is a recap about previous party's at BAA. That should tell the users how BAAA creates Parties or events for students, how much fun it is to hang out with your friends or meet new people. Here we include/create a # which could say **#BAAApartymood** so we want them to create TikTok with that Hashtag. So there is the chance that the videos go viral and a lot of people join the Hashtag. Also maybe old students who are not studying anymore can remember the fun time they had and want to share their experience.

   2.2.   The 24. February is a Friday and what is on Fridays? YES! The Friday Basement Bar! Here we would like to create a post that informs a little about what the BAA offers to socialize with other students. The Fridays Basement Bar is perfect for this, because what better way to pass the week with a cold drink, good music and surrounded by cool people? We want to give users the feeling of community and challenge them to take the hashtag **#FridayBar** and show us who they go to the Basement Bar with, what they do whether chatting or playing beer pong and thus show future students how much fun you can have at BAAA.

   2.3.   Our last UCG post is also another Instagram Post. It's on the 03rd March, also a Friday. It is also based on a hashtag, **#repBAAA,** prompting users, in this case again, students, to post any type of content on social media featuring the Academy. The hashtag turns any student into the Academy's representative, being an ambassador for the school.