

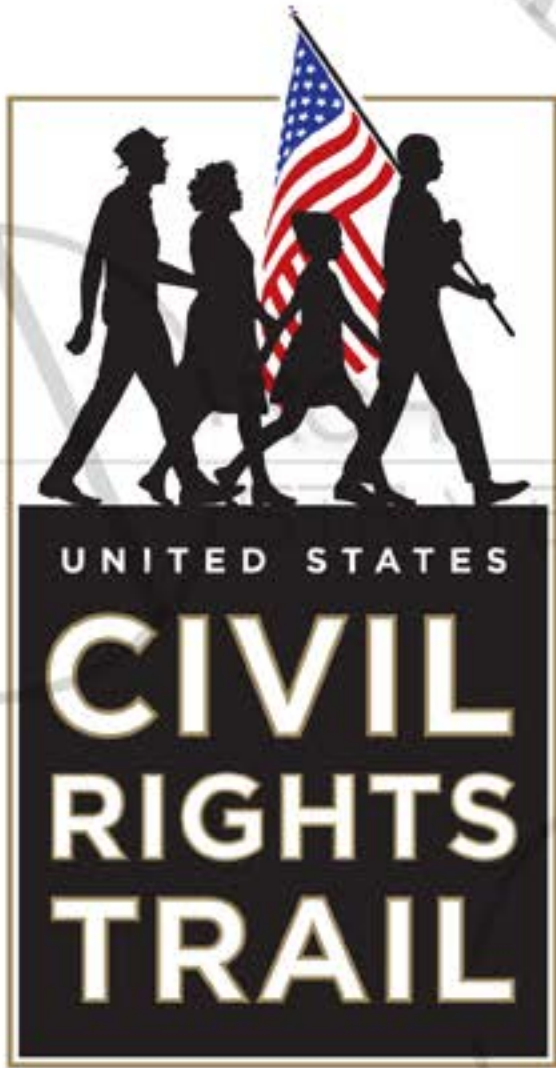


# U.S. Civil Rights Trail

An Arch Strategy Campaign



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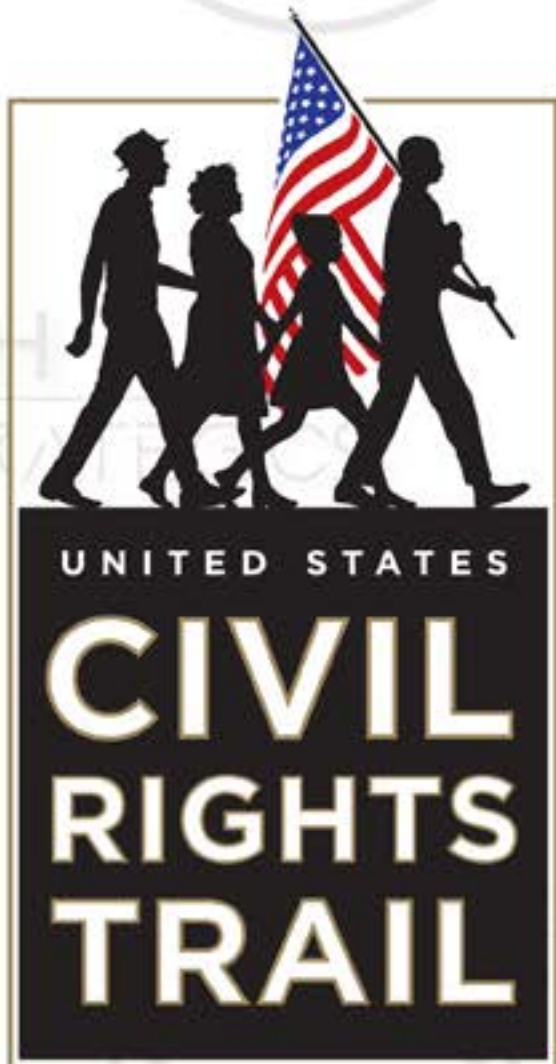
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RCH  
STRATEGICS

# MEET THE TEAM

RCH  
STRAT



Daniel VanHoozer  
Account Executive



Jackson List  
Account Executive



Ally Surovchak  
Account Planner



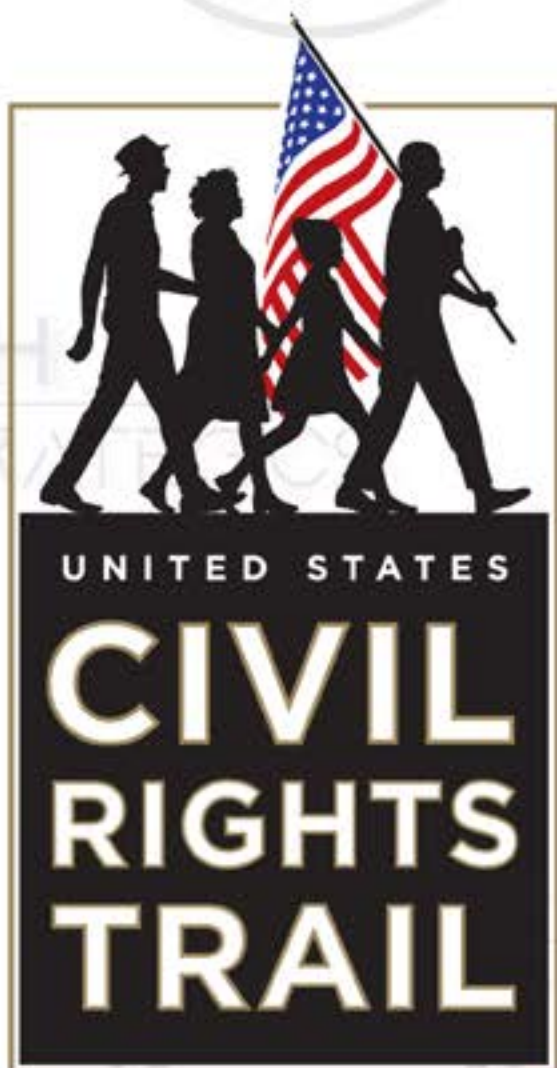
Allie Brooks  
Account Planner



RCH  
STRATEGICS

# MEET THE TEAM

RCH  
STRAT



Daniel Copetillo  
Creative



David Bengigi  
Creative



Micaiah Ransby  
Creative



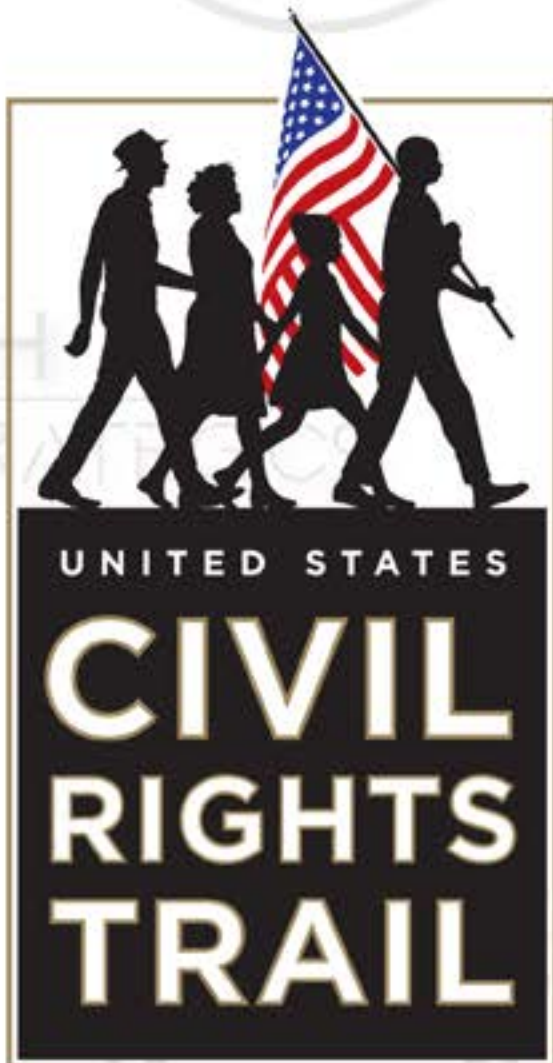
Caitlin Cesar  
Media



RCH  
STRATEGICS

# MEET THE TEAM

RCH  
STRAT



Zachary Akins  
PR/Promotions



Kristin Jaspers  
PR/Promotions



McKenzie Strickland  
PR/Promotions





VERTICAL  
CLEARANCE  
14 - 10'

**EDMUND PETTUS BRIDGE**

# **Executive Summary**



The U.S. Civil Rights Trail is a collection of churches, courthouses, schools, museums, and other landmarks across the South where activists challenged segregation and racial injustices throughout America's history. There are over 100 locations across 15 states and are grouped under the theme, "What happened here changed the world." The Trail serves as an educational opportunity and rite of passage for those who are seeking to learn about

Civil Rights and contribute to future equality. Each site along the trail is tied to a specific figure, group, or movement whose bold actions

a lasting impact in the fight for Civil Rights in America.

The USCRT's mission is to convey an intimate and cultural experience at all of their locations to ensure the stories that changed Civil Rights history are never forgotten. To achieve this goal, we have crafted a campaign plan that will appeal to the USCRT's target age demographic of 18-35-year-olds. This campaign creatively uses social media platforms to promote eye-catching content and engage with consumers. This plan also includes a promotional event to further consumer awareness and visitation. We are confident our proposed campaign will allow the USCRT to motivate consumers to visit the trail so visitors may build their own intimate, cultural experiences.







## Case Overview





## CASE OVERVIEW

The USCRT's current goals include improving visitation, boosting awareness, and building a cultural experience that visitors feel passionate about. However, achieving these goals presents distinctive challenges. To begin, the USCRT is not looking to drive visitation by engaging in conversations around the current social environment. In addition, America is experiencing historic levels of emotional and political division. These are catalyzed by an unprecedented upheaval in society due to COVID-19, which also adds physical division to the mix. Also,

COVID-19 has transitioned American's social lives to digital platforms and disrupted tourism across the southeast. In response to these challenges, Luckie and The U.S. Civil Rights Trail have determined the need for a campaign so the USCRT may best reach its goals. As a result, we have been tasked with creating an affordable, multi-media campaign that can increase visitation and create awareness for the U.S. Civil Rights Trail while working within the constraints of the zeitgeist.





**Research**





## RESEARCH OBJECTIVES

### THE PRODUCT

- To learn more about the U.S. Civil Rights Trail, its destinations, and what it has to offer visitors/tourists.
- To understand what makes the Trail so important to American history and culture.
- To determine what tools the organization offers potential visitors to help them plan their trips.
- To assess the kinds of precautions that local governments at each stop along the U.S. Civil Rights Trail are taking in order to combat COVID-19 and ensure the safety of travelers.

### HISTORIC DESTINATIONS

- To reveal what other historic/cultural locations in the U.S. draw the most tourists annually and their proximities to the U.S. Civil Rights Trail.
- To realize the kinds of advantages these other destinations may have in attracting visitors over the U.S. Civil Rights Trail and vice versa.
- To evaluate how these other historic destinations are marketed in order to attract visitors.

### THE CONSUMERS

- To identify who might be most interested in traveling to destinations located along the U.S. Civil Rights Trail.
- To ascertain what aspects of the Trail these consumers feel most emotionally connected to and whether they are likely to drive visitation.

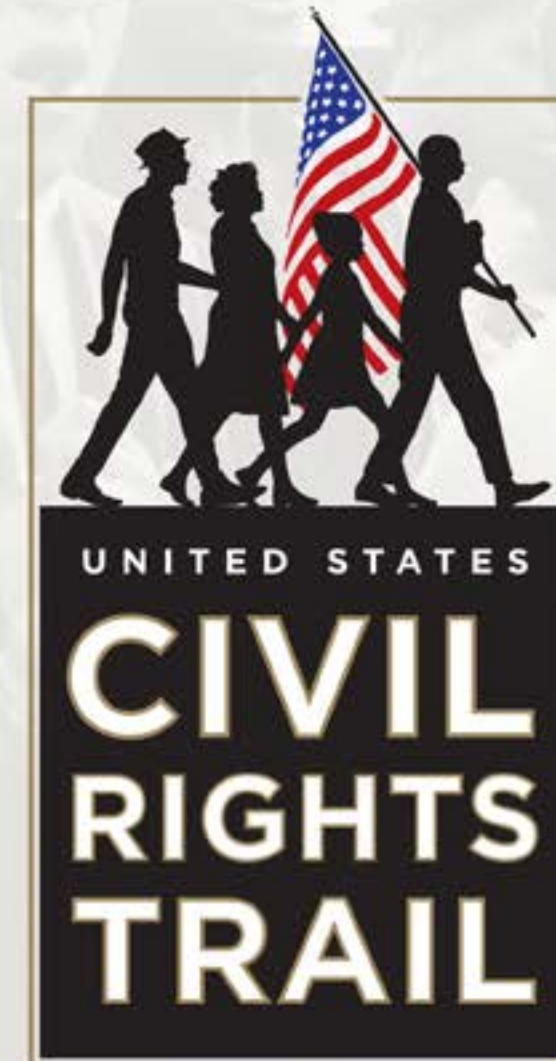


- To understand potential consumers' travel interests, motivators, habits, and patterns.
- To discern if/how the COVID-19 pandemic has affected travel and tourism among these consumers and whether potential social implications/consequences affect consumers' travel intentions.

## **MEDIA**

- To evaluate the U.S. Civil Rights Trail's media presence.
- To determine which media vehicles are used most often by consumers in the target market and whether or not these vehicles are also used when consumers are researching topics like history, culture, travel and tourism, and COVID-19.
- To establish the best budget-friendly ways to utilize media and successfully deliver messages about the U.S. Civil Rights Trail to potential consumers in order to maximize brand awareness and drive visitation.

## **RESEARCH OBJECTIVES**



TM





## METHODOLOGIES

We began the research process by conducting extensive secondary research in order to gain a preliminary understanding of each of the four key areas listed previously. First, to learn about the “brand” and its “products,” we analyzed the official website for the U.S. Civil Rights Trail and compiled a complete list of relevant locations, their respective cities/states, and specific activities to do and historical sights to see at each of the Trail’s locations. Doing so allowed us to grasp the historical and cultural significance of the Civil Rights Trail and the role each location played in the Civil Rights Movement.

Next, the team researched other famous historic and cultural landmarks in the United States. Although these other destinations might not be considered “competitors” in the traditional sense, we believe that the U.S. Civil Rights Trail will likely appeal to the same market as these well-known places and that the Trail will need to find ways to stand out among them in order to draw the attention of consumers who are interested in planning trips/vacations to American landmarks. We browsed travel and tourism sites and blogs and took a closer look at some of the most popular tourist destinations across the entire country; however, we placed special emphasis on thoroughly investigating historic and cultural destinations located within or near the specific cities and states that are home to the Civil Rights Trail’s destinations. Additionally, the team researched the Kentucky Bourbon Trail and the Appalachian Trail, two other popular “trails” located in the eastern U.S. where the Civil Rights Trail is concentrated, to give us insight into how tourism organizations that are promoting numerous locations spanning large geographical areas are able to entice visitors.





## METHODOLOGIES

Keeping in mind the parameters outlined by Luckie for the U.S. Civil Rights Trail's target audience, we then analyzed MRI Simmons data by looking at demographic, psychographic, geographic, and behavioral trends among domestic travelers in that audience to see how different consumers feel about and participate in travel and tourism. More specifically, the team filtered the data to examine people who, for their last trip in the past 12 months, traveled domestically and personal characteristics of those travelers, such as age, race, education level, and profession. Then, we analyzed the relationships between those characteristics and the different activities that seem to motivate consumers to travel (e.g. sightseeing and attending specific events).

Additionally, we gathered secondary research regarding media, specifically in terms of how the U.S. Civil Rights Trail has used media to reach consumers in the past. First, we examined the brand's aesthetics, voice, past advertising campaigns, and overall presence within social media platforms, TV, and its website in addition to evaluating external media coverage/PR by means of newspapers, TV networks, and magazines. Doing so gave the team an idea of some of the U.S. Civil Rights Trail's media-specific advantages and disadvantages and areas of opportunity. We also wanted to understand consumer usage of media, so we referred to MRI Simmons again to get an idea of the target audience's media habits and preferences.

Using the information and data gathered through secondary research to then guide our own primary research, the team developed a survey and subsequently conducted personal interviews in order to develop richer key insights into the minds of consumers. The survey consisted of questions regarding three key areas:



# METHODOLOGIES

## Demographics:

These questions asked participants about their gender, age, race/ethnicity, education level, household income, and whether or not their household included children. If they answered yes to having children, they were then asked how many and the ages of those children.

## Psychographics:

These questions focused on determining participants' level of interest in U.S. history and, more specifically, U.S. Civil Rights history, the most influential factors in their vacation travel intentions, whether

they feel inclined to visit historical sites in their free time/while on vacation, their familiarity with the U.S. Civil Rights Trail and interest in visiting, and their perception of vacation travel during COVID-19

## Behaviors:

These questions aimed to find out how participants planned vacations, how far they like to travel, whether their travel behaviors are influenced by local (historical) attractions, how COVID-19 has impacted travel intentions/patterns, and how they use media for both entertainment purposes and information gathering purposes.





# METHODOLOGIES

Due to our knowledge of the nature of online surveys and the tendency of participants to often zone out and inaccurately answer questions, we included a discreet attention question. The question was simple and did not require much knowledge to be answered correctly, meaning anyone who answered it incorrectly was likely not paying attention, and therefore, their other survey responses were not trustworthy. Keeping that in mind, we eliminated all responses of participants who answered the attention question incorrectly from our analysis of the data to allow for greater accuracy in our evaluations. Additional primary research consisted of some team members visiting nearby sites along

the Civil Rights Trail to experience first-hand the feeling one gets when taking in all of a location's history

Finally, each team member conducted three personal interviews with people from the target audience. This last method of primary research allowed the team to experience one-on-one interactions with relevant consumers and to gather some of the most meaningful insights as the interviewees were able to explain the ways in which they behave. Team members were given a set of questions to act as focal points for the interview, but each conversation encouraged unique discussion, resulting in the most personal and meaningful responses.



## RESEARCH FINDINGS

### THE PRODUCT

The U.S. Civil Rights Trail is a collection of historical destinations, each with its own significant sites and landmarks, that mark the course of the American Civil Rights Movement. The Trail features over 100 locations across 15 different states: Alabama, Arkansas, Delaware, Florida, Georgia, Kansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia; Washington, D.C. is also listed as an important destination on the Trail. The Civil Rights Trail aims to not only

educate people on the fight for civil rights and racial equality throughout American history but to also encourage them to actually experience the history by participating in travel and tourism at the different locations. Through partnerships with the official travel organization of each state, the organization hopes to reach as many state residents and tourists as possible. The official Civil Rights Trail website offers interested visitors a range of helpful features to help kickstart their trips, including: an interactive map that lets people explore the sites, landmarks, and specific activities to do by state and city; a timeline of all events that took



place along the Trail to better explain the chronological history of the Civil Rights Movement; and a Plan Your Trip tool that allows travelers to enter their starting city and destination city to discover which attractions are located within a set number of miles of their specific travel route. In terms of COVID-19-related precautions, research found that the majority of destinations are taking part in either encouraging or mandating visitors to wear masks, socially distance, and wash/disinfect their hands to help reduce the spread of the virus.

## **HISTORIC DESTINATIONS**

The U.S. Civil Rights Trail faces “competitors” across the entire country within the travel and tourism market, but ultimately, other destinations with similar historical and cultural significance tend to draw the most consumers that the Trail is also interested in reaching. Many of these attractions are located in the eastern region of the U.S. just like the Civil Rights Trail;



**RESEARCH FINDINGS**





## RESEARCH FINDINGS

research found the top tourist destinations for historical sites and landmarks in the U.S. to be Philadelphia, Boston, and New York City, as all three of these destinations have such rich historical significance that tourists plan entire vacations around experiencing them. Philadelphia, Pennsylvania is home to the Official Trail of Philadelphia's Historic District, which includes famous landmarks like Independence Hall, the Liberty Bell, Betsy Ross's house, and the Declaration House. Philadelphia also happens to be near Valley Forge National Historical Park, Gettysburg National Military Park, and the National Civil War Museum in Harrisburg. Boston, Massachusetts is most famous for its Freedom Trail, featuring Paul Revere's house, the site of the Boston Massacre, and the Old North Church, and is also close in distance to the legendary town of Plymouth. Lastly, New York City is one of the busiest tourist destinations in the world. In addition to being home to some of the most renowned history museums in the world, New York City offers historic attractions such as the Statue of Liberty, Ellis Island, and the 9/11 Memorial. All three of these cities draw hundreds of thousands, if not millions, of annual tourists and have the competitive advantage of being extremely well-known and home to many other non-historic attractions.



In other words, these cities are able to offer a range of activities beyond the ones that are history-related; this means they do not only cater to people who are interested in American history. If not properly marketed, some of the cities along the Civil Rights Trail might struggle to stand out due to the fact that they do not have much else for visitors to do/see on top of visiting the historic sites. Research also found that the Kentucky Bourbon Trail and the Appalachian Trail are worth noting as “competition” because they are comparable to the U.S. Civil Rights Trail in that they are also, as their names suggest, trails with many attractions that span vast areas. Visitors of the Bourbon Trail and the Appalachian Trail are also encouraged to strategize in order to experience everything the trails offer. These trails also have their own unique histories that might appeal to the same audience that the U.S. Civil Rights Trail aims to attract.




## RESEARCH FINDINGS



## THE CONSUMERS

Luckie defined the U.S. Civil Rights Trail's target audience as 18 to 35-year-olds and those over the age of 30 with children "who see experiencing culture and history as a preservation of values and beliefs" and "who believe experiencing history is a way to influence a future of hope through the lens of the past." Through our research, we found several key pieces of information to inform campaign decisions about how best to reach this audience. Firstly, MRI data showed that:

- Domestic vacations as most recent trips were most popular among: four-year college graduates; proprietors, computer and math professionals, and healthcare workers; owners of weekend homes; and those with a household income of \$60,000 or more.
- Of those who last traveled domestically for vacation, sightseeing was most popular among: four-year college graduates and those with more than four years of college education; and management and business professionals, technicians, and legal professionals.



**RESEARCH FINDINGS**



Next, we broke down our survey data based on a number of demographic factors, including gender, age, race/ethnicity, education level, and family size. Assuming the data from the survey participants is an accurate representation of consumers, we were able to draw several conclusions. In terms of gender, men appear to be significantly more familiar with the U.S. Civil Rights Trail than women, and they seem to value United States history slightly more than women. Men also reported being more likely than women to travel slightly further and to take domestic vacations during COVID-19. Women, on the other hand, appear to be more likely to use travel websites to plan trips than are men, but both men and women seem to agree that word-of-mouth is the most influential tool in discovering new areas for travel. In regard to age, older demographics seem to value United States

history significantly more than younger demographics. Additionally, the age cohort most likely to take domestic vacations during COVID-19 seems to be 26- to 35-year-olds while 60+-year-olds are least likely. All age demographics appear to view word-of-mouth as an influential tool in discovering new areas for travel, and social media is equally as important, in this regard, to 18 to 25-year-olds. 36 to 59-year-olds appear to be much less likely to use social media to discover new areas for travel but might be better reached through online news publications. In terms of race/ethnicity, people who identify as White/Caucasian seem to be most likely to travel during COVID-19, followed by those who are Asian/Pacific Islander, Black/African American, and lastly Hispanic/Latino. Survey data suggested no statistically significant relationships in terms of household income, but there were a couple notable findings in regard to household/family size. First, it appears that larger families perceive United States history as more important, as the data showed a positive correlation between the number of children in the household and the level at which respondents ranked the importance of U.S. history. Second, people with children seem to be significantly motivated by “Family/Friends” when planning trips/vacations.



## RESEARCH FINDINGS

Lastly, when we analyzed psychographics and behaviors reported in the survey, supplemented by interviewees' responses, we found that:

- Consumers seem to be more likely to visit a historical/cultural site if it is en route to their ultimate vacation destination or near a place they are already visiting than to make a day trip to visit or plan a whole trip around it. However, it also appears that consumers are more willing to travel further when making a day trip to visit a historical site than when traveling to one while on vacation.

- They are very willing to visit sites that are within a reasonable distance from where they live.
- Locations related to the Civil Rights Movement seem to strike consumers' interest, as they feel it is important to learn and to teach their kids about historical events. Many believe that actually visiting the places where these events took place results in greater understanding of and appreciation for history.
- Some consumers report lessening negative stigma regarding travel during COVID-19 over time.
- Relevant and aesthetically pleasing content stands out to consumers. Consumers are also more likely to watch a unique video than to read a long caption or infographic.





**Target Market**





## KEY INSIGHTS

### INSIGHT #1

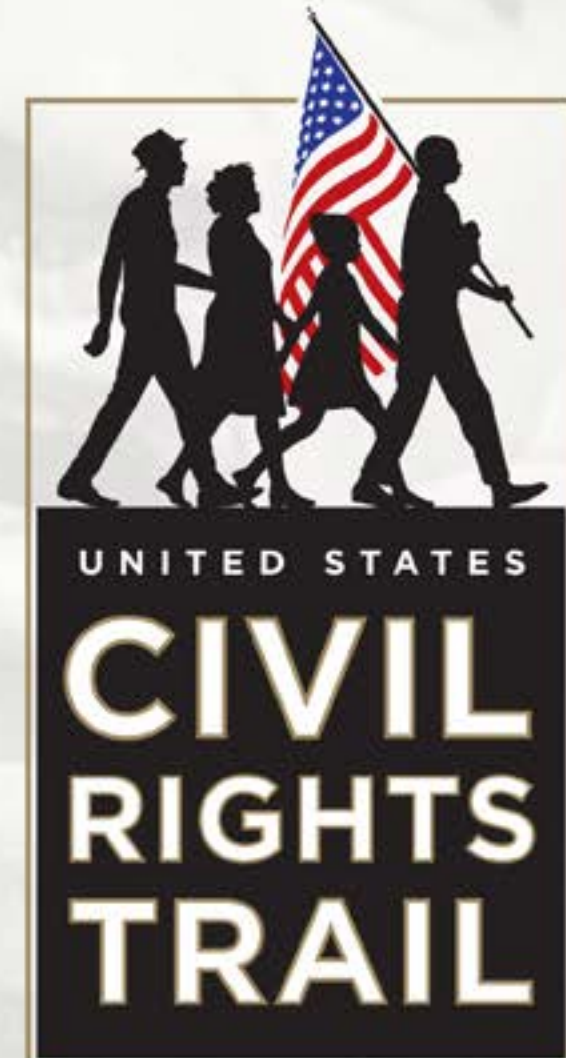
- Consumers are more likely to recognize and empathize with historic figures rather than historic places.

### INSIGHT #2

- Recent events have made consumers want to learn more about history; some consumers even feel they weren't properly taught about American history in school.

### INSIGHT #3

- Consumers find it easier to connect with a brand/organization when its advertising focuses on sharing moving stories.



TM



# SWOT ANALYSIS

## STRENGTHS

- Strong, compelling brand message
- Positive, uplifting brand voice
- Trail spans across multiple states, making it a unique experience
- Partnerships with state travel organizations

## WEAKNESSES

- Limited budget and resources
- Minimal presence across different media vehicles
- Low brand awareness among target audience

## OPPORTUNITIES

- Unique market of people who appreciate/value history and culture
- Recent events have increased interest in learning more about history
- Partnerships with local travel organizations in addition to current partnerships with state organizations

## THREATS

- COVID-19 travel restrictions and mandates might make it difficult for people to justify travel
- Risk of campaign coming across as “political” and alienating some consumers
- Magnitude of Trail can be seen as daunting



## TARGET MARKET PROFILES

# JANET

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Janet is a 36-year-old Asian American woman who works as a nurse at a large hospital. Her husband is a lawyer, and the couple has two children together, ages 8 and 11. Janet's busy family does not have a ton of time to travel, but they try to make weekend trips a priority so they can spend time together. They enjoy attending festivals and other events they can find near the area where they live in Virginia. Janet and her husband also find it extremely important to teach their children the importance of learning about the nation's history. Janet uses social media and online news publications to stay in the know about upcoming events and to find new travel destinations. To plan vacations, she and her husband often use travel sites. The family is still traveling domestically during the COVID-19 pandemic, but Janet is taking the recommended precautions to keep her family and community safe.





# JASON

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Jason is a 28-year-old White American man. He has a master's degree in computer programming and is currently working from home for a software development company. Jason is single and looking for a partner with similar interests as him – he considers himself to be a bit of a history nerd and loves to travel and sightsee. Jason travels mostly on weekends and prefers to take day trips so that he doesn't have to stay places overnight too often, but he is willing to travel a further distance if he believes it to be worth it. Jason finds interesting places to visit through his close friends and by browsing the web. In regard to the pandemic, Jason now has more time to travel, but he still prioritizes safety precautions.







**Concept & Strategy**



## CONCEPT & STRATEGY

### CAMPAIGN MESSAGE

One of our key insights revealed that people are more likely to recognize and identify with historical figures rather than historical places. Since the USCRT relies on tourism, we believe our campaign must connect Civil Rights figures to the locations where they tackled injustices. At its core, we want to make the “where” as important as the “who” in the eyes of our target audience. Another insight revealed that those who frequent historic areas enjoy the tangible connection to the past that historic locations provide. This led us to believe our campaign must

incentivize personal engagement with historic locations. From these key insights, we derived our “I Was Here” campaign theme and tagline. We plan to occasionally supplement the “I” in the tagline with various civil rights figures (e.g. “M.L.K. Jr. Was Here,” “Rosa Parks Was Here,” and “Linda Brown Was Here”) as this will help attach the Civil Rights faces to the Civil Rights places. Also, the nature of the “I” in the “I was here” tagline helps to drive personal involvement in the campaign and will help encourage visitation to USCRT locations. Our campaign strategy involves using different types of social media marketing, promotional merchandise, and a tentpole event. According to



## CONCEPT & STRATEGY

According to our research, our target market uses varied social media platforms. Our campaign concept is easily adapted to various media vehicles which allows us to strategically reach a target market whose presence is scattered across the internet. We decided against out-of-home advertising since our research shows our target audience is staying inside more often due to COVID-19 concerns. Also, our research shows our target audience has an increased social-media presence due to the virus. This led us to prioritize social-media advertising within our campaign. We will be running digital ads on Twitter, Instagram, Facebook, YouTube, and Tik Tok. On both Youtube and Tik Tok, we will show 30 to 45-second videos that provide a brief

overview of the Trail. Facebook, Instagram, and Twitter will consist of creative graphics that will promote the Trail and provide a link to the Civil Rights Trail website. The campaign tagline is hashtag-friendly which will provoke brand engagement across platforms. Also, we plan to ask the Trail's social-media partner accounts (e.g. Explore Georgia, Sweet Home Alabama) to promote our content to their audiences. To further increase awareness, we plan to create promotional merchandise including water bottles, t-shirts, masks, and mugs. Our tentpole event will aim to provide local brand awareness and serve as the perfect medium through which to distribute promotional merch. Social media advertisements, promotional materials, and our tentpole event will feature our campaign's theme to create brand awareness and drive visitation to the U.S. Civil Rights Trail.

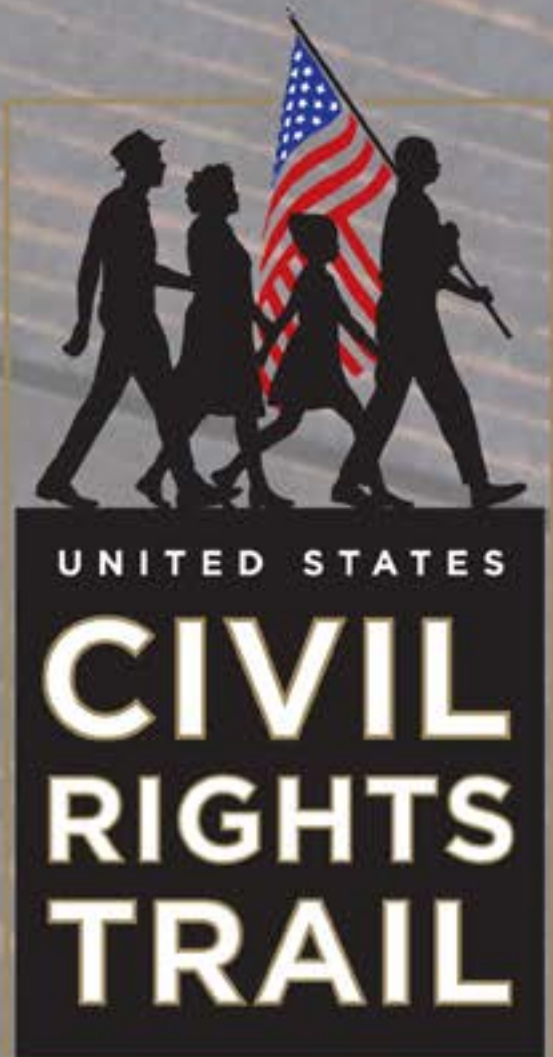




**Creative Executions**



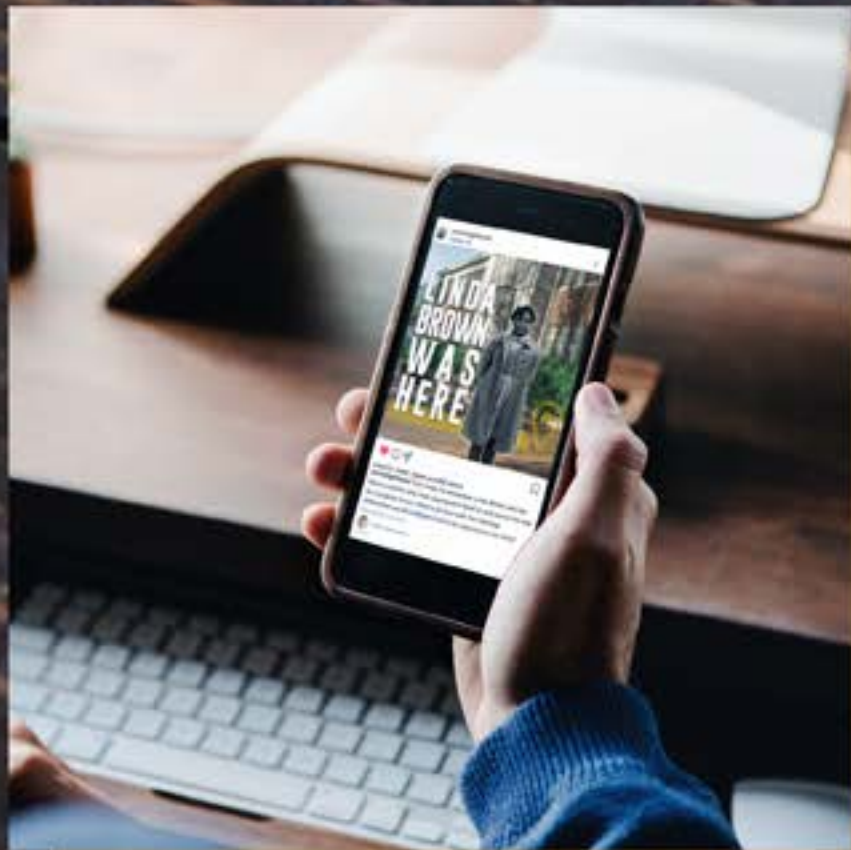
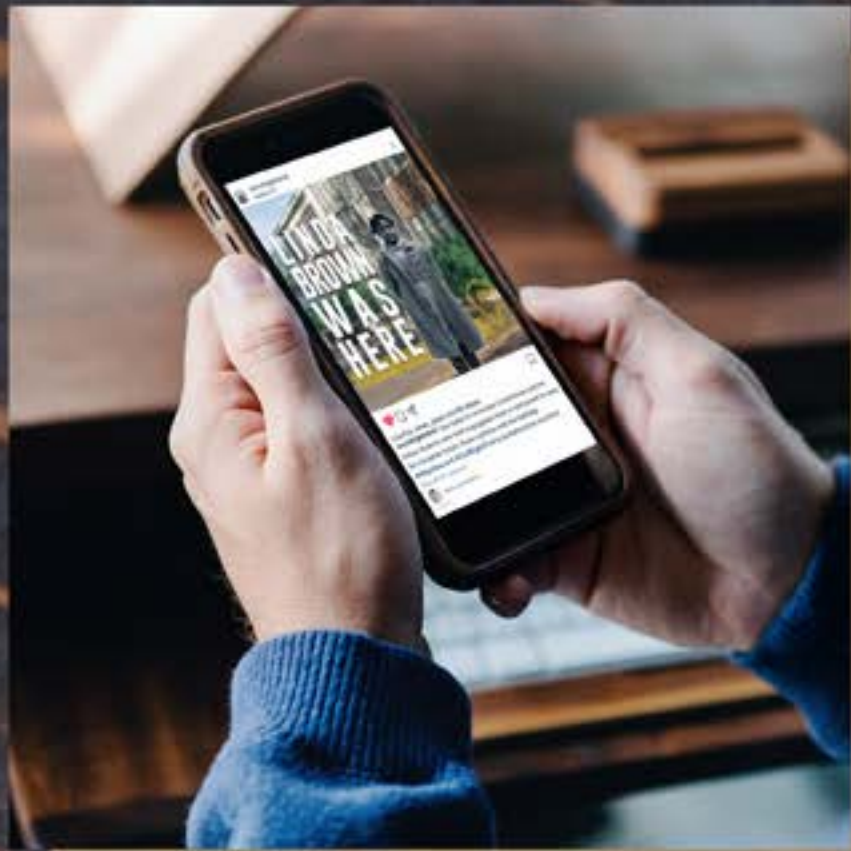
# CREATIVE EXECUTIONS



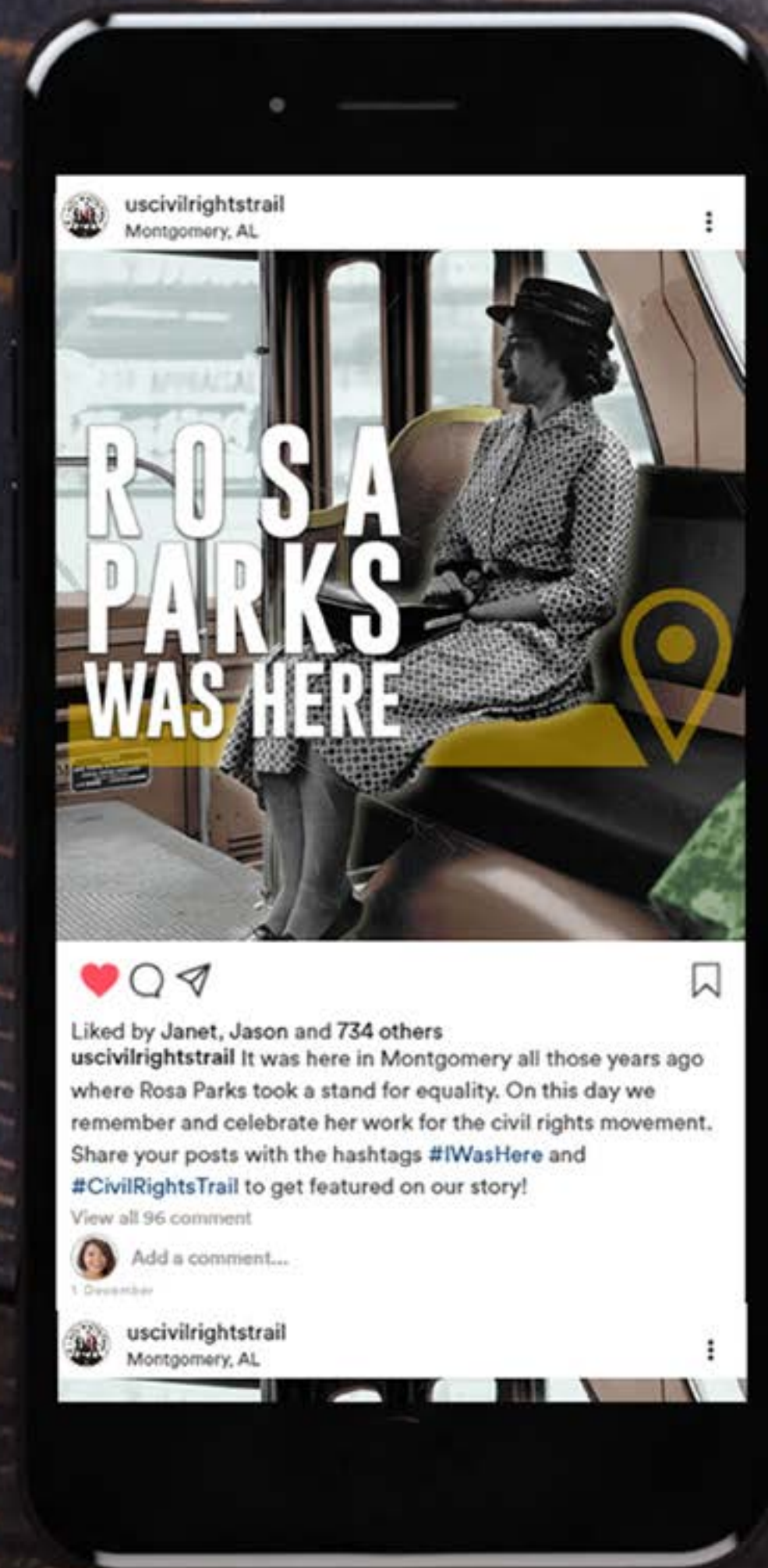
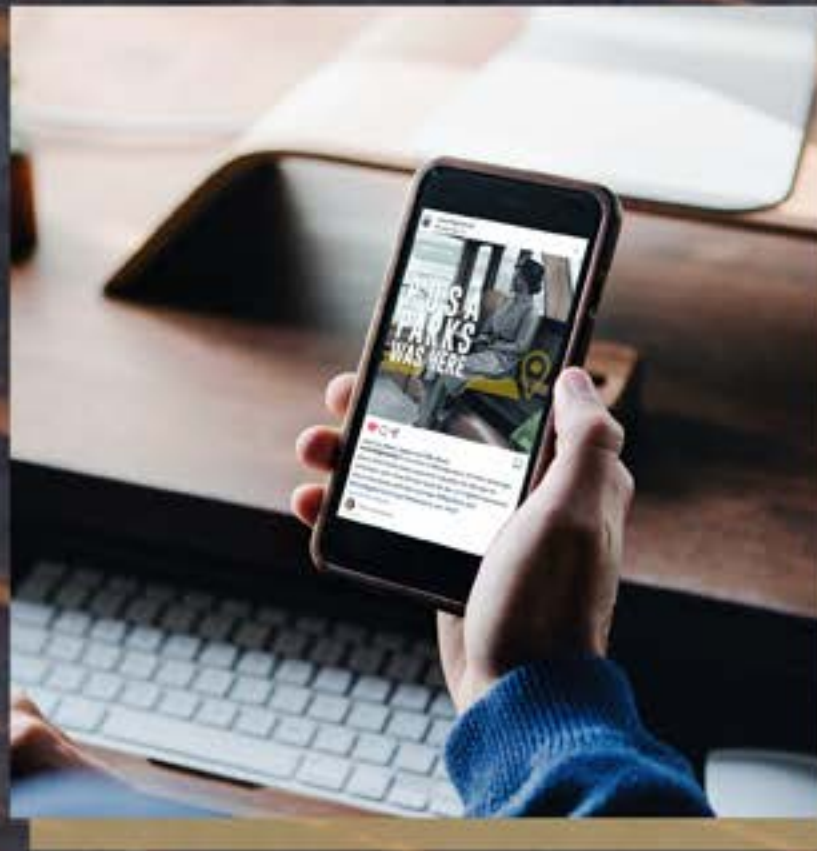
TM













# TWITTER POSTS



USCRT  
@USCRT

Join us at the Edmund Pettus Bridge in Selma in memoriam of Rep. John Lewis. Take photos at the ceremony with the hashtag [#IWasHere](#) to be featured on our page

12:00 PM · Jul 17, 2021

310 Retweets 4.6K Likes



USCRT  
@USCRT

Happy Martin Luther King Day! On this special day take the time to explore the life of this civil rights icon. Visit his home and send us a picture with the hashtag [#IWasHere](#) [#CivilRightsTrail](#) [#MLK](#)



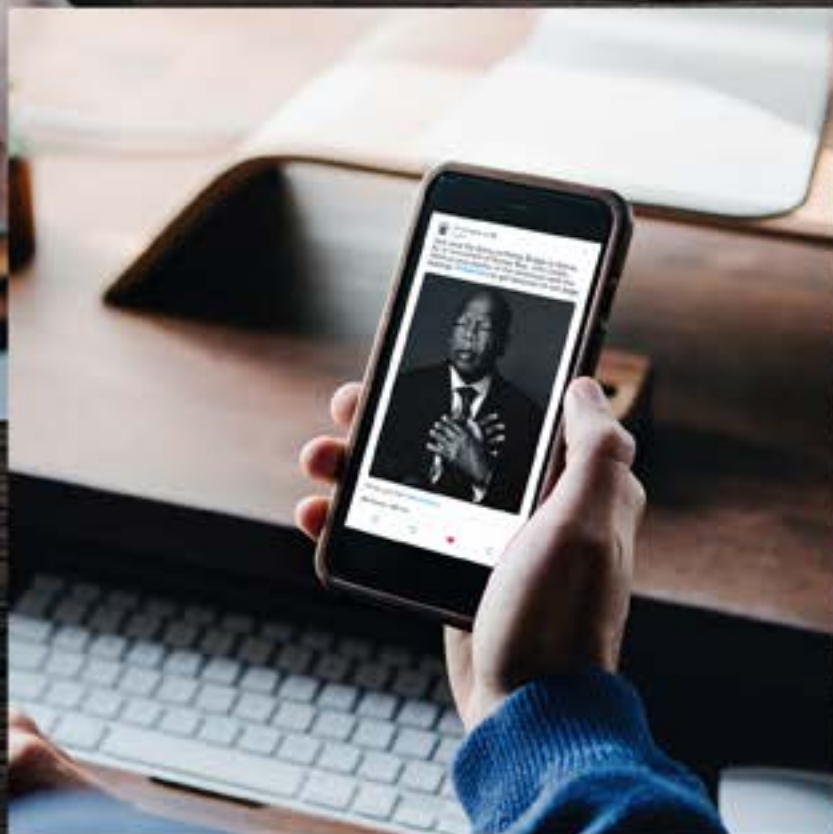
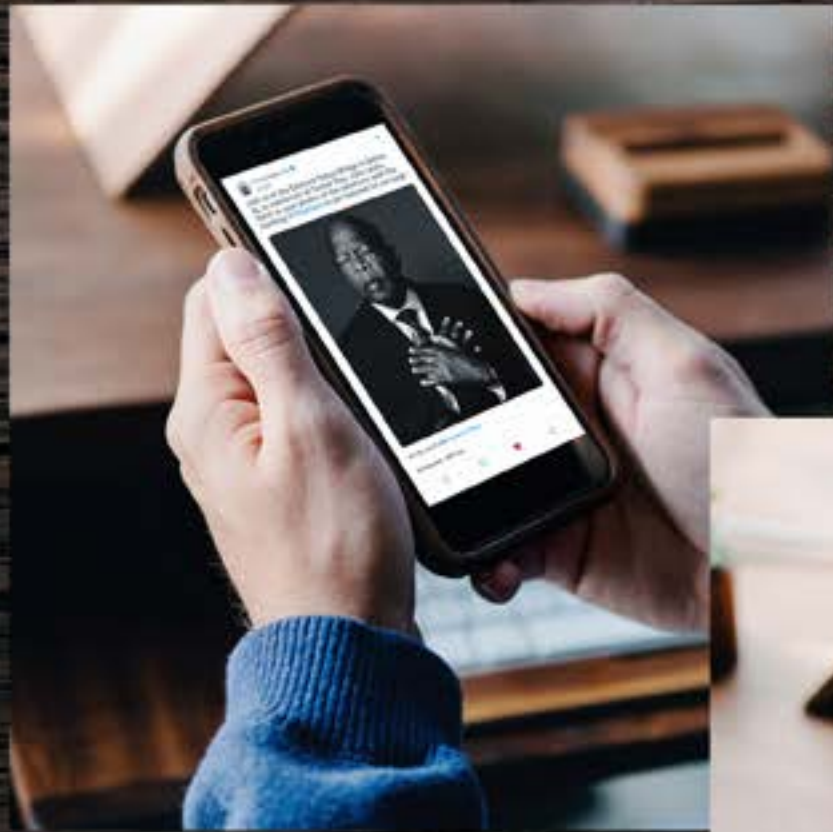
12:00 PM · Jan 18, 2021

310 Retweets 4.6K Likes





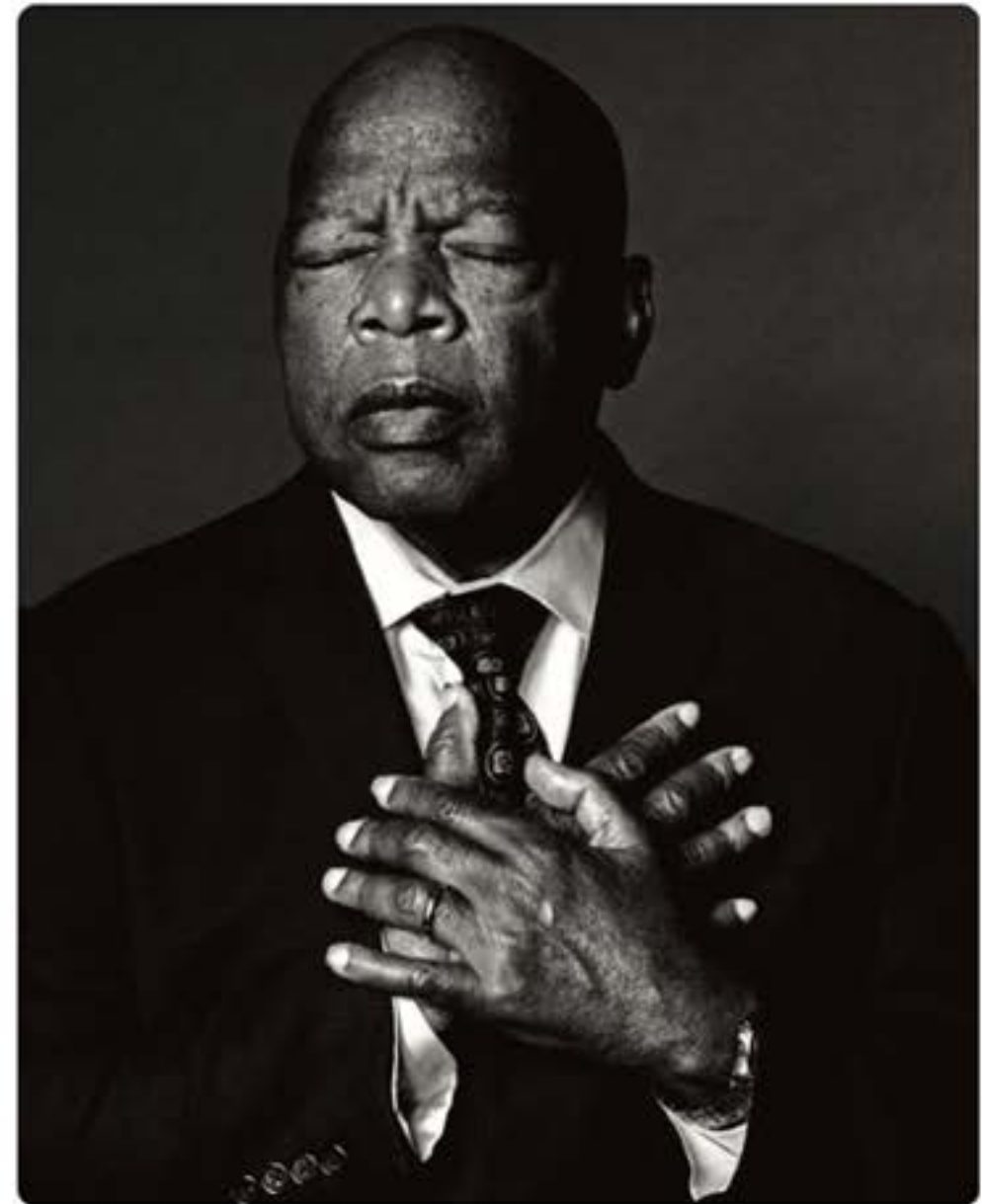
# TWITTER POSTS



U.S Civil Rights Trail

USCRT

Join us at the Edmund Pettus Bridge in Selma, AL in memoriam of former Rep. John Lewis. Send us your photos of the ceremony with the hashtag [#IWasHere](#) to get featured on our page



4:17 PM. July 17, 2021 [Twitter for iPhone](#)

260 Retweets 5403 Likes





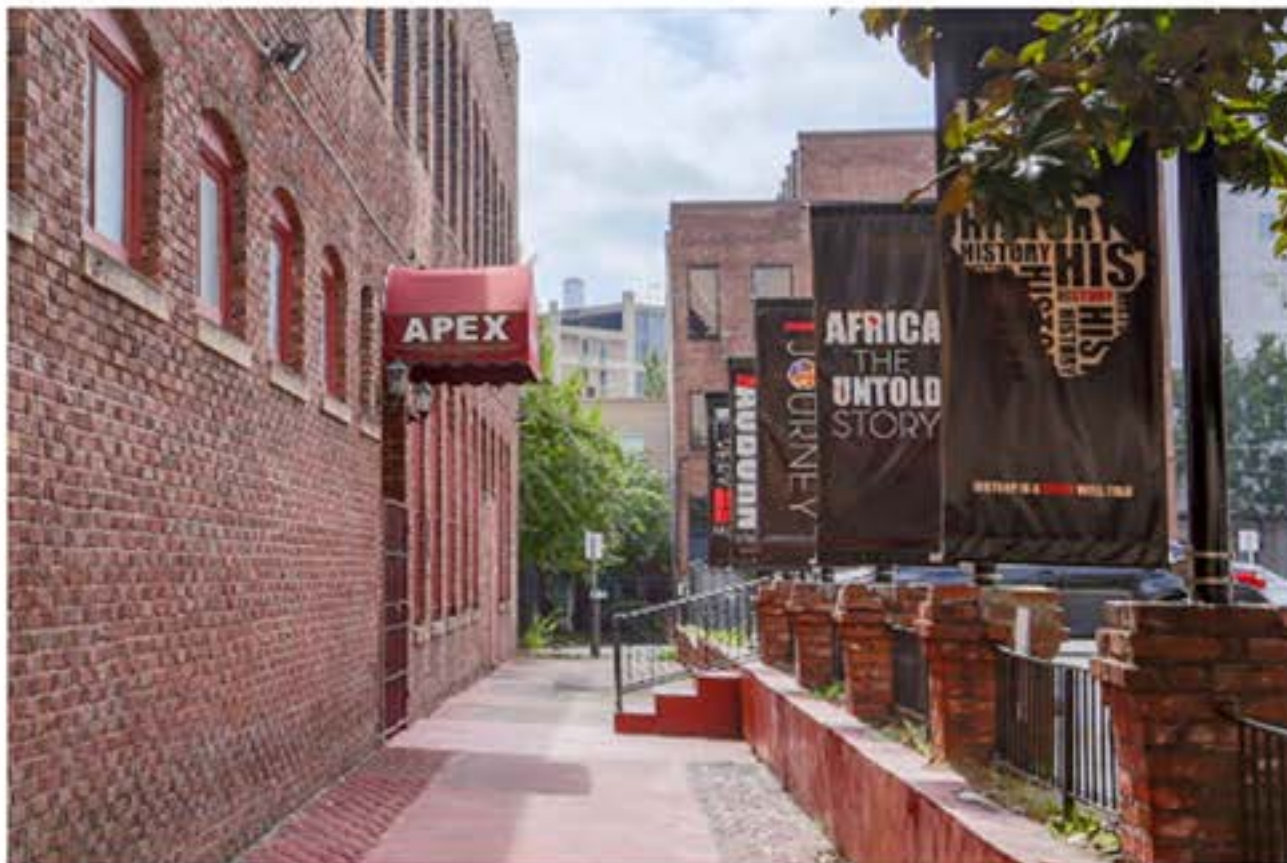
# FACEBOOK POSTS



U.S. Civil Rights Trail APEX Museum

Today at 12:23 PM

Here in Atlanta? Make sure to visit the APEX museum and experience the rich history of African American culture in Georgia. [#IWasHere](#)



27k

452 Comments 294 Shares



Like



Comment



Share

View more 452 Comments



Write a comment...



U.S. Civil Rights Trail Little Rock Nine Memorial, Little Rock, AR

Today at 12:46 PM

On this day in 1957 The Little Rock Nine stood tall in the face of oppression to fight for their right to an equal America. If you are in Little Rock take some time to remember what they fought for. Stop by these historical landmarks and post a photo with the hashtag [#IWasHere](#) to get featured on our page.



13.5k

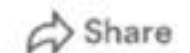
421 Comments 210 Shares



Like



Comment



Share

View more 421 Comments



Write a comment...





# USER-GENERATED SOCIAL MEDIA





# USCRT PRODUCT LINE





# USCRT PRODUCT LINE





# YOUTUBE STORYBOARD



**IT'S ALL  
AROUND US**

**MINI STORYBOARD**



*Action:* Boy is walking down the street to the bus and passes MLK's house. He stops to look at it and images of Martin and his family appear.

*FX:* Soulful music playing



# YOUTUBE STORYBOARD



*Action:* Boy walks onto bus and takes a seat. He looks across the aisle and images of Rosa Parks appear. (Images will blend into his reality somehow)

*FX:* Soulful music playing.



*Action:* Boy looks out the window as he rides through the city.

*FX:* Soulful music playing



# YOUTUBE STORYBOARD

4



*Action:* Camera show boy get off bus and walk up to National Center for Civil Rights and is greeted by his grandmother and they walk inside.

*FX:* Soulful music ends

5



*Action:* Camera pans out of city until it shows all states the Civil Rights Trail is located and then creates a map dotting the lines.

*FX:* Title fades in saying, "History." "It's All Around Us." Then US Civil Rights Trail\info flashes on screen and camera fades.



# TIKTOK AD

TikTok will be used for short format video advertisements that will be sized down from long format stories that will be hosted on YouTube from USCRT's new YouTube account.





# TENTPOLE EVENT



In order to boost traffic to their locations and increase brand awareness, USCRT will coordinate a single tentpole event of a culture and arts festival in Atlanta, GA. For this event, we plan to team up with ExploreGeorgia and The City of Atlanta. The event would take place over the course of a weekend at the Center for Civil and Human Rights, which is a spot along the Civil Rights Trail located in the center of Atlanta. The goal of this tentpole event is to drive tourism to one of the most easily accessible stops on the USCRT, as well as raise awareness to those who have already been to this museum that there are other stops on the Trail.



# TENTPOLE EVENT



This event aligns with the “I Was Here” campaign since it allows visitors to engage with a site along the USCRT. While our digital campaign focuses more on past historical figures, the museum setting for the tentpole event allows people to connect to the site directly, as well as learn about other nearby sites. Thus, the “I Was Here” tentpole event will focus more on engaging visitors and promoting content creation with the campaign hashtag. The event will include local community vendors for food and beverages as well as offer local minority artists the ability to perform on stage or display their art. In addition, we plan to distribute our promotional merchandise, and set up photo cut-outs so visitors can interact with the brand face-to-face.





Media



## **MEDIA OBJECTIVES**

- To reach the target audience on the platforms they are already using and successfully communicate our campaign message.
- To elevate follower count and post engagement by 20% on Facebook, Instagram, Twitter, and Youtube.
- To grow click-through rate by 10% via implementing actionable content on social media posts.
- To increase brand awareness with short-format video content on YouTube, TikTok, and IGTV, as well as graphic content on Twitter and Instagram
- To promote user engagement in the campaign hashtag, #iwashere





## PLATFORM: YOUTUBE

### STRATEGY

The USCRT website hosts a surplus of mini-documentaries that connect civil rights figures to their respective locations. We plan to edit these documentaries into 30 to 45-second, Youtube advertisements that will link to their long-form companion on the USCRT website. We also plan to reformat this video content for IGTV and TikTok.

### RATIONALE

Our primary research shows that our target market frequently discovers travel locations on social media platforms like Youtube. Our secondary research shows that 91% of 18 to 30-year-olds actively use Youtube. Secondary research also shows that social media users are more likely to direct their attention to video content than static or graphic content (Social Media Examiner). This tells us that Youtube will be an effective vehicle to target consumers.



## STRATEGY

We plan to create a Twitter account for USCRT to engage with our audience. This account will allow us to answer user questions, serve daily updates, and sponsor promotional posts. Promotional posts will contain informative captions alongside graphics that tie Civil Rights figures to their locations. These posts will also raise awareness of our campaign hashtag, #iwashere. These ads will incentivize users to visit the locations and create twitter posts engaging with the hashtag.

## PLATFORM: TWITTER

## RATIONALE

Our primary research shows our target market is interested in visiting historic locations within a reasonable distance of their home or vacation destination. Secondary research shows us that approximately 40% of our target market is active on Twitter (Sprout Social). In addition, Twitter has the most accurate geo-targeting services when compared to other leading social media platforms. This combination of factors will allow us to individually target consumers with advertisements that promote nearby Civil Rights Trail locations.



## STRATEGY

### Promotional Posts:

We will push a series of Instagram ads that show photographs of Civil Rights figures overlaid on photographs of the current day locations. These posts will serve to raise awareness of our Civil Rights Trail locations and our campaign hashtag, #iwashere. Much like twitter, these ads will incentivize users to visit the locations and create their own posts engaging with the hashtag.

### Instagram TV:

We plan to reformat the USCRT Youtube ads so that they fit the vertical aspect-ratio of IGTV. We will then sponsor these videos so that they appear in users' IGTV feeds.

## PLATFORM: INSTAGRAM

## RATIONALE

According to our primary research, our target market frequently discovers travel locations on social media platforms like Instagram. Secondary research tells us that 2/3rds of 18 to 30-year-olds are active on Instagram (Statista). Additional research shows that brands that use IGTV videos have seen impressions increase by 300% (Social Media Examiner). Also, the Instagram platform is designed to promote visual content which aligns with the visual nature of our campaign's goal to link faces to places. This alignment of factors determine Instagram as an excellent platform to connect with our target demographic and promote hashtag engagement.





## PLATFORM: FACEBOOK

### STRATEGY

We will populate users' feeds with paid advertisements that align with our campaign theme. These posts will contain informative captions alongside graphics that link Civil Rights figures to their locations. Much like Twitter and Instagram, these posts will raise awareness of our campaign hashtag to incentivize users to visit the locations and create posts engaging with the hashtag.

### RATIONALE

Primary research tells us that our target market often discovers travel locations on social media platforms like Facebook. According to our secondary research, approximately 80% of 18-30 year olds use Facebook (Sprout Social). Additionally, Facebook is unique in that it offers advanced retargeting options. This capability will allow us to target our ad content to those who have recently expressed interest in USCRT locations elsewhere on the internet.



## PLATFORM: TIKTOK

### STRATEGY

The video content created for Youtube will be reformatted for tik tok audiences. Although we plan to sponsor our post on TikTok, it will also contain travel and Civil Rights related hashtags on top of our campaign hashtag. This allows the post to be better directed to those who have positively interacted with similar content in the past, while also increasing the awareness of our campaign hashtag within these circles.

### RATIONALE

Secondary research tells us that 42% of 18 to 24-year-olds are on TikTok while only 16% of 25 to 34-year-olds use the platform (Hoot Suite). While this leans to the younger side of our target age demographic, the unparalleled targeting capabilities of TikTok algorithm make it an important media vehicle to use. The algorithm curates unique communities within the platform based on overlapping user engagement and hashtags. The nature of this algorithm gives our posts the unique advantage of connecting directly with communities that have a history of engaging in similar content. The algorithm will also allow us to integrate our hashtag into the TikTok algorithm for maximum user engagement and algorithmic content curation within our younger target audience.





# MEDIA FLOW CHART

## TIMING

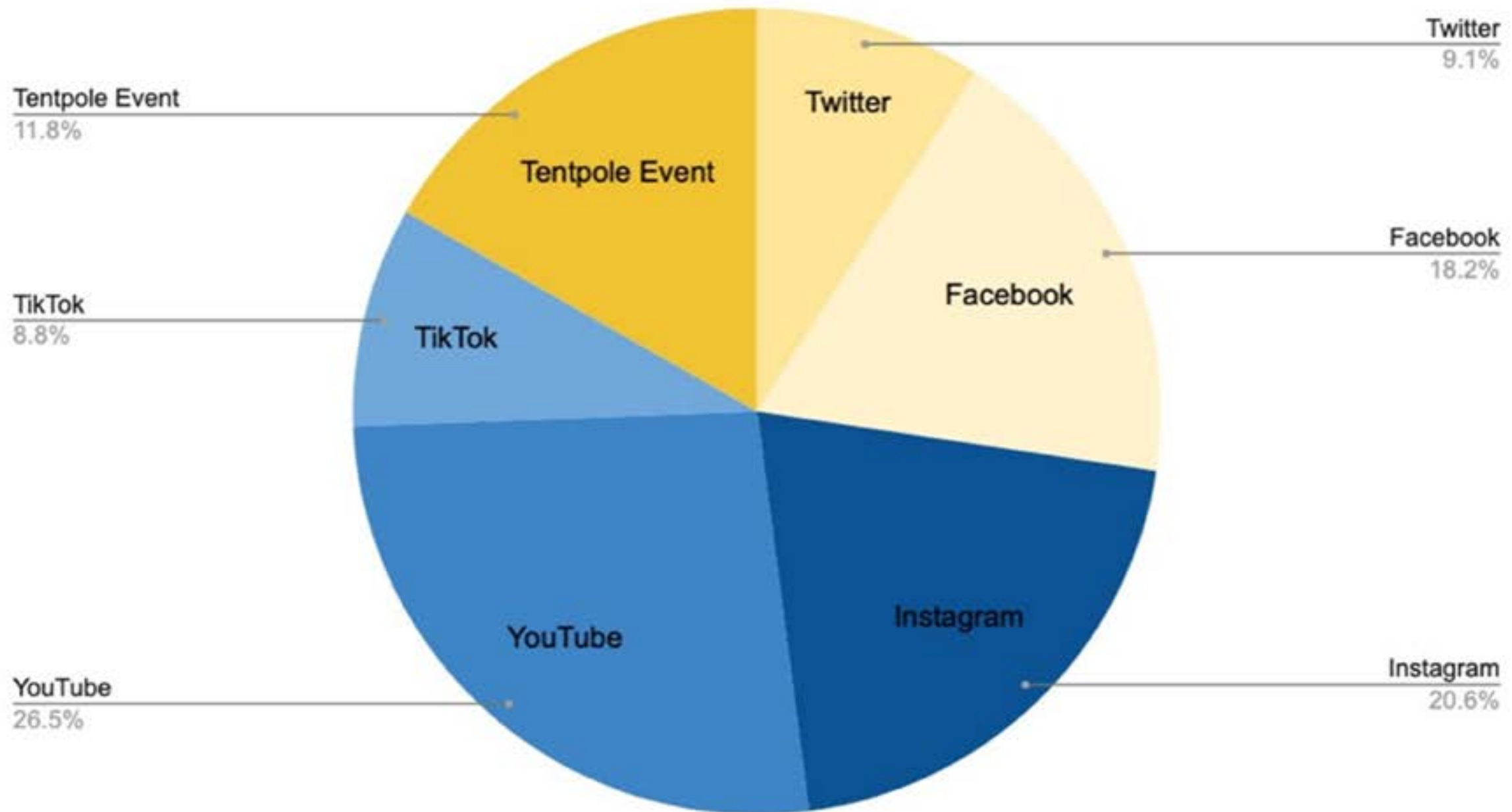
Paid ads on Twitter, Facebook, Instagram, and Youtube will run for the entire duration of our campaign (1/1/21-9/30/21). However, ads for the U.S. Civil Rights Trail will only be pushed on TikTok from May 1st to June 30th 2021 since this will be a prime time period to target our younger demographic. During these months, this demographic has increased social media presence, is out of school, and looking for things to do. Also, it is expensive to sponsor posts on TikTok due to its recent boom in user engagement. From this, we determined a two-month plan is more reasonable than a long-term execution. Our media plan relies heavily on digital media vehicles for two reasons. Firstly, our research and insights tell us that our target audience has a significant social media presence. In addition, our findings showed that our audience is most likely to hear about travel locations on social media. Lastly, the onset of the Coronavirus pandemic has reduced the reach of out-of-home and other internet-independent media vehicles.

	Media	Twitter	Facebook	Instagram	YouTube	TikTok
<b>January 1</b>	W1					
	W2					
	W3					
	W4					
<b>February 1</b>	W5					
	W6					
	W7					
	W8					
<b>March 1</b>	W9					
	W10					
	W11					
	W12					
<b>April 1</b>	W13					
	W14					
	W15					
	W16					
<b>May 1</b>	W17					
	W18					
	W19					
	W20					
<b>June 1</b>	W21					
	W22					
	W23					
	W24					
<b>July 1</b>	W25					
	W26					
	W27					
	W28					
<b>August 1</b>	W29					
	W30					
	W31					
	W32					
<b>September 1</b>	W33					
	W34					
	W35					
	W36					



# MEDIA BUDGET

Media Budget





# MEDIA BUDGET

## Budget Chart

**Budget: \$170,000**

Media	Start Date	End Date	Method	Rate	Monthly Spending	Total Spending
Twitter	1/1/21	9/30/21	CPM	\$3.02 per 1000 impressions	1,722.22	15,500
Facebook	1/1/21	9/30/21	CPM	\$1.25 per 1000 impressions	3,444.44	31,000
Instagram	1/1/21	9/30/21	CPM	\$1.31 per 1000 impressions	3,888.89	35,000
YouTube	1/1/21	9/30/21	CPM	\$3.98 per 1000 impressions	5,000.00	45,000
TikTok	5/1/21	6/30/21	CPM	\$8.00 per 1000 impressions	7,500.00	15,000
Tentpole Event	TBD	TBD	Event		2,222.22	20,000
Contingency (5%)						\$8,500
Total					~\$17,944.44	<b>\$170,000</b>





# Campaign Evaluation



# EVALUATION

## OVERVIEW

To determine the success of our campaign, we will be assessing each of our media vehicles to see how many impressions they received. For the social media posts, we will be looking at our click-through rates of the links that we attach to the posts. This will show us how many people interact with the advertisements and then follow the link to the Civil Rights Trail website.

## TWITTER

To evaluate the success of our Twitter campaign we will be checking the growth of the newly formed U.S. Civil Rights Trail page by looking at how many followers the page has gained. Alongside of this, we will be checking each ad for how many impressions, retweets, clicks, and likes it is getting. This will give us a solid, well-rounded look at how many people are seeing our ads and then interacting with them. Finally, we will see how many times that #IWasHere was used on the platform.



# EVALUATION

## INSTAGRAM

The main way that we will be checking the success of our Instagram campaign will be by checking our insights periodically. These insights include the overall click-through rate and consumer interaction. We will be able to see the number of likes, comments, and shares from each post as well as how many times the #IWasHere was used across the platform.

## FACEBOOK

Facebook, like Instagram, allows you to see the number of times that an ad was viewed and how many users directly interacted with it. We will also be able to see the number of likes on the brand's page as well as number of likes, comments, and shares each ad receives.

## TIKTOK

With Tik Tok, the easiest way to measure the success of a campaign is to see the overall number of views on an ad and then look at how many users interacted with it. Tik Tok has an algorithm that puts videos with more engagement on users "For You Page", which incentivizes them to interact with the ad that one decides to post.



# EVALUATION

## YOUTUBE

To measure the success of our YouTube ads, we will be looking at the number of views that each one got and then compare that with the view rate. The view rate is how many engagements you got divided by how many times the ad was viewed overall. Since our main goal is to encourage our target audience to click through to our channel, this will be the most useful metric to look at when judging the success of our YouTube campaign.

## TENTPOLE EVENT

We will evaluate the tentpole event success by monitoring visitation at local Civil Rights Trail locations following the event taking place in Atlanta, Georgia at a culture and arts festival. Equally, we hope to see an increase in donations across both ExploreGeorgia & the city of Atlanta, our partners, but mainly to the U.S. Civil Rights Trail fund itself. While there will be some upfront expenses to host an event of this size, we should recoup this initial fund and gain more capital. This will be a successful campaign if we can see notable increase in foot-traffic and donations to the USCRT, as well as an increase in in-person and social engagement from the tools used at the event itself.





# #IWASHERE

A CAMPAIGN FOR

