

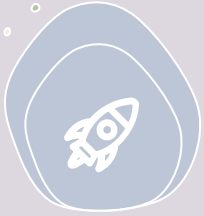


BUHI

Campaign Plan

Abby Dobson, Nicole Wise, Sarah Lawrence,
Maddie Mills-Craig

Role Assignments



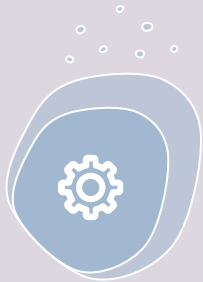
Account Director

Abby Dobson



Research Manager

Sarah Lawrence



Creative Manager

Maddie Mills-Craig



Traffic Manager

Nicole Wise

Target Audience

Primary



Back-to-School Mindy

Secondary



Seaside Sally



Hipster Mommy Kami



Energetic Jill



City-Hopper Sue

This audience will cover 56% of Buhi's target audience while also covering a large age range from 18-42 year old woman
higher % of female ambassadors

Target Audience

➤ PRIMARY

■ Mindy (17%)

- Demographic: Female, Ages 18-25, Student
- Interests: style, fashion, school, friends, college, hangout, good grades, balancing different activities

➤ SECONDARY

■ Kami (7%)

- Demographic: Female, Ages 33-42, Mom
- Interest: Fashion, organization, mom

■ Sue (8%)

- Demographic: Female, Ages 26-35
- Interest: Travel

■ Sally (11%)

- Demographic: Female, Ages 28-37
- Interest: The beach, sailing, fishing, swimming

■ Jill (13%)

- Demographic: Female, Ages 18-27
- Interest: Sports, athletics, fitness, yoga

Target Audience

Based off of the Mimic Social Audit

➤ PRIMARY

- Mindy (17%)
 - Most popular on TikTok and Instagram

➤ SECONDARY

- Kami (7%)
 - Most popular on Facebook and Instagram
- Sue (8%)
 - Most popular on Facebook and Instagram
- Sally (11%)
 - Most popular on TikTok, Facebook and Instagram
- Jill (13%)
 - Most popular on TikTok and Instagram

Our Goals



Goal #1

Increase brand awareness with young female adults (age 18-42) at the end of the month-long campaign by attaining a 10% increase in our total number of followers on Instagram, Facebook and TikTok



Goal #2

Increase Buhi's weekly backpack sales by 5% at the end of each week during the month-long campaign



Goal #3

To obtain three new brand ambassadors by the end of this campaign.

Campaign Parameters

- Best photo or video with the most likes
 - Post on Instagram, Facebook or TikTok
 - Share with friends and family
- Use #BuhiUnclutter
- Winner
 - Named Buhi Social Media Ambassador for a contracted year
 - As ambassador, open to deals, gifts and VIP Buhi event invitation
 - Receive a Buhi Original bag of their choice



Campaign Parameters

Rules:

1. Follow Buhi on Instagram, Facebook, and TikTok
2. Upload a bag organizing video or a photo of your organized bag and post on Instagram, Facebook or TikTok using #BuhiUnclutter.
3. Make sure to share with your friends and families! The top three posts WIN!



Social Media Networks

- The campaign rules/guidelines will be posted on all of Buhi's platforms (Instagram, TikTok, Pinterest, Youtube, Twitter and Facebook) throughout the whole month long campaign period
- The campaign will only take place on Instagram, Facebook and TikTok where contestants can either post a photo or video on those two platforms using the #UnclutterContest #Buhi in order to be entered into the contest

Campaign Idea, Theme and Tagline

Buhi Social Media Ambassador Challenge

- Theme: Mental health
- Tagline: “We have your back!”
- Color scheme: Purple and Blue
- Idea: Feature and share your Buhi Bag with your strategy, such as how you organized your backpack

Post

BUHI BRAND AMBASSADOR CONTEST

Bag Organizing Contest

WE HAVE YOUR BACK

- 1 Follow our social media account
- 2 Create a bag organizing video and post with #BuhiUnclutter on Instagram, Facebook or Tiktok
- 3 Share with friends and families, the top 3 posts with the most likes wins!

Announcing winners February 1, 2023

BuhiBags • Follow Turkey

BUHI BRAND AMBASSADOR CONTEST

Bag Organizing Contest

WE HAVE YOUR BACK

- 1 Follow our social media account
- 2 Create a bag organizing video and post with #BuhiUnclutter on Instagram, Facebook or Tiktok
- 3 Share with friends and families, the top 3 posts with the most likes wins!

Announcing winners October 2, 2023

Liked by john and 1,560 others

BuhiBags BRAND AMBASSADORS WANTED!
Kicking off this fall with a bag organizing competition. Share how you organize your bags and win you're own Buhi original bag and a year-long Brand Ambassador contract!

To win, all you have to do is:

1. Follow Buhi on Instagram, Facebook, and TikTok
2. Upload a bag organizing video or a photo of your organized bag and post on Instagram, Facebook or TikTok using #BuhiUnclutter.
3. Make sure to share with your friends and families!

The top three posts WIN!

The winner will receive:

- Buhi Original Choice of Bag
- A year-long contract as Buhi's Social Media Brand Ambassador (you will be featured on our social media accounts, invited to special Buhi events and gifted a variety of products to share)

[#Buhi #BuhiUnclutter ...more](#)

[View all 20 comments](#)

5 MINS

Post

TikTok



Facebook



Timeline and Calendar

- The campaign will run for one month long period from September 1st 2023 - October 1st 2023 and then the winner will be announce on October 2nd



Content Calendar

Default	Weekends: On	Public link: Off	Customize				
<table border="1"> <thead> <tr> <th>Fri</th> <th>Sat</th> </tr> </thead> <tbody> <tr> <td> September 1 Facebook Post- Campaign Announcement Twitter Post- Campaign Announcement Youtube Paid Ad- Campaign Announcement Email Blast- Campaign Announcement Instagram Post- Campaign Announcement TikTok Post - Campaign Announcement Pinterest Post - Campaign Announcement Blog Post - Campaign Announcement </td> <td> 2 Insta: Get To Know Buih Infographic Twitter: Get To Know Buih Pinterest Post - Organization Inspiration TikTok Post - College student's day TikTok Post - Why I love Buih from a col... Pinterest Post - Campaign Announcement </td> </tr> </tbody> </table>				Fri	Sat	September 1 Facebook Post- Campaign Announcement Twitter Post- Campaign Announcement Youtube Paid Ad- Campaign Announcement Email Blast- Campaign Announcement Instagram Post- Campaign Announcement TikTok Post - Campaign Announcement Pinterest Post - Campaign Announcement Blog Post - Campaign Announcement	2 Insta: Get To Know Buih Infographic Twitter: Get To Know Buih Pinterest Post - Organization Inspiration TikTok Post - College student's day TikTok Post - Why I love Buih from a col... Pinterest Post - Campaign Announcement
Fri	Sat						
September 1 Facebook Post- Campaign Announcement Twitter Post- Campaign Announcement Youtube Paid Ad- Campaign Announcement Email Blast- Campaign Announcement Instagram Post- Campaign Announcement TikTok Post - Campaign Announcement Pinterest Post - Campaign Announcement Blog Post - Campaign Announcement	2 Insta: Get To Know Buih Infographic Twitter: Get To Know Buih Pinterest Post - Organization Inspiration TikTok Post - College student's day TikTok Post - Why I love Buih from a col... Pinterest Post - Campaign Announcement						

- Instagram : 50% (7 per-week)
- Facebook: 10% (2 per-week)
- Twitter: 10% (6 per-week)
- TikTok: 50% (7 per-week)
- Pinterest: 20% (10 per-week)
- YouTube: 1 per-week
- Email and Blog: 1 per-week

September 2023							Today	Color: Default	Weekends: On	Public link: Off	Customize
Sun	Mon	Tue	Wed	Thu	Fri	Sat					
3 Insta: Editing Tips For a Great Video Twitter: Editing Tips for a Great Video Pinterest Posts - Organization Inspiration Pinterest Post - De-stress essentials TikTok Post - Buih Style	4 Youtube Paid Ad: Reminder about contest Insta: Don't miss out!	5 Email Blast: Did you see the news? Insta: Need inspo for your entry? Comment...	6 Insta: Timeline of contest Twitter: Contest timelines Pinterest Post - Mental Health Awareness Pinterest Post - Organizational Inspiration TikTok Post - Mental Health Awareness	7 Facebook: Did you see the news? Insta: Infographic: What do Brand Ambassadors do? Twitter: Did you see the news? Pinterest Post - Contest Reminder Blog Post - What is a Brand Ambassador?	8 Insta: Did you see the news? Twitter: Check out our blog post! Pinterest Post - Buih Style Essentials Blog Post - What is a Brand Ambassador? TikTok Post - Contest Reminder	9 Facebook: Get To Know Buih Insta: Entering? Don't forget to follow Buih... Twitter: Don't forget to follow Buih! Pinterest Post - Obsessing over these or... Pinterest post - future decluttering inspiration TikTok Post - How's your entry going? TikTok Post - We love seeing the creativity...					
10 Insta: New to making content? Don't let this... Twitter: New to making content? Don't let this... Pinterest Post - Buih has you covered for... Pinterest Post - Tips on how to declutter TikTok Post - Buih has you covered in any...	11 YouTube Paid Ad: Contest reminder Insta: Infographic on video editing tools Pinterest Post - Best video editing tools Pinterest Post - Brand Ambassador... TikTok Post - Brand Ambassador...	12 Email Blast: Tips for a great entry Insta: Check out our video editing tools Pinterest Post - Organizational Inspiration TikTok Post - Brand Ambassador Perks	13 Insta: Check in! How is your entry going? Twitter: Check in! How is your entry going? Pinterest Post - Taking a me day Pinterest Post - Dreaming of this Buih... TikTok Post - How do you declutter?	14 Facebook: Infographic on editing tools Insta: Benefits of partnering w/Buih... Twitter: Buih Business: Why partner with us? Pinterest Post - Have you heard of the news? TikTok Post - Secret tips on organizing	15 Insta: There's still time to enter! Twitter: There's still time to enter! Pinterest Post - What do brand ambassadors do?... Pinterest Post - Motivational Post Blog Post - Why taking care of your mental... TikTok Post - Have you found your favorite en...	16 Facebook: Check in! How's your entry... Insta: Have you voted for your favorite entry... Pinterest Post - Submissions due in 1 week! TikTok Post - Submissions due in 1 week! Pinterest Post - Have you checked out our... TikTok Post - Obsessed with the rece... TikTok Post - Have you found your favorite en...					

September 2023							Today	Color: Default	Weekends: On	Public link: Off	Customize
Sun	Mon	Tue	Wed	Thu	Fri	Sat					
17 Insta: Reminder! Submissions due Oct 1 Twitter: Reminder! Submissions due Oct 1 Pinterest Post - Planning ahead Pinterest Post - Don't forget to share your f... TikTok Post - Officially counting down the...	18 Youtube Paid Ad: There's still time to... Insta: Check out our blogs post for tips on... Twitter: Check out our new blog post Pinterest Post - Breathing Techniques... TikTok Post - Have you seen these entries yet?	19 Email Blast: Did you see the news? Insta: Deadline is approaching fast! Don't... Pinterest Post - Organizational Inspiration TikTok Post - Mental Health Break	20 Insta: Tips for reaching a wider audience Twitter: Tips for reaching a wider audience Pinterest Post - Organized and Stylish with... Pinterest Post - Have you checked this out... TikTok Post - Show us your bag organization...	21 Facebook: There's still time to enter! Insta: Don't forget to share your post to... Twitter: There's still time to enter! Pinterest Post - The future is easy with an... TikTok Post - The future is easy with an o...	22 Insta: Comment below how your entry is co... Twitter: Comment below how your entry is... Pinterest Post - essentials for organization Blog Post - Our top tips and tricks to stay... Pinterest Post - Mental Health Awareness TikTok Post - Don't wait enter now! TikTok Post - Taking a breath	23 Facebook: Comment below how your entry is... Insta: The weekend is a great time to work on... Twitter: Free weekend? Perfect time to work... Pinterest Post - Don't wait enter now Pinterest Post - Mental Health Awareness TikTok Post - Don't wait enter now! TikTok Post - Taking a breath					
24 Insta: Submissions due in 1 week! Twitter: Submissions due in 1 week! Pinterest Post - Submissions due in 1 week! TikTok Post - Submissions due in 1 week!	25 YouTube Paid Ad: Winners will be announce... Insta: Check out our new blog post! Twitter: Check out our new blog post Pinterest Post - Have you checked out our... TikTok Post - Obsessed with the rece...	26 Email Blast: Don't forget to submit, winner... Insta: We're so excited to see your entries! Pinterest Post - Organizational Inspiration TikTok Post - Have you seen these entries ye... Pinterest Post - Brand Ambassador Graphic TikTok post - Don't forget to like your favorit...	27 Insta: Remember to like and comment on your... Twitter: We can't wait to see your entries! Pinterest Post - BRB checking the contest... Pinterest Post - Brand Ambassador Graphic TikTok post - Don't forget to like your favorit...	28 Facebook: Don't Forget! Entries due Oct 1! Insta: Good luck to everyone who entered! Twitter: Don't forget! Entries due Oct 1! Pinterest Post - Is a brand ambassador in... TikTok Post - Don't forget to enter!	29 Insta: Don't Forget! Entries due Oct 1 Twitter: Best of luck to all who entered! Pinterest Post - Deadline coming up, enter... Blog Post - So excited for the contest result... TikTok Post - Don't forget to enter!	30 Insta: Winner announced Oct 2! Facebook: Winner announced Oct 2! Twitter: Winner will be announced Oct 2! Pinterest Post - Winner announced Oct 2nd Pinterest Post - Motivational Post TikTok Post - Winner announced Oct 2					

The Big Question ...

Significance of Campaign

The background features a light purple base with large, overlapping pastel shapes in shades of green and yellow. Thin, wavy orange lines are scattered across the scene, and small colored dots (black, orange, green) are also present.

Thank You!

CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon**, and infographics & images by **Freepik**