



# Fresh Minds Advertising Agency

# RUSCHE COLLEGE OF BUSINESS STEPHEN F. AUSTIN STATE UNIVERSITY BRIDGES TO BUSINESS

## ABOUT US

We are the Fresh Minds Advertising Agency. We create advertising campaigns that allow businesses to reach and truly connect with their consumers, such as this one.

Our goal is to help companies successfully market their business to potential customers so that they can grow and achieve their true potential.

“If you want success that you can see, hire the Fresh Minds Ad Agency!”

## CAMPAIGN GOAL

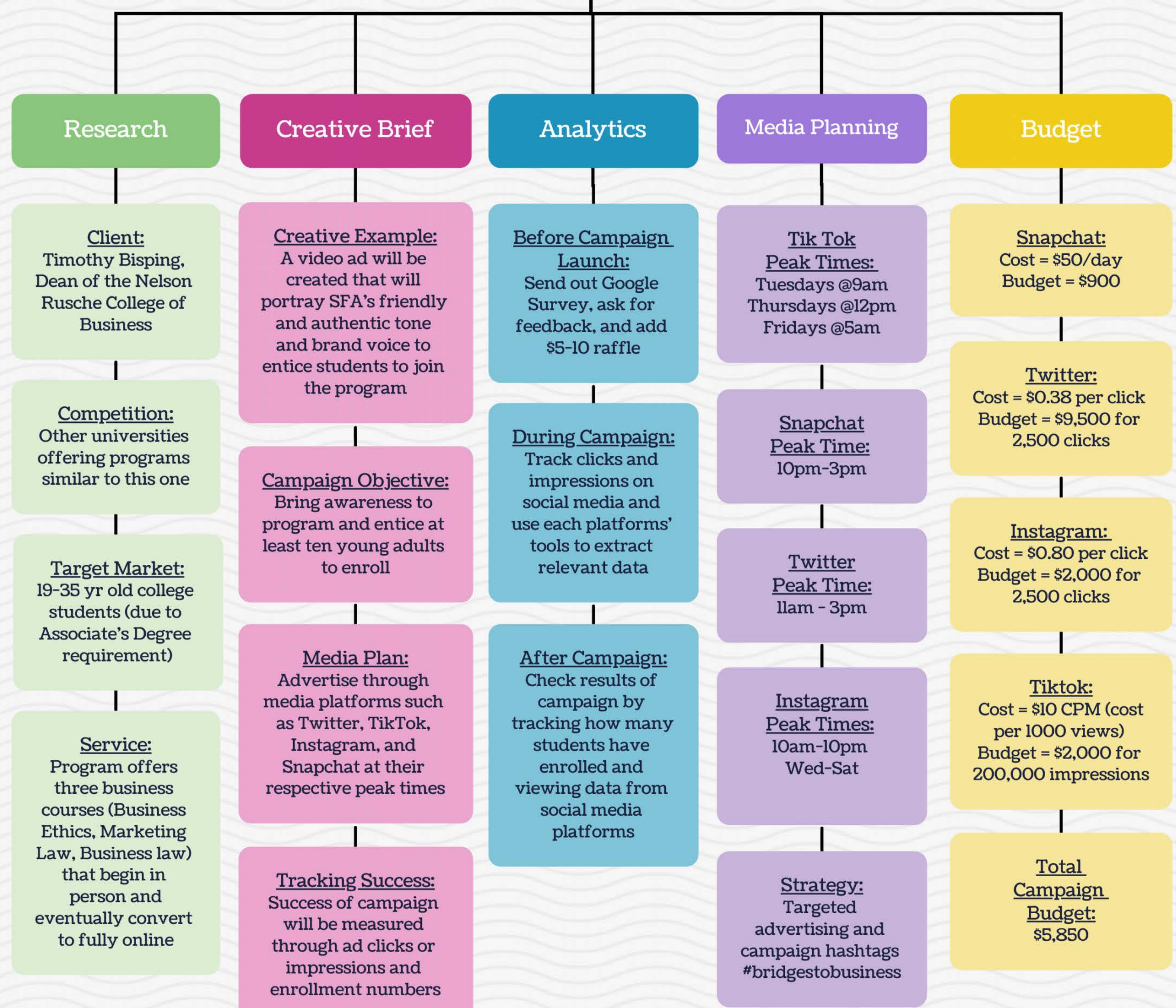
This campaign is for Bridges to Business, which is a business course that was offered by SFA's Nelson Rusche College of Business.

Our goal for this campaign is to increase awareness of this program among students who have completed their Associate's degree in order to generate success for the program in the coming semesters. We will do this by creating a campaign centered around the following main idea:

**How sturdy is YOUR bridge to business?**



SFA's Bridges to Business Program will give you EVERYTHING YOU NEED to build a stable bridge to the business world.



## Media Planning

Social Media Calendar Nov-Dec

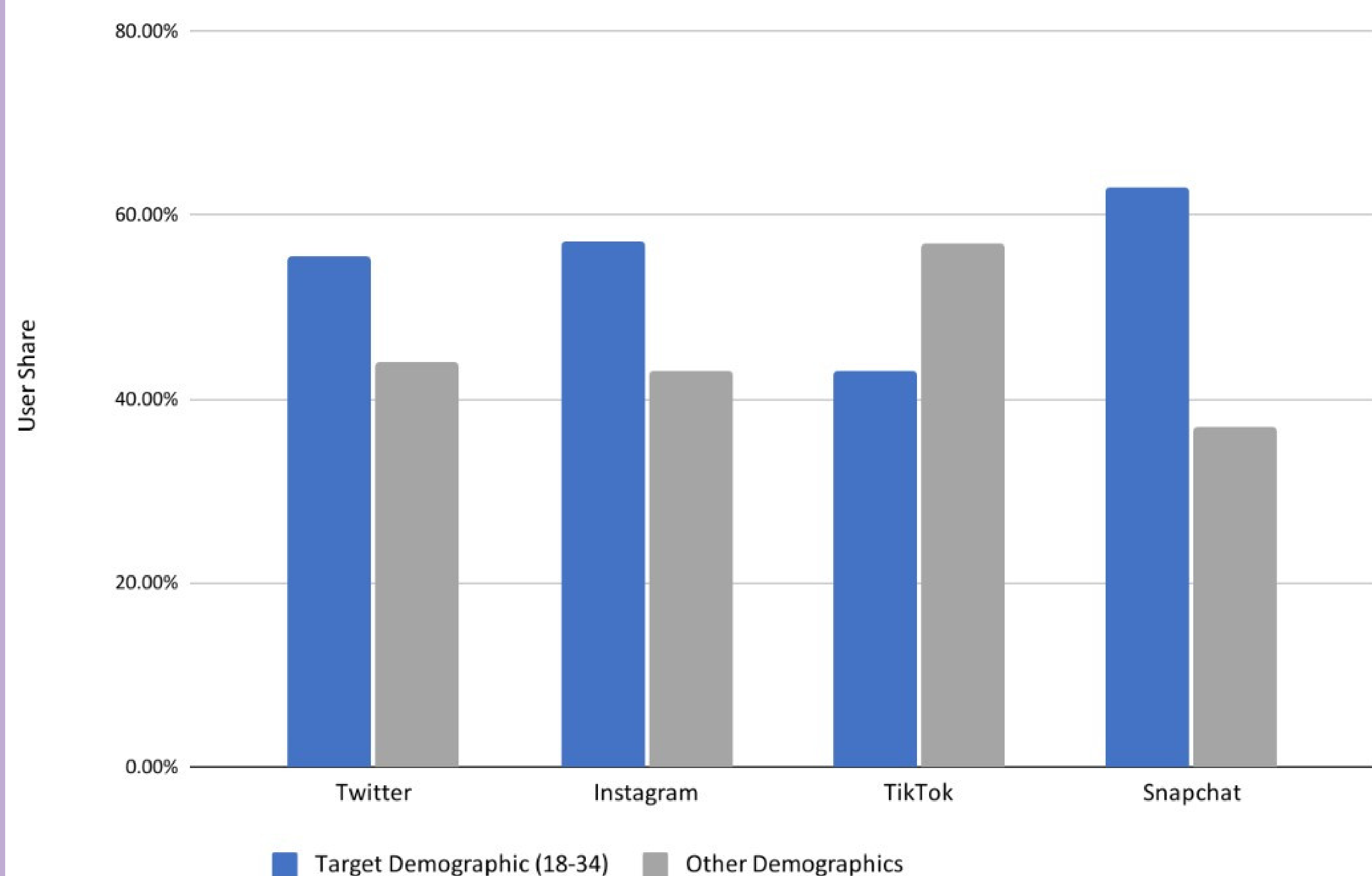
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
21	22	23	24	25	26	27
		Tiktok 9am	Twitter 9am-3pm	Instagram 10am-8pm	Tiktok 5am	Instagram 10am-8pm
		Twitter 9am-11am	Instagram 10am-8pm	Twitter 9am-11am	Instagram 10am-8pm	Instagram 10am-8pm
Snapchat 10pm-3am	Snapchat 10pm-3am			Tiktok 12pm	Twitter 5pm-10pm	Snapchat 10pm-3am
28	29	30	1	2	3	4
		Tiktok 9am	Twitter 9am-3pm	Instagram 10am-8pm	Tiktok 5am	Instagram 10am-8pm
	Twitter 5pm-10pm	Twitter 9am-11am	Instagram 10am-8pm	Twitter 9am-11am	Instagram 10am-8pm	Instagram 10am-8pm
Snapchat 10pm-3am	Snapchat 10pm-3am			Tiktok 12pm	Twitter 5pm-10pm	Snapchat 10pm-3am
5	6	7	8	9	10	11
		Tiktok 9am	Twitter 9am-3pm	Instagram 10am-8pm	Tiktok 5am	Instagram 10am-8pm
	Twitter 5pm-10pm	Twitter 9am-11am	Instagram 10am-8pm	Twitter 9am-11am	Instagram 10am-8pm	Instagram 10am-8pm
Snapchat 10pm-1am	Snapchat 10pm-3am			Tiktok 12pm	Twitter 5pm-10pm	Snapchat 10pm-3am
12	13	14	15	16	17	18
		Tiktok 9am	Twitter 9am-3pm	Instagram 10am-8pm	Tiktok 5am	Instagram 10am-8pm
	Twitter 5pm-10pm	Twitter 9am-11am	Instagram 10am-8pm	Twitter 9am-11am	Instagram 10am-8pm	Instagram 10am-8pm
Snapchat 10pm-1am	Snapchat 10pm-1am			Tiktok 12pm	Twitter 5pm-10pm	Snapchat 10pm-3am
19	20	21	22	23	24	25
		Tiktok 9am	Twitter 9am-3pm	Instagram 10am-8pm	Tiktok 5am	Instagram 10am-8pm
	Twitter 5pm-10pm	Twitter 9am-11am	Instagram 10am-8pm	Twitter 9am-11am	Instagram 10am-8pm	Instagram 10am-8pm
Snapchat 10pm-1am	Snapchat 10pm-1am			Tiktok 12pm	Twitter 5pm-10pm	Snapchat 10pm-3am
26	27	28	29	30	31	1
		Tiktok 9am	Twitter 9am-3pm	Instagram 10am-8pm	Tiktok 5am	Instagram 10am-8pm
	Twitter 5pm-10pm	Twitter 9am-11am	Instagram 10am-8pm	Twitter 9am-11am	Instagram 10am-8pm	Instagram 10am-8pm
Snapchat 10pm-1am	Snapchat 10pm-1am			Tiktok 12pm	Twitter 5pm-10pm	Snapchat 10pm-1am

This is the schedule that the ad campaign will follow. The time slots were determined based on the peak usage times for each media platform.

Snapchat only has three time slots per week due to the platform charging per day for ad space.

Twitter has additional time slots on Monday and Friday due to the increased engagement on weekday evenings.

Demographics of Each Social Media Platform



This graph represents the breakdown of each media platform's user share, which is key information when determining which platforms to advertise one's product/service on.