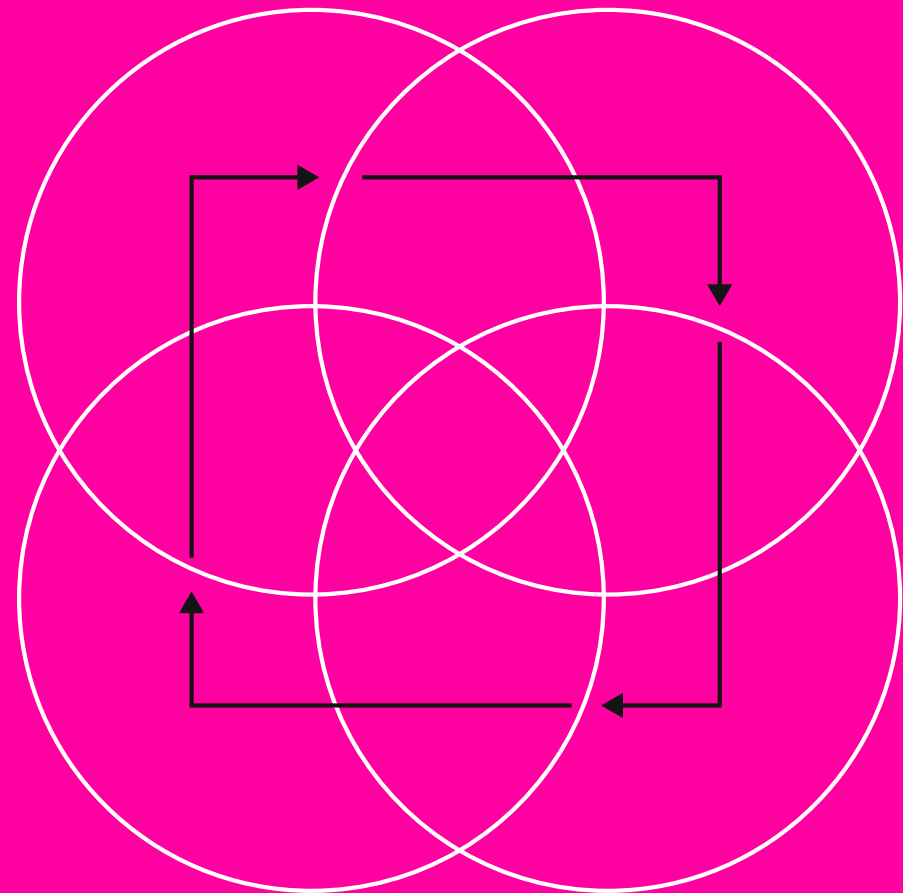


# CASE STUDY

By: Channing Sparks



# Description of Campaign



- The Launch of the "Sparks Project Dance" Studio.

# Goals

## Campaign Goals:

- Amplify Dancers / Artists of Color.
- Advocate for Diversity, Equity, and Inclusion practices.
- Promote Studio.

## Business Goals:

- Acquire New Customers
- **Teachers / Artists / Influencers of Color a Platform**

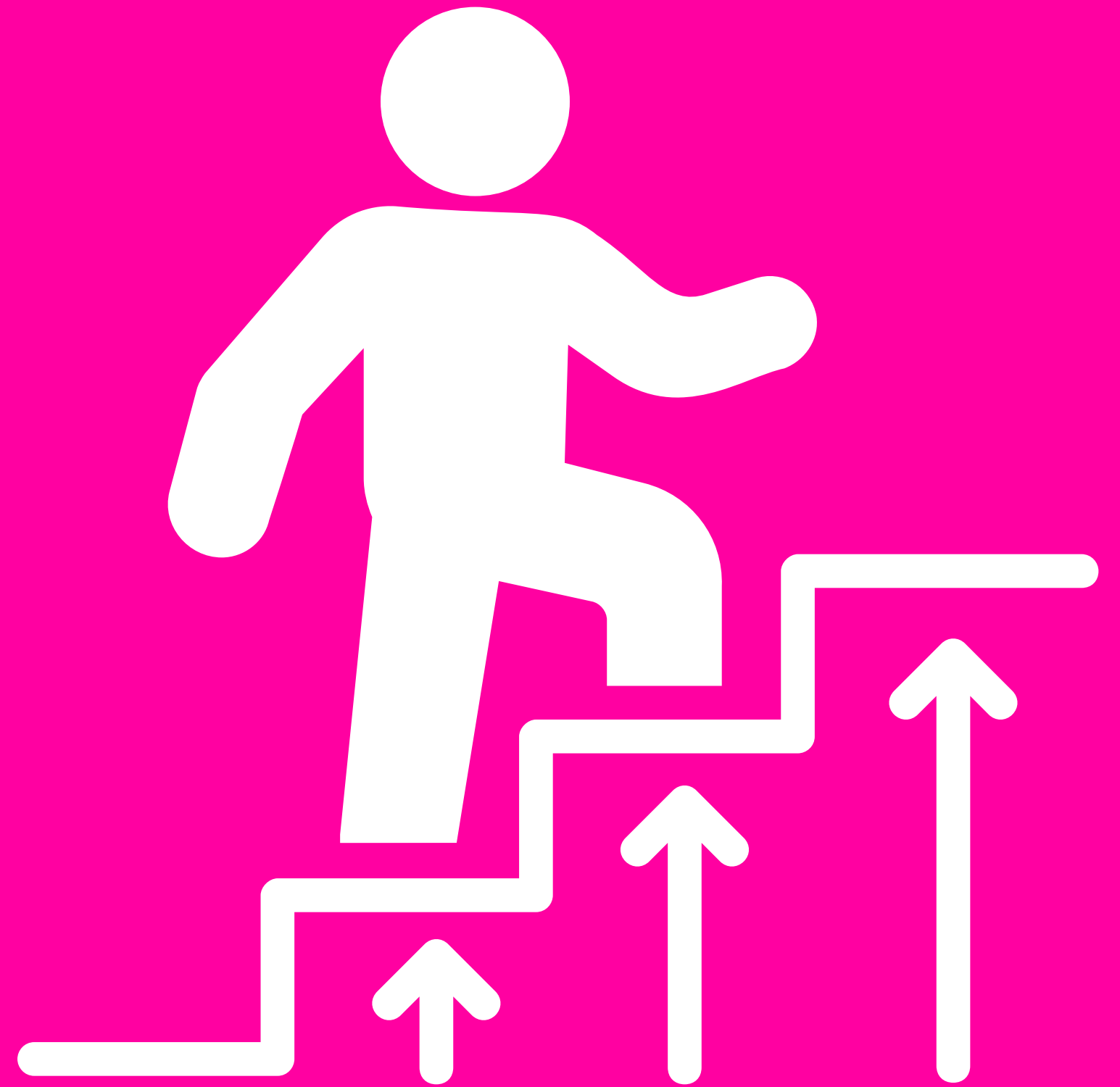
# Why? Problem?

## REPRESENTATION MATTERS

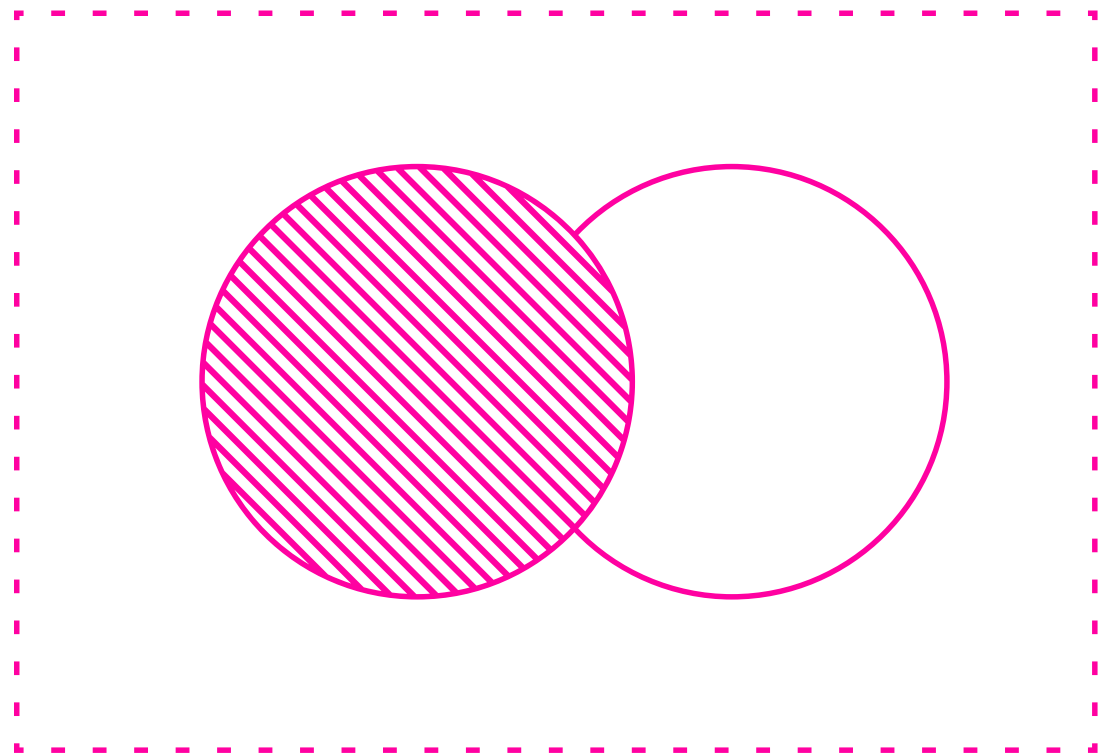


# Key Messages

- ALL Inclusive Space of Growth
- Sense of Comfort, Acceptance, and Opportunity
- You're Never Done Working - Always Room for Growth



# Target Audience

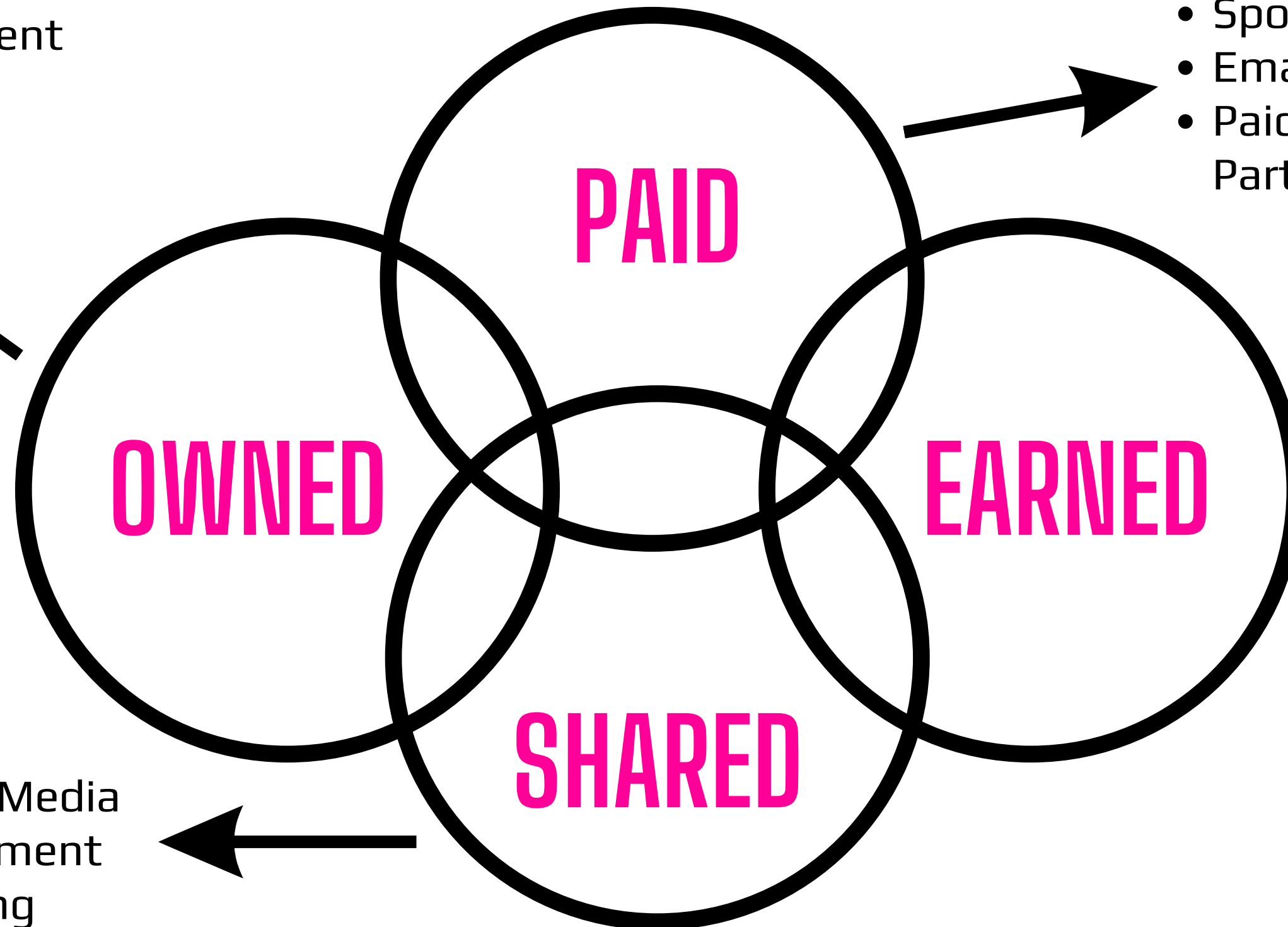


- ALL Dancers
- ALL Levels
- ALL Cultures, Races, Ethnicities
- Ages 9+
- California (Los Angeles)

# PESO Model

- ALL Personal Content
- Website & Email
- Video Production

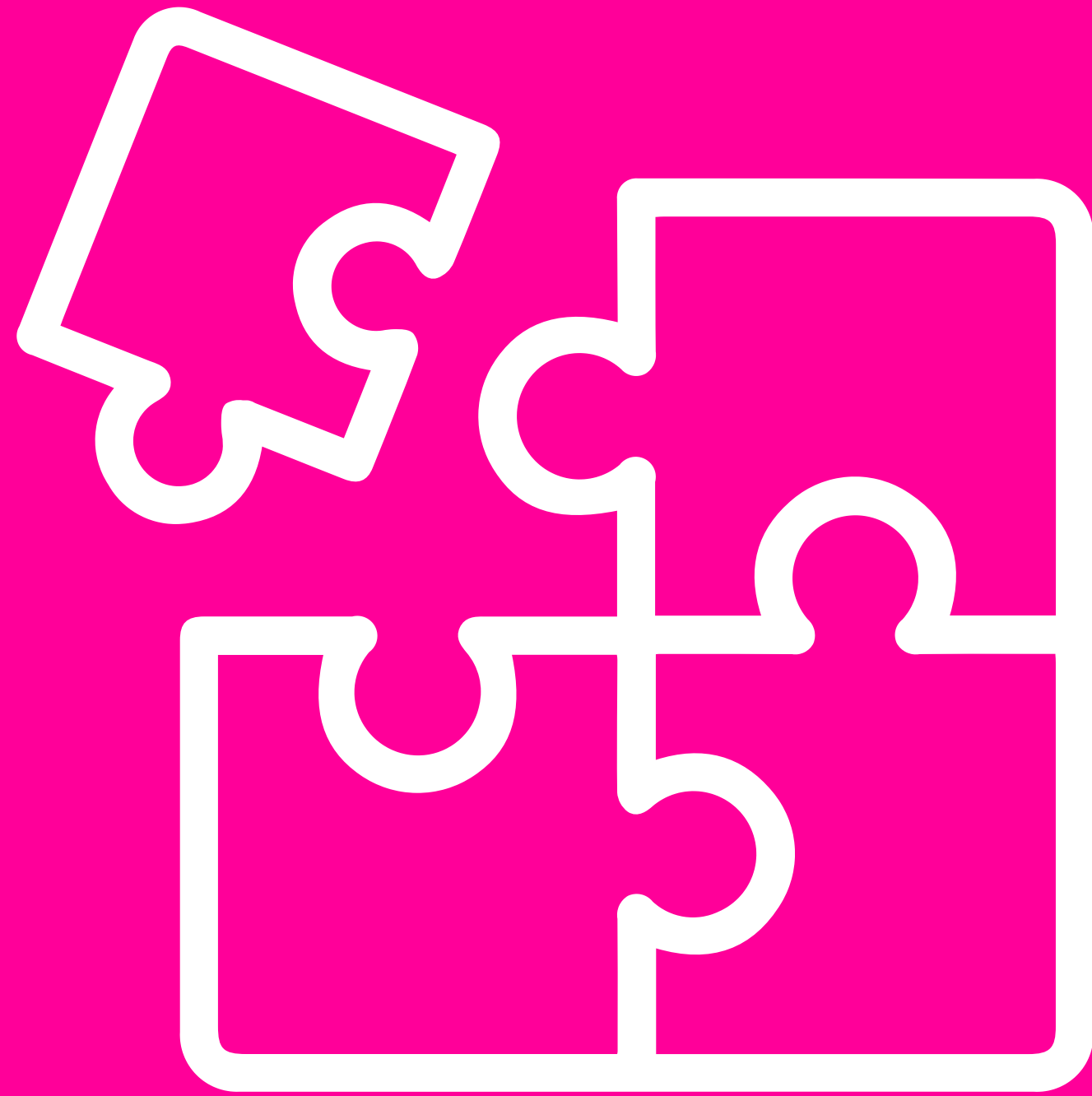
- Sponsored Social Media Post
- Email Marketing
- Paid Advertisements / Partnerships



- ALL Shared Social Media
- Influencer Engagement
- Community Building

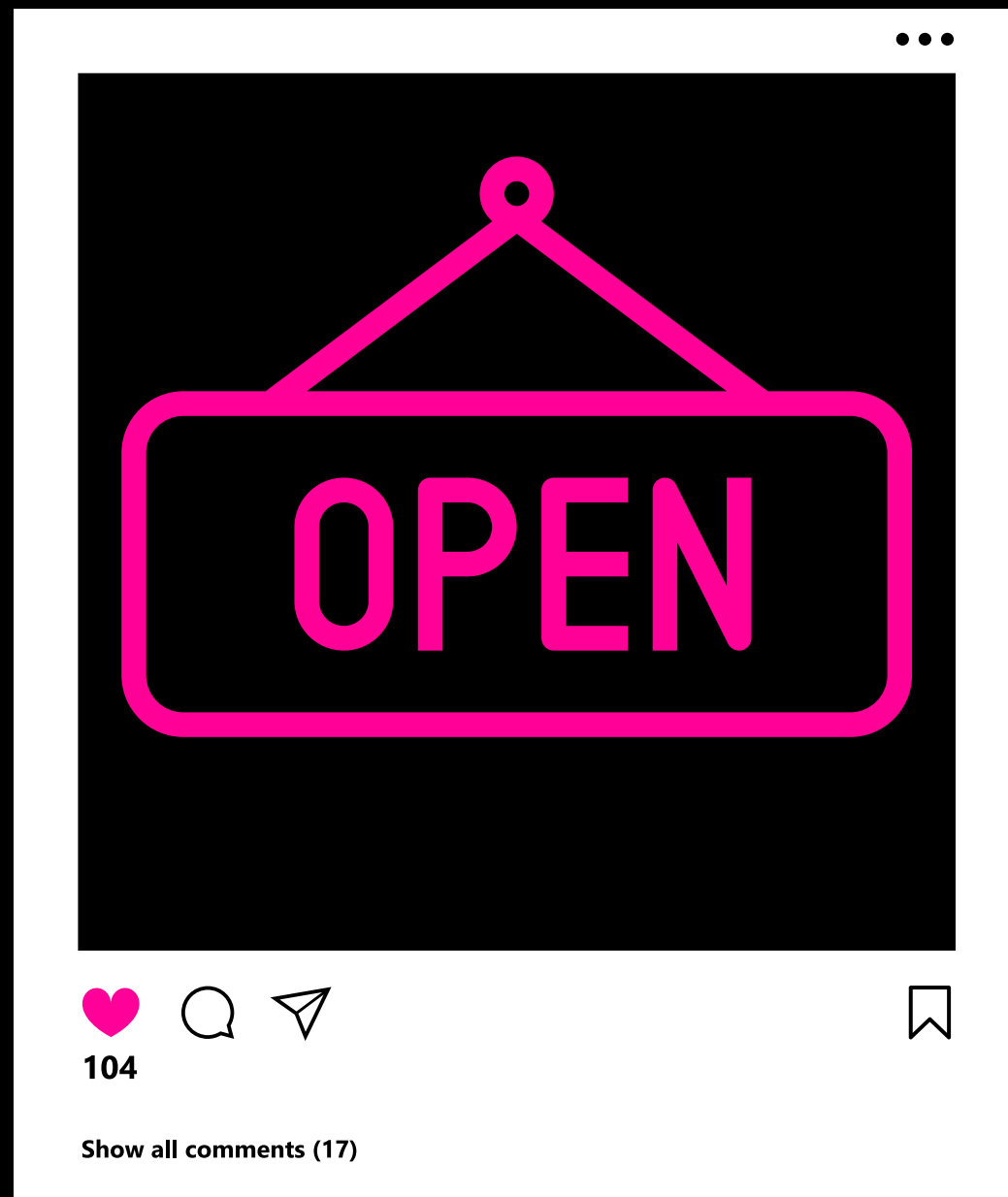
- Publicity (Mentions)
- Organic Searches
- Media Relations
- Influencer Relations

# Campaign Strategy & Tactics



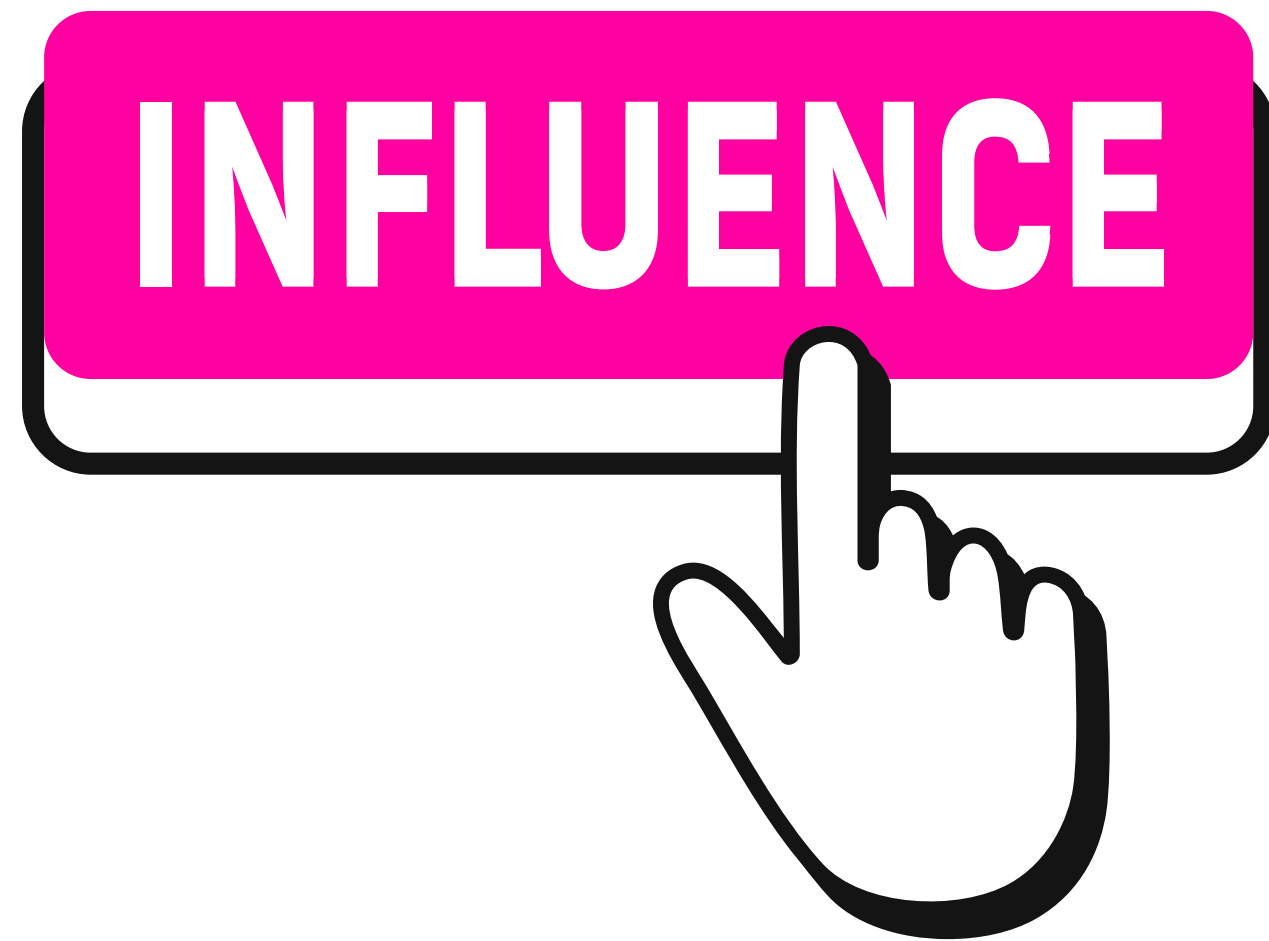


# Campaign Strategy & Tactic 1



- **Strategy:**
  - Promote the Launch of the Sparks Project Dance studio.
- **Tactic:**
  - Instagram Posts
  - Billboard
  - Email Blast

# Campaign Strategy & Tactic 2



- **Strategy:**
  - Demonstrate that the Sparks Project Dance Studio Actively Celebrates Representation.
- **Tactic:**
  - POC Influencers to Use Studio & Promote (Once a Month)
  - Employ ALL POC Instructors

# Campaign Strategy & Tactic 3



- Strategy
  - Demonstrate that the Sparks Project Dance Studio is a Studio Accessible to ALL
- Tactic:
  - DEALS
  - Scholarship Opportunities

# Campaign Elements



SPARKS PROJECT DANCE

## STUDIO OPENING

USE CODE: SPARKSDANCES5

# 5 FOR \$50 PACKAGE

The Sparks Project Dance studio is an advocate for Diversity, Equity, and Inclusion practices. We know just how important it is for artists of color to have a safe space to learn, grow, and create – especially those of African American descent. Each class will be open to all levels, cost \$15 – or register for a package of 5 classes for \$50 per month – last 1 hour, and encompass a variety of commercial hip-hop dance styles. Select your five classes for the month and Use Code: **SPARKSDANCES5** at check out. Hop your way to the Sparks Project dance studio; you don't want to miss this!

[REGISTER](#)

Instagram, Phone, Email, and Website icons.

A digital flyer for the Sparks Project Dance studio opening. The background is white. At the top, the Sparks Project Dance logo is in black with a pink starburst. Below it, "STUDIO OPENING" is written in pink. A pink circle contains the text "USE CODE: SPARKSDANCES5". A large black box with white text reads "5 FOR \$50 PACKAGE". Below this, a paragraph of text describes the studio's mission and the offer. At the bottom, there is a pink "REGISTER" button and four social media icons (Instagram, Phone, Email, and Website).





THANK  
YOU