



Temple University's Department of Strategic Marketing & Communications

Cherry On Friday Swag Giveaway Strategic Plan

Account Team:

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Summary

For the first time, Cherry On Friday swag giveaway events will be implemented on campus over the course of the Spring semester on March 29, April 12, and April 26. The swag giveaways will be pop-up style. The events encourage students to wear “cherry red” clothing to claim a prize at a Cherry On themed table at a designated location on Temple University's campus. The Cherry On Friday swag giveaway events aim to engage students on campus and increase student pride by offering Temple swag to participating students.

Purpose

The Cherry On Friday swag giveaways intend to incentivize students to express their school spirit by wearing cherry red and being rewarded with Temple swag. Engagement with students is critical to growing student pride and excitement on campus. Ultimately, the purpose of Cherry On Friday swag giveaway events is to get the student body excited to showcase school pride.

Goals

The goal of the Cherry On Friday campaign is to foster student pride and build excitement within the Temple University community. The campaign is a celebration of Temple University's traditions and university pride, as it encourages members of the community to celebrate Temple's colors on Fridays throughout the semester and it incentivizes students to participate.

Strategy

The Cherry On Friday swag giveaways plan to encourage student engagement and school pride by incentivizing wearing cherry-colored apparel. Any student wearing cherry red on the Friday events is eligible to win a prize at the Cherry On table. There will be a teaser graphic posted one day before the events to prepare students and get them excited. Eligible students who come to the table will be allowed to spin the prize wheel once and win one Temple swag item. The pop-up giveaway events will be held in front of the Student Center or Bell Tower on campus on three Fridays during the Spring Semester, March 29, April 12 and April 26. A post-swag giveaway

survey link will be posted on all official social media channels and to see if students engaged with these Cherry On events and have any feedback to inform future events.

Promotional Tactics

The tactics for promoting the Cherry On Swag Giveaways include social media posts that inform students of the giveaways and tabling presence on campus. Considering these will be pop-up style events, there will only be one teaser graphic posted the day before the first giveaway and a single post on Temple University's social media accounts on the day of the events. One tweet and one Instagram graphic, including the hashtag #CherryOnFridays, will be posted on the day of the event on the Temple University official social channels. Students can see the event is happening via social media and then the event can be spread by word of mouth by students. The giveaway events will be held in popular locations on Temple's campus that are frequently visited by students. The Cherry On themed tables and students staffing the giveaways with posters will draw students in to participate in the giveaways.

Timeline

March 11 - Account Associate will book tables for March 29, April 6 and April 12 for outside of the Student Center.

March 15 - Social media prompts and the teaser graphic will be finalized/approved. Approved social content will be sent to Temple University's social media manager to be posted the day of the giveaway events.

March 19 - Account Associates will create posters to be displayed at the swag giveaway tables.

March 25 – Teaser graphic for Cherry On Fridays will be posted on Temple University social media channels.

March 26 - Post-swag giveaway survey will be finalized/approved.

Giveaways:

Friday, March 29

- 10:00 am - Temple University social accounts will post tweet and Instagram graphic.
- 11:30 am - Pick up swag giveaways from the office.
- 12-1:00 pm (or until supplies last) - First Swag Giveaway
 - Location: Outside of Student Center (corner of 13th Street and Montgomery)
 - Staff: Olivia Rotondo, Jordan Harris

Friday, April 12

- 10:00 am - Temple University social accounts will post tweet and Instagram graphic.
- 11:30 am - Pick up swag giveaways from the office.
- 12-1:00 pm (or until supplies last) - Second Swag Giveaway
 - Location: Outside of Student Center (corner of 13th Street and Montgomery)
 - Staff: Olivia Rotondo, Gabby Arias, Jordan Harris

Friday, April 26

- 10:00 am - Temple University social accounts will post tweet and Instagram graphic.
- 11:30 am - Pick up swag giveaways from the office
- 12-1:00 pm (or until supplies last) - Third & Final Swag Giveaway
 - Location: Outside of Student Center (corner of 13th Street and Montgomery)
 - Staff: Olivia Rotondo, Gabby Arias, Jordan Harris

April 27 - Publish the post-swag giveaway survey link on official social media channels. Account members of SM+C will be promoting the survey in their classes and on their own personal social media channels. The survey will remain open for one week.

May 4 - Survey results will be given to Temple University's Strategic Marketing & Communications Department.