

SOCIAL MEDIA CAMPAIGN

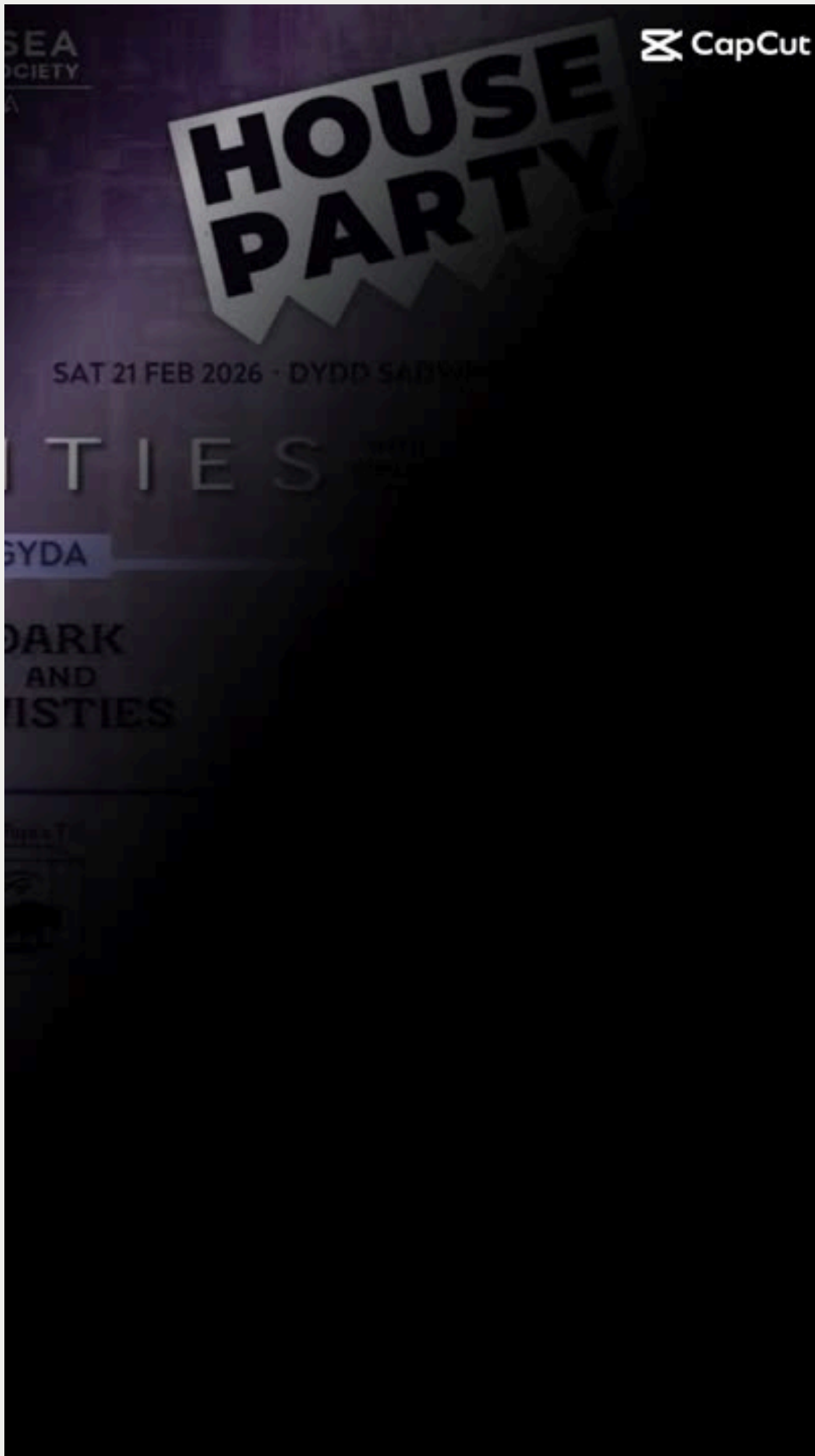


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- MODULE TUTOR: CHRIS WILKIN
- SUBMISSION DATE: 15/01/2026
- TIME: 5 MINUTES



A MAGNIFYING GLASS WITH WORDS

AI-GENERATED CONTENT MAY BE INCORRECT.



- Campaign designed around Reach (RACE framework) to increase awareness
- Uses UGC, influencer marketing, storytelling and strong visual branding

Key Theories:

- Aaker's Brand Personality
- Ethos, Pathos & Logos (Aristotle)
- Design & branding principles

Visual template chosen to reflect House Party brand identity:

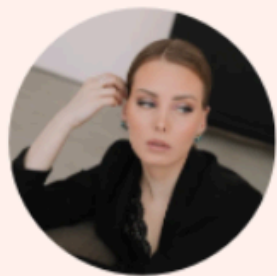
- Bold colours and dynamic layouts communicate:
 - Excitement
 - Energy
 - (ideal for 18–25 audience)

MY CHOSEN CUSOTMER PROFILE

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Customer Profile

Customer Profile



Olivia, 25

Location Swansea Student living in accommodation

occupation Full time undergrad

Income Student income

Education Graphic Design

Customer Personality Slider

Characteristics:

Values social interaction
attends events with friends
active on social medias like TikTok
Instagram etc
Seeks entertainment
Group activities

Motivations:

Freedom
Socialising
Local shows and events

- Represents core Gen Z (18–25) target audience
- Highly active on TikTok and Instagram supports platform choice
- Motivated by:
- Socialising
- Freedom
- Shared experiences
- Regularly attends events with friends strong relevance to product
- Values authentic, relatable content ideal for UGC & influencer marketing
- Responds to emotional storytelling (links to Pathos)
- Student income supports need for accessible, high-value experiences
- Ensures campaign is relevant, realistic and strategically targeted

**WHY INSTAGRAM IS THE BEST
PLATFORM
SUPPORTS STRONG VISUAL
STORYTELLING (REELS, STORIES, POSTS)
IDEAL FOR SHOWCASING:
EVENT ATMOSPHERE
ARTISTS
EMOTION AND EXPERIENCE
POPULAR WITH THE 30-45 AGE GROUP
ALIGNS WITH TARGET AUDIENCE
INTERACTIVE FEATURES ENCOURAGE
ACTION:
COUNTDOWN STICKERS
POLLS & QUESTIONS
DIRECT TICKET LINKS**



Use of Persuasive Theory in the Campaign

- Campaign uses Aristotle's modes of persuasion
- Ethos:
 - Built through relatable influencers
 - Creates credibility and trust
- Logos:
 - Clear event information included:
 - Dates
 - Ticket prices
 - Location
 - Line-ups
- Uses Aaker's Brand Personality to position event as:
 - Exciting
 - Fresh
 - Authentic
- Brand personality communicated through:
 - Bright visuals
 - Casual, relatable language
 - Behind-the-scenes content
 - Real attendee posts



References

[https://www.capcut.com/tools/desktop-video-editor?utm_medium=sem&utm_source=googleadwords_int&pid=359289&af_c_id=22709924066&adset_id=178353916741&ad_id=760089509671&placement=&keyword_name=capcut&targetid=kwd-](https://www.capcut.com/tools/desktop-video-editor?utm_medium=sem&utm_source=googleadwords_int&pid=359289&af_c_id=22709924066&adset_id=178353916741&ad_id=760089509671&placement=&keyword_name=capcut&targetid=kwd-1406970026529&matchtype=e&gad_source=1&gad_campaignid=22709924066&gbraid=0AAAAACROvhmoT5yyarWUekIz6RJTB6TVm&gclid=CjwKCAiAvaLLBhBFEiwAYCNTf5y_WgZFTmzCB2g2IOZKb6uRJ-V6qRzEESA6Q7kdxOMzEPLt4i1-fhoCB5IQAvD_BwE)

[1406970026529&matchtype=e&gad_source=1&gad_campaignid=22709924066&gbraid=0AAAAACROvhmoT5yyarWUekIz6RJTB6TVm&gclid=CjwKCAiAvaLLBhBFEiwAYCNTf5y_WgZFTmzCB2g2IOZKb6uRJ-V6qRzEESA6Q7kdxOMzEPLt4i1-fhoCB5IQAvD_BwE](https://www.capcut.com/tools/desktop-video-editor?utm_medium=sem&utm_source=googleadwords_int&pid=359289&af_c_id=22709924066&adset_id=178353916741&ad_id=760089509671&placement=&keyword_name=capcut&targetid=kwd-1406970026529&matchtype=e&gad_source=1&gad_campaignid=22709924066&gbraid=0AAAAACROvhmoT5yyarWUekIz6RJTB6TVm&gclid=CjwKCAiAvaLLBhBFEiwAYCNTf5y_WgZFTmzCB2g2IOZKb6uRJ-V6qRzEESA6Q7kdxOMzEPLt4i1-fhoCB5IQAvD_BwE) - CAPCUT

Niche Marketing and Social Media Module handbook 2025-26 - co.docx

<https://www.swansea-arena.co.uk>