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# MARK 4450 PROJECT

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# ***EXECUTIVE SUMMARY***

Universal Orlando's newest campaign **#LetYourselfScream** will continue the legacy of Halloween Horror Nights.

This campaign will bring frights and fun to the front of consumer's minds and generate **\$3.1 million** in revenue.



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# COMPETITORS



WALT DISNEY World

AND



SeaWorld®  
ADVENTURE PARKS



# DISNEY WORLD

## SOCIAL FOLLOWING



9.1 M



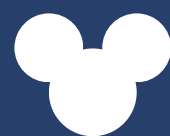
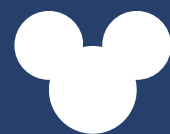
16 M



3.8 M



5.78 M



## GOAL

To be one of the world's leading producers and providers of entertainment and information.

## WHITESPACE

Disney advertises all their theme park events on their main social media pages

Their Halloween event is focused on meeting Disney characters rather than thrills.



# SEA WORLD

## SOCIAL FOLLOWING



**518 K**



**1.7 M**



**197.3 K**



**87.4 K**



## GOAL

SeaWorld has the vision to be a leader in saving natural life and places across the globe. The company advances this vision through its corporate social responsibilities.

## WHITESPACE

Sea World does not have a very strong social media presence.



# UNIVERSAL

## SOCIAL FOLLOWING



2.3 M



3.1 M



698.9 K



452.6 K



## GOAL

To be recognized as the number one entertainment destination in the world!

## OPPORTUNITIES

There are currently no Halloween Horror Nights ads on the Universal Orlando accounts.

Halloween Horror Nights has entirely separate social accounts with smaller followings.



# MARKET OPPORTUNITIES

Based on the identified whitespaces, there is a clear opportunities within the market:

- Halloween Horror Nights is currently operating on its own social media page.
- By advertising Universal's biggest event on thier main social media page, Universal Orlando will generate even more impressions and conversions.

# GOAL & OBJECTIVE

## GOAL

To be recognized as the number one entertainment destination in the world!

## OBJECTIVE

Drive sales of park tickets by \$3,000,000 in two months by advertising Halloween Horror Nights.

Our goal and objective will be met by our newest campaign, #LetYourselfScream



# AUDIENCE PERSONAS



The target audiences for this campaign consists of two main personas. Our horror-loving movie buff, and the family members of those movie lovers.

The #LetYourselfScream campaign will meet the needs of both distinct personas.

# ***MOLLY***



Molly is the middle child and the “Black Sheep” of the family. Loves horror movies and haunted houses.

# ***HAZEL***



Hazel is Molly’s mother. Although she does not understand Molly’s interests, she supports them.

# MOVIE-BUFF MOLLY

AGE: 19

GENDER: Female

INTERESTS: Movies, haunted houses,  
and photography.

PAIN POINT: She is always bored  
during family vacations.

NEED: She loves her family, but longs  
for a thrilling experience.





# HOMEMAKER HAZEL

**AGE:** 52

**GENDER:** Female

**INTERESTS:** Her family, reading, and yoga.

**PAIN POINT:** Her kids all have different interests and do not want to spend time together.

**NEED:** She is desperately searching for somewhere the whole family can enjoy.



# MARKETING STRATEGY

Our marketing strategy for the campaign will use our opportunity in the marketplace.

By utilizing social channels such as Instagram, Facebook, and TikTok, #LetYourselfScream will bring to life the thrills of Halloween Horror Nights.



# CAMPAIGN MESSAGE

**#LetYourselfScream**





# **#LETYOURSELF SCREAM**

- A unique take on the company's existing branding
- Places emphasis on screaming (a key part of Halloween Horror Nights)

## **WHAT**

#LetYourselfScream is a brand new spook-tacular take on the brand's existing slogan. It will bring the fun of Halloween Horror Nights to life.

## **WHY**

By taking advantage of our whitespace in the industry, our Halloween Horror Nights campaign will encourage people to spend their time at the spookiest place in town!

## **HOW**

This campaign will come to life through television and social media advertisements. #LetYourselfScream will reach over 13 million impressions through social media alone.





# COMMUNICATIONS OBJECTIVES

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The communication objectives for  
the campaign are to

- Generate impressions
- Generate engagements
- Drive conversions
- Create brand evangelists

by advertising on our social  
media platforms

# BUYER AWARENESS

Top of the Funnel

**GENERATING IMPRESSIONS**

**MESSAGE:**

Halloween Horror Nights is coming back to Universal Orlando to deliver scares and frights to all.

Middle of the Funnel

**PURPOSE:**

To inform and entertain

Bottom of the Funnel

**PRESENTATION:**

Infographics and videos



# ***BUYER CONSIDERATION***

## ***GENERATING ENGAGEMENTS***

Top of the Funnel

***MESSAGE:***

Halloween Horror Nights is a thrilling experience perfect for movie lovers and families!

Middle of the Funnel

***PURPOSE:***

To inform and entertain

Bottom of the Funnel

***PRESENTATION:***

Infographics and videos



# BUYER DECISION

## DRIVING CONVERSIONS

Top of the Funnel

**MESSAGE:**

Halloween Horror Nights is a thrilling, limited time event that consumers will not want to miss.

Middle of the Funnel

**PURPOSE:**

To teach and persuade

Bottom of the Funnel

**PRESENTATION:**

Infographics, podcasts, and blog posts



# ***BRAND EVANGELISTS***

Using #LetYourselfScream, brand evangelists can post their own terrifying photos and like other related posts.

Through the hashtag, Halloween Horror Nights' social media presence will be boosted because of fans.



# **MULTI-CHANNEL TACTICS**

## **PAID**

Our paid media will ensure that Halloween Horror Nights will come up when people search for family vacations.

## **OWNED**

For this channel, we will be focused on Facebook, TikTok, and Instagram.

## **EARNED**

For this channel, we can repurpose user-generated content on our own socials.

## **SHARED**

Shared media will include any posts made about Universal Orlando by our partnered brands.



# FACEBOOK CONTENT

Creating ads featuring families and promoting them on Homemaker Hazel's feed will show how Halloween Horror Nights is a fun experience for the whole family.

# INSTAGRAM CONTENT

Promoting photos like this on Instagram will catch the attention of Movie-Buff Molly and other young, stylish movie lovers.



OPENING SCAREMONIES NEVER  
MISSES 🔥 🔥 🔥

# ***USER-GENERATED CONTENT ON TIKTOK***

By having the brand  
commenting/engaging on  
the people's Halloween Horror  
Nights related videos will  
boost the popularity of the  
event.



MONTH

YEAR

# CONTENT CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<div><div>f</div><div>📷</div></div> <div>Date Announcement</div>	<div><div>f</div><div>📷</div></div> <div>House #1 Announcement</div>	<div><div></div><div>🎵</div></div> <div>HHN Promo Video #1</div>	<div><div>f</div><div>📷</div></div> <div>HHN Promo Video #1</div>	<div><div>f</div><div>📷</div></div> <div>House #2 Announcement</div>	<div><div>f</div><div>🎵</div></div> <div>Snack Preview</div>
<div><div>🎵</div><div>📷</div></div> <div>Podcast Clip</div>	<div><div>f</div><div>📷</div></div> <div>House #3 Announcement</div>	<div><div>f</div><div>🎵</div></div> <div>HHN Promo Video #2</div>	<div><div>f</div><div>📷</div></div> <div>House #4 Announcement</div>	<div><div>🎵</div><div>📷</div></div> <div>Set Preview Video #1</div>	<div><div>f</div><div>🎵</div></div> <div>Tribute Store Walkthrough</div>	<div><div>f</div><div>📷</div></div> <div>House #5 Announcement</div>
<div><div>f</div><div>📷</div></div> <div>Snack Preview</div>	<div><div></div><div>🎵</div></div> <div>House Promo Video #1</div>	<div><div>f</div><div>📷</div></div> <div>House #6 Announcement</div>	<div><div>f</div><div>📷</div></div> <div>Scare Actor Photo</div>	<div><div>f</div><div>🎵</div></div> <div>House Promo Video #2</div>	<div><div>🎵</div><div>📷</div></div> <div>Set Preview Video #2</div>	<div><div>f</div><div>📷</div></div> <div>House #7 Announcement</div>
<div><div>f</div><div>🎵</div></div> <div>Merch Preview</div>	<div><div>f</div><div>📷</div></div> <div>House #8 Announcement</div>	<div><div>🎵</div><div>📷</div></div> <div>Scare Actor GRWM</div>	<div><div>f</div><div>🎵</div></div> <div>Snack Preview</div>	<div><div>f</div><div>📷</div></div> <div>Scare Actor Photo</div>	<div><div>f</div><div>📷</div></div> <div>House #9 Announcement</div>	<div><div></div><div>🎵</div></div> <div>Podcast Clip</div>
<div><div>f</div><div>📷</div></div> <div>House Prop Photo</div>	<div><div>f</div><div>📷</div></div> <div>House #10 Announcement</div>	<div><div>f</div><div>🎵</div></div> <div>HHN Promo Video #3</div>				

A woman in a clown costume with a white face, red nose, and wild red hair is screaming with her mouth wide open. Next to her, a woman with long dark hair is also screaming or shouting with her mouth open. The background is dark with some red and blue lighting.

# MONITORING & OPTIMIZATION

The main metric for measuring the success of the campaign will be the ROAS.

Impressions, engagements, and conversions from each social media platform will also be tracked.

# **BUDGET**

**CONTENT DEVELOPMENT  
AND MANAGEMENT BUDGET:  
\$90,000**

**ADVERTISING EXPENSE:  
\$150,000**

(FACEBOOK 50%, INSTAGRAM  
25%, TIKTOK 25%)

**TOTAL BUDGET:  
\$240,000**



# CONTENT DEVELOPMENT EXPENSES

## **IMAGES**

15 images per month \* 2 months  
= 30 Images

\*Assuming \$10,000 per 30 images

Expenses = \$10,000

## **VIDEOS**

15 videos per month \* 2 months  
= 30 videos at 30 seconds each  
+5 for A/B testing

\*Assuming \$7,000 per 3 minutes of footage

Expenses = \$40,833

**TOTAL  
CONTENT  
EXPENSES**

**\$50,833**

# MANAGEMENT EXPENSES

\*Assuming \$150 per hour

## **CAMPAIGN DEVELOPMENT**

\$150 \* 100 hours

Expenses = \$15,000

## **CAMPAIGN LAUNCH**

\$150 \* 35 hours

Expenses = \$5,250

## **CAMPAIGN MONITORING**

\$150 \* 60 hours

Expenses = \$9,000

## **CAMPAIGN SUNSET**

\$150 \* 30 hours

Expenses = \$4,500

## **PERFORMANCE REPORTING**

\$150 \* 35 hours

Expenses = \$5,250



## **TOTAL MANAGEMENT EXPENSES**

**\$39,000**

# ADVERTISING EXPENSE

## FACEBOOK (\$75,000)

### Impressions

\*Assuming 11.20/CPM

$$(\$75,000/11.20) * 1000$$

6,696,428

### Engagements

\*Assuming 5% Engagement Rate

$$6,696,428 * 5\%$$

334,821

### Conversions

\*Assuming 2% Conversion Rate

$$334,821 * 2\%$$

6,696

### Revenue

\*Assuming \$140 per ticket + \$90HHN add on

$$6,696 * \$230$$

\$1,540,080

### Return On Ad Spend

$$\$1,540,080/\$75,000$$

20.53:1

# ADVERTISING EXPENSE

## INSTAGRAM (\$37,500)

### Impressions

\*Assuming 11.20/CPM

$$(\$37,500/11.20) * 1000$$

3,348,214

### Engagements

\*Assuming 5% Engagement Rate

$$3,348,214 * 5\%$$

167,410

### Conversions

\*Assuming 2% Conversion Rate

$$167,410 * 2\%$$

3,348

### Revenue

\*Assuming \$140 per ticket + \$90HHN add on

$$3,348 * \$230$$

\$700,040

### Return On Ad Spend

$$\$700,040/\$37,500$$

18.67:1

# ADVERTISING EXPENSE

## TIKTOK (\$37,500)

### Impressions

\*Assuming 9.75 /CPM

$$(\$37,500/9.75) * 1000$$

3,846,153

### Engagements

\*Assuming 5% Engagement Rate

$$3,846,153 * 5\%$$

192,307

### Conversions

\*Assuming 2% Conversion Rate

$$192,307 * 2\%$$

3,846

### Revenue

\*Assuming \$140 per ticket + \$90HHN add on

$$3,846 * \$230$$

\$884,580

### Return On Ad Spend

$$\$884,580/\$37,500$$

23.50:1

***TOTAL  
EXPENSES***

**\$239,833**

***TOTAL  
REVENUE***

**\$3,124,700**

***ROAS***

**20 : 1**



# CONCLUSION

The #LetYourselfScream campaign will generate **\$3.1 million dollars** in sales and reach over **13 million people.**

I ask that this campaign is approved to continue Halloween Horror Nights as it is a vital part of Universal Orlando the number one entertainment destination in the world!

Goal	To be the number one entertainment destination in the world!					
Business Objective	To drive sales of park tickets by \$3 million in two months by advertising Halloween Horror Nights					
Audience	Movie-buffs and their families					
Marketing Strategy	Opportunity in the marketplace					
Big Idea	#LetYourselfScream					
Communication Objectives	Tofu: Awareness		Mofu: Consideration		Bofu: Purchase decision	
	Digital advertising	TV Commercials	Videos	Infographics	Podcasts	Blog posts
Multichannel Tactics	Paid:		Owned:		Earned: Shared:	
Channel Plan	Facebook	Instagram	TikTok	Watch videos	Visit website	Attend park
Measurement	ROAS	Impressions	Engagements	Conversions		