

StreamSum Campaign

November 19, 2020

ORGANIZATION AND BUSINESS GOALS

- ❖ \$20-30,000 in monthly recurring revenue by Q2 in 2021
- ❖ Use share of voice to spread brand awareness about their company through (content marketing) in 2021
- ❖ Increase web traffic
- ❖ Become a leader in contextual intelligence
- ❖ Position StreamSum as a Thought Leadership brand
- ❖ Display organizational values of diversity, outspokenness, and community

SITUATION & RESEARCH FINDINGS

Situation

Over the past few years, live streaming has become increasingly popular, especially in regard to younger generations. With the shift to virtual due to the coronavirus pandemic, the live streaming space has become even more popular. Though there are many advertisers and brands utilizing the live stream space, there are presently very limited metrics to determine ROI on ad dollars spent.

StreamSum started in January 2020 with the focus of B2B SaaS. They are currently working with the Oklahoma Thunder in sponsorship valuations and have started a partnership with XR sports.

Organization

Research into StreamSum's presence on various social media platforms and website analysis, displayed that presence was rather low across the board which we anticipated as StreamSum is in the developmental stages before a major launch. We discovered that certain platforms were inconsistent in terms of follower to following ratio, bios, postings, etc

We were unable to locate an active Facebook page, Twitter revealed a small presence with the latest Tweet in May 2020.

LinkedIn had similar numbers (34 followers) with the latest posting 8 months ago. We did not find any documents, videos, or ads.

Instagram presence was even smaller with no posts and 19 followers, following 6.

The Youtube video we found was engaging and exciting, but did not seem to put the main intention of the company out in the open. No channels/descriptions/subscribers (14 views).

In terms of the website, we were pleased with the videography and imagery present as well as the links to social as well as contact info, but found it lacks a key differentiating factor from key competitors

Competition

Visua

- ❖ Mission: To deliver best-in-class Visual-AI for brand protection, authentication, and monitoring. To be the technology of choice for platforms, marketplaces, specialist service providers and agencies.
- ❖ Vision: Ten years from now, our Visual-AI will have made counterfeit product sales as insignificant as spam email, so brands can focus on growth, new brands can flourish, and the general public can be protected from unsafe goods. We will have released the hidden intelligence for brands and driven advertising and sponsorship relevancy to 100%, taking the guesswork and waste out of marketing spend.
- ❖ Leadership/Bios:
 - Luca Boschin; CEO: Luca is the business leader for VISUA and the driver behind our international expansion. Luca has extensive expertise commercializing artificial intelligence solutions. Prior to VISUA, Luca co-founded Fighissimo, a firm specialising in the development of computer vision solutions.
 - Alessandro Prest; CTO: Alessandro leads the VISUA technology team. Alessandro is a former Google researcher in artificial intelligence and computer vision at the prestigious ETH Institute. He has undertaken multiple research positions in several institutions and has extensive experience in delivering artificial intelligence solutions to different markets.
- ❖ Social Presence
 - Website: clear on products offered, well laid out, easy to navigate
 - LinkedIn: most active, primarily reposting their blogs, 1,454 followers
 - Twitter: active 1,596 followers and 6,228 Tweets, lower engagement

-
- YouTube: 125 subscribers, most videos are not timely (3-6 years old)
 - ❖ Products/Services
 - Technology (logo & mark detection, object & scene detection, visual search, custom object detection, text detection)
 - Applications (brand monitoring, media library management, brand/product protection (biggest source), ad monitoring, creative campaigns, sponsorship monitoring, digital anti-piracy)
 - ❖ Key Clients
 - Ebay, Synthesio, GearLaunch, Brandwatch, McDonalds, Dunkin Donuts
 - ❖ Thought leadership
 - Active blogs, case studies, industry reports

GumGum

- ❖ Mission: to solve hard problems across a variety of industries by teaching machines to see and understand the world
- ❖ Leadership/Bios:
 - Phil Schreader; CEO: Seasoned media industry executive and recognized thought leader on the subjects of digital advertising and programmatic technologies.
 - Patrick Gildea; CFO: Overseeing finance, accounting, and legal. Patrick has led finance, HR, legal and strategy departments that span from the start-up phase to high-growth global public companies with multiple successful strategic exits over the past decade.
 - Ken Weiner; CTO: Leads the engineering and product teams behind the industry's top computer vision platform for marketers and rights holders. An active member of the ad tech community, he holds an IAB Tech Lab board seat, is a member of the OpenRTB Working Group, and leads the LA AdTech Meetup for regional tech engineers and product managers.
- ❖ Social Presence
 - Website: clear on what GumGum offers to their clients and well laid out
 - Twitter: GumGum is active on their Twitter account with over 3,000 followers
 - Facebook: GumGum's Facebook page is updated frequently with events, speaker series, and important information
 - Instagram: The GumGum Instagram has 1,764 followers and 598 posts.
 - LinkedIn: GumGum's LinkedIn has 14,138 followers, it's most out of any of their social media platforms.
- ❖ Products/Services
 - Computer vision technology that tracks every logo impression and relevant brand image on broadcast TV, streaming and Social Media
 - GumGum uses Media Value Percentage methodology, using six factors to keep score
 - Clarity, prominence, visibility, size, share of voice, and placement

-
- ❖ Key Clients:
 - Adidas, Best Buy, BMW, Ford, Hulu/ HBO, UGG, Target, Samsung, McDonalds
 - ❖ Thought Leadership
 - Active blogs, case studies

TalkWalker

- ❖ Mission and Vision
 - No clear statement ; Emphasis on “getting things done,” integrity, innovation, being client-centered, making an impact, being proud of their work
- ❖ Leadership
 - Christophe Folschette; Founder: Left his consulting job at Accenture to start TalkWalker. He has created several tech startups, and is a cross-functioning data analytics specialist.
- ❖ Social Presence
 - Website: easy to use and understand. Customer support chat option on every page
 - Twitter: Constant Twitter presence, verified account with 16k followers
 - YouTube: 900 subscribers and 150,000 video views
 - Instagram: 2.3k followers with an engagement rate of 1.72 percent
 - LinkedIn: 13k followers, large presence
- ❖ Products/Services
 - Analytics, social listening, ROI and sponsorship valuation, reporting, and video, brand and logo recognition
 - Influencer One, the #1 all-in-one influencer marketing hub. Allows you to search for brand ambassadors and manage your workflow in one space
- ❖ Key Clients
 - Adidas, Ritter Sport, BBDO, Restoration Hardware, US Bank
- ❖ Thought Leadership
 - Blog, industry reports, case studies, extensive webinars

Publics

We split our key publics into the following two categories: advertising agencies and sports teams. We broke the advertising agencies category further into two subcategories: local agencies and agencies with a sports focus. For sports teams, we focused on both predicted top teams in 2020-2021 as well as the top teams by revenue.

Locally, we identified:

- ❖ Click Here Labs- Dallas, TX
- ❖ Agency Entourage- Dallas, TX

-
- ❖ Edelman- Dallas, TX
 - ❖ Agency Partner Interactive LLC- Dallas, TX
 - ❖ Rock Candy Media- Austin, TX
 - ❖ GSD&M- Austin, TX
 - ❖ Workhorse Marketing- Austin, TX
 - ❖ Axiom- Houston, TX
 - ❖ Adcetera- Houston, TX
 - ❖ Aniden- Houston TX

For agencies with a sports focus, we identified:

- ❖ Propellant Media
- ❖ CAA (Creative Artists Agency)
- ❖ Excel Sports Management
- ❖ Octagon

Top NFL teams by revenue:

- ❖ Dallas Cowboys
- ❖ New England Patriots
- ❖ New York Giants
- ❖ Houston Texans
- ❖ Washington Football Team

Top NBA teams by revenue:

- ❖ New York Knicks
- ❖ Los Angeles Lakers
- ❖ Golden State Warriors
- ❖ Chicago Bulls
- ❖ Boston Celtics

OBJECTIVES

Awareness

- ❖ Increase social media and The Stream impressions by 100 by March 2021
- ❖ Secure a 500% increase in company website views by March 2021
- ❖ Increase following by 5000% on each StreamSum social media platform (LinkedIn, Instagram, Twitter, Facebook) by March 2021

-
- ❖ Raise awareness about StreamSum among advertising professionals by 40% in 2021
 - ❖ Increase awareness among sports marketers and sponsorship directors

Attitude

- ❖ Establish trust within the advertising community
- ❖ Position StreamSum as an industry leader in sports live streaming

Action

- ❖ Sign 5 new advertising agencies in 2021
- ❖ Develop value propositions and consistent branding across platforms
- ❖ Sign 3 new teams in 2021

KEY PUBLICS

- ❖ Sponsorship directors
- ❖ Advertisers & marketing agencies
- ❖ Media Publishers
- ❖ Sports teams & leagues
- ❖ eSports teams & leagues

PROGRAMMING

Strategies

- ❖ Assert StreamSum as thought leaders in the live streaming space
- ❖ Create synergy and consistency in social media and thought leadership content
- ❖ Utilize events to raise brand awareness and credibility
- ❖ Communicate values of diversity and community
- ❖ Establish alliances with universities as potential clients
- ❖ Generate buzz and establish credibility through media relations
- ❖ Become part of the conversation and connect with influencers in the live streaming space
- ❖ Develop information tools to enable conversation with key influencers including media, bloggers, and analysts

KEY MESSAGES & POSITIONING STATEMENT

Vision Statement

Harness AI for good to provide a new digital voice.

Positioning statement

For all organizations who are looking to create and evaluate live streaming content, StreamSum is the only platform that uses real-time AI analytics to drive your business further, faster.

TACTICS

Events and Alliances

Join the Association of National Advertisers

Timing: January 2021

Join the Association to show increased interest and engagement in the advertising community. Thousands of corporations have memberships thereby increasing visibility in the market just by becoming a member.

- ❖ The Association of National Advertisers is the largest and most influential organization in the world for marketers. Its mission is to drive growth for marketing professionals, for brands and businesses, and for the industry.
- ❖ Marketing Solutions Provider Membership
- ❖ We recommend that StreamSum join the marketing solutions provider membership. Some of benefits of this membership includes 24/7 access to the 10,000-piece content library, access to the Ask the Expert research service, admittance to over 100 live webinars annually, and attendance at ANA 1-Day Conferences.
- ❖ Register to become an MSP Member:
 - <https://www.ana.net/content/show/id/ana-membership-msp-benefits>

Join the Sport Marketing Association

Timing: January 2021

Join the Association to show increased interest and engagement in the sports marketing community. There are currently over 350 members in the SMA.

- ❖ The SMA is an academically focused organization that was created for the benefit of connecting students with professionals in the world of sport marketing and is supported by academics, researchers, and experts in the field.
- ❖ The SMA hosts an annual conference that brings together industry professionals and leaders to share experiences and provide insights on sport marketing.
- ❖ A professional membership at the SMA is an annual cost of \$110.
- ❖ Register to become a member of the SMA:
 - https://www.blacktie-america.com/online_sales/nonprofit_donation_enhanced.cfm?id=142&campaignid=25

Attend CES 2021 and 2022

Timing: January 11th-14th, 2021

Location: Virtual

CES, the Consumer Electronics Show, is an annual trade show held in Las Vegas. CES is one of the largest, if not THE largest, trade shows in the world, and is a “four-day tech experience where the leading minds in the industry connect to do business and glimpse into the future of technology.” According to a seasoned advertising professional of thirty years, CES is the unofficial starting gun to the year for all things in media, tech, advertising and marketing. In 2020, the trade show attracted 330 of 2019’s Fortune 500 brands, and two of the key themes that year were “Tech For Good” and “Artificial Intelligence.” Also in 2020, there were over 4400 exhibitors, 170,000 attendees, 6400 plus media personnel, 840,000 mentions across social media, over 6000 tweets per hour, and 1.6 million views on CES Instagram Stories. More than fifteen industries are represented annually including marketing and advertising, and sports and fitness. Additionally, in 2020, AI was ranked as the number one product category of interest, with software and apps ranking as number 4. CES has served as a launchpad for hugely successful startups and re-branding companies such as Impossible Foods, John Deere, and Shadecraft. CES is THE place to launch a product for advertisers and marketers because advertisers and marketers across all industries attend this annual conference. See [here](#) for a detailed breakdown of attendance at CES 2020.

- ❖ CES 2021: **Attend** the conference to learn more about the marketplace, make new connections within the industry, network, and proactively get StreamSum’s name out there. Attending can also be used as an opportunity to post on social channels and communicate to publics and followers that StreamSum is in tune with the greater technology and media communities.
 - ❖ Register to attend at this link: <https://www.ces.tech/Logistics/Register-Now.aspx>

- ❖ CES 2022 - Eureka Park: **Exhibit** at Eureka Park, the start-up focused section of CES. Previous Eureka Park exhibitors include Shark Tank, LinkedIn, Target, and the AARP. Purchase an exhibit space at Eureka park to personally interact with potential customers, meet peers, find new investors, and showcase what has changed or improved with StreamSum in a year since its launch.
 - Registration is not yet available.

Speak at the SMU Temerlin Advertising Institute

Timing: Spring, 2021 or Fall, 2022

Location: Dallas, TX or virtual

- ❖ Have members of our agency reach out to Peter Noble, Program Director for Temerlin Advertising Institute
 - Inquire specifically about a speaking opportunity in which StreamSum could participate
 - Speak at a virtual event, in a class, or other internal engagement
- ❖ Presentation:
 - Include demo video so that participants understand StreamSum
 - Topics
 - Discuss the importance of live stream in today’s advertising realm
 - Talk about the direction of advertising in live stream
 - Discuss work with agencies in order to educate students
- ❖ Networking

-
- StreamSum should use the opportunity to engage with practitioners and directors in order to widen their network in the DFW area and find potential agencies to work with

Speak during the SMU Esports Business Management Certificate Program

Timing: Spring, 2021 or Fall, 2022

Location:

- ❖ SMU Cox School of Business Simmons School of Education have partnered, in a fully online format, to create this certificate for undergraduate and graduate students
 - Classes include Esports Ecosystem and Business Models, Fan Engagement and Sponsorship Activation, and Business Development and Revenue Strategies
 - Certificate developed by Esports influencers: Danny Martin, CEO/Founder of Esposure; John Davidson, Director of Business Development for Esports Trade Association
- ❖ An agency member can reach out to the SMU Program Advisor to inquire about speaking during one of the program's online virtual classes
- ❖ Presentation:
 - Include demo video so that participants understand StreamSum
 - Topics
 - Discuss Esports Advertising
 - Describe the ways in which StreamSum is differentiated from its competitors
 - Harp on the specific AI technology used in StreamSum's product
 - Thought leadership topics related to Esports
- ❖ Networking
 - StreamSum should use the opportunity to engage with these powerful creators/professors listed above in order to widen their network in the Esports domain

Traditional Media

Media Kit

- ❖ The Media Kit provides StreamSum with a collected and easy way to pass on information about their company to media outlets and others who may need to access this information.

Fact Sheet

- ❖ The Fact Sheet is used to provide a one page overview of StreamSum to the media who need the facts in one organized place without having to search their website

Media List

- ❖ Purpose of the media list is to store and gather key publications across sectors and include emails and Twitter handles for key journalists in these publications. Pitching directly to journalists who write in this area will increase the probability that they will run a story on StreamSum

Pitch: Dallas Business Journal

Timing: February (Super Bowl)

Provide awareness of StreamSum in the business sphere

- ❖ “People On the Move” section (Timing: early December 2020)
 - Way to have StreamSum be seen before the launch
 - This section is an index of professionals in the DFW area organized by industry
- ❖ Brian Womack, technology reporter
 - Email: bwomack@bizjournals.com
 - Twitter: [@brianwomack](https://twitter.com/brianwomack)

Pitch: D CEO

Timing: January 2021 (conclude with StreamSum launch) for online and March/April 2021 for print

Provide awareness and promotion of the launch of StreamSum

- ❖ Will Maddox, D CEO Managing Editor
 - Email: will.maddox@dmagazine.com
 - Twitter: [@WillCMaddox](https://twitter.com/WillCMaddox)
- ❖ Pitches
 - How technology is changing the sports marketing field
 - Dallas-based StreamSun technology is changing the way in which sports marketers can do sponsorship deals.
 - ROI and valuation focused for sports teams and their sponsors
 - AI can tell impressions and facial recognition
 - Access to Dom and Adam for interviews
 - AI and ethics (maybe a “Meet the businessman” talk with Gurvinder)
 - How to walk the line between the excitement of new technology and the ethical ramifications of using AI

Pitch: Sports Business Journal

Timing: December 2020 (Coincide with thought leadership blog post)

Provide awareness of StreamSum in the sports sphere

- ❖ Eric Prisbell, sports and finance
 - Email: eprisbell@sportsbusinessjournal.com
 - Twitter: [@EricPrisbell](https://twitter.com/EricPrisbell)
- ❖ Mark Burns, staff writer and reporter focuses on business and sports
 - Email: mburns@bizjournals.com
 - Twitter: [@MarkJBurns88](https://twitter.com/MarkJBurns88)
- ❖ Pitch

Standard listing

NEW HIRE
in Commercial Real Estate

PROFESSION
in Legal Services

RECOGNITION
in Residential Real Estate

BOARD OF DIR...
in Health Care

STANDARD PROFILE

Permanent online profile
Detailed profile in print - Guaranteed to run within 30 days
500 character limit

EXPOSURE

Exposure across the website
Placement in weekly People and Companies to Know newsletter - Limited availability

<input type="radio"/> 1 Standard listing	\$295
<input type="radio"/> 5-pack Save \$225	\$1,250 \$250 per listing
<input type="radio"/> 10-pack Save \$950	\$2,000 \$200 per listing

[Add to cart](#)

-
- How technology and AI is changing the sports marketing and livestream field
 - COVID-19 changing how sports operate and now more than ever using live streaming
 - Projected growth for the livestream space
 - “Solving problems in your space”
 - Pitch focused on how using technology like StreamSum can allow sports teams to be more savvy and knowledgeable on how valuation and ROI

Reach Bloggers & Influencers

- ❖ “The Verge”
 - James Vincent, Senior Reporter
 - Email: james.vincent@theverge.com
 - Twitter: [@jjvincent](https://twitter.com/jjvincent)
- ❖ TechCrunch: Startup and Technology News
 - Contact: Kirsten Korosec, senior reporter
 - Email: kirsten.korosec@techcrunch.com
 - Twitter: [@kirstenkorosec](https://twitter.com/kirstenkorosec)

Media our competitors have been featured in:

Thought Leadership Competitors

- ❖ *Amazon Kinesis*: InfoQ.com ; Streetinsider.com ; AIThority.com ; Forbes
- ❖ *TIBCO Spotfire*: ZDnet.com ; Solutionsreview.com
- ❖ *Azure Event Hubs*: E3zine.com ; InfoQ.com
- ❖ *Google Cloud Pub/Sub*: AiThority.com ; InfoQ.com ; Virtualizationreview.com
- ❖ *Kibana*: ZDNet.com ; consumeraffairs.com ; Techradar.com

Product Competitors

- ❖ *TalkWalker*: AdAge ; Marketing Tech ; Mobile Marketer ; Grey ; Marketing Drive ; Consumer Affairs
- ❖ *Visua*: AIThority.com ; martechseries.com
- ❖ *GumGum*: The Drum ; martechseries.com ; SportsPro ; TechCrunch.com ; Los Angeles Business Journal ; L.A. Biz ; Forbes ; Business Wire ; Business Insider ; AdAge ; TechTarget.com ; SportsBusiness.com

Media Contact Information

- ❖ A full list of media publications and contact information can be found in the Media List

Thought Leadership

Increase following by 5000% on each StreamSum social media platform (LinkedIn, Instagram, Twitter, Facebook)

- ❖ Push three tweets a day (not including retweets) on Twitter including industry updates, statistics/data, emerging trends, tips/advice, product visualization in order to establish credibility in the industry and show genuine interest in advancement.

- ❖ Release one original post on LinkedIn and one LinkedIn share on a weekly basis in order to create a strong presence on this professional platform which we see as a key resource for StreamSum moving forward.
- ❖ Present a timeline about the executives and the company, tell the story behind the organization in order to highlight their process and the steps taken to reach where they are now. Explain the “birth” of StreamSum and how the three executives joined forces to create this idea. We recommend this implementation as we see this timeline being useful in a variety of ways in that many companies make use of historical timelines on their websites and other platforms in order to demonstrate company founding, major milestones, and other elements that consumers may wish to have access to in order to learn more about the company as a whole.
- ❖ Use the following “Who to follow” list of important industry leaders, potential clients, and all other relevant publics. This will help to ensure easy access to conversations in all relevant industries
 - Sports leagues
 - NFL
 - NBA
 - MLS
 - MLB
 - Sports marketing agencies
 - Propellant Media
 - Creative Artists Agency
 - Excel Sports Management
 - Streaming platforms/social media platforms
 - YouTube
 - Instagram
 - Facebook
- ❖ Ensure all posts go up smoothly and efficiently by using Later
 - Functions as a social media management platform that allows marketers to schedule social media posts across multiple platforms
 - Offers user-friendly features and easy-to-read insights to help businesses reach impressions and a good ROI
 - Very affordable - the most expensive plan is \$33 a month (paid up front for a year)

Use strategic hashtags to carve a space in social media platforms and increase engagements. Using only those with less than 180k posts to ensure posts don’t get lost or overlooked.

Hashtag	# of Posts
#streaminglive	151k
#streamsum	0
#socialinsights	600

#socialmediatools	174k
#streaminganalytics	127
#marketinganalytics	10.7k
#sportsmarketingagency	1.4k
#sociallistening	15.9k
#Alanalytics	35

Utilize Content Calendars

- ❖ Highlight data, statistics and industry trends within blog posts for adaptation into Instagram posts.

Share and pitch information in blogs and press releases to relevant industry publications and well-known bloggers or influencers in the livestream analytics space.

- ❖ Recommended industry publications: Sales Tech Star, Figaro Digital, AiThORITY.com and Silicon Republic
- ❖ Recommended bloggers and influencers: Techmeme, TechCrunch and MIT Technology Review

Establish and illustrate relevant information to highlighted pages on StreamSum's website.

- ❖ Clearly present demonstration video at StreamSum website homepage.
- ❖ Situate StreamSum's positioning statement, values, vision and mission in a particular segment on the StreamSum website
- ❖ Share success stories, case studies and infographics throughout the site

EVALUATION

- ❖ Pre- and post- campaign surveys: Measure changes in awareness and attitude
- ❖ Social media analytics via internal analytics tools
- ❖ Google analytics to measure The Stream
- ❖ Media features- media clippings in print and online

TIMELINE

Thought Leadership

December						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
	Solving problems in your space					
13	14	15	16	17	18	19
		What's the point of livestream analytics				
20	21	22	23	24	25	26
			Meet the team/vision			
27	28	29	30	31		
				Diversity in tech		

December						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
		3x Tweet	-3x Tweet -1x Linked In Post (Original)	-3x Tweet -1x Facebook/IG Post	-3x Tweet -1x Linked In Post (Share)	3x Tweet
-3x Tweet	-3x Tweet -1x Linked In Post (Repost of Blog)	-3x Tweet	-3x Tweet -1x Linked In Post (Original)	-3x Tweet -1x Facebook/IG Post	-3x Tweet -1x Linked In Post (Share)	-3x Tweet
13	14	15	16	17	18	19
-3x Tweet	-3x Tweet -1x Linked In Post (Repost of Blog)	-3x Tweet	-3x Tweet -1x Linked In Post (Original)	-3x Tweet -1x Facebook/IG Post	-3x Tweet -1x Linked In Post (Share)	-3x Tweet
20	21	22	23	24	25	26
3x Tweet	-3x Tweet -1x Linked In Post (Repost of Blog)	3x Tweet	-3x Tweet -1x Linked In Post (Original)	-3x Tweet -1x Facebook/IG Post	-3x Tweet -1x Linked In Post (Share)	3x Tweet
27	28	29	30	31		
3x Tweet	-3x Tweet -1x Linked In Post (Repost of Blog)	3x Tweet	-3x Tweet -1x Linked In Post (Original)	-3x Tweet -1x Facebook/IG Post		

Events and Alliances

January 2021

- ❖ Join the Association of National Advertisers
- ❖ Join the Sport Marketing Association
- ❖ Attend CES 2021: January 11-14

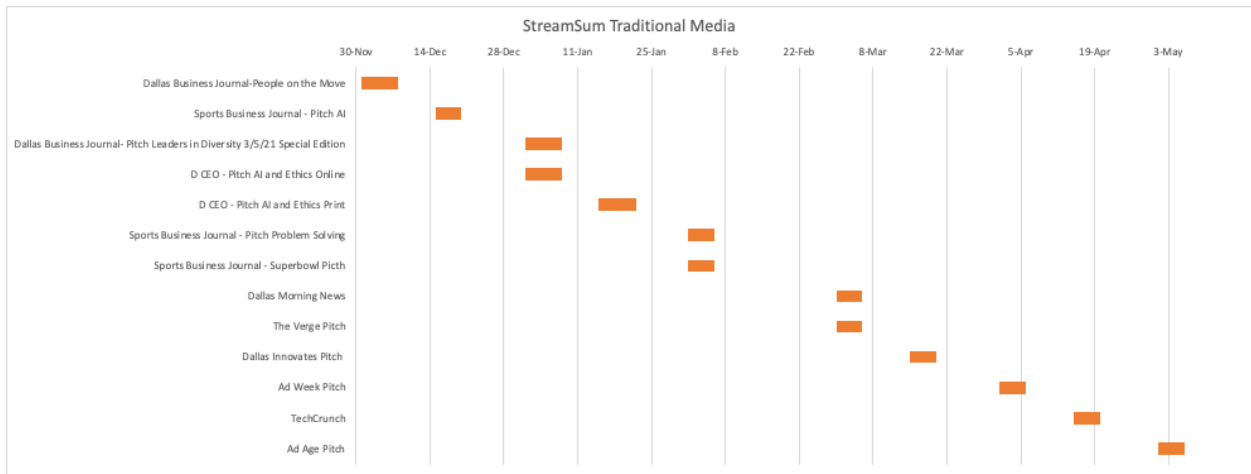
Spring or Fall 2021

- ❖ Speak at the SMU Temerlin Advertising Institute
- ❖ Speak during the SMU eSports Business Management Certificate Program

January 2022

- ❖ Exhibit at CES 2022 - Eureka Park

Traditional Media



BUDGET

Events & Alliances	Traditional Media	Thought Leadership
Associations: \$110	People on the Move listing: \$295/each	Intern: \$12/hr when paid
Events: \$1,100-\$3,000		Later Content Calendar: \$33/month

AGENCY



Kennedy Eaker, Account Supervisor

Kennedy is a senior double majoring in Corporate Communications and Public Relations and minoring in Advertising.



Avery Cooper, Account Co-Supervisor

Avery is a senior triple majoring in Public Relations and Strategic Communication, Journalism and Fashion Media and is minoring in Psychology.



Paulina Leiva

Paulina is a senior triple majoring in Public Relations and Strategic Communication, Journalism, and Fashion Media.



Abba Yaney

Abba Yaney is a senior double majoring in Public Relations and Strategic Communications and Psychology.



Emma Castelan

Emma is a senior majoring in Public Relations and Strategic Communications and minoring in Corporate Communications and Public Affairs.



Ellie Beeck

Ellie Beeck is a senior double-majoring in Public Relations and Strategic Communications and Journalism with a minor in Sport Management.



Brooke Naylor

Brooke is a senior majoring in Public Relations and Strategic Communication and minoring in Corporate Communication and Public Affairs.



Taylor Smith

Taylor is a senior majoring in Public Relations and Strategic Communication and minoring in Advertising.

Olivia Cahill



Laura Murphy

Laura is a senior majoring in Public Relations and Strategic communication with a minor in Advertising.



Abby Davidson

Abby is a senior majoring in Public Relations and Strategic Communication and minoring in Advertising.



Charlotte Friend

Charlotte is a senior double majoring in Public Relations and Strategic Communication and Spanish.



Olivia Cahill

Olivia is a senior double majoring in Public Relations and Strategic Communication and Political Science.