🏀 *March Gladness - BON Division 6A Campaign Brief* 🏀

📙 *Audience*

Fans, alumni, and individuals connected to the sponsored schools:

- 🤠 ***OSU (Oklahoma State University Cowboys)***
- 🎉 ***Texas A&M Aggies***
- 🐂 ***University of Texas Longhorns***
- 🐗 ***Arkansas Razorbacks***
- 🐊 ***Florida Gators***

💰 *Objective*

Goal: *Drive sales by leveraging the excitement of* ***March Gladness*** *and team pride.*

Focus: *Promote emotional connection to Balance of Nature through celebration and pride messaging, avoiding physical benefits or performance insinuations.*

🌿 *Product*

Promoted Products:

- 🍎 ***Fruits & Veggies***
- 🌾 ***Fiber & Spice***

Links:

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Design Team Creative Request – March Gladness Campaign

Contractor Creative Request – Paul (MNTN CTV Ads Graphics)

6A - Form #1 - 2025 Video and Display Paid Ads and Labeling 2025

📝 *Copywriting Request – March Gladness Campaign* 🏀

Digital Sales Department Creative Request – March Gladness Campaign

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📊 *Measurement*

Attribution Methods:

- *Platform analytics (Facebook, Instagram, MNTN)*
- *Klaviyo email engagement metrics (open rates, click-through rates, conversions)*
- *Tracking conversions via school-specific landing pages*

KPIs:

- *New customer conversions*
- *Engagement rates (clicks, likes, shares) on social posts*
- *Email open rates and click-through rates via Klaviyo*

💡 *Creative*

Messaging Overview

Awareness Level: *Solution Aware.*
Focus on how Balance of Nature aligns with lifestyle celebrations and team spirit. Avoid physical benefits and emphasize emotional value.

🗓️ *Timelines*

- ***Request Deadline:*** 🗓️ *February 4, 2025*
- ***Approval Submission Deadline:*** 🗓️ *February 14, 2025 (2 weeks before campaign start)*
- ***Run Dates:*** 🗓️ *March 1-April 8, 2025*

📲 *Distribution (Platforms)*

📸 ***Facebook/Instagram (Static Ads) Design:***

- ***Formats:*** *1080x1080, 1080x1920, 1920x1080*
- ***Graphics for Each School:*** *Incorporate school logos with Balance of Nature products (logo next to the product only)*
- ***Image Messaging:***
    - *“Basketball Fans!”*
    - *“40% Off Your First Set!”*

📺 ***MNTN (Connected TV)***

MNTN Display *Design:*

- ***Formats:*** *250x250, 336x280, 1800x1000, 1920x1200, 640x1280, 720x480, 800x1100, 640x480, 970x250, 300x300, 900x550, 468x60, 300x50, 320x50, 728x90, 320x480, 160x600, 768x1024, 120x600, 1024x768, 300x600*

Motion Graphics for 2 CTA Ads *(Paul):*

- ***Format:*** *1920x1080, readable text*
- ***Messaging:***
    - *“Basketball Fans!”*
    - *“40% Off Your First Set!”*

📝 ***Landing Pages (Per School) Digital Sales Department:***

- ***Hero Image (1944x878)*** *Design: Incorporate school branding, March Gladness theme, and product imagery*
- ***Pop-up (2800x2800)*** *Design: Highlight "40% OFF for Fans!" with team branding*

📧 ***Email Campaigns via Klaviyo Div 2:***

- ***Email Flows:***
    - ***Welcome Series for New Customers:*** *Introduction to Balance of Nature, Preferred Customer benefits, and 40% off promotion*
    - ***Reminder Emails:*** *Sent 7 days and 3 days before the offer ends*
- ***Subject Lines:***
    - *"Basketball Fans: Save 40% now!"*
    - *"Cheer for your team and Balance of Nature this March!"*
- ***Body Copy:*** *Celebrate and invite fans to join their team’s excitement with Balance of Nature. Include a direct CTA linking to team-specific landing pages.*

💰 *Offer/CTA*

📅 40% Off Your First Set

Promo Codes:

OSU: OSU

Florida: GATORS

Texas: LONGHORNS

Arkansas: HOGS

TexasAM: AGGIES

📣 *Social Media Copy Copywriting Team*

🍎 Fruits & Veggies

🤠 Oklahoma State University (OSU Cowboys)
Cowboy fans, watch your brackets! Whether you're gathering with friends at Gallagher-Iba Arena or watching from home, don't forget to grab a set of Balance of Nature's Fruits & Veggies Supplements. Enjoy 40% off your first set and celebrate every game day with us! 🍎🍊🥕
Show your Cowboy pride and click the link to join the celebration!

🎉 Texas A&M Aggies
Aggie Nation, watch your brackets! Whether you're cheering from Kyle Field or your living room, a set of Balance of Nature's Fruits & Veggies Supplements is a great addition to your game-day lineup. Enjoy 40% off your first set! 🌶️🍊🥦
Show your Aggie pride—click the link to join the celebration!

🐂 University of Texas Longhorns
Hook 'em, Horns! It's time for basketball, and it's the perfect time to bring a set of Balance of Nature's Fruits & Veggies Supplements into your game-day routine. Get 40% off your first set and enjoy the excitement! 🍓🍏🥕
Celebrate and show your Longhorn pride—click the link to learn more!

🐗 ***Arkansas Razorbacks***

Woo Pig Sooie! It's time for basketball, Razorbacks! Keep your snacks lineup fresh with a set of Balance of Nature's Fruits & Veggies Supplements. Enjoy 40% off your first set and celebrate the season with us! 🍒🍎🐗

Join the celebration—click the link to show your Razorback pride!

🐊 ***Florida Gators***

Gator Nation, It's time for basketball! Whether you're tailgating or tuning in from home, a set of Balance of Nature's Fruits & Veggies Supplements is the perfect addition to your game day. Enjoy 40% off your first set! 🍋🍇🥬

Celebrate and show your Gator pride—click the link to learn more!