

CASE STUDY – CONTENT CREATOR

You now work with the creative agency looking after social communications for a premium ice cream company and a well established security solutions company.

Company 1 – Digital Launch Plan for an Ice Cream brand

Sri Lanka's number one ice cream brand is planning to launch a campaign unveiling their new logo as well as their three new flavors – Salted Caramel, Mint Chip and Birthday Cake. Their objective is to showcase the brand's new image, which is - thinks out of the box, is creative, youthful and light hearted.

Requirements:

- a. One of the steps that go into launching the event is the announcement of it on social media channels.
 - i. Create a super fun and exciting launch plan with a tagline that will suit the brand's target audience (You may define the characteristics of the demography to justify your idea behind the launch). This should include:
 - A **two-weeks** content plan to push on the social media pages as part of the launch plan (you may select the channels that you think is suitable for the brand. Let us know why)
 - You will need a minimum of **3 posts a week for posting on each channel**
 - Include a few samples of the launch posts showcasing creative ways to reveal the new logo and their new products for reference.

Tips:

- i. Get creative with how you go about this brief and bring in your detail oriented & creative eye to establish the brand into the minds of the audience.
- ii. You may choose any tool to express your idea as long as it is easily viewed on all devices

Company 2 - Security Solutions Company

A company with over 40 years of experience in the security solutions industry has established a strong social media presence in the last few years. From CCTV, Alarm Panels, Guard Tour systems to MDVR, they are well equipped with an experienced staff and a loyal customer base.

Requirements

- a. Develop a **two week** content plan for Instagram and Facebook. You will need a minimum of **3 posts a week for posting.**
- b. Your two week content calendar should be focused on their two key products:
 - i. Hikvision Network Bullet Camera (Deep In View Series)
 - ii. Hikvision Turbo HD Camera
- c. You may create content or provide reference links/ideas for your two-week calendar.

Tips

- Think about your target audience and make sure you capture their attention with your content ideas.

In your opinion, what does the general Sri Lankan community in Sri Lanka do on Instagram?

- a. Note down 3 things
- b. Explain how we as a brand can tap into these 3 areas of interest
- c. What kind of content will work best?
- d. Please come up with relatable ideas for each of the 3 areas