**Video Link:** [**https://vimeo.com/592478519**](https://vimeo.com/592478519)

**PLANNING STRATEGY**

COMU3150

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**Objectives**

By October 20, to generate awareness around the nature, prevalence and dangers of promotional culture, specifically to reach 10,000 accounts from 18-24-year-old social media users, with 50% of viewers watching at least 1.5 minutes of the video. In the same time frame, to promote action through discussion, generating positive reactions, 100 comments and 25 shares.

**Target Audience**

As the goal and objectives revolve around promotional culture on social media, the target audience comprises 18-24 year olds, as this group was found to be the most likely to engage with influencers and brands, and whose social media use is more prominent than other age groups, according to a 2020 Australian census study (L&A Social & Pureprofile, 2020).

L&A Social & Pureprofile. (2020). *Social Media Census 2020: Australian Social Media Usage in 2020 and the Change in Behaviour Post COVID-19*. Retrieved from https://landasocial.com/wp-content/uploads/2020/09/SocialMediaCensus.pdf.

**Tactic**

The creative tactics to engage the target audience include the distribution of a video ‘native’ in style and appearance to the TikTok platform, in order to draw and maintain the attention of the audience. The communication tactics by which this audience will be reached include the promotion of audience engagement (shares), and by influencer engagement and boosted posting.

**Goal**

The goal of this video is to inform the target audience about the nature and prevalence of promotional culture and its potential dangers.

**Evaluation Metrics**

The metrics by which the video’s performance will be evaluated against the objectives will be based on the following key performance indicators:

* Watch duration (50% of viewers watching at least 1.5 minutes)
* Positive reactions – i.e. likes, reacts such as ‘wow react’, ‘love react’ (40% of viewers engaging in positive reactions)
* Comments (100 comments)
* Shares (25 shares)