COMU3150: CREATE

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ALIX EARLES POWER OF PROMOTIONAL CULTURE

VIEW THE VIDEO HERE: https://vimeo.com/manage/videos/855337893

1 Overview

1.1 Situation

Social media plays a pivotal role in promotional culture for both brands and consumers. Specifically, TikTok has become one of the largest platforms for brands and influencers to endorse products to their audience. TikTok star Alix Earle became an overnight sensation as she reinvents "Get Ready With Me" (GRWM) videos which showcase her relatability and engaging storytelling demeanour. Alix Earle has become extremely influential in promoting new makeup, hair and clothes products to her 5.7 million followers on TikTok.

To aid audience understanding of how influencers use promotional culture the thought-leadership style TikTok will educate users about promotional culture and how to identify the high saturation of it on social media.

Figure 1: Alix Earle's TikTok Account

1.2 Target Publics

To generate awareness about promotional culture on TikTok the campaign will target the following publics:

1. Queenslanders that fall into the Generation Z bracket (born 1991 – today)
   - 89% of UQ students fall into this age bracket, and hence will capture current or prospective UQ students (University of Queensland, Demographics Summary, 2022).
   - 60% of TikTok users fall into the Generation Z age bracket (Wallaroo Media, 2023), making the platform an adequate choice.

2 Strategy
2.1 Goal

GOAL: To promote audience awareness and engagement of influencer's impact on promotional culture, by creating a thought-leadership TikTok that UQ can implement.

2.2 Objectives

To achieve the goal, the campaign will implement specific, measurable, achievable, realistic and time-bound" (SMART) objectives (PRIA, 2019).

1. Create awareness within the target audience about promotional culture by reaching 5000 views in the first two weeks, which is benchmarked to UQ's TikTok (figure 2).
2. Generate a higher audience engagement through a 5% increase of likes on the video, or 200 likes which is benchmarked in figure 3.
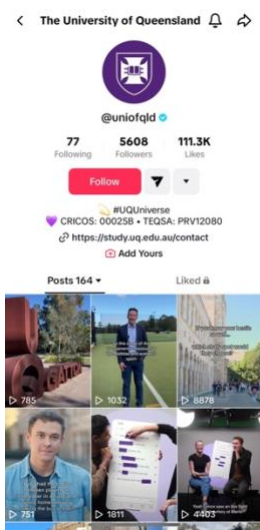3. To receive a response from the audience through an increase to 15 comments on the TikTok videos.

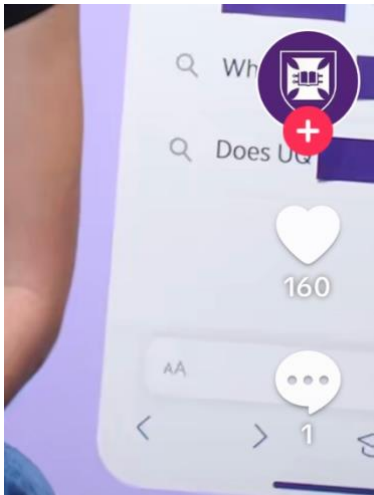

Figure 2: UQ TikTok Page (2023)

Figure 3: Likes UQ TikTok page (2023)

3 Tactics
3.1 Implementation Strategy

The implementation strategy will use important TikTok features to generate audience engagement and awareness.

1. Use trending TikTok hashtags in the video caption:
   - #royalehigh (currently no. 1 on TikTok with 5 million views)
   - #elonmusk (currently no.2 on TikTok with 3 million views)
   - #crypto (currently no. 3 on TikTok with 2 million views)

     For users who do not follow the TikTok account hashtags are a beneficial marketing move to ensure the content is searchable and trending (Geboers & Wiele, 2020).

2. Use examples of Alix Earle's trending "GRWM" videos and use the green screen filter on TikTok to duet it.

3. Successful caption:
   - you NEED to know this about your favourite influencers!! Part 1 PROMOTIONAL CULTURE #royalehigh #elonmusk #crypto

Figure 4: Trending Hashtags (TikTok Creative Centre, 2023).

In order to capture audience engagement and interaction, several strategies will be used to ensure the target audience is reached. Firstly, using snippets of Alix Earle's famous GRWM videos will be edited to engage users from the very beginning. Following this, using the green screen filter on TikTok will increase the visual appeal to users and help the concept of promotional culture be understood. (Atlantic University, 2022). The green screen filter is trending on the platform and has been featured in more than 54 million creations (TikTok Newsroom, 2022). By following a standard TikTok format and incorporating a casual style of filming, users can understand and follow the information. Finally, encouraging viewers to comment and share the video will boost public engagement.

4   Evaluation
4.1 Measurement and Metrics

DATE	CONTENT	PLATFORM (e.g. Facebook, Twitter, blog, forum)	MEDIA TYPE (e.g. Text, video, image)	IMPRESSIONS/ VIEWS	TONE (-1/0/1 Pt)	QUALITY RATINGS (0/1/2 PTS)					TOTAL QUALITY RATING
						ENGAGMENT RATE	AMPLIFICATION RTAE	CRITERION # 3	CRITERION # 4	CRITERION # 5	
AVERAGE TONE & CRITERION RATINGS											
IMPRESSIONS:					(REACH OR "OPPORTUNITIES TO SEE")						
NUMBER OF INDIVIDUAL PIECES OF CONTENT:											
BUDGET:				$	BUDGET FOR ACTIVITY						
COST PER IMPRESSION:				$	(BUDGET DIVIDED BY REACH)						

Figure 4: PRIA Social Media Coverage and Analysis Framework (2019)

To ensure the TikTok can be deemed successful the PRIA social media coverage and analysis framework will be used. The success of the video will be assessed against the framework and evaluate the following data; likes, views, shares and comments.

The tiktok video will be deemed successful by measuring the following:

1. Reach 5000 views in the first two weeks, which is benchmarked to UQ's TikTok (figure 2).
2. 5% increase which is benchmarked in figure 3.
3. To receive 15 comments on the TikTok videos.

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