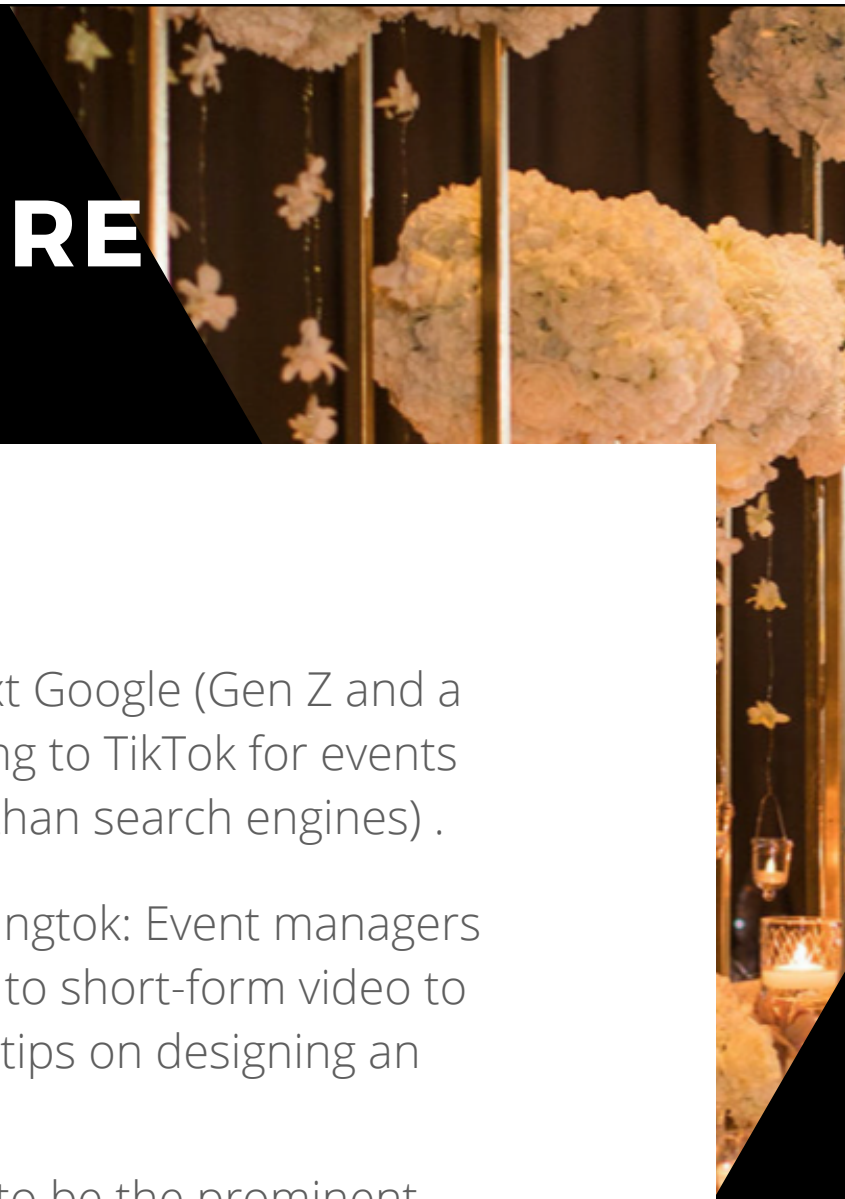


KEHOE® DESIGNS

CREATIVE BRIEF

Social Media Overview

Summer 2022



Overview

WHERE WE'RE GOING

Baseline

TikTok shown to be the next Google (Gen Z and a portion of Millennials turning to TikTok for events and question ideas rather than search engines) .

Growing Traffic on # Weddingtok: Event managers and venue employees turn to short-form video to answer questions and give tips on designing an event.

Short form video projected to be the prominent medium of 2025.

Video series are key as Tiktok and Instagram favor account with consistent video audiences from multiple streams of audiences.

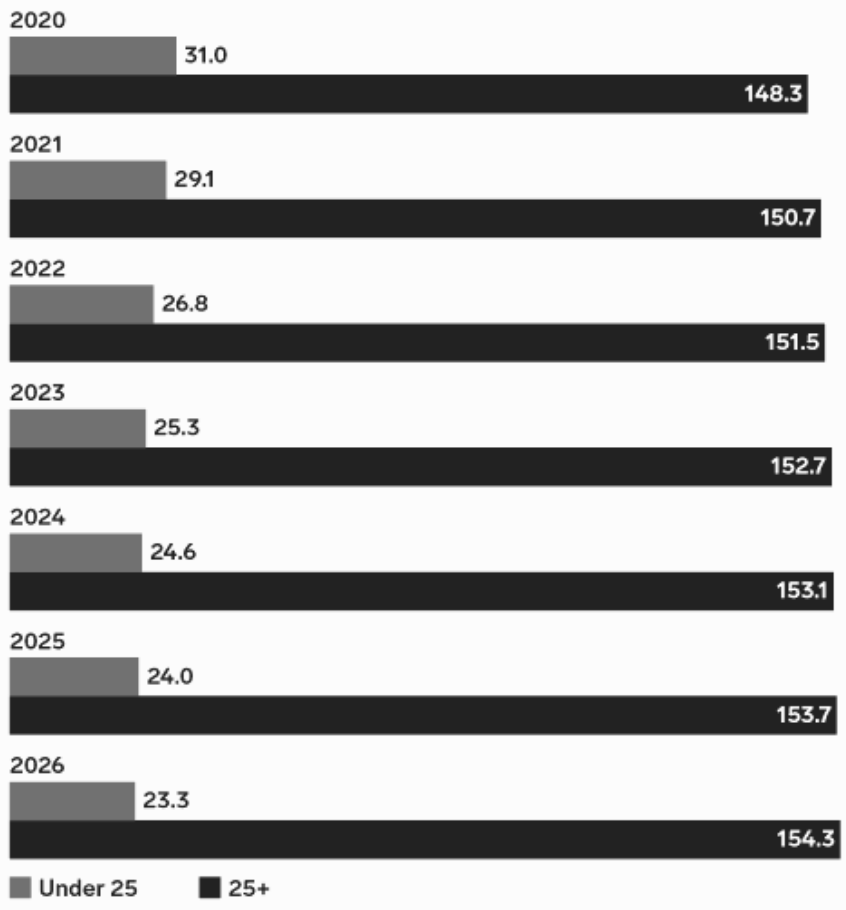
Instagram Reels bring a separate and more-engaged audience with its use fulfilling a niche rather than expanding the viewership of Tiktok videos.

2022

HOW TO GET THERE (1/5)

With both Instagram and Facebook decreasing in engagement and visibility of users under 25, it is valuable to invest in short-form video.

META USERS BY YEAR: TARGET AGE VS. ABOVE TARGET



The predicted trends from 2023-2025 predict that long form video will still be impactful, which can also be converted to a series.

2022

HOW TO GET THERE (2/5)

INSTAGRAM

- Include activations in a high ratio of Instagram stories.
- Utilize the Reels templates and include call to action.
- Create Q&A videos using the stories feature for natively-fueled engagement.
- Collaborate on posts and Instagram Reels.

FACEBOOK

- Re-evaluate posting times to the type of audience being catered to.
- Share external links such as blogs or inspiration regularly for natively-fueled engagement.
- Create a posting schedule based on the multiple channels of content. (Event Photos, Holiday, Employee Features, Behind the Scenes)

TIKTOK

- Encourage of Q&A feature on call to action: can ask yourself a question to familiarize format on page.
- Goal: 4% engagement through engaging with followers' pages and encouraging people to share the posts for inspiration
- Use the swipe-up feature on other channels to promote new TikToks

2022

HOW TO GET THERE (3/5)

TIPS AND TRICKS FOR ENGAGING REELS CONTENT

These compositions lead to eyecatching and "trendy" still-based videos.

Trending Clip Durations: 1=1.6 seconds, 10-.7 seconds, 1=3 seconds

Video for 4.93 seconds with 8 .50 second photos

Using still photos in Reels is captivating and utilizes the templates promoted by the algorithym

2022

HOW TO GET THERE (4/5)

AUDIENCE

Chicago Events Community

@EXPLORECHICAGO
@CAI.EATS.CHI
@BORED_IN_CHICAGO

Midwest Designers + Vendors

@DANAJOELLE._
@THECHICAGOGOODLIFE

B2B Clients

@MICHELLEANBARTLETT
@THEMUCHMAFIA
@RUBYLUXE

Newly Engaged Brides

@MINDYMCKNIGHT
@ASHLEIGHHUHNH
@SHE.SAID.YES

Events Influencers

@CHICAGO.BY.REN
@VISUALSBYJACK
@KENINCHICAGO

MESSAGING

The KEHOE DESIGNS social media should capture the contemporary and playful spirit of our work and act as an aspirational tool for the Chicago events community. From local vendors to newly engaged brides, the online space should showcase the industry's latest trends and give customers a designers' eye. Rather than a traditionalist bridal account, as often found on social media, the profiles for KEHOE DESIGNS caters to the bold but timeless tastes of Chicago.

2022

HOW TO GET THERE (5/5)

HUMANIZED LUXURY

Showcasing the departments and customer experience to target the Chicago events community and luxury clients throughout the Midwest.

TRENDING DESIGNS

Using trends forecasted by the official trendwatchers and rising audios to capture the relevant and design-based audience.

POP CULTURE TRANSLATED

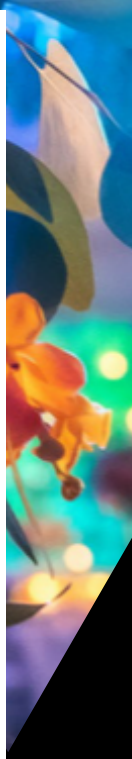
#LIFEINKD: wordplay on photography and capturing moments (HD) that showcase KEHOE DESIGNS' impact on Chicago and our take on trends and popular culture.



2022

KEHOE DESIGNS





#LIFEINKD

This series opens viewers to the design style of KEHOE DESIGNS through our take on current cultural events and Chicago hallmarks. Whether an interpretation of an awards shows dress or a celebrity wedding, this will interest those aspiring to live in luxury. Showcasing event photos and footage, the series is helpful for possible customers to understand our work's bold but classic design while bringing in audiences generally interested in cultural design content.

In the Studio

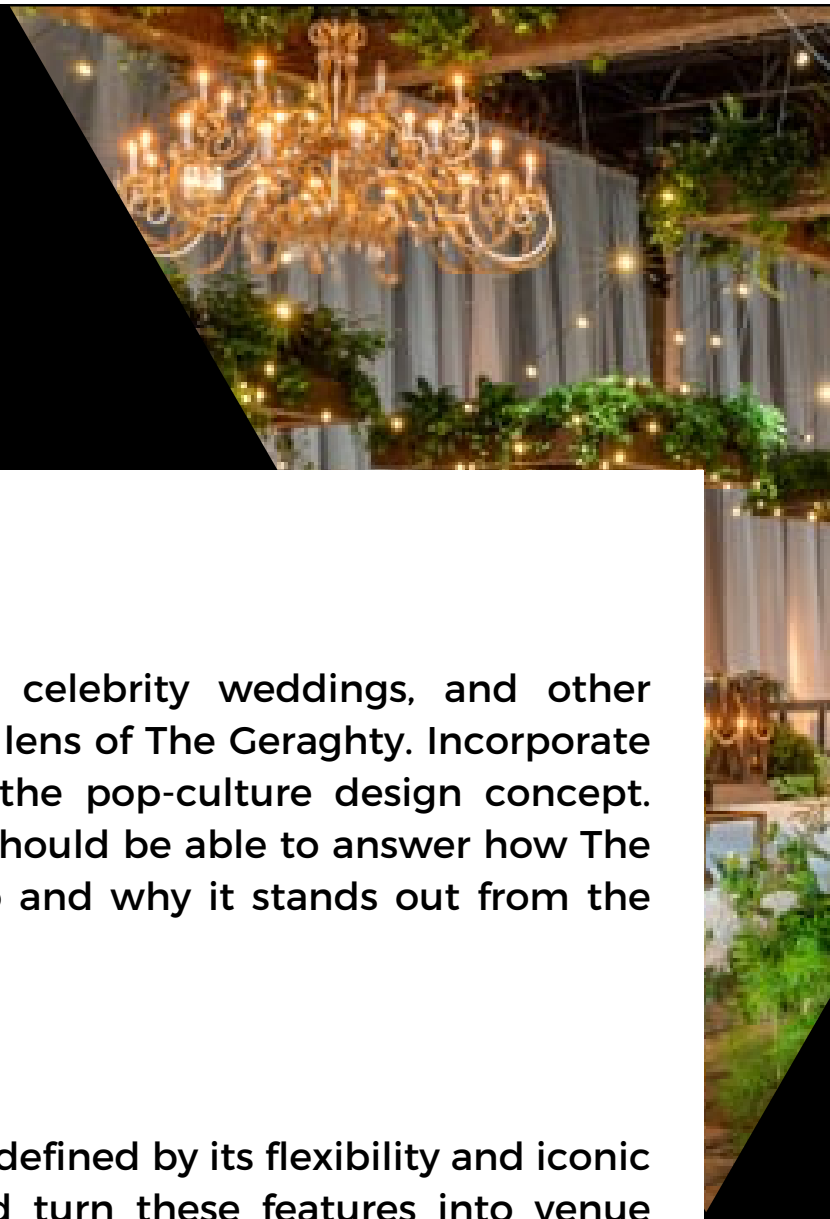
The idea of behind-the-scenes interests all not involved in the entertainment and events industry, pulling a wider audience of those who have not previously heard of KEHOE DESIGNS. With industry work and lifestyle videos acting as the top category of TikTok and Instagram Reel content for 2023, this series has a high potential. The series would span from department introductions to Event Producer memoirs.

#KDinChi

#KDinChi would show our designs on-site while also displaying city elements. With a rising community of influencers in the area, many repost content revolving around the city and what is happening around it. If featured on a Chicago-themed blog or Instagram, there is high potential for new leads.

2022

THE GERAGHTY



Designs Translated

Awards shows, PR events, celebrity weddings, and other trending designs through the lens of The Geraghty. Incorporate previous event footage into the pop-culture design concept. Those following all channels should be able to answer how The Geraghty is iconic to Chicago and why it stands out from the competitors.

Signature Style

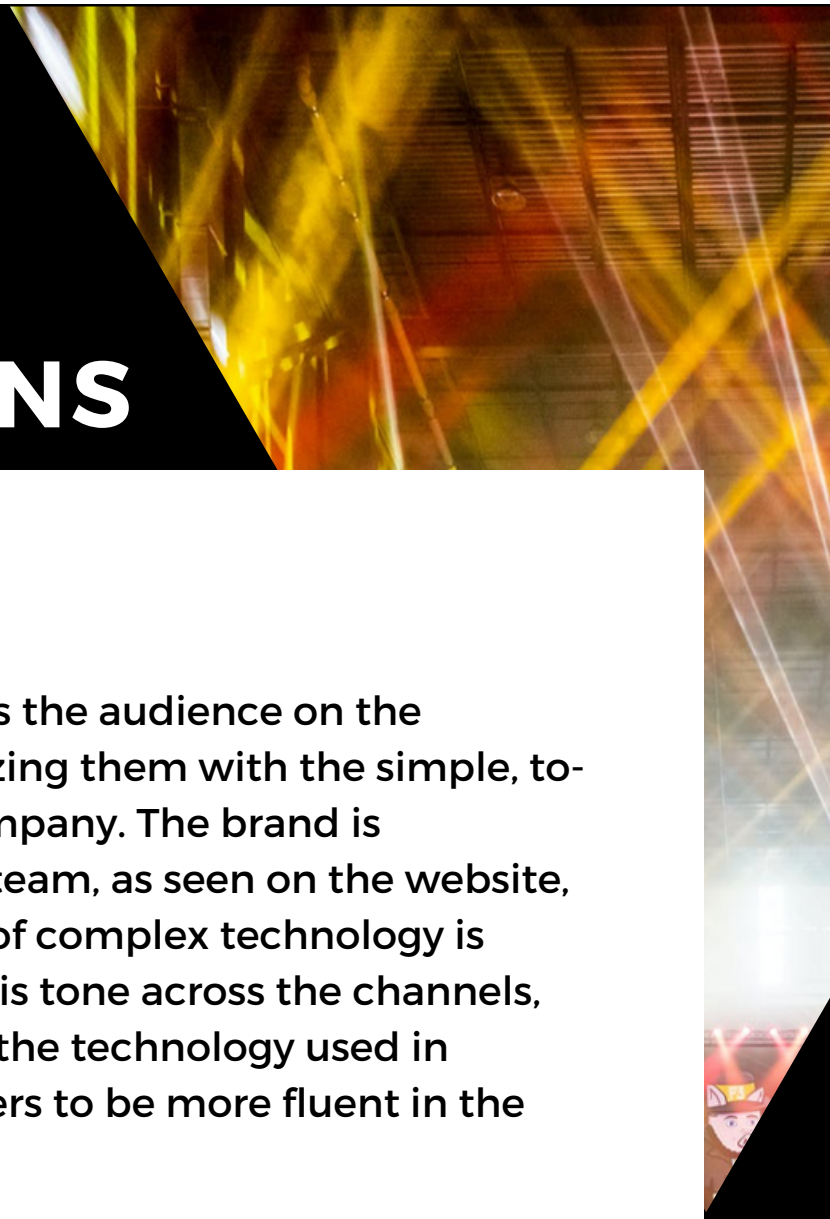
The brand of The Geraghty is defined by its flexibility and iconic features. Social media should turn these features into venue benefits, synonymous with the luxury Chicago lifestyle. The association of the design elements can achieve this through frequent use of the featured imagery (chandeliers, boxwood wall, pattern of accent wall) throughout the Instagram stories, TikTok/Reel B-roll, and collages.

Process Focus

Featuring Cyndi and the team will humanize the venue and display the at-home point of view of the venue. Showing details such as the cloth napkins in the bathroom to the "community" producing each event, potential customers will notice the difference in tone with The Geraghty.

2022

BLACKOAK TECHNICAL PRODUCTIONS



Simply Stated

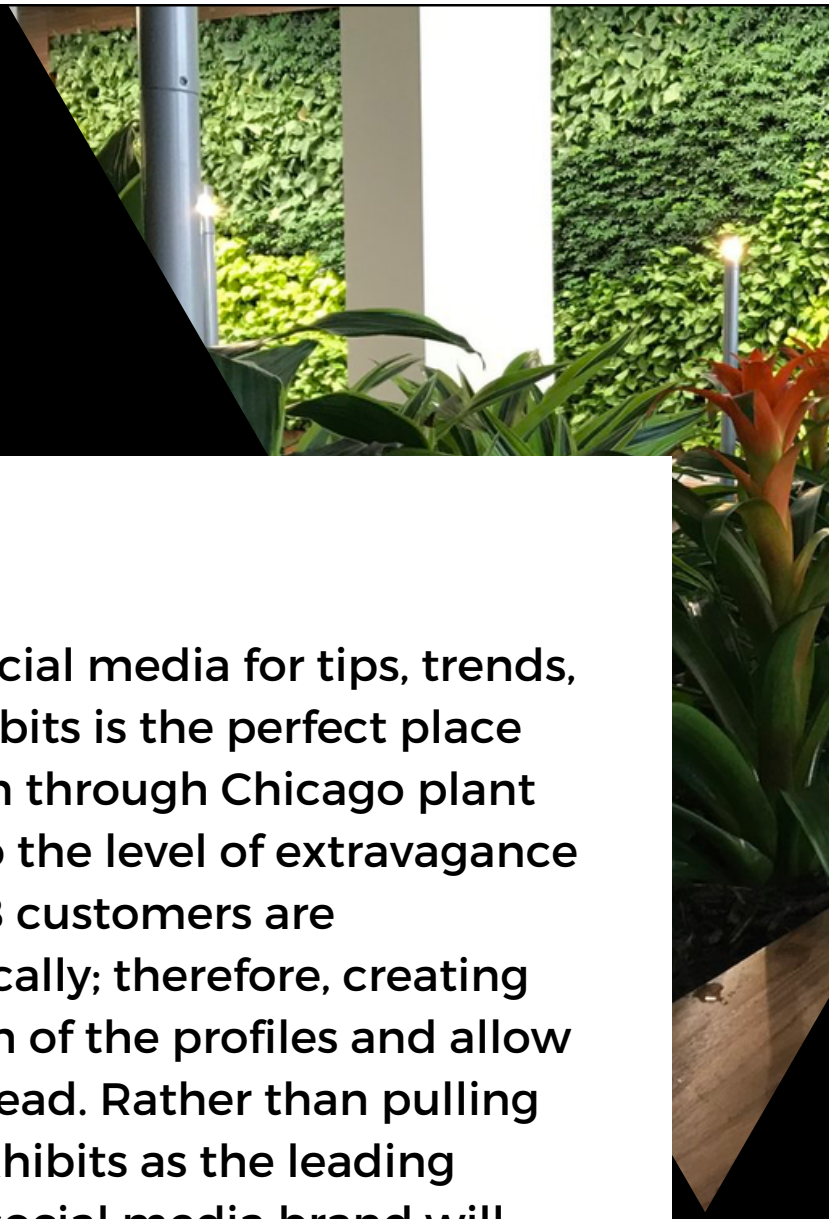
Copy-based posts can refocus the audience on the BlackOak socials by familiarizing them with the simple, to-the-point message of the company. The brand is humanized by featuring the team, as seen on the website, and the intimidation barrier of complex technology is broken. To further execute this tone across the channels, direct features educating on the technology used in production will help customers to be more fluent in the service.

Work in Color

Create a story series representing the brand concept of the logo remaining monochrome to allow the production to be the color. This series could be converted into a reel and shared as a campaign on Instagram and Facebook to reintroduce its social media pages. This could amplify the brand concept by displaying the contrast between the monochromatic branding and the event footage. Through GIFS, video, and photo posts, this message primes the audience on the values of BlackOak Technical Production.

2022

FLORAL EXHIBITS



Cult-Classic

Plant enthusiasts flock to social media for tips, trends, and escapism, so Floral Exhibits is the perfect place for them! By gaining traction through Chicago plant hobbyists, they will aspire to the level of extravagance Floral Exhibits achieves. B2B customers are challenging to reach organically; therefore, creating traffic will increase the reach of the profiles and allow the buyers to find them instead. Rather than pulling the target, pushing Floral Exhibits as the leading tradeshow and plantscape social media brand will establish a customer base that draws itself in.

Cross-promotion

Feature events displaying the plant of the month on other socials and redirect to the post on Floral Exhibits to help gain traction. The brand can create a blog post mentioning the plant and hyperlinking to the Floral Exhibit Instagram or create a story series for all brands showcasing each other.

2022

APPLICATION

TRANSACTIONAL CONTENT IDEAS

Monthly Dump- Fit to each brand for unused content

World Olive Tree Day- Signature Inclusions

Brand Showcase- Cross-promotion monthly

World Photography Day- feature past connections

Time-lapse series- easy to capture, engaging, displays events not able to be used otherwise

Q&A feature- TikTok videos and Instagram Stories

2022

APPLICATION

KEHOE DESIGNS- #LIFEINKD



2022

APPLICATION

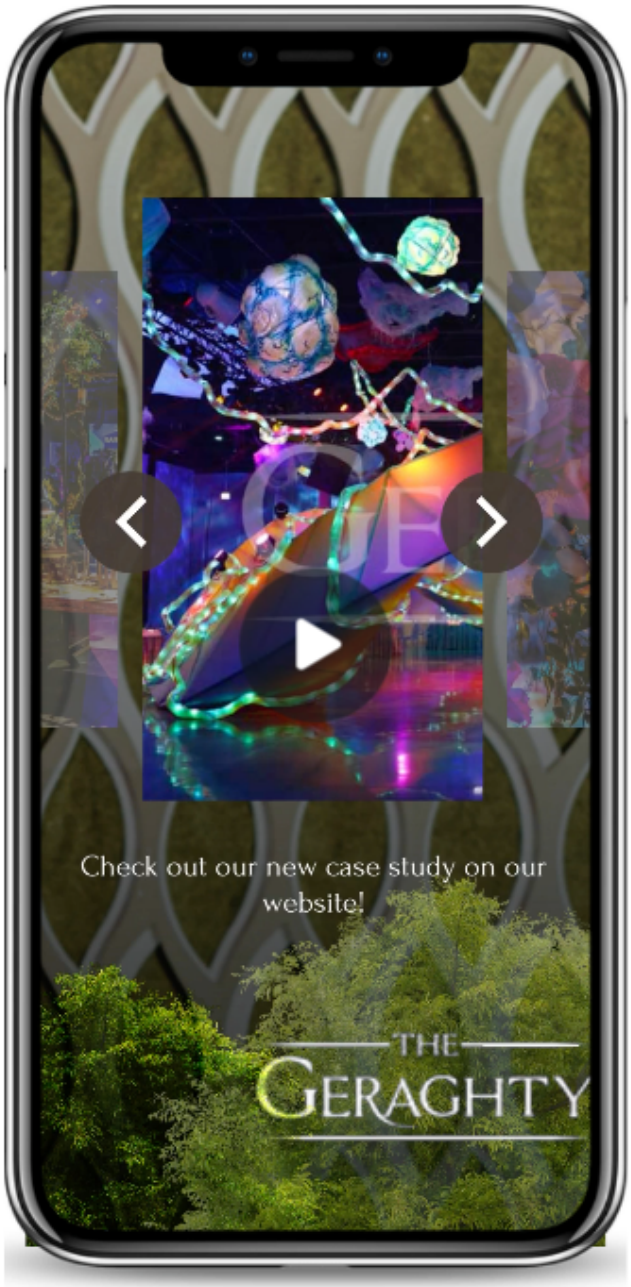
KEHOE DESIGNS- #LIFEINKD



2022

APPLICATION

The Geraghty- Signature Stories



2022

APPLICATION

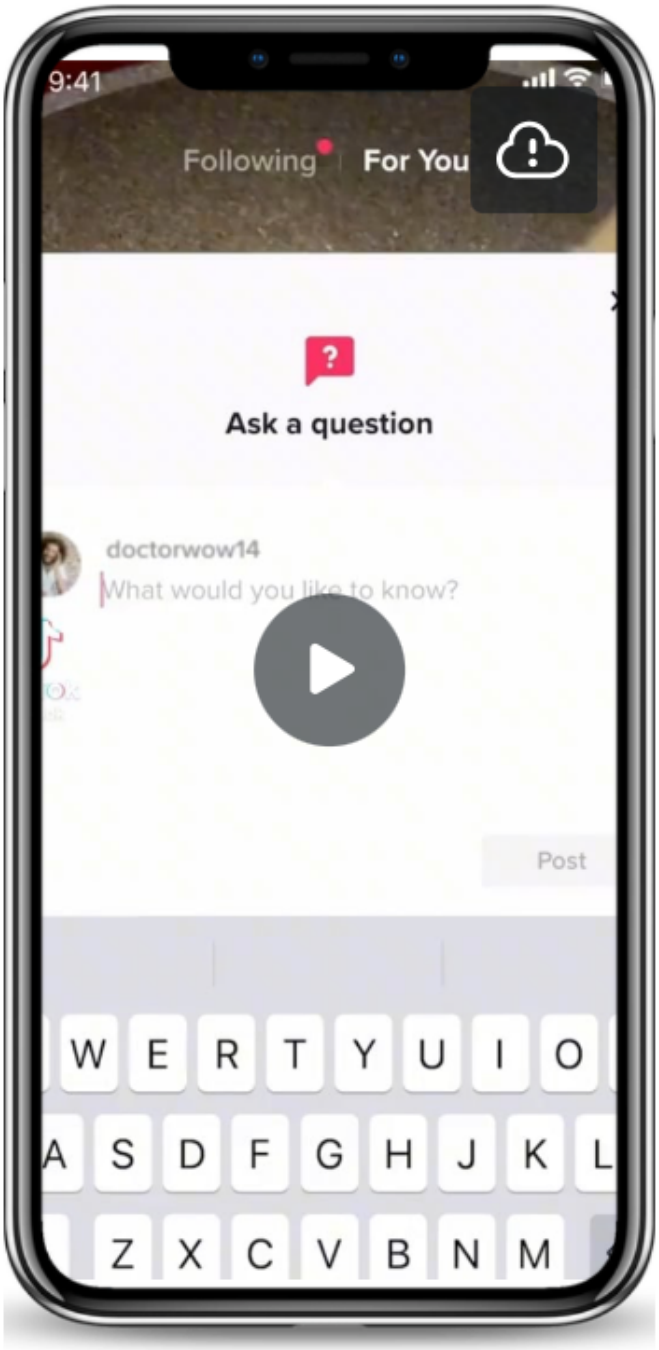
Family of Brands- Monthly Dump



2022

APPLICATION

Family of Brands- Q&A Feature



2022

APPLICATION

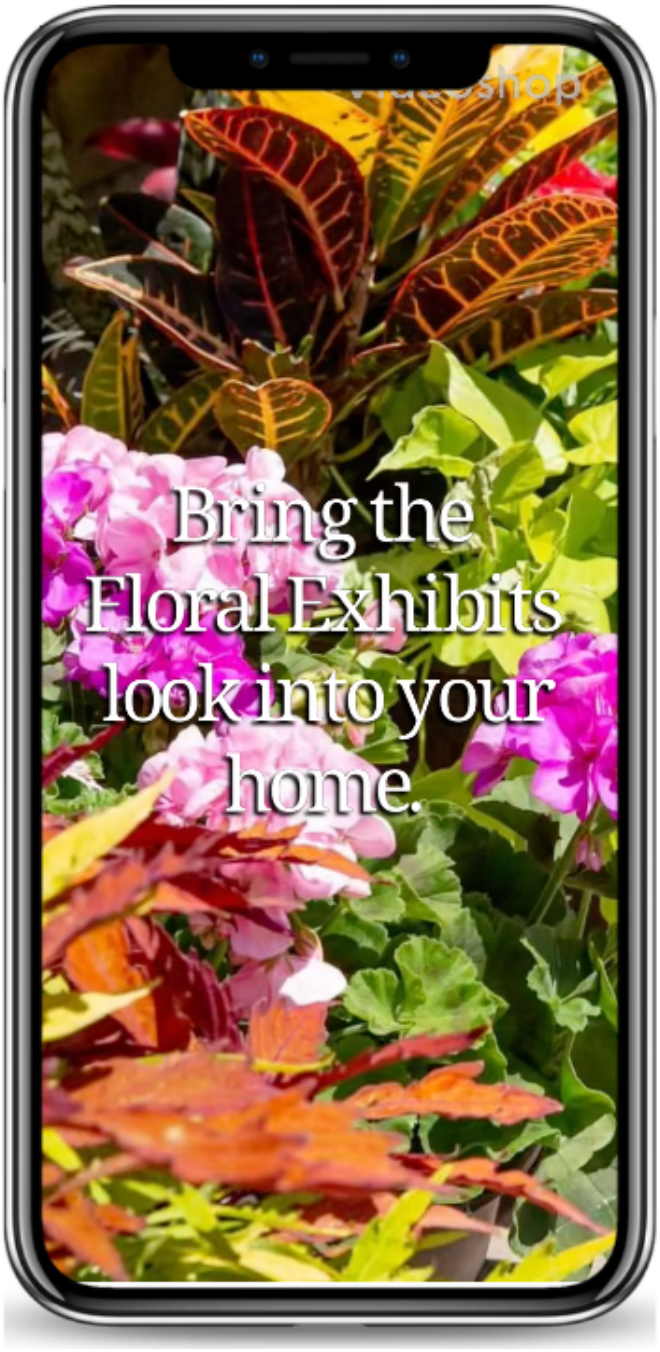
BlackOak- Branding Stories



2022

APPLICATION

Floral Exhibits- Plant Lovers Series



2022

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