



WE ARE BC + A SOCIAL CAMPAIGN

STRATEGY

BC+A

- We Are BC + A - a social media campaign to dive into the lives and hearts of the artists, bring awareness to the messaging of the company and to raise tax-deductible donations prior to the end of the year.
- Distinguish our company as one who prioritizes the artists over the dance - this is about real people and the equity they deserve.
- KPIs (CTR) indicate most engagement with digital content focused on the artists. We set a goal to raise \$10,000 exclusively through social media engagement with younger audience (21-40). We exceeded this goal!

PROPOSED EXECUTIONS:

- Personal, relatable interview content to get to know artists in a new light
- Strong BTS imagery + content
- 30 second - 1 minute video montage clips of never been seen footage
- Promoting inspirations/cultural hubs/influencers/prominent social justice figures

CAMPAIGN MESSAGING

- Our work is about stories and experiences that we can all relate to: identity, life, loss and love.
- The core and life-force of the company lives in the artists we employ - take focus off of the production elements and centralize it in the dancers.
- We are a diverse group of people - reflective of different perspectives, identifications, geographies, economic statuses.
- To invest in the artists is not only to support BC + A but to stand for dancers receiving proper compensation within a field that does not prioritize this effort.

CAMPAIGN IDENTITY + PLAN

- Take logo and existing brand identity and reimagine it for campaign to speak to inclusivity and artist representation.
 - LGBTQA+, different ethnicities/races/gender identification

- Components of Social Campaign
 1. Inside Look/BTS
 2. Interview/media with founder
 3. Interviews/media with artists
 4. Inspirations/what we love
 5. What's in my bag - a glimpse into how the dancers prepare for a day of rehearsals



we are

BRYN COHN + ARTISTS

GETTING PERSONAL

- We hear the ins and outs from the dancers: memories from touring, never been seen footage, memories about being in the company

Execution #1

Execution #2

Execution #3

All dancer intros



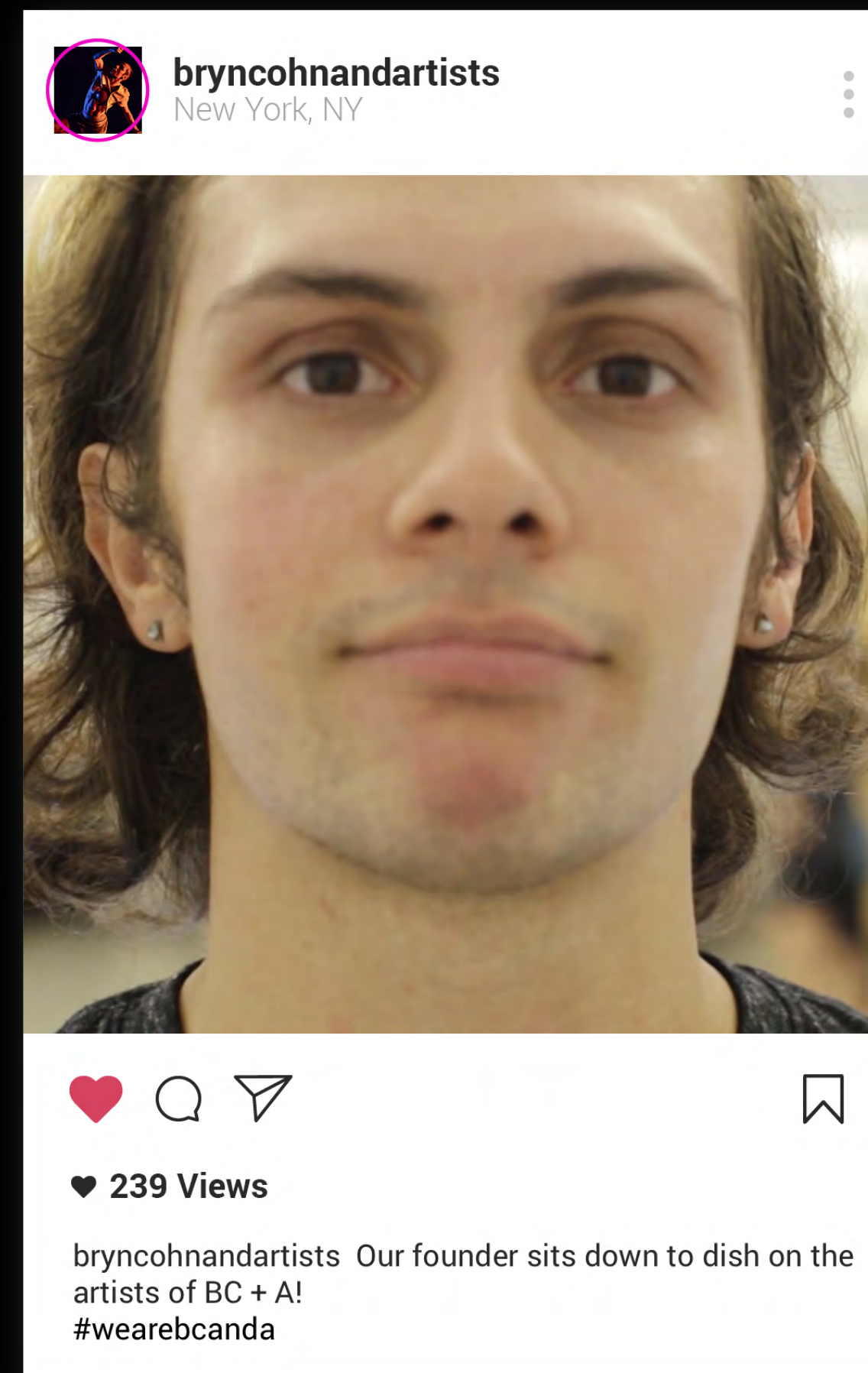
“BRYNTERVIEW”

- The founder takes over IG for an intimate couch talk to speak about the artists and who they are
- She also did an “homage” to the artists by replicating their best moves!!!

Execution #1

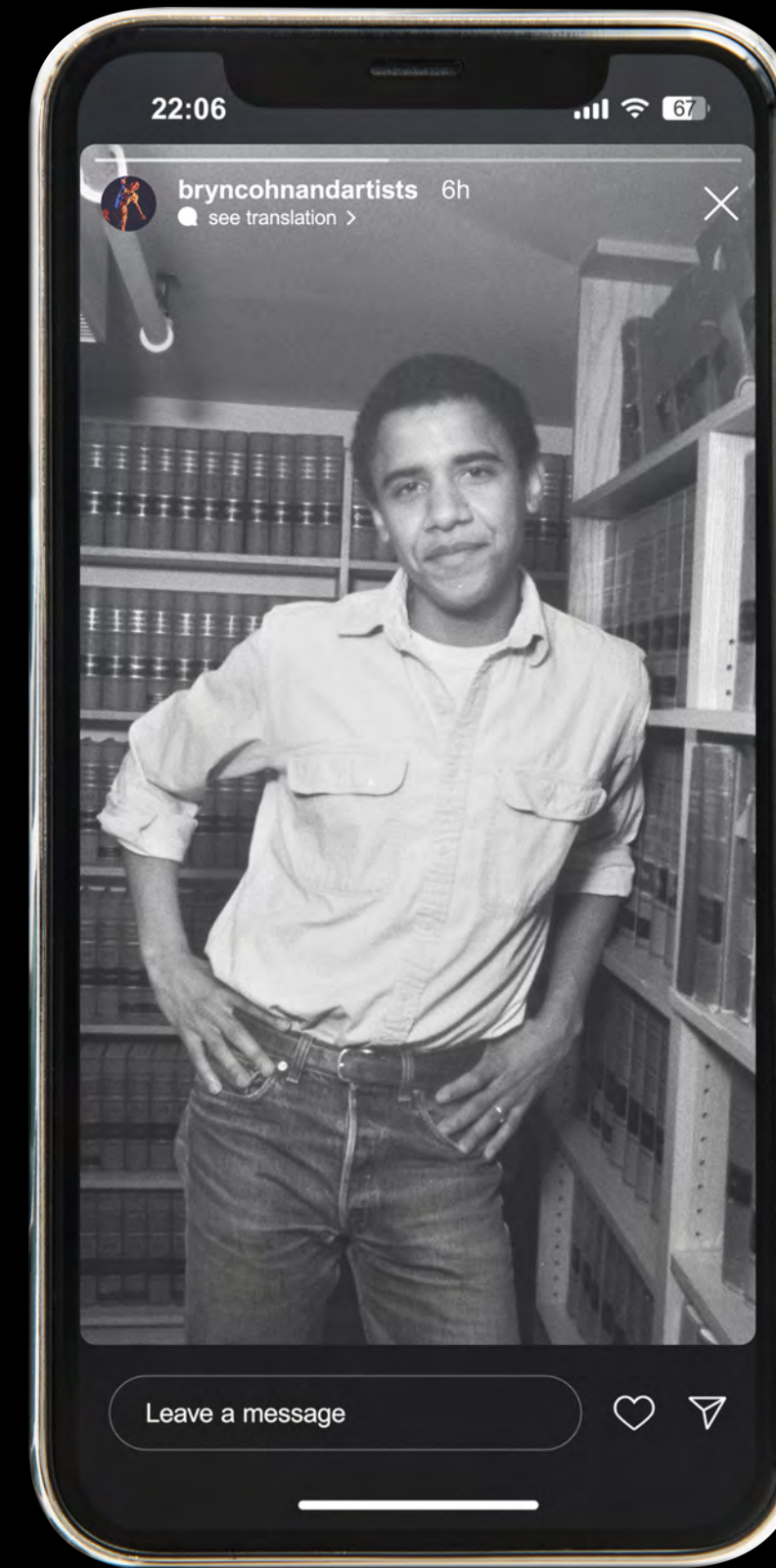
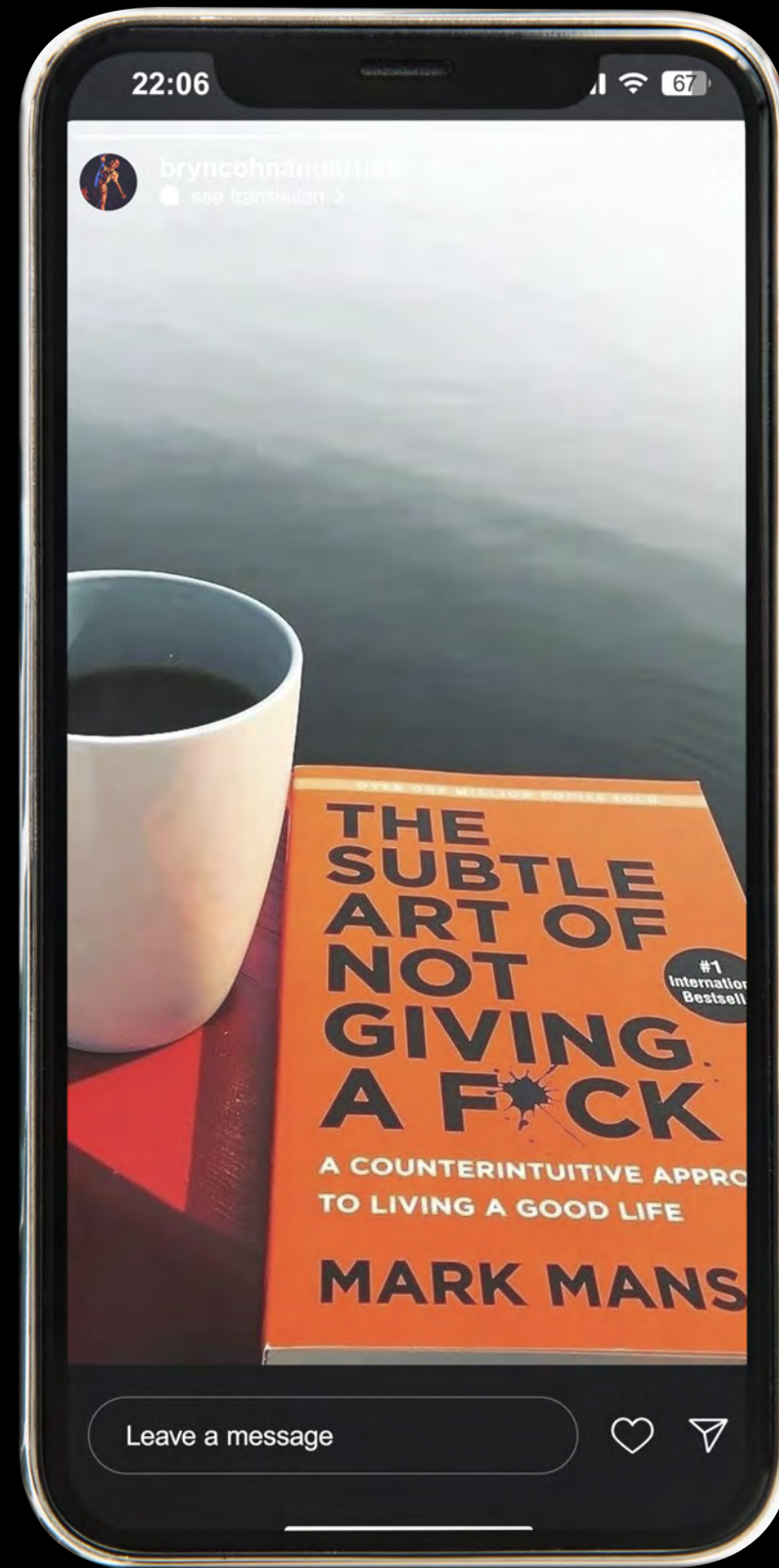
Execution #2

Execution #3



INSPIRATIONS

- In an IG takeover, the dancers post stories about their inspirations, families, personal insights into what has made them who they are as artists and as people



WHAT'S IN YOUR BAG

- The dancers open up their bags to share they prepare for a day of rehearsals



THANK YOU!!!