



OAK CITY ADVERTISING: Plan a Social Media Campaign for NC Freedom Park

Team Members: _____

Imagine that you are part of a premiere advertising company, Oak City Advertising. Your agency has been hired to create a social media ad campaign for North Carolina Freedom Park to spread awareness of the Park and encourage visitation. Keep in mind that successful ads:

- Are targeted to a specific audience (you will need to determine who your targeted audience should be and why)
- Include a high-quality, relevant & eye-catching image/graphic or video
- Provide a short description in clear, engaging text that ends with a hashtag
- Have one specific call-to-action (what are you trying to get whoever views it to “do?”)

Use the following questions to begin thinking about the most important components of NC Freedom Park:

1. PERSONAL REFLECTIONS:

- Consider your time at NC Freedom Park. What words or phrases first come to mind about the Park and/or your experience?
- What objects, images, etc. did you first notice & why? What was most exciting about the visit?
- List 3 of the most interesting things you saw or learned at NC Freedom Park.

2. DESIGN REFLECTIONS:

- Describe the various elements of NC Freedom Park:
- Which parts of the Park seem to be given the most emphasis based on the design choices?

- What themes seem to be emphasized overall? What design choices make you think this?

3. IDENTIFYING IMPORTANT FEATURES:

- Out of the “Voices of Freedom” featured throughout the Park, who is most memorable to you and why?

- What overall story is being told (or what overall lesson is being taught) at NC Freedom Park?

- Who most needs to visit NC Freedom Park and/or learn about this site, it’s mission, and the themes/information represented?

4. As a team from Oak City Advertising, work together to brainstorm, plan and create your social media ad campaign. Remember, the ad package you turn in must include:

- A graphic, image or short video
- Descriptive text that includes:
 - Important information about NC Freedom Park
 - One specific ask (What is your ad’s purpose? What do you want audiences to do?)
 - A hashtag

Questions/Brainstorming: