

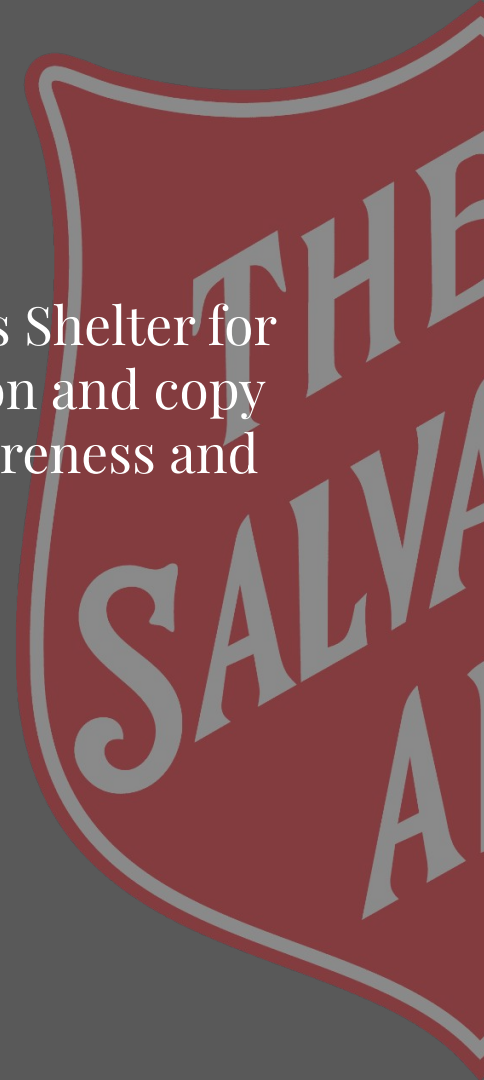
# Austin Shelter for Women and Children

Carson Hockersmith | Morgan Casillas | Audrey Beesley



# About

This campaign was created for the Salvation Army's Shelter for Women and Children in Austin, TX. The art direction and copy are centered around fear and is meant to raise awareness and persuade people to donate.



**She's not afraid of the monster under the bed.**

She's afraid of the one that sleeps down the hall.

**Donate Today**



Austin Shelter  
for Women  
and Children.

**Print Ad #1**

**THE  
SALVA  
A**







**She's not afraid of the monster under the bed.**  
She's afraid of the one that sleeps down the hall.



**Donate Now.**



Austin Shelter  
for Women  
and Children.



**She's not scared to walk to her car at night.**  
She's scared to walk in the front door.



Donate Today



Austin Shelter  
for Women  
and Children

Print Ad #2





**She's not scared to walk to her car at night.**  
She's scared to walk in the front door.



Austin Shelter  
for Women  
and Children

Donate Today







**He doesn't have nightmares.**

He's living through one.



**Donate Today**



Austin Shelter  
for Women  
and Children.

Print Ad #3



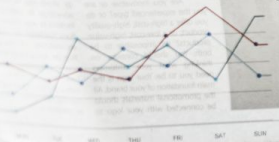
It is a process to allow an organization to focus resources on the greatest opportunities to increase sales.

### Imagine a revenue of hundred million dollars

Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives.

The objective will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities.

Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets. It maybe through networking, advertising etc. Having the perfect timing with your activities to fit your customer buying cycles will help you saving money and maximizing sales. The marketing plan should be innovative. It should have the details on how your sales are followed up and the activities your going to develop your offers.



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### Million reinvested in travel businesses

Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertisement, usual communication and distribution channels are parts of brand strategy. The branding strategy you have should be consistent as it leads to a strong brand equity.

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He doesn't have nightmares. He's living through one.

Donate Today

Austin Student for Women and Children



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## Good news for news

### Google set to pay for journalism in Australia

BY NIELSEN JOURNALISM

Google is set to pay for journalism in Australia, a move that could set a precedent for other countries. The search giant has agreed to a deal with the Australian Press Council, which represents the country's news organizations. The deal involves Google paying a fee for the use of news content in its search results. This is a significant step towards recognizing journalism as a profession that deserves financial support.



The deal involves Google paying a fee for the use of news content in its search results. This is a significant step towards recognizing journalism as a profession that deserves financial support. The Australian Press Council has welcomed the agreement, stating that it will help to ensure the sustainability of the news industry in Australia.

### Stock Market Strategy

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### MTA shortens its subway shutdown

BY NIELSEN JOURNALISM

The Metropolitan Transportation Authority (MTA) has announced that it will shorten its subway shutdowns. This move is aimed at reducing the inconvenience to commuters and improving the overall efficiency of the transit system. The authority has stated that the shorter shutdowns will allow for more frequent service during peak hours, which is particularly important for the city's workforce and residents.

The branding you have should be consistent as it leads to a strong brand equity.

- 100%
- 50%
- 25%
- 10%
- 5%



# Social Ad #1



This is a haunted house.

This one's even scarier.



Austin Shelter  
for Women  
and Children.

1 in 5 children are exposed  
to domestic violence in the home.





**Salvation Army**

2 hrs · 🌐

Donate Today. Link in bio.



👍 12

1 Share

👍 Like

💬 Comment

➦ Share

[📄 Learn More](#)





Austin Shelter  
for Women  
and Children

Evil in plain sight.

1 in 5 relationships are abusive.

Swipe up to donate

Social Ad #2

THE  
SALVA  
A





Austin Shelter  
for Women  
and Children

Evil in plain sight.

1 in 5 relationships are abusive.

Swipe up to donate

# Social Ad #3



**One terrorizes women and children.**  
The other is a fictional villain.



Austin Shelter  
for Women  
and Children.



SalvationArmy



10,328 views

Donate Today. Link in bio

[View all 328 comments](#)

5 DAYS AGO



Video:

OPEN: Crowded (city street, room, up to art)  
Bottom middle is a tiny 60 second timer  
ticking down

FADE: One of the people turns

FADE: One of the people turns

FADE: Two people turn

FADE: Two people turn

FADE: Two people Turn

FADE: Two people turn

FADE: Black Screen with white classic  
lettering that reads  
“every 60 seconds, someone is physically  
assaulted by an intimate partner”

FADE: slogan\*\*\*

FADE: Austin Shelter for Women and  
Children, Salvation Army logo

Audio:

MUSIC: Eerie horror style organ classical  
ballad

BACKGROUND: Faint sound of a clock  
ticking every second

# Commercial



