

LAST MINUTE PRODUCTIONS



PR CAMPAIGN

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Last Minute Productions

Western Carolina University

245 Memorial Drive

Cullowhee, North Carolina 28723

ORGANIZATION

Last Minute Productions (LMP) is the student-led programming board under the Department of Campus Activities at Western Carolina University (WCU). This organization oversees planning and executing events for students and community members to come together and create memories. It is important to the population of WCU because it provides an outlet for students to enjoy things, they may not have access to whether it be financially, transportation, or other reasons. It provides entertainment and adds to students' quality of life without leaving campus. The organization also allows an educational opportunity for student workers to learn career and life skills outside of the classrooms and contributes to WCU's career ready plan. Currently, LMP is experiencing a low attendance rate at their events and a lack of engagement on their page.



RESEARCH CONDUCTED

To understand the root of the issue LMP was experiencing, three focus groups were held, surveys were sent to students after they attended events, a survey was publicly posted on WCU Campus Activities' social media and cost per student at every event was calculated. In focus groups, a common idea was suggested to involve Greek life, reduce quantity of events to increase quality and create more personal connections. Many mentioned that events often felt rushed, there was no environment created that was inviting. Often survey results revealed complaints about events and how they lacked an energetic and friendly environment and were not inclusive to other groups on campus.



Finally, when calculating the cost per student events were separated into three different categories: movies, contracted events and noncontracted events. Movies average cost per student was \$11.02, contracted events average cost per student was \$85.26 and noncontracted events cost per student was \$10.51





CAMPAIGN OBJECTIVES

The research showed a common theme, LMP lacked a friendly environment, and this was what was leading to the lack of connection and participation with the student body. Therefore, LMP's mission on this campaign was to create a more personal connection to the students to allow room for engagement and interest. To measure the effectiveness of this campaign three objectives have been set



10%

Reduction in
cost of student
per event



80%

of survey
results are
satisfactory



5%

Increase on
Instagram
engagement

TARGET AUDIENCE

The target audience of this campaign is the Western Carolina University student body. More specifically, commuter students. This is the demographic the campaign will target because this is the most difficult part of the student body for LMP to reach, therefore the connection with them is the biggest priority to establish. Of the students who do not know about events, commuters are the largest portion.



STRATEGY

The strategy of this campaign is to establish a brand identity for Last Minute Productions as a student-led organization rather than individual events. By doing this, LMP will be personified and allow students to connect with and relate to the organization and understand the events provided are created for students by students. This will ideally increase engagement and knowledge with the organization, which will lead to more interest and attendance at the events LMP hosts.

TACTICS

I. LMP FETE

There will be three reoccurring tactics to establish the strategy. First, events called LMP fete will be established to connect with students personally. These fetes will be every other week from 12-3 p.m. on the UC lawn where tents will be set up and music will be played for students to gather and hangout between and after classes. Students at the fete will have chances to win free swag, do crafts, play games and LMP student workers will be there to connect with and befriend students and discuss the organization with them.



II. SCAVENGER HUNTS

The next tactic will be online scavenger hunts every other month. LMP will design different bingo cards where students must find certain items or complete certain tasks and provide proof. Completion will lead to prizes known as swag packs for the first three to complete the hunt and smaller prizes will be provided for the next seven students. Swag packs are packs created by LMP that contain custom tumblers, stickers, pencil pouches, key chains, and other goods.



III. INCLUDING OTHER ORGANIZATIONS

Finally, the last tactic will be to collaborate with other student organizations on events. By including other organizations, they can bring in larger audiences and more personal connections with students. Bringing in Greek life or clubs that students are affiliated with will bring them to events and create interest in the other events held. Also, by working with other organizations we can reach larger audiences and ensure more inclusion at events.



CALENDAR 2023

AUGUST

MO	TU	WE	TH	FR	SA	SU
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

MO	TU	WE	TH	FR	SA	SU
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

MO	TU	WE	TH	FR	SA	SU
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

MO	TU	WE	TH	FR	SA	SU
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

MO	TU	WE	TH	FR	SA	SU
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



Fete event



Scavenger hunt begins



Scavenger hunt ends

BUDGET

Another recent struggle LMP has been facing is frequent budget cuts, therefore the most important part of this campaign is to keep prices low. Costs would be sourced in providing prizes, swag packs and crafts. LMP keeps a restocked craft supply meaning it would be no extra cost to supply those. Assuming 50 prize items are given away weekly the cost would be \$254.38. To give away 3 swag packs every other month would cost \$117.



EVALUATION

The purpose of this campaign is to increase awareness for Last Minute Productions as an organization and increase attendance at events amongst students at Western Carolina University. This is to be done through fetes, digital scavenger hunts and by including other organizations in the planning and production of events over the course of the semester. To measure the success of this campaign attendance at events and social media interaction will be measured and monitored and surveys will be collected and analyzed.