



SILFIESMEDIA

CHANGING LIVES

# AWARENESS CAMPAIGN

ARE YOU



STRATEGIC PROPOSAL

2023

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# INTRODUCTION

This project will be an impactful, thoughtful and intentional awareness campaign that will educate the state of Ohio on the impact of inclusion in employment, housing and community.

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Our goal is to create content and a campaign that will directly impact the lives of people with Developmental Disabilities, the people that currently serve them, their families and their communities.





# VIDEO

The main content created for this project will be in the form of video content

Video has the most powerful effect on telling stories and creating real mind-change and life-change for the viewers. We will create impactful videos that are designed to encourage and spark change in all targeted demographics.

IMPACTFUL  
COMMERCIAL  
PIECE

1

This video will be a hard-hitting short that is scripted and covers the topics of housing, employment and community.

SHORTS

2

Out of the commercial piece we will create shorts that focus in on each of the topics covered.

INTERVIEW  
STORIES

3

We will create full length (up to three minutes) videos diving into the lives of people that display each of the topics covered.

INTERVIEW  
SHORTS

4

We will create shorts out of each of the interview stories that can be used in multiple platforms and uses.



# ADVERTISING



## Website Development

We will create a landing page website that hosts all of the content that is created along with supporting information and links to places that people can take their next step according to their demographic. The next steps will include informational packets as well as a pledge to sign up to be part of the change.

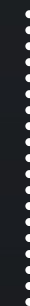
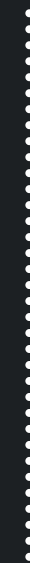


## Social Media

We will create Social Media platforms according to the branding and content created. We will also develop a social media strategy that includes ad buys. Lastly, we will manage the social media page to ensure timely commenting and responses along with reporting to grant funder of data analytics with targeted goals of engagement. The Ad campaigns will run for a 12-month period from the launch of the campaign.







## Creative Planning

Our team will create the creative strategy including storyboards, shot lists and scripts for the video content. We will also create the social media strategy as well as develop webpage landing page design ideas. We will work together with DODD to create a final design, layout and strategy for all deliverables to match the goals of the campaign.

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## Execution

The next step is to:

1. Schedule and film all content needed to create all of the video pieces for the campaign.
2. Begin the first draft build of the landing webpage.
3. Develop and create the social media platforms and begin implementing the schedule and strategy.





## Editing Process

After initial creation of content is created we will work with the stakeholders to make edits to create the final cuts of each video piece. We will also begin the editing process on webpage in order to finalize the design/layout/content of the website. Lastly, the stakeholders will make final suggestions and sign off on the social media strategy implemented.



## Launching

This is the fun part. We go live on all platforms including social media and webpage. We will monitor success based on engagement and traffic and make any necessary changes to the strategies based on the data we receive throughout the campaign.



# COST

## VIDEO: \$62,000

1.2 longform impactful ads  
2.8 shorts for Social Media

## WEBSITE: \$8,000

## SOCIAL MEDIA ADS (12-MONTH PERIOD): \$120,000

## SOCIAL MEDIA MANAGEMENT: \$24,000

## TOTAL COST OF PROJECT: \$214,000

There has never been a targeted, professional, intentional campaign created on this level for the state of Ohio. We are currently creating this same project for the State of Virginia. We would love the opportunity to replicate this process and create real change in the communities that we love and live in.

