


# CASE STUDY: A STRATEGIC MARKETING CAMPAIGN FOR PEARL & DEAN

For my coursework, I was tasked with creating a strategic marketing plan for Pearl & Dean, a leading brand in cinema advertising, to help revitalize the cinematic experience and expand its market reach. The goal was to enhance the brand's digital presence and appeal to a broader audience, including media agencies. To address this, I developed a comprehensive campaign board and mockup, incorporating creative strategies, visual storytelling, and innovative ideas to position Pearl & Dean as a modern, engaging brand. My efforts resulted in high marks and positive feedback, highlighting my ability to craft effective, brand-aligned marketing solutions.

## Campaign Storyboard


### INFLUENCER MARKETING

COLLABORATE WITH POPULAR INFLUENCERS IN THE ENTERTAINMENT AND LIFESTYLE NICHES TO PROMOTE THE PEARL AND DEAN MOBILE APP. INFLUENCERS CAN CREATE ENGAGING CONTENT SHOWCASING THE APP'S FEATURES, EMPHASIZING THE SMP MESSAGE "SAVE TIME, BOOK SMART," AND ENCOURAGING FOLLOWERS TO DOWNLOAD THE APP.




### TUBE POSTER ADVERTISING

UTILIZE TUBE POSTERS TO ENGAGE A DIVERSE AUDIENCE AND INCREASE EXPOSURE. DESIGN EYE-CATCHING POSTERS FEATURING THE P&D LOGO, SMP MESSAGE, AND #DOWNLOADTHEAPP HASHTAG. INCLUDE INFORMATION ABOUT APP AVAILABILITY ON APP STORE AND PLAY STORE. THE POSTERS SERVE AS A VISUAL REMINDER TO COMMUTERS, SPARKING CURIOSITY AND ENCOURAGING THEM TO LEARN MORE ABOUT THE APP.

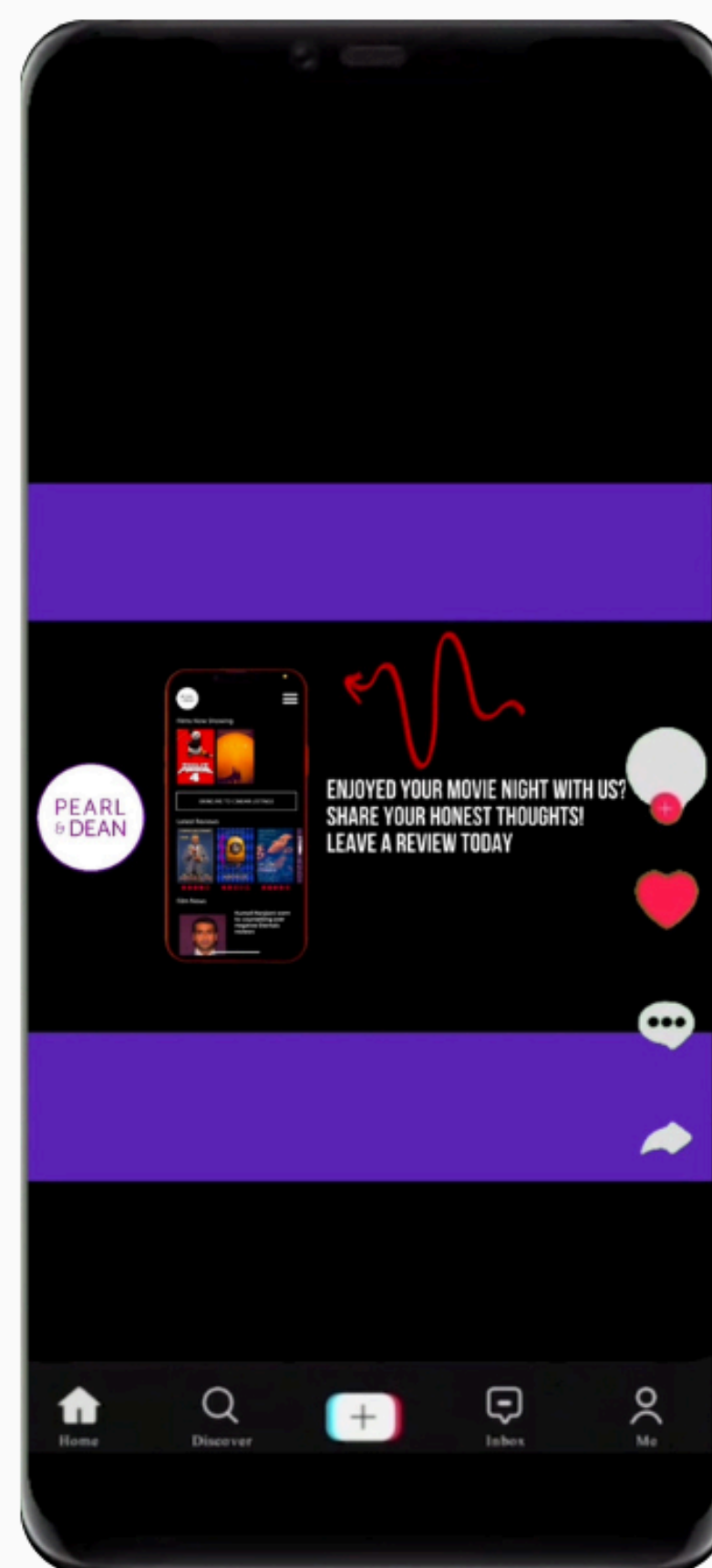
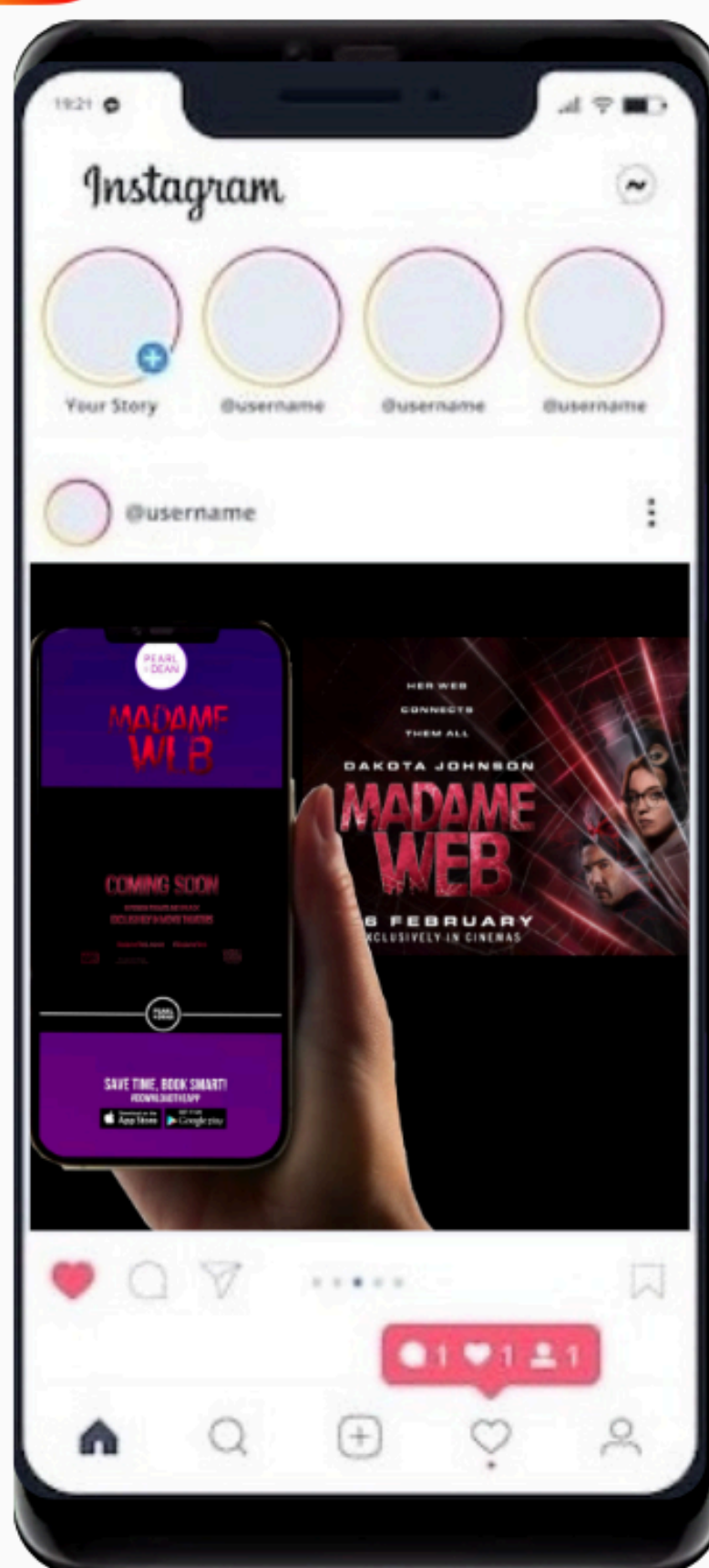
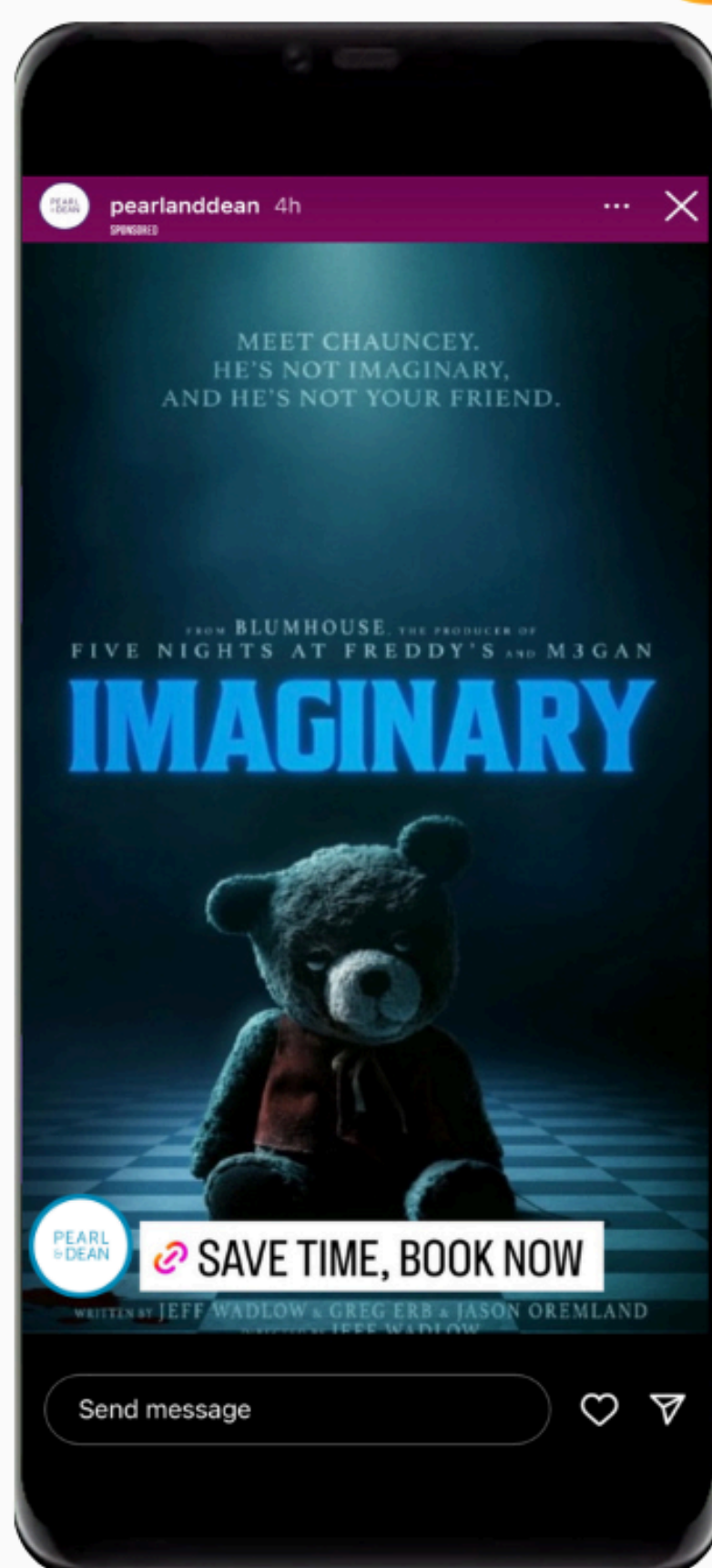
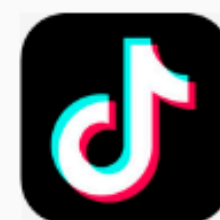


### SOCIAL MEDIA TEMPLATE

TO EFFECTIVELY PROMOTE THE PEARL AND DEAN MOBILE APP ON TIKTOK AND INSTAGRAM, VISUALLY APPEALING AD CREATIVES WILL HIGHLIGHT THE APP'S FEATURES, BENEFITS, AND USER EXPERIENCE. EACH AD WILL INCORPORATE THE PEARL AND DEAN LOGO, THE SMP MESSAGE "SAVE TIME, BOOK SMART," THE HASHTAG #DOWNLOADTHEAPP, AND DETAILS ABOUT ITS AVAILABILITY ON MAJOR APP STORES. THE CONTENT WILL EMPHASIZE CONVENIENCE AND ACCESSIBILITY, SHOWCASING HOW THE APP ENHANCES CINEMA BOOKING EXPERIENCES. THROUGH STREAMLINED CONTENT TEMPLATES, BRAND CONSISTENCY WILL BE MAINTAINED ACROSS SOCIAL MEDIA PLATFORMS, ENSURING A COHESIVE AND ENGAGING PROMOTIONAL CAMPAIGN.

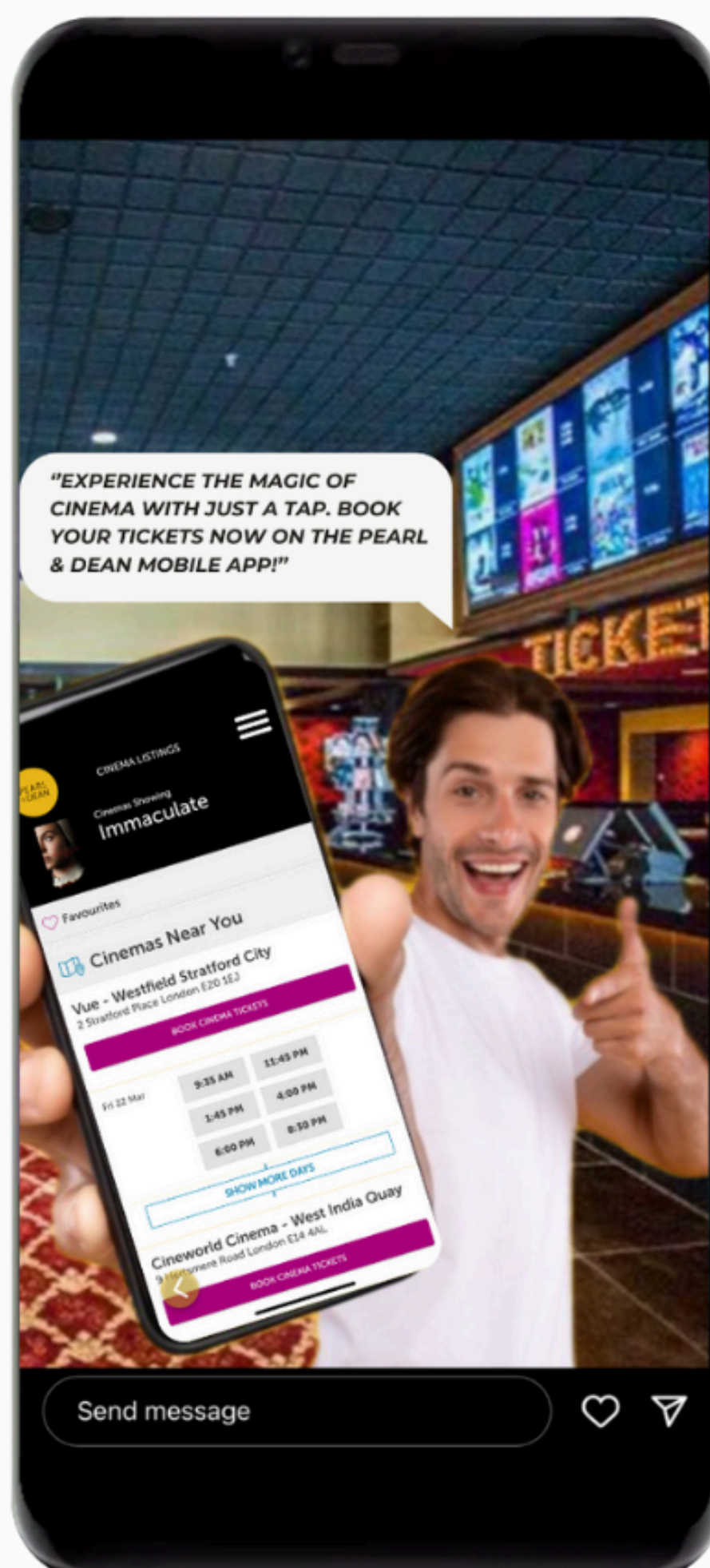






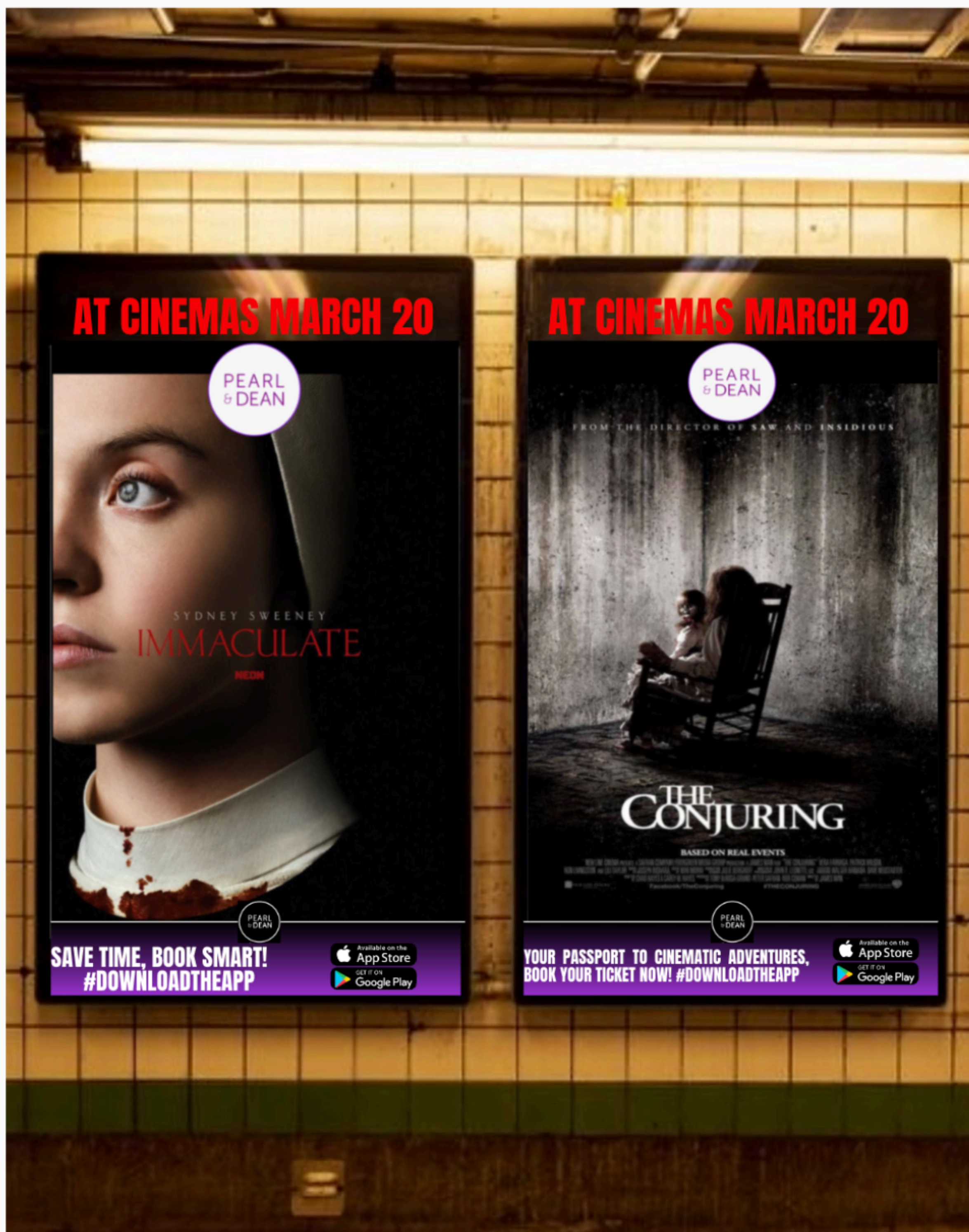
## PAID INSTAGRAM ADS

## TIKTOK CONTENT



## INFLUENCER MARKETING





**TUBE POSTER**