



The strategy with WK Liquors social campaign was to reach the student body during popular times of the semester, typically corresponding with an event such as football games, parent's weekend, graduation, and more. As their account executive, I laid out a social schedule to fulfill this request at the time the ad contract was executed.

The client wanted their logo present in the design, but otherwise wanted to take a back seat to the design that Cherry Creative made for them. The client's focus of the ad campaign is to support and promote what students are interested in while maintaining visibility with them throughout the school year.

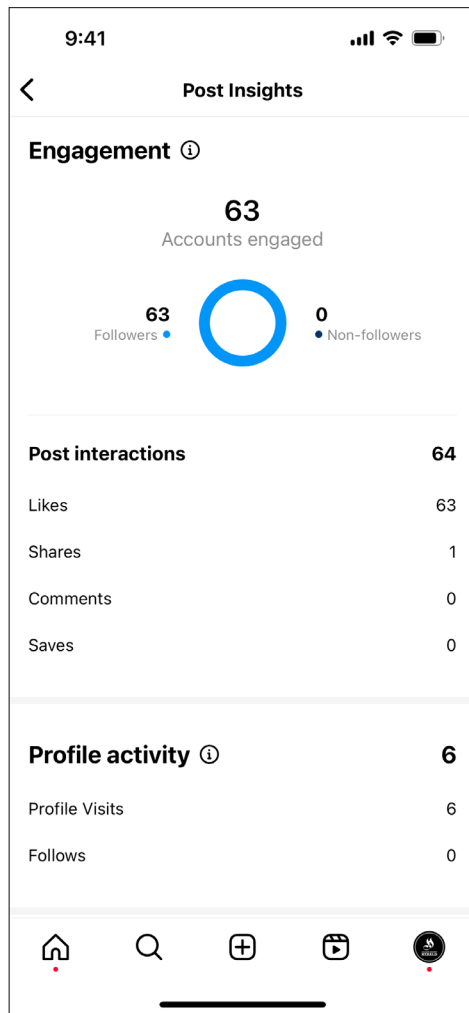
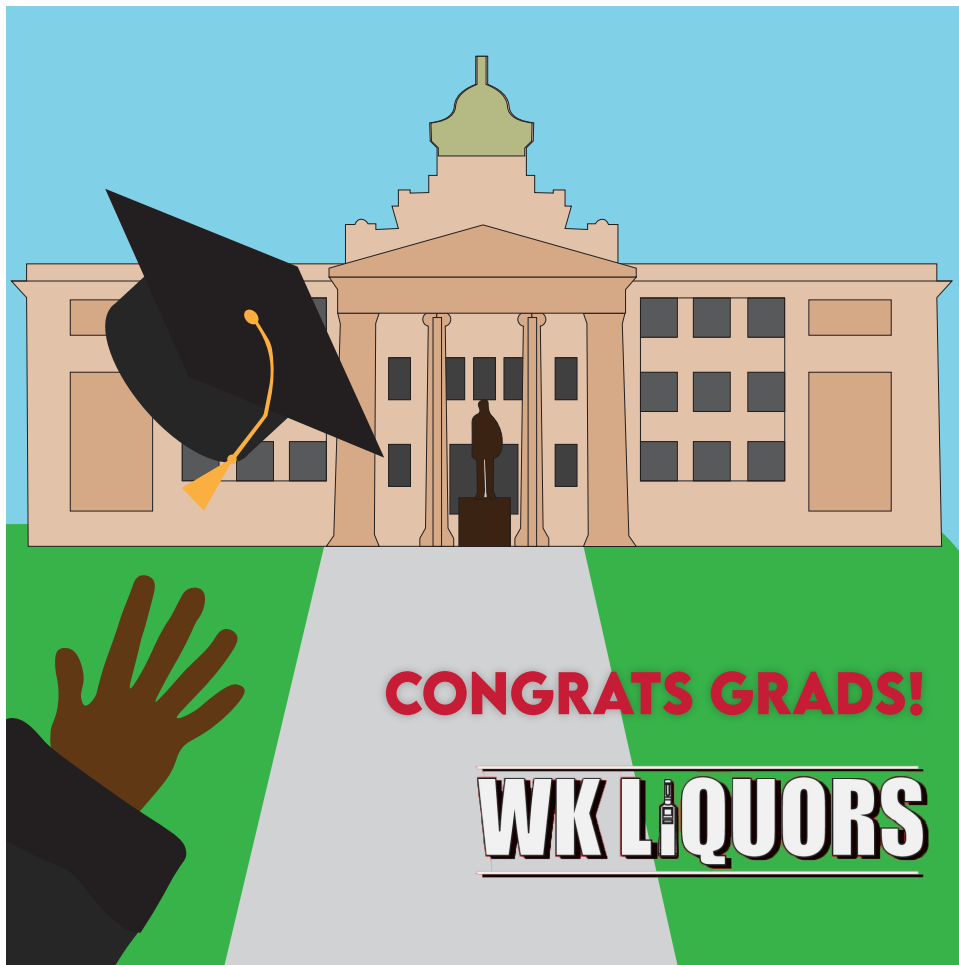
This campaign is a win-win for our organization. WK Liquors is very popular amongst WKU students, and therefore generates additional traffic to our profile. The WK Liquors owner takes a personal interest in students' college and post-grad careers, which has propelled him to be a local fan favorite. His humbleness and modesty are reflected in the ads, all of which are posted to remind students that WK Liquors supports them in all aspects of their life at WKU.

### WK Liquors Advertising Contract Plan

Homecoming Herald Print Advertisement	Full Page -> \$540 (10% contract discount) Payment by Oct 23 Artwork by Oct 26 Published Nov 6
Grad Guide (Fall) Print Advertisement	Half Page Horizontal -> \$270 (10% contract discount) Payment by Nov 20 Artwork by Nov 27 Published Dec 8
Best of the Hill Print Advertisement	Full Page -> \$450 (10% contract discount) Payment by March 25 Artwork by March 28 Published April 8 Festival April 8 (Rain reschedule April 10)
Grad Guide (Spring) Print Advertisement	Half Page Horizontal -> \$270 (10% contract discount) Payment by April 15 Artwork by April 18 Published May 2
Digital → social media	20 Post Package -> \$540 (10% contract discount)
Total	\$2070

### Social Media Post Schedule

1. First Football Game Day → Sept. 2
2. Parents Weekend Football Game Day → Sept. 9
3. Thursday Game Day vs. Middle Tennessee → Sept. 28
4. Fall Break → Sept. 30 – Oct. 3
5. Tuesday Game Day vs. Liberty → Oct. 24
6. Homecoming Football Game Day → Nov. 11
7. Last Home Game Day → Nov. 18
8. Good luck on finals → Dec. 4
9. Congrats Grads → Dec. 8
10. Happy New Year's Day → Jan. 1, 2024
11. Welcome Back WKU → Jan. 16
12. Superbowl → Feb. 11
13. Valentine's Day → Feb. 14
14. Coming Home King Basketball Game → Date TBD
15. March Madness → March – April Date TBD
16. St. Patty's Day → March 17
17. BEST OF THE HILL → APRIL 8
18. Good luck on Finals → April 29
19. Congrats Grads → May 3
20. Happy Summer Break → May 6



**WK LIQUORS**



**GOOD LUCK ON FINALS!**

