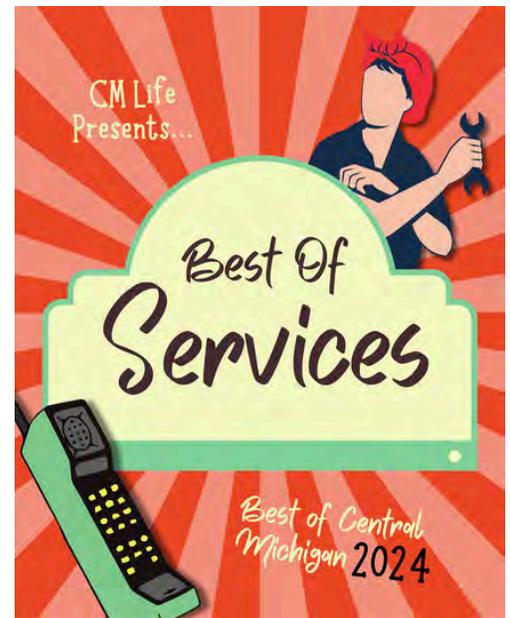
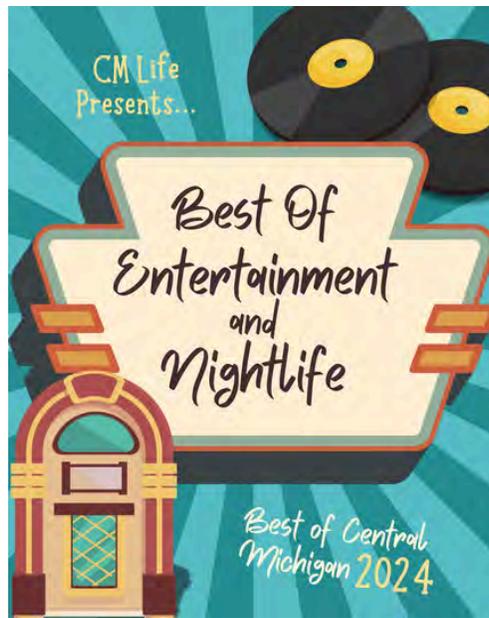
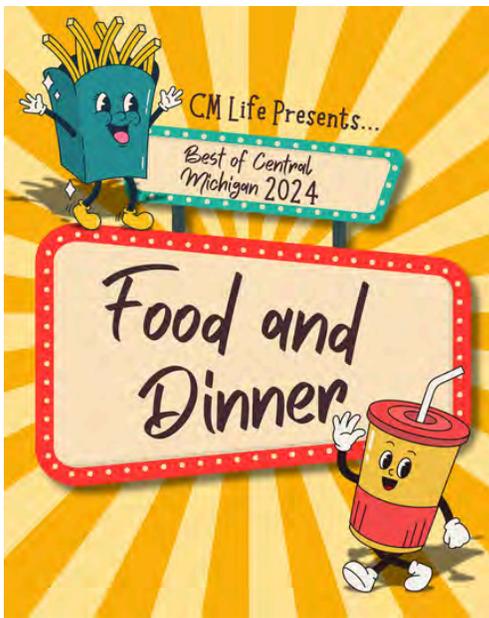




CENTRAL MICHIGAN LIFE
BEST OF CENTRAL MICHIGAN WINNERS

INSTAGRAM



Using a retro vibe to reinvigorate an annual reader promotion.

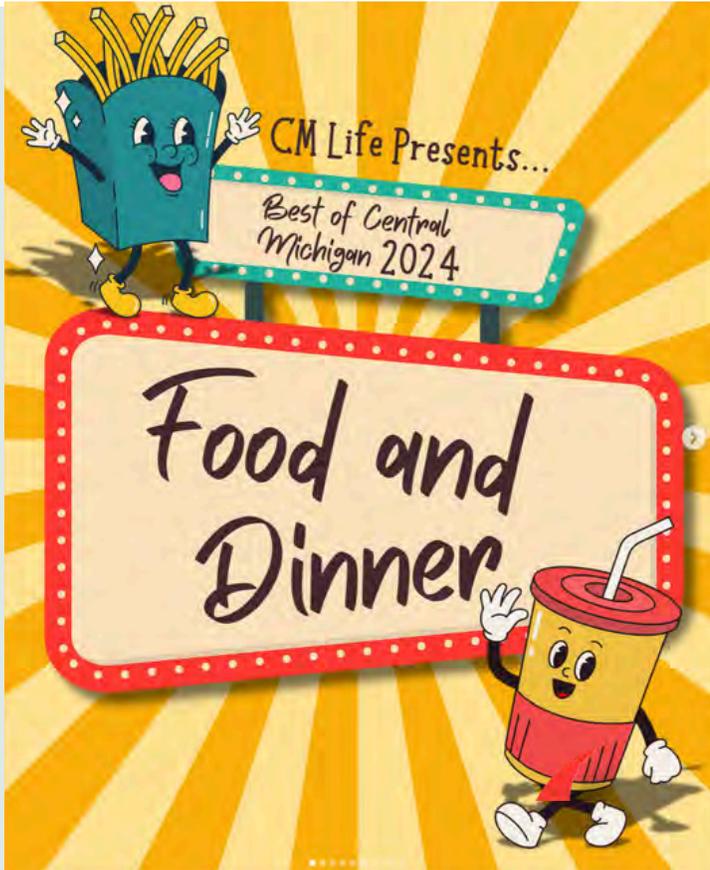
This campaign was created to bring some fun to our annual Best of Central Michigan promotion. .
Retro themes are very popular with college students, and this one checked all of the boxes..
This fun 50's vibe campaign was created by our graphic designer, Paige Jaczkowski

Paige took the best performing categories and simplified the results by placing them in one of 3 divisions: .Food and Dinner; Entertainment and Nightlife; and services. Using cute graphics with common graphic elements, the posts were colorful and eye catching.

Each theme was presented in a 10 slide mode on Instagram. This campaign mirrored the print product in tone and design. [CLICK HERE](#) to see the special edition.

The 3-part Instagram campaign generated 11,300+ views and reached more than 7,300 accounts

CLICK ON IMAGE TO SEE INSTAGRAM POST



FOOD and DINNER.
These were our most popular categories for voting and most popular on social media!

SLIDE 1



SLIDE 2



SLIDE 3



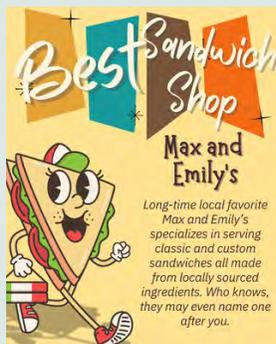
SLIDE 4



SLIDE 5



SLIDE 6



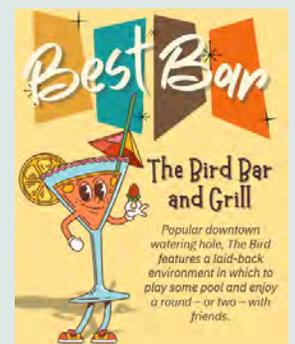
SLIDE 7



SLIDE 8

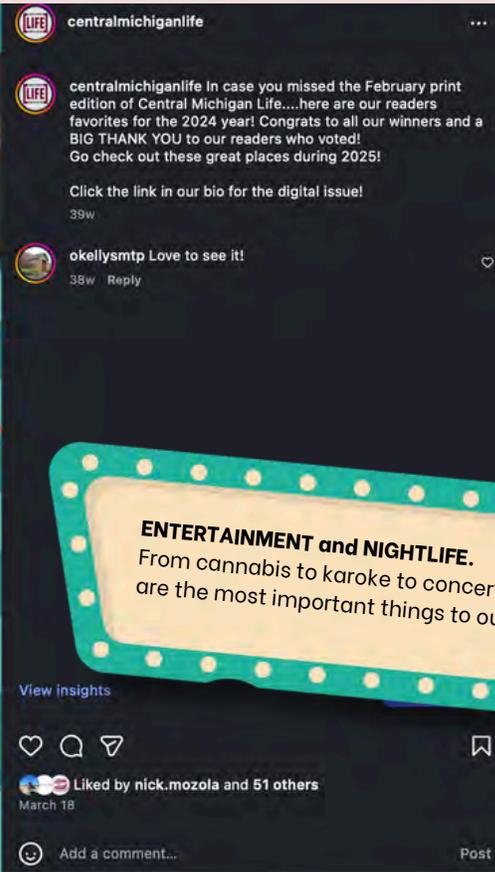


SLIDE 9



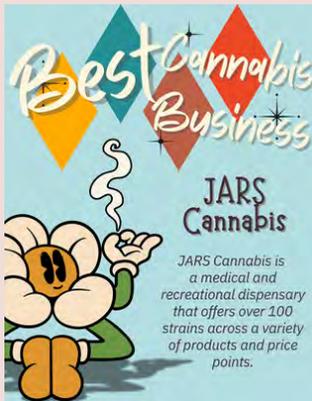
SLIDE 10

CLICK ON IMAGE TO SEE INSTAGRAM POST



ENTERTAINMENT and NIGHTLIFE.
From cannabis to karaoke to concerts, next to eating these are the most important things to our readers!

SLIDE 1



SLIDE 2



SLIDE 3



SLIDE 4



SLIDE 5



SLIDE 6



SLIDE 7



SLIDE 8

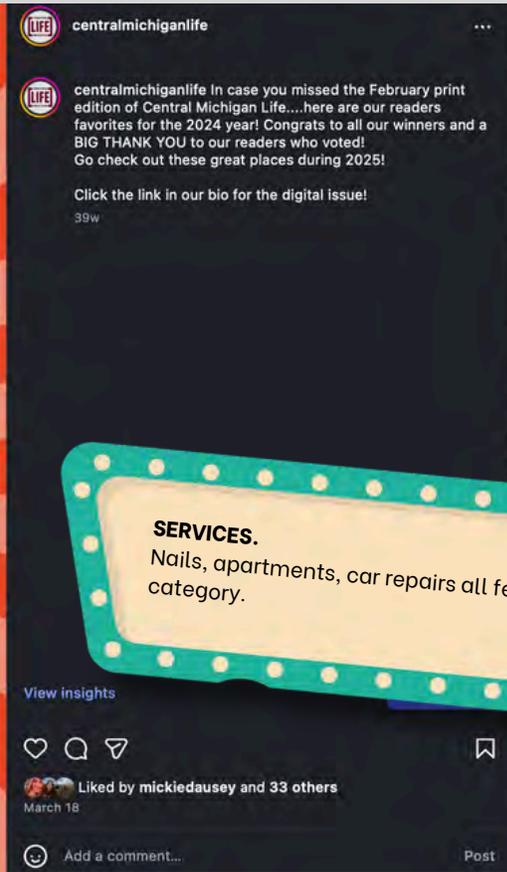
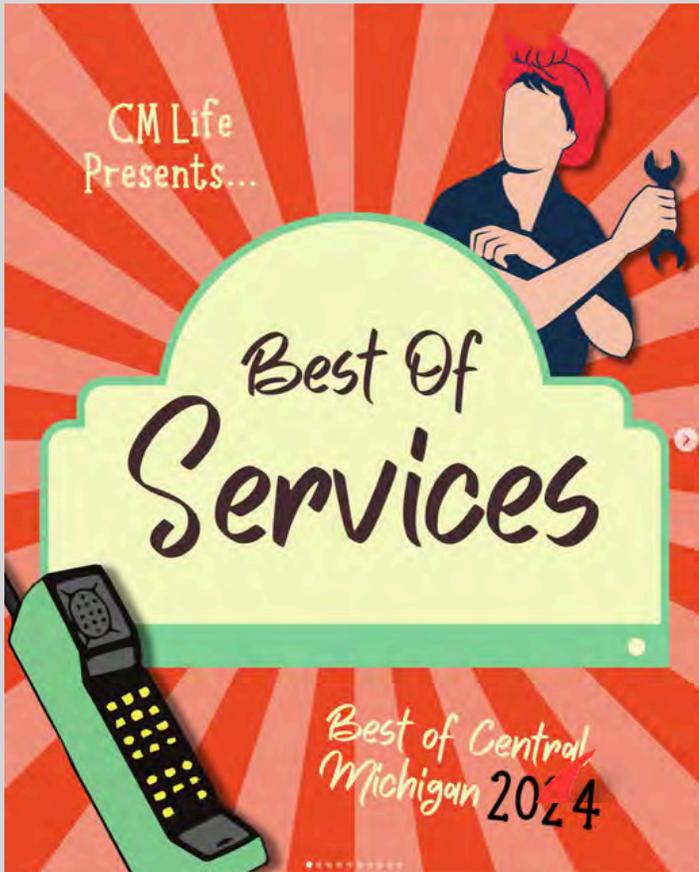


SLIDE 9



SLIDE 10

CLICK ON IMAGE TO SEE INSTAGRAM POST



SERVICES.
Nails, apartments, car repairs all fell into the services category.

SLIDE 1



SLIDE 2



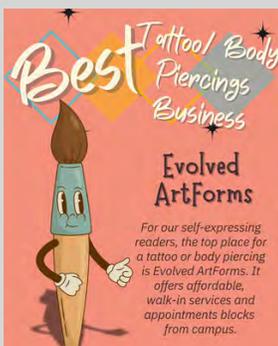
SLIDE 3



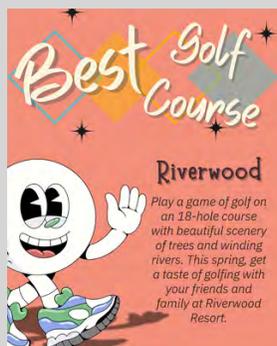
SLIDE 4



SLIDE 5



SLIDE 6



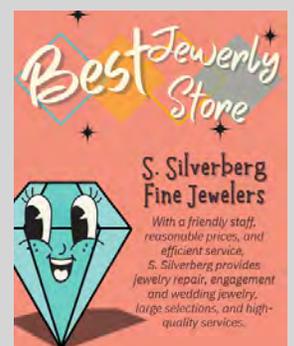
SLIDE 7



SLIDE 8

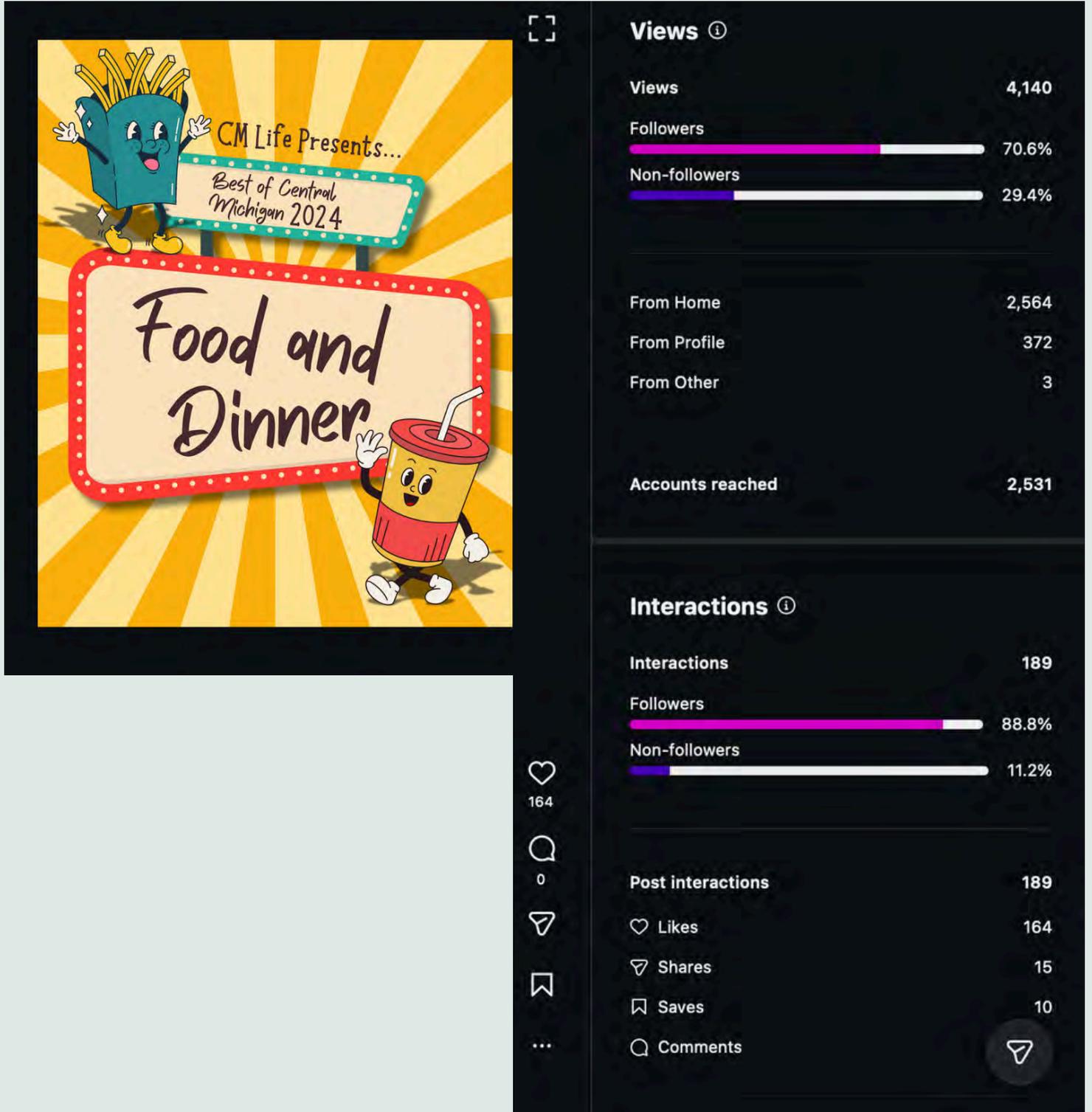


SLIDE 9



SLIDE 10

ENGAGEMENT



ENGAGEMENT



Views ⓘ

Views	4,809
Followers	40.9%
Non-followers	59.1%

From Other	2,773
From Home	1,646
From Profile	390

Accounts reached	3,510
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Interactions ⓘ

Interactions	66
Followers	94.1%
Non-followers	5.9%

Post interactions	66
♥ Likes	52
▽ Shares	11
🔖 Saves	2
🗨️ Comments	1

♥
52

🗨️
1



ENGAGEMENT

