

Campaign Entry for Main Hill Media

Client: Main Hill Media (student media + advertising agency)

Platforms: Instagram

Number of Ads: 3 (2 static posts + 1 reel)

Team Lead / Contributors: Riley Craig (Team Lead - Director of Social Media), Ellis Anne Card (Assistant Social Media Director), Afton Massey (Assistant Social Media Director), Melissa Chible (Graphic Design), Liana Mendoza (Graphic Design)

Brief Description

The goal of this campaign was to showcase the personality behind Main Hill Media by focusing on team culture rather than only client work or graphics. Throughout the semester, we created three key full-team advertisements that showcased our agency identity: a yearbook-inspired team introduction post, a styled merch photoshoot, and a “We’re Back” welcome-back reel. Each piece was designed to showcase our team and let the audience get a feel for the people and energy behind our agency.

The yearbook-style post generated 292 interactions, performing 160% above our average engagement baseline of 112.5 interactions. The merch photoshoot received 234 interactions, performing 108% above average, and the “We’re Back” reel earned 191 interactions, performing 70% above normal engagement.

We analyzed platform analytics and found our audience was most active between 12–3 PM, so we consistently scheduled posts within that time frame. Content was published every Monday and Friday to maintain consistent visibility and brand recognition. We measured success using total interactions, engagement growth percentage, reach, and profile activity.

Yearbook Team Intros

mainhillmedia

mainhillmedia Meet the women of Main Hill Media 🙌
8w

ally.levings LOVE THIS GROUP
8w Reply

macypenick Best to ever do it.
8w 1 like Reply

ellisannecard helloooo ladies
8w Reply

liana_m3 best picture day yet 🥰
8w Reply

rrrilleyy Can I sign your yearbooks??
8w Reply

— View replies (1)

annafelder10 main hill rocks! 💙👉
8w Reply

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👍👍👍 Liked by **claire.yaney** and 214 others
September 24

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Views ⓘ

Views	23,097
Followers	21.5%
Non-followers	78.5%
From Profile	6,379
From Home	2,015
From Other	276

Interactions ⓘ

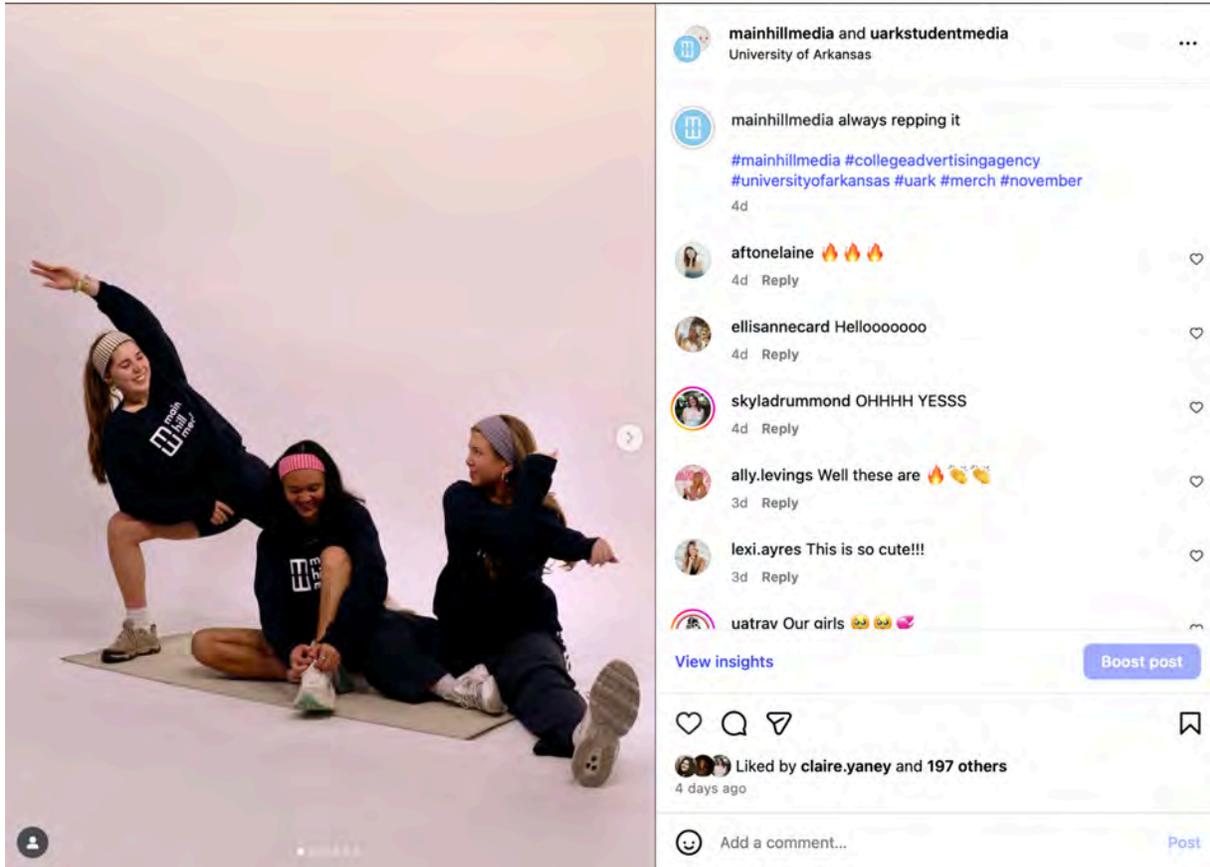
Interactions	292
Followers	80.9%
Non-followers	19.1%

Post interactions	292
👍 Likes	215
📄 Shares	41
💬 Comments	29
🔖 Saves	7

Profile ⓘ

Profile activity	479
Profile visits	453
External link taps	10
Business address taps	2
Follows	14

Merch Shoot



Views ⓘ

Views	6,558
Followers	38%
Non-followers	62%
From Home	2,212
From Profile	629
From Other	35

Accounts reached 2,641

Interactions ⓘ

Interactions	234
Followers	84.5%
Non-followers	15.5%

Post interactions

Likes	198
Comments	21
Shares	15
Saves	0

Profile ⓘ

Profile activity	130
Profile visits	118
External link taps	8
Business address taps	0
Follows	4

[We're Back Reel](#)



mainhillmedia and uarkstudentmedia
d.e.l.g.a.d.o.1978 • Original audio

mainhillmedia The girls of main hill are so back 🍌🍌🍌
Edited · 10w

ally.levings So excited for this year!!! 💙💙💙
10w 1 like Reply

macypenick BEST OF THE BEST
10w 1 like Reply

skyladrummond the best staff!
10w Reply

ally.levings Oh yes
10w Reply

ellisannecard Hellllloooo galsssss
10w Reply

melchible WE ARE SOOOOOO BACK!!!!!!!
10w Reply

[View insights](#) [Boost reel](#)

👍👤 Liked by **claire.yaney** and 148 others
September 11

😊 Add a comment... [Post](#)

Views ⓘ

Views	8,219
Followers	23.4%
Non-followers	76.6%
Accounts reached	4,219

Interactions ⓘ

Interactions	191
Followers	74.7%
Non-followers	25.3%

Reels interactions

Likes	149
Comments	19
Saves	6
Shares	17

Reels interactions

Likes	149
Comments	19
Saves	6
Shares	17

Profile ⓘ

Profile activity	9
Follows	9

