



**UNLV - The Big Wish**

**Winner - BEST SOCIAL MEDIA CAMPAIGN AWARD from Coca-Cola Regal Films**

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# INTRODUCTION

## #SYNOPSIS

A hipster girl thumbs through a rack of clothing when her attention is shifted to a vintage camera. She picks it up and a genie appears. He offers her one wish, and all she wants is to go to her happy place: a Regal Cinema with her coke and popcorn in hand!

## #EXCITED

At UNLV we are known as the Rebels. This contest is the first time the UNLV Film Rebels has been accepted as a top five finalist. We were excited to show the national film community what kind of filmmakers we have in the city of lights! We generated mass awareness by harnessing Las Vegas community spirit, as well as the school social media accounts, to benefit our campaign.



# EXECUTIVE SUMMARY

## GOALS

- Primary Goals:
  - Raise mass awareness for our film.
  - Raise national/global awareness for UNLV Film students' talents.
- Secondary Goals:
  - Garner regional and national support from media outlets and film lovers.
  - Win inaugural Social Media Award.

## WHAT WE DID

- Total of 228 number of internal social posts over 31 weeks.
- Generated 314k+ total combined views across social media.
- 5,631 total engagements, 11,114 total likes, 442 comments with our custom hashtag, and 473 total shares.
- Received support from the UNLV Department of Film, UNLV College of Fine Arts dean, and UNLV campus-wide communications and leveraged the school accounts with existing followers and credibility *instead of* creating new accounts.

## BIG WINS/HOW WE INNOVATED

- Succeeded in getting the local NBC affiliate to do a live broadcast for the nightly news during our shoot inside the Regal Theater.
- Received support of top-level UNLV communications staff who gave us access to their Instagram account for a live Instagram Stories takeover during the two days of production. This garnered 62,569 views from @UNLV followers during the 48-hour period.
- Harnessed PR to create mass awareness for our film.
- Utilizing the college accounts allowed us to tap into the existing audiences instantly.



# CAMPAIGN OVERVIEW

## [SOCIAL MEDIA CAMPAIGN - TOPLINE OVERVIEW]

Sponsors Coca-Cola and Regal both have brands that exude happiness and promote community.

As such we decided our campaign should focus on the people: UNLV student and alumni spotlights, showing how the project came together, how the diverse crew brought different things to the table.

BTS crew (stills and video) did an amazing job putting videos together to help with these initiatives.

To aid in social media awareness, we utilized the College of Fine Arts email newsletters & mailing lists to spread the word about the campaign hashtag (#RebelsBigWish). Our efforts also coincided with the director's goal: To create a good film that exemplifies the superior skills of UNLV students.

Our aim was for our posts to be authentic and relatable. Las Vegas local (and UNLV Film alum) Danny Shepherd, who we cast as our Genie, has a popular Nightwing YouTube series and a large following on Twitter, Instagram, and YouTube. His followers are the perfect audience for us, and so we crafted messages specifically for them, amplifying our message. Furthermore, DP Rob Machado has a popular how-to YouTube channel, and we utilized this credibility to our advantage as well.



# CAMPAIGN OVERVIEW

## Key Points For Social

- The Big Wish was UNLV's first film to make it to the top five finalists in the Coca-Cola Regal Films contest, so we had the challenge to inform and educate our community (on campus and off) about the program itself.
- UNLV Film - underdogs who made it to the top! True REBELS!
- Rally the community for this unique cause.

The background features a dark gray surface with a subtle, organic pattern of light gray, wavy lines that resemble flowing water or sound waves.

# STRATEGY

# GOALS & OBJECTIVES

## GOALS

- Primary Goals:
  - Raise awareness for our film.
  - Raise national/global awareness for UNLV Film students' talents.
  - Kickstart the careers of our cast and crew.
- Secondary Goals:
  - Garner regional and national support from media outlets and film lovers.
  - Win inaugural Social Media Award.

## OBJECTIVES

- Get cast and crew familiar with social media rules and guidelines. Get them in the habit of sharing on social early and often. Social sharing became our culture!
- Gain maximum exposure by utilizing the support of the university as well as the Nevada Film Office, as well as our handful of influencer cast and crew members. Their aid was imperative. Their help lead to a number of online and offline opportunities.
- Research and acquire the perfect measuring tools and analytics. Tracking correct analytics was very important to be able to provide accurate information in our final report.

# PLATFORM/HANDLE STRATEGY

We decided not to start with new social media accounts as the College, Department of Film, and the University all have established accounts with dedicated, engaged followers.

The hashtag we chose for the film is original - never used for another campaign: #RebelsBigWish.

PLATFORM	INSTAGRAM (CFA and UNLV)	FACEBOOK (CFA and Film Dept)	TWITTER (CFA)
HANDLES	<ul style="list-style-type: none"><li>• @unlvfinearts</li><li>• @unlv</li></ul>	<ul style="list-style-type: none"><li>• UNLV College of Fine Arts</li><li>• UNLV Department of Film</li></ul>	<ul style="list-style-type: none"><li>• @unlvfinearts</li></ul>
CONSIDERATIONS	<ul style="list-style-type: none"><li>• Very high engagement with the college followers.</li><li>• The university followers exceed 16,000.</li></ul>	<ul style="list-style-type: none"><li>• Very high engagement with the college and department followers. (Mostly parents, prospective students, alumni, current student body, faculty).</li></ul>	<ul style="list-style-type: none"><li>• Very high engagement with the college followers. (Mostly alumni, current student body, faculty)</li></ul>

# HASHTAGS AND @TAGS

Aside from the required tags and our #RebelsBigWish tracking tag, we chose to piggyback on search keywords that would receive more national views.

## HASHTAGS

### Primary

- #CocaColaRegalFilms
- #RebelsBigWish

### Additional to reach broader audience

- #ShotonRed
- #IndieFilm
- #NVFilm
- #EatMoreArt
- #Competition

## @TAGS (Aside from sponsors)

- @UNLV
- @DannylaShep
- @City of Las Vegas
- @NVFilmOffice

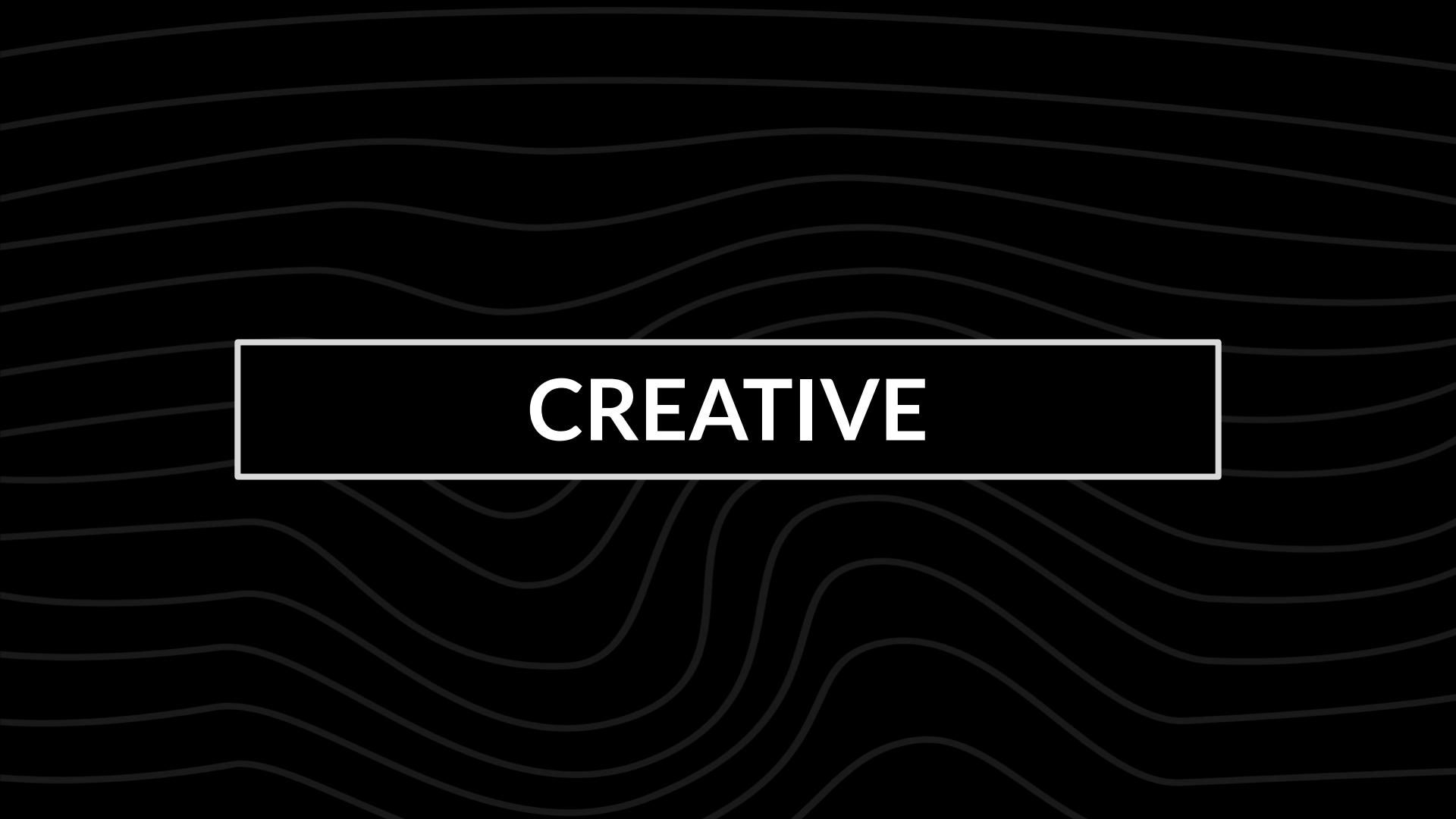
# HASHTAG STRATEGY

It was very important for us to find a tool that would help us measure post reach and acquire accurate engagement statistics. Finding the right software took a few months - mainly because most tools track posts, but we wanted to track **#RebelsBigWish** usage.

Once the right software was found, we made it a point to rigorously promote the hashtag from December 28 through March 9, when the films were released online so that the campaign became synonymous with the hashtag, and made tracking automated and painless.

# TARGET AUDIENCE

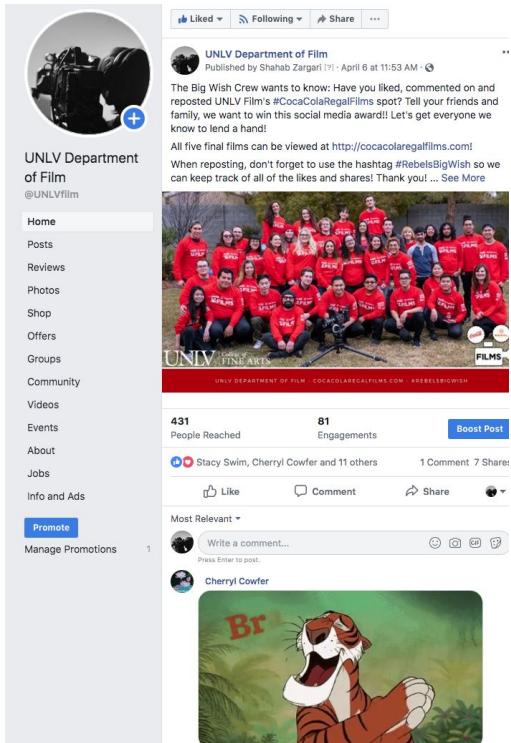
<b>TARGET</b>	<b>[PRIMARY TARGET PERSONA]</b>	<b>[SECONDARY TARGET PERSONA]</b>
<b>TARGET DETAIL</b>	<ul style="list-style-type: none"><li>Female underdogs/creatives ages 19-27 who work hard and hold their head high with hope and perseverance.</li></ul>	<ul style="list-style-type: none"><li>Male comic book and/or Disney animation fans aged 25-35 who are fans of the art of film.</li></ul>
<b>OBJECTIVE</b>	<ul style="list-style-type: none"><li>Get our target to feel/know this: UNLV has the chops to join the ranks of the elite filmmaking schools who normally place in the top five of this competition. TL:DR - UNLV has proven its worth!</li></ul>	<ul style="list-style-type: none"><li>Get our target to feel/think like this: Nightwing as the Genie?! This film shot in Vegas has the chance to screen in theaters nationwide? How awesome is that?! Share, share, share!</li></ul>

The background features a dark gray surface with a subtle, organic pattern of light gray, wavy lines that resemble flowing water or sound waves. Centered in the middle of the frame is a solid black rectangular box with a thin white border. Inside this box, the word "CREATIVE" is written in a bold, white, sans-serif font.

**CREATIVE**

# LOOK/FEEL

Since we decided to use the Department of Film and College of Fine Arts social media profiles, we had to ensure the posts remained on-brand (SCHOOL/COLLEGE/UNIVERSITY).



# TOE OF VOICE

These were the rules for all official posts:

- Ensure tone and imagery is inline with the campaign and university social media guidelines.
- Keep copy short and to the point.
- Discuss tone and messaging with cast and crew to facilitate cohesion.
- Maintain a positive, enthusiastic, and inclusive tone – encourage further engagement.
- Use a tone that sounds human, approachable, and professional.
- Make sure language is always polite, measured, and calm.



# MESSAGING PILLARS

At UNLV, we are Rebels! We also are a true melting pot. *U.S. News & World Report* named UNLV the most diverse campus in the nation, and our community of film students truly exemplify this. The focus of a majority of our posts focused on our passionate, Rebel filmmakers.



# CREW & SCHOOL SUPPORT

## Most active social media authors

	PROFILE	SOURCE	REACH	MENTIONS
1	 UNLVFineArts		2824	49
2	 Gingerp24		18	39
3	 UNLV Department of Film		406	28
4	 unlvfinearts		938	24
5	 aly_arsen		150	10
6	 ShahabZargari		873	10
7	 UNLV College of Fine Arts		145	9
8	 jennysfx		1022	8
9	 lily_padddd		363	8
10	 unlvfinearts		938	8
11	 shahabzargari		7170	6
12	 ScottPe97879812		1	4
13	 collii13		327	4
14	 Jaevada		75	4
15	 nvfilmoffice		1077	4
16	 trevor.floyd		884	4
17	 UNLV College of Fine Arts		2552	4
18	 GabrielCampisi		11 050	4
19	 whatdaheckieson		442	3

# CREW & SCHOOL SUPPORT

Social influence of cast and crew alone:

Combined Instagram followers - 51,836

Combined Twitter followers - 38,012

Combined Facebook friends - 25,157

Our key influencer was Danny Sheppard (genie):

Instagram followers - 18,960

Twitter followers - 13,000

Facebook friends - 1,485

# CREW & SCHOOL SUPPORT

Danny Shepherd   
@DannyLaShep

I'm a genie!! Grateful to have been apart of this kickass ad for [@cocacola](#) & [@regalmovies](#). Shout out to the talented & passionate UNLV students/ alumni who made it happen. Check it out & SHARE!  [@robchado](#) #RebelsBigWish  
[youtu.be/pXksTUNbesU](https://youtu.be/pXksTUNbesU)



12:14 PM - 9 Mar 2019

34 Retweets 154 Likes



• Robert Machado

10 34 154

Lisa Foiles  @LisaFoiles - Mar 9

Replying to @DannyLaShep @CocaCola and 2 others  
Great job by all!!!!  Honestly top 5 genie performances of all time. 

1 1 9



Robert Machado  
@robchado

The Coca-Cola/Regal Films commercial we shot is finally live! Thrilled to have worked with a ton of creative talent on this one.  
[youtu.be/pXksTUNbesU](https://youtu.be/pXksTUNbesU)



5:00 PM - 10 Mar 2019

5 Retweets 44 Likes



2 5 44



Red Hood Fan Series @redhoodseries - Mar 11

Replying to @robchado

So good!



Ben Possehl @BenPossehl - Mar 10

Replying to @robchado

Follow



Alyssa Tortomasi  
@Alyssatortomasi

Please go watch, comment, like and share our [@CocaCola](#) & [@RegalFilms](#) spot with the hashtag [#RebelsBigWish](#) to help us in a chance to be screened nationwide!

Coca-Cola Regal Films - The Big Wish from UNLV [youtu.be/pXksTUNbesU](https://youtu.be/pXksTUNbesU) via [@YouTube](#)



Coca-Cola Regal Films - The Big Wish from UNLV

The Coca-Cola Regal Films program provides opportunities for up-and-coming film students to showcase their talent by making 40-second spots for the big screen...

[youtube.com](https://youtube.com)

1:58 PM - 8 Mar 2019

45 Retweets 74 Likes



2 45 74



hanna  @hannamccall13 - Mar 9

Replying to @Alyssatortomasi @CocaCola and 2 others

BABY YOURE A STAR 😊



Nicole Ramirez  @wffffnicolelynn - Mar 9

Replying to @Alyssatortomasi @CocaCola and 2 others

IM CRYING!!!!!!! My superstar



BethLano @BethLano - Mar 9

Replying to @Alyssatortomasi @CocaCola and 2 others

Really great! Congratulations!! 🎉🎉🎉

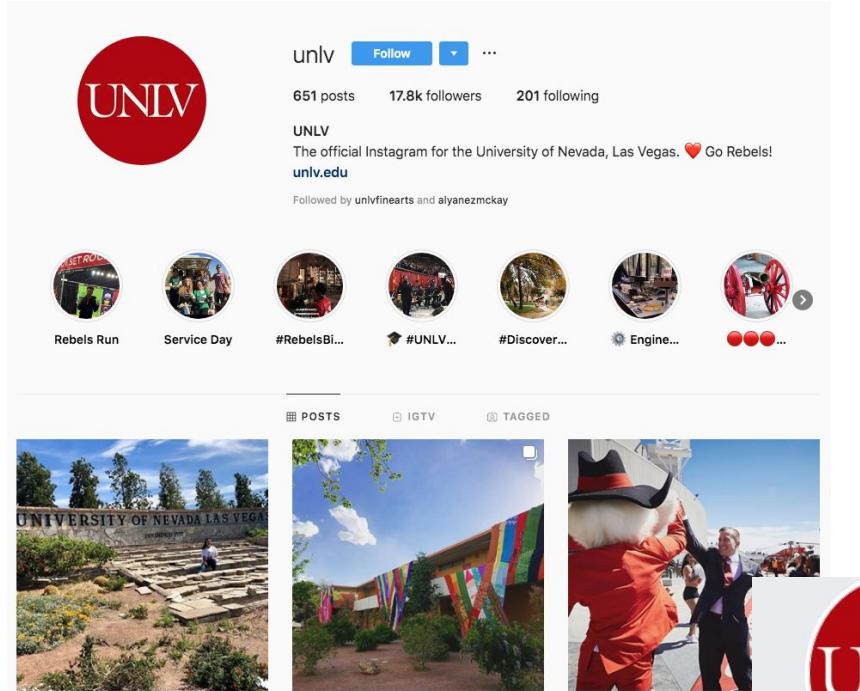


# CREW & SCHOOL SUPPORT

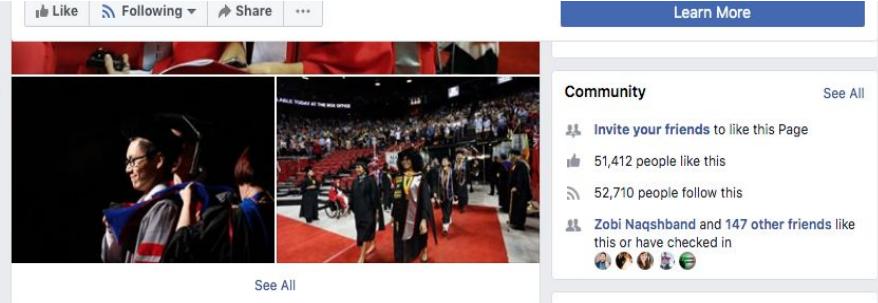


The Big Wish screening at UNLV

# CREW & SCHOOL SUPPORT



UNLV's Instagram account has 17k+ followers. Its Facebook has 50k+ followers. This helped us leverage awareness during the Instagram stories takeover.



# CREW & SCHOOL SUPPORT

March 2019

The Official Newsletter  
of the UNLV College of Fine Arts

Join Us for the 16th Annual  
Fine Arts Hall of Fame Gala April 2!



## UNLV College of Fine Arts Eblasts



[Find Out More](#)

### UNLV Film's Coca Cola Regal Films Branded Spot

Students from 30 of some of the most diverse college and university film schools across the country participated in the 2019 Coca-Cola Regal Films program and five, including UNLV, advanced to this year's finals. The finalists received \$15,000 each to create and produce a 30-second film. In addition to funding, finalists were flown to Los Angeles for a training session and program kickoff event where they learned some tricks of the trade. They also met with actress Olivia Wilde to ask her advice and questions about her career. During production each finalist had access to a Regal location, RED camera equipment, and Zeiss lenses free-of-charge, to produce their film. During post production, they were given access to Deluxe's EFILM to master their spots with some of the industry's top colorists.

The grand-prize winning film will debut at Regal theatres nationwide.

Watch UNLV Film's "The Big Wish" now!



[For More Videos: Behind the Scenes Video Playlist](#)

# COMMUNITY & FAN SUPPORT

- Received support of top-level UNLV communications staff who gave us access to their Instagram account for a live Instagram Stories takeover during the two days of production. This garnered 62,569 views from @UNLV followers during the 48-hour period.
- American Marketing Association offered an entire episode of their podcast to talk with Lily and Nicolle.
- Fox 5 Morning Show showcased Lily, Brett, and Nicolle.
- *Review-Journal*/local newspaper article featured Lily and Nicolle.
- Nevada Film Office video and photo support.
- Local NBC Affiliate shot a live news broadcast during the Regal Cinema shoot day.

LAS VEGAS  
REVIEW-JOURNAL NEWS LOCAL SPORTS BUSINESS OPINION CRIME ENTERTAINMENT LIFE VIDEOS 80°F SIGN IN

Already a print subscriber? [Register here](#) for unlimited digital access. Need help? Call 702-383-0400 from 6am to 5pm PT.

### UNLV students vying to win Regal Films Contest



The 16th Annual best in Show  
SUNDAY, APRIL 28, 2019

Most Read

- 1 Las Vegas tourism executives got British Airways comps for travel to Europe
- 2 Las Vegas housing market 'looking up' for buyers, report finds
- 3 2 sought in killing of doctor whose body found near Las Vegas
- 4 Woman who fell from Las Vegas roller coaster is 'double amputee'
- 5 Ex-MGM exec Scott Sibella to run Resorts World Las Vegas

By Christopher Lawrence / Las Vegas Review-Journal  
March 5, 2019 - 6:50 am

Maps & Directions | Performing Arts Center [<https://www.unlv.edu/pac/maps>]

Facebook Twitter LinkedIn

UNLV student filmmakers Nicolle Petersen and Lily Campisi are on the verge of blanketing movie screens in ways never achieved by any blockbuster — not even the ones starring superheroes, jedis or sparkly vampires.

GoDaddy

Buy a domain and try GoDaddy

Coca-Cola REGAL FILMS

# COMMUNITY & FAN SUPPORT

Much of the PR we received came from the support of Jennifer Vaughan, the College of Fine Arts' director of communications, and the work she has been doing for the past 18 years on an ongoing basis pitching to our local media for the Department of Film, and the college as a whole. We are blessed to have her support and connections, as well as that of the dean of the college.

≡ News Center Search

## Cinefemmes Presents the Premiere of UNLV's Coca-Cola/Regal Films Contest Finalist, "The Big Wish," March 9

The 30-second spot is one of five finalists competing for the chance to screen in Regal Theaters nationwide.



**C**inefemmes presents the premiere of UNLV's Coca-Cola/Regal Films contest finalist, *The Big Wish*, written and directed by UNLV film student Nicolle Peterson and produced by UNLV film student Lily Campisi, at 6:30 p.m. March 9 in the Student Union theatre. The 30-second spot is one of five finalists out of 800 submissions — in the company of film powerhouses such as NYU, UCLA and SCAD — competing for the chance to screen in Regal Theaters nationwide. Following the screening, enjoy refreshments and a Q&A with cast and crew.

Film professor Brett Levner, the faculty advisor overseeing the project, won the same competition in 2004 and received her first director job when an independent producer saw the film in a Regal Cinema in Atlanta.

The students shot the spot with a \$15,000 budget awarded to them by Coca-Cola and Regal Cinemas when they reached the finalist stage.

[More information on the contest is available online.](#)

March  
**06**  
2019

AUTHOR:  
[JENNIFER VAUGHAN](#)

SECTION:  
 ARTS AND CULTURE

MEDIA CONTACT:  
[JENNIFER VAUGHAN, 702-895-1575](#)

# SAMPLE POSTS



UNLV

January 16 ·

UNLV Department of Film students made it to the top five in the #CocaColaRegalFilms competition! If they win, their commercial will be played before movies nationwide for a year 🎬 #RebelsBigWish #UNLVFineArts

Article via KSNV News 3, Las Vegas.



NEWS3LV.COM | BY KSNV NEWS 3, LAS VEGAS

**UNLV film students are finalists in nationwide film competition**

After 17 scripts and months of hard work, UNLV film students Lily

111 328

11 Comments 31 Shares

...



UNLV Department of Film

April 13 at 9:59 AM ·

Heads up REBELS! As if you didn't already know, UNLV Film's #CocaColaRegalFilms spot is now live at [CocaColaRegalFilms.com](http://CocaColaRegalFilms.com)! Please help like, share and comment on our branded spot to help us win the social media award for the #Competition! #filmmaking #indiefilm #nevadafilm #ShotonRed #R3D #rebelsbigwish Coca-Cola Regal RED Digital Cinema EFilm ZEISS Vision Care



267

People Reached

82

Engagements

Boost Post

111 Roudi Boroumand, Jaden Bailey and 12 others

6 Shares

25



©2013

# SAMPLE POSTS



UNLV College of Fine Arts  
March 25 at 8:31 AM ·

...

UNLV Department of Film's fabulous #RebelsBigWish team took a trip up to the state capitol a few weeks back and presented their branded spot to a room full of legislators to help spread the word about the film!  
 #nvlleg

The Coca-Cola Company Regal RED Digital Cinema ZEISS  
Cinematography EFilm  
#CocaColaRegalFilms #NevadaFilm #UNLVFilm #eatmoreart #UNLV  
#UNLVFineArts #Competition #filmmaking #indiefilm #ShotonRed #R3D  
#REDDigitalCinema



1,129  
People Reached

160  
Engagements

Boost Post

Dwight Ford, UNLV Department of Film and 26 others

13 Shares

One of the partners of our #CocaColaRegalFilms program is @ZeissvisionUS Lenses. Zeiss cinema lenses rock! They have superb resolution and a much more cinematic focus than most other lenses. Make sure to catch UNLV Film's film on March 9 at CocaColaRegalFilms.com! #RebelsBigWish



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# REPORTING & ANALYTICS

# RESULTS OVERVIEW

Our campaign garnered over 17,400 views of our branded spot, and a social media reach of over 150,000 for our posts alone. The reach - including posts from others who utilized our hashtag - brings the grand total to 314k+!

## Big wins:

- Our community loved all of the BTS videos.
- The legislators we met admired the team for travelling 430 miles to meet with them about the project.
- The Nevada Film Office was very supportive of the team.
- Twitter alone garnered 40k+ eyeballs on the campaign (compared to Instagram's 14k and Facebook's 24k).

## Future ideas:

Facebook paid boosts didn't receive many more views than our organic posts. Next time, I think it would be beneficial to split the cost and do boosts on Instagram and Twitter as well.

# INNOVATIVE THINKING

- We decided not to start fresh with new handles as the College, Department of Film and the University all have established accounts with dedicated followers who engage. The hashtag we chose for the film is completely original and has never been used by anyone else and would aid in tracking: #RebelsBigWish.
- Our PR reach went beyond the UNLV campus.
- Our original hashtag connected the community in ways normal posts never would have.
- The aspects of the three-word hashtag (REBELS + BIG WISH) meshed with our department/college/city's affinity for underdogs, and could instantly be tied to the university as a whole.

American Marketing Association Las Vegas  
February 15 · 8:30 AM

The new audio podcast of AMA Marketing Schmarketing is now live! Shahab and Stormie speak with Nicolle Peterson and Lily Campisi, the UNLV Department of Film/UNLV College of Fine Arts finalists in the 2019 Coca Cola Regal Films contest! #rebelsbigwish #unlv #podcast



# INNOVATIVE THINKING

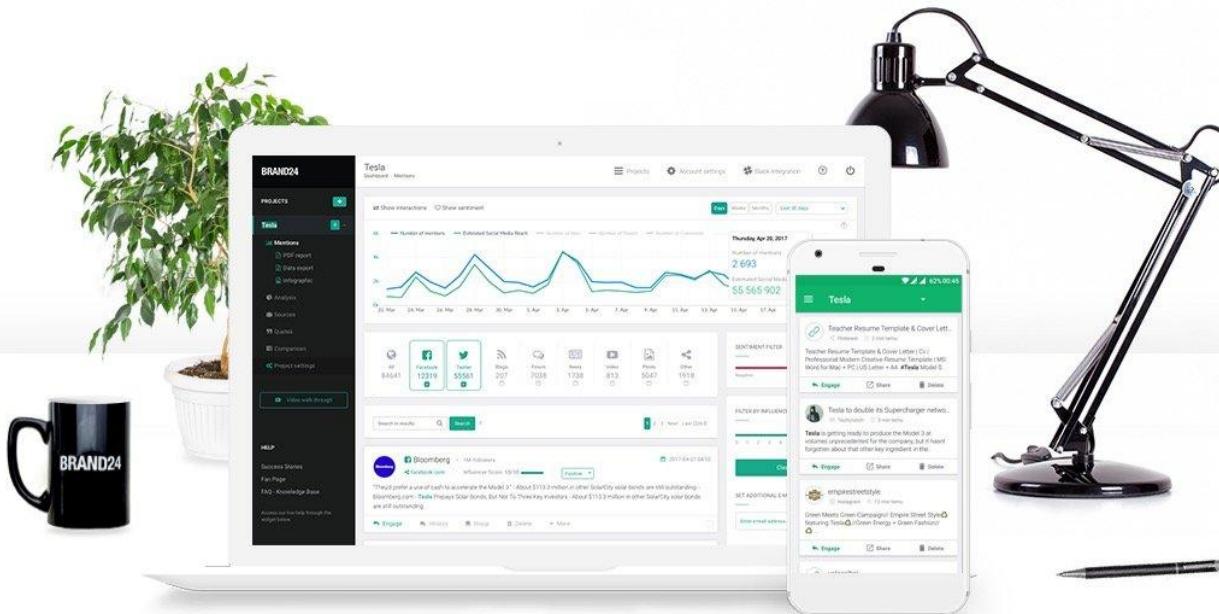
We travelled with the dean of the College of Fine Arts to the Nevada Legislature during the legislative session to meet with representatives in the assembly, including state senators, to let them know about the project. Our producer, director, first AD, and BTS producer were all in attendance, as well as the chair of the film department Heather Addison, and mentor/professor Brett Levner.

Since a main goal was to kickstart and establish the careers of UNLV film students, we leveraged the opportunity of the Coca-Cola Regal Films branded spot to make a case for more film funding.



# INNOVATIVE THINKING

We used our budget and signed-up for a hashtag tracking service at Brand24.com and it helped tremendously! Thank goodness for tracking tools!



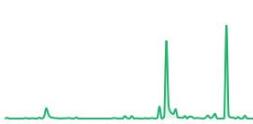
# HASHTAG RESULTS

## Summary of results



### VOLUME OF MENTIONS

 **353**  
+351 (+17550%)



### SOCIAL MEDIA REACH

 **314 K**  
+313 K (+45172%)



### POSITIVE

 **186**  
+184 (+9200%)



### NEGATIVE

 **0**  
0 (0%)



**314 185**

ESTIMATED SOCIAL MEDIA  
REACH



**12 029**

SOCIAL MEDIA  
INTERACTIONS



**473**

SOCIAL MEDIA SHARES



**11 114**

SOCIAL MEDIA LIKES



**442**

SOCIAL MEDIA COMMENTS



**186** (100.0%)

POSITIVE MENTIONS

# MOST POPULAR MENTIONS

- 1  **dannylashep**  
see that goofy smirk on the big screen. #RebelsBigWish Oh and @robchado is a painter with the  
[instagram.com](#) Influencer Score: 8/10  
2019-03-09 11:59

1938 50
- 2  **alyssatortomasi**  
are some BTS pictures taken by @christianfgy\_ #cocacolaregalfilms #rebelsbigwish #shotonred #cocacola #regalcinemas #hipstergirl #thebigwish #unlv #unlvfinearts  
[instagram.com](#) Influencer Score: 7/10  
2019-01-17 19:45

547 74
- 3  **trevor.floyd**  
12 hour production day ahead wish me luck. .... #rebelsbigwish #unlv #unlvfinearts  
[instagram.com](#) Influencer Score: 5/10  
2019-01-15 20:48

183 11
- 4  **trevor.floyd**  
being on set with any of them. #cocacolaregalfilms #rebelsbigwish  
[instagram.com](#) Influencer Score: 5/10  
2019-01-24 01:17

176 15
- 5  **DannyLaShep**  
Check it out & SHARE!   @robchado #RebelsBigWish <https://youtu.be/pXksTUNbesU> <https://t.co/bGIFQnyBn>  
[twitter.com](#) Influencer Score: 8/10  
2019-03-09 12:14

148 30

# RESULTS IN DETAIL



## 228 TOTAL UNLV POSTS

- FB: 57
- IG: 119
- TW: 51
- LinkedIn: 1



## 24,915 TOTAL VIDEO VIEWS

- FB: 4,747
- IG: 500
- TW: 1,345
- Our YouTube: 886
- Vimeo: 37
- Our Branded Spot on Regal YouTube: 17,400



## 5,631 TOTAL ENGAGEMENTS

- FB: 4,414
- IG: 126
- TW: 947
- LinkedIn: 138
- YouTube: 6



## 155,045 TOTAL REACH

- FB: 52,017
- IG: 14,480
- IG Stories: 12,694
- TW: 45,492
- LinkedIn: 12,076
- Our YouTube: 886
- Our Branded Spot on Regal YouTube: 17,400



## 2 LIVE EVENTS

- Paul Harris Theatre Screening
- Carson City Screening for Legislators



## 5 INDUSTRY MENTIONS

Rise Up Daily, Fox 5, NBC 3, AMA Las Vegas, The Las Vegas Review Journal



## PAID MEDIA ACTIVITIES/RESULTS

12,618 impressions



Report

Report Period: Mar 1, 2019 - Mar 28, 2019

Campaign Name	Delivery S	Delivery L	Campaign Result	Type	Results	Reach	Impressions	Cost per F	Amount S	Relevance	3-Second	Video Ave	Reporting	Reporting Ends
Post: "How will the # inactive			campaign Post:	"Hov 10-Second	625.00	2628	6289	0.06	38.00	1944.00	5.00	2019-03-C	2019-03-28	
Post: "Heads up REB! inactive			campaign Post:	"Hes Post Engaj	163.00	713	1027	0.18	28.81			2019-03-C	2019-03-28	
Post: "And now, for y inactive			campaign Post:	"Anc 10-Second	453.00	3341	4459	0.04	17.96	1326.00	5.00	2019-03-C	2019-03-28	
Post: "Olivia Wilde A inactive			campaign Post:	"Oliv Link Clicks	15.00	606	843	0.33	4.97			2019-03-C	2019-03-28	
						6865	12618		89.74		3270	5	2019-03-C	2019-03-28

# RESULTS IN DETAIL

## ► Most influential social media authors

PROFILE	SOURCE	VOICE SHARE	INFLUENCE
 UNLVFineArts		7.625%	23 432
 shahabzargari		5.161%	15 860
 UNLV		4.982%	15 309
 MORE FOX5		3.733%	11 472
 unlv		3.005%	9234
 unlvfinearts		2.711%	8329
 GabrielCampisi		2.445%	7514
 dannylashep		2.283%	7016
 jennysfx		0.977%	3003
 unlvfinearts		0.904%	2776
 shahabzargari		0.854%	2624
 DannyLaShep		0.75%	2305
 alyssatortomaso		0.56%	1721
 UNLV Department of Film		0.555%	1705
 neon_king_kong		0.539%	1655
 nvfilmoffice		0.502%	1541
 UNLV College of Fine Arts		0.498%	1531
 ShahabZargari		0.483%	1484

# RESULTS IN DETAIL

## # Trending hashtags

	HASHTAG	MENTIONS
1	#rebelsbigwish	352
2	#cocacolaregalfilms	230
3	#unlvfinearts	142
4	#univ	136
5	#unlvfilm	68
6	#indiefilm	66
7	#shotonred	63
8	#competition	57
9	#filmmaking	53
10	#nevadafilm	41

## 📈 Most active sites

	SITE	MENTIONS
1	twitter.com	167
2	instagram.com	128
3	facebook.com	41
4	youtube.com	9
5	slfilm.net	3

# POSITIVE FEEDBACK



# POSITIVE FEEDBACK



# CAMPAIGN LEARNINGS

- Using our budget to pay for the brand and hashtag tracking tool was a fantastic way to keep track of our campaign impressions and engagement in real-time.
- We assumed Instagram would be the platform with the most engagement, with Twitter having the least, but it turns out Facebook and Twitter came out on top! Boo to Instagram's algorithm. Will definitely keep this in mind for future campaigns!

Interestingly enough, #RebelsBigWish hashtag usage surpassed that of #CocaColaRegalFilms in the reports:

## Trending hashtags

HASHTAG	MENTIONS
1 #rebelsbigwish	327
2 #cocacolaregalfilms	210



Tweet activity

**UNLV Fine Arts** @UNLVFineArts

Take an inside look at the production design for UNLV's #RebelsBigWish #CocaColaRegalFilms spot! Don't forget to like and share the BIG WISH on the Regal Movies Youtube channel: <https://www.youtube.com/watch?v=pXksTUNbesU> ... #competition #indiefilm pic.twitter.com/pBsCEjHNEL

Impressions

times people saw this Tweet on Twitter

4,448

Media views

all views (autoplay and click) of your media are counted across videos, vines, gifs, and images

339

Total engagements

times people interacted with this Tweet

41



# CAMPAIGN LEARNINGS

We were innovative in using our school's Facebook, Instagram, and Twitter accounts. Using these official accounts gave us a lot of benefits:

1. Already engaged followers.
2. Instant credibility.
3. Easy to rally the community for our unique cause.

It also came with its own set of challenges:

1. We had to stick to a professional tone at all times.
2. We were not allowed to oversaturate the timelines with CCRF posts.
3. The feeds had to be shared with other Department of Film and College of Fine Arts posts, announcements, and events.

# BUDGET

# \$500 BUDGET TRACKER

ITEM	ESTIMATE	ACTUAL	RESULTS
Tracking Software	\$400	\$411	Ability to track hashtags and mentions with ease.
Facebook Boosts	\$100	\$89	3,270 additional video views, 12,618 additional Impressions, 6,865 additional reach
<b>GRAND TOTAL</b>	<b>\$500</b>	<b>\$500</b>	