



CASE STUDY

Spring 2025 Promotional Campaign

# WHAT IS MADE BY ME?



- Made by Me is a two-day workshop run by Think's team of advertising, branding and marketing professionals.
- Students learn real-world skills they can use to to confidently prepare for the workforce.
- With the skills they learn, they will be able to apply for the Made by Me scholarship to further their educational and professional development.

# THE PROJECT: DETAILS

## OVERALL TASK

Devise a complete promotional campaign with a team of seven interns for the Made by Me workshop and scholarship program.

## DELIVERABLES

- A set of email campaigns pertaining to different audiences.
- Promotional flyers and stickers.
- Update, rewrite and redesign the landing page.
- Devise a content calendar for social media posts.
- Create a timeline for all promotional content over the span of three months.
- Maintain Made by Me's overall brand voice and style guidelines.

# THE PROJECT: MY ROLE

## RESPONSIBILITIES & DELIVERABLES

- Update this year's "vision statement" with the sentiments and goals our team wanted to accomplish.
- Write all email promotional content.
- Rewrite the event landing page.
- Update the bridge page from the Think Integrated website.
- Collaborate with social content team to create posts for social media.
- Collaborate with design team to create copy for promotional stickers.

The background of the image is a dark purple, textured surface. Overlaid on this is a white line art pattern of concentric, wavy lines that resemble topographic map contour lines. These lines are more densely packed in some areas, creating a sense of depth and movement across the entire frame.

# AN UPDATED VISION



We are calling all day dreamers. All architects of the impossible and engineers of the future. The ones who don't wait to change their path but take it by the hands and make it their own. The ones whose ideas can't be ended with a period, but ring out with endless possibility.

Future-changers are not one size fits all. They are the ones who make the decision to change the world and paint it in their favorite colors.

YOU HAVE THE PEN. THE STORY IS **BEGGING** TO BE WRITTEN.

# EMAILS

## THE GOAL

- Write 4 total promotional emails to educators and leaders in the community to send to potential applicants.
- Write 2 emails for potential donors and supporters for the workshop.

## THE STRATEGY

- Write each email with Made by Me's updated brand voice and intention in order to effectively showcase the importance of the workshop.

# EMAILS: EXAMPLE 1 (FOR EDUCATORS)



APR 2025

We're calling all first-generation college students who are ready to take the first step in changing the world.

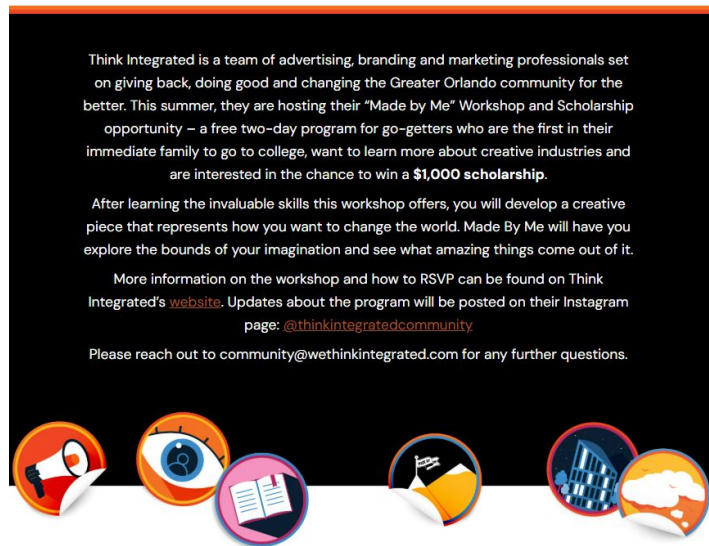
Think Integrated is a team of advertising, branding and marketing professionals set on giving back, doing good and changing the Greater Orlando community for the better. This summer, we're hosting our **Made by Me** Workshop and Scholarship opportunity – a free two-day program for go-getters who are the first in their immediate family to go to college and are interested in creative industries and a chance to win a **\$1,000 scholarship**.

We're reaching out to educators and community leaders like you to help us spread the word to those who may be interested in helping students grow to their fullest potential. The workshop will be from **9 AM–4 PM on June 26 and 27**. Breakfast and lunch will be provided.

More information on the workshop and how to RSVP can be found on our [website](#). Updates about the program will be posted on our Instagram page: [@thinkintegratedcommunity](#).

LEARN MORE

If you would like to spread the word directly to students, copy and paste this message:



Think Integrated is a team of advertising, branding and marketing professionals set on giving back, doing good and changing the Greater Orlando community for the better. This summer, they are hosting their "Made by Me" Workshop and Scholarship opportunity – a free two-day program for go-getters who are the first in their immediate family to go to college, want to learn more about creative industries and are interested in the chance to win a **\$1,000 scholarship**.

After learning the invaluable skills this workshop offers, you will develop a creative piece that represents how you want to change the world. Made By Me will have you explore the bounds of your imagination and see what amazing things come out of it.

More information on the workshop and how to RSVP can be found on Think Integrated's [website](#). Updates about the program will be posted on their Instagram page: [@thinkintegratedcommunity](#)

Please reach out to [community@wethinkintegrated.com](mailto:community@wethinkintegrated.com) for any further questions.

"I completely loved the experience. The environment at Think Integrated and how welcomed everybody made me feel. I really appreciate what Think is doing for the community, and the fact that they received people from multiple cultures and backgrounds was special. THANK YOU for an amazing experience!"

MARIANA ALARZA  
DESIGN INTERN



## EMAILS: EXAMPLE 2 (FOR SUPPORTERS)



MAY 2025

### Be Part of Something Special.

It's time for Think Integrated's **Made by Me** event. This year marks the third year of this amazing professional development and scholarship workshop.

Our team is so excited to open our doors to **students who are first people in their immediate family to go to college** and are looking to further their educational and professional development. We will be offering participants the chance to learn from our branding, marketing and advertising professionals – as well as give them the chance to win a **\$1,000 scholarship**.

More information on the workshop and how to RSVP can be found on our [website](#). Updates about the program will be posted on our Instagram page: [@thinkintegratedcommunity](#).

We thank you for your continued help with boosting the educational and professional development of first-generation students. Please reach out if you have any further questions about the program or would like to get involved. 100% of all contributions go to our students. Hands, time, skills and donations go a long way in making this two-day event amazing.

LEARN MORE

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**"It's very exciting to see people who care to grow, who have such creativity."**

**NOAH TALESNICK**  
CHIEF OPERATING OFFICER

The background of the image is a solid brown color with a subtle, intricate pattern of white contour lines, resembling a topographic map. The lines are irregular and flowing, creating a sense of depth and texture. In the center of the image, the words "LANDING PAGE" are written in a bold, white, sans-serif font. The text is centered both horizontally and vertically, standing out prominently against the brown background.

**LANDING PAGE**

# LANDING PAGE: ROUGH DRAFT OF COPY

## MADE BY ME 2025 LANDING PAGE COPY

*Black = copy*

*Red = format and copy notes*

*Purple = non-copy ideas and info*

**\*\*There are TWO versions of the landing page. The first one is formatted with the same layout/ headings as the fact sheet, the second one is organized by the previous landing page headings.\*\***

Made by passion, excellence, curiosity, teamwork, creativity, strategy, hard work, **me**

### What is Made by Me?

We are calling all daydreamers. All architects of the impossible and engineers of the future. The ones who don't wait to change their path but take it by the hands and make it their own.

We are calling all go-getters who are the **first person in their immediate family to go to college**. If you live in the Greater Orlando area and are ready to live up to your highest potential, then Made by Me is calling your name.

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Made by Me is a two-day workshop and scholarship program that allows first-generation college students to gain hands-on experience in:

#### Design

Curious about the role design has in marketing? Learn all things from color theory to visual communication during our hands-on module in graphic design. See the world in a different light and open your mind to see something new.

#### Storytelling

Words hold the power to change the world. From search engine optimization to maintaining a brand's voice, you can learn the basics of how to use words to your advantage. Train your writing abilities and master the art of telling your story.

#### Social Media

Social media is one of the most powerful tools of communication. Knowing how to use social media in a strategic way can be an invaluable skill. Learn how to use the power of social media, as well as free sites, to further your creative aspirations.

#### Video

From video editing to directing, video production is the way to connect with an audience effectively. Knowing the ins and outs of video production exposes you to one of the strongest aspects of digital media and broadens your creative horizons.

#### Digital Marketing

Digital marketing explores all things about advertising media in the digital age. Learn the essentials of how to connect with specific audiences using techniques like search engine optimization and content marketing.

#### Web Development

Eager to become a digital architect? Learn the building blocks of what makes or breaks your favorite digital tools. Here at Think, you can learn the basics of coding, designing and maintaining a website.

-

### Write Your Own Story

Our marketing professionals from Think Integrated will help you confidently prepare for the workforce as a first-generation professional. Not only will you walk away with an empowered state of mind, but you will also be able to use your talent and insight to apply for our Made by Me scholarship. **You put in the work, so why not reap the rewards?**

Future changers are not one-size-fits-all. They are the ones who make the decision to change the world and paint it in their favorite colors. Choose to get a head start on your educational and professional career and explore your innovative potential.

-

### Find Your True Potential

Claim your seat and change your future on Eventbrite.

June 26 - 27

9:00 AM - 4:00 PM

Think Integrated LLC  
1011 E Colonial Drive, Suite 407  
Orlando, FL 32803

[Link](#)

Register Today

# LANDING PAGE: FINAL PRODUCT

What is Made by Me?

Workshop Modules

Dates & Location


Register Now

## Made by strategy.


Register Now

### What is Made by Me?

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### Workshop Modules




#### Design

Curious about the role design has in marketing? Learn all things from color theory to visual communication during our hands-on modules in graphic design. See the world in a different light and open your mind to see something new.




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Made by Me - ThinkA-True 2021 Documentary


PLAY



Made by Me

### Explore the Possibilities. Apply for a Scholarship.

Our marketing professionals from Think Integrated will help you explore the possibilities of a creative career and discover your own amazing story and potential. Not only will you work along with an experienced stake of mind, but you will be able to see your talent and register to apply for our Made by Me scholarship. **You put in the work, why not reap the rewards?** Future changes do not one size fits all. They are the ones who make the decision to change the world and paint it in their favorite colors. Choose to get a head start on your educational and professional career and explore your innovative potential.




### Find Your True Potential

Claim your seat and change your future.  
April 26 - 27  
10:00 AM - 4:00 PM  
Think Integrated LLC  
101 E. Cultural Drive, Suite 402  
Ottawa, IL 60063

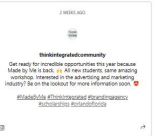
Register Now


EXCITING NEWS ON THE HORIZON

Stay tuned!



2 WEEKS AGO





Powered by Canva



The background is a solid brown color with a fine, grainy texture. Overlaid on this are white, thin, wavy lines that form a topographic map pattern, with several distinct peaks and valleys. The word "STICKERS" is centered in the middle of the image.

**STICKERS**



# STICKERS: PRODUCTION



FINALIZED STICKERS

## COPY:

- Architect of the Impossible
- Designer of Daydreams
- Engineer of Excellence
- Writer of the Future
- Producer of Brilliance
- Pioneer of Greatness

The background of the image is a dark gray, textured surface with a subtle pattern of small white specks. Overlaid on this is a light gray topographic map. The map features several concentric, irregular contour lines that form a series of peaks and valleys, creating a sense of depth and movement. The lines are more densely packed in some areas, indicating steeper slopes, and more spread out in others, indicating flatter terrain. The overall effect is a modern, minimalist design.

**THANK YOU**