

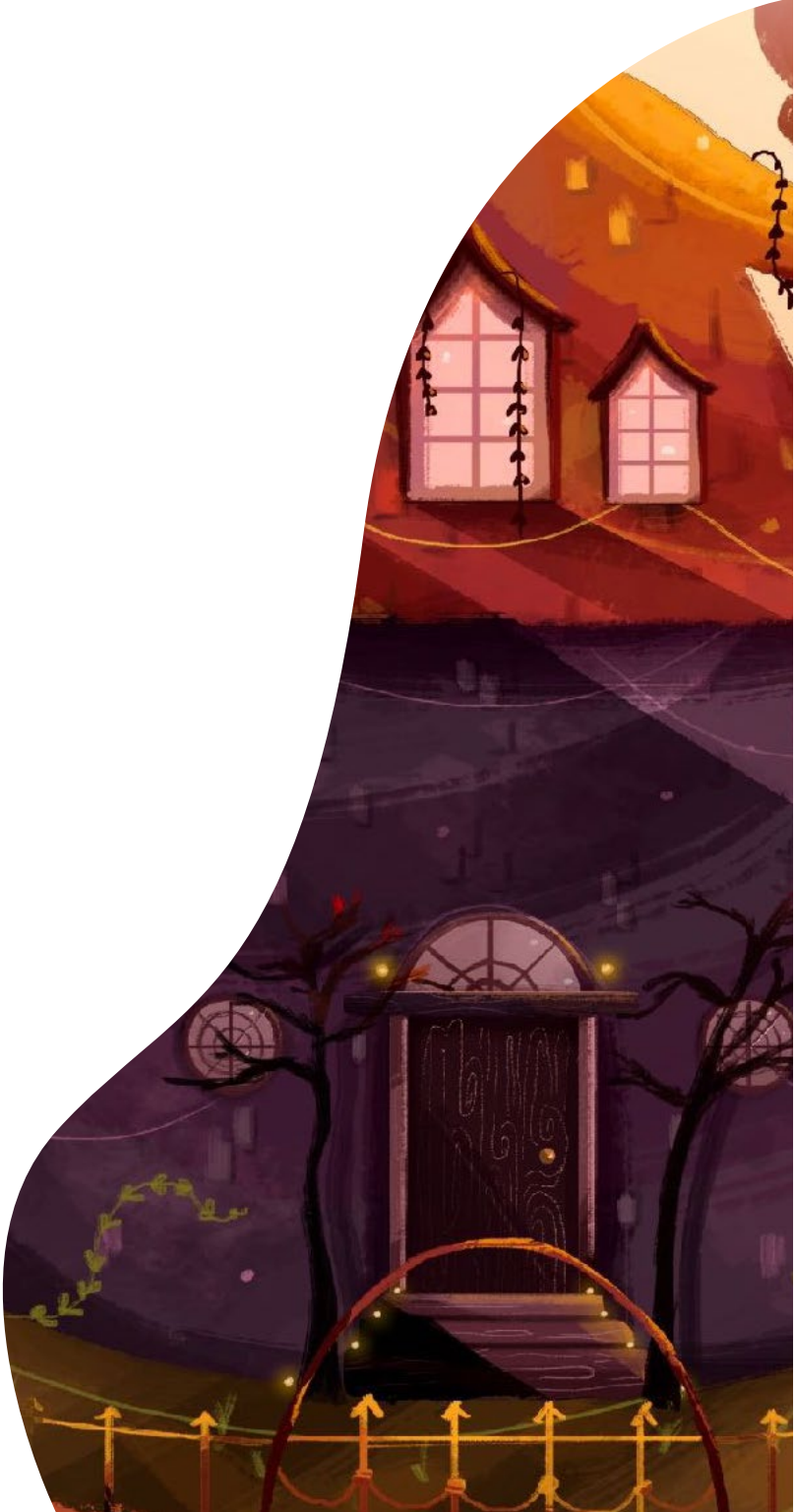


Promotional Campaign

Children's Book Case Study

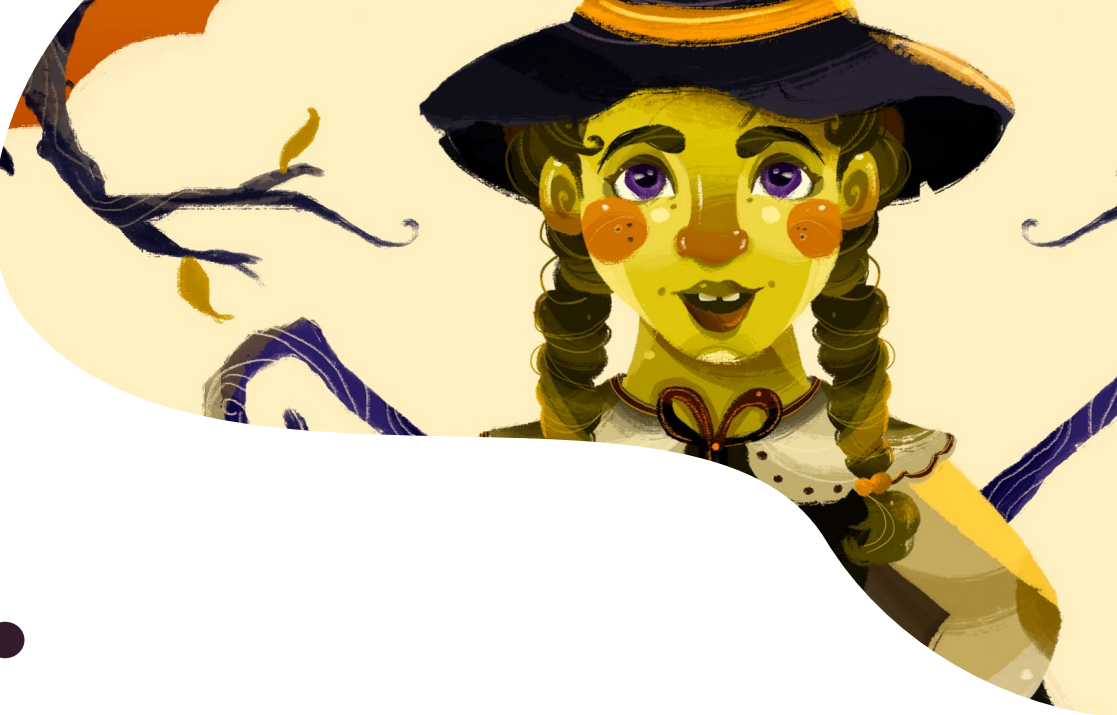
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Project Summary

Over a period of three months, a team of eight people worked to illustrate and create a promotional campaign for an 8 year-old author’s book. We created an informational and promotional website, four videos, a three-month social media campaign with prepared content, and a series of design material. Throughout this case study, we will explore the details that went into the creation of this campaign.



Our Project

Team Project Visuals



A Book for Rebekah

This is Rebekah. Last year, she won a story-writing competition in her school when she wrote "A Costume for Agnes." Ever since, she has wanted to have her book published. When we learned about Rebekah's story, we wanted to do everything we could to make her dream come true. We set the goal to illustrate Rebekah's book and then create a complete promotional campaign for her and her family to use when they self-publish the book next year.



Pitch Video

The first task our team focused on was a pitch video, which we used to describe our project and the goals associated with it as well as invite others to join our team. We involved our entire team as well as the author and the illustrator in the filming process. This video was also integral to developing the style in our future videos.



Scan or click the QR code to visit the webpage.

Copy Editing

We began with hiring a copy editor to read over Rebekah's story and make any essential changes to grammar. Very minimal edits were made to ensure the story's integrity be maintained and that no unneeded alterations were made to Rebekah's original story.

was surrounded by children who dressed and acted different than her.

Halloween was coming soon. Agnes couldn't wait. She saved her money to buy a costume.

She finally had five dollars saved. She began her long walk to the costume shop with excitement.

As she was walking, some big kids took one of her dollars. Agnes tried, but she couldn't get it back.

Agnes started getting really hungry! She stopped for a treat at the store and spent another dollar.

While crossing the street, Agnes saw a child crying. The boy dropped his coins. She felt sad for him and shared one of her dollars.

Agnes continued her journey. A strong wind came and blew one of her dollars out of her hands. She tried to catch it, but it was gone.

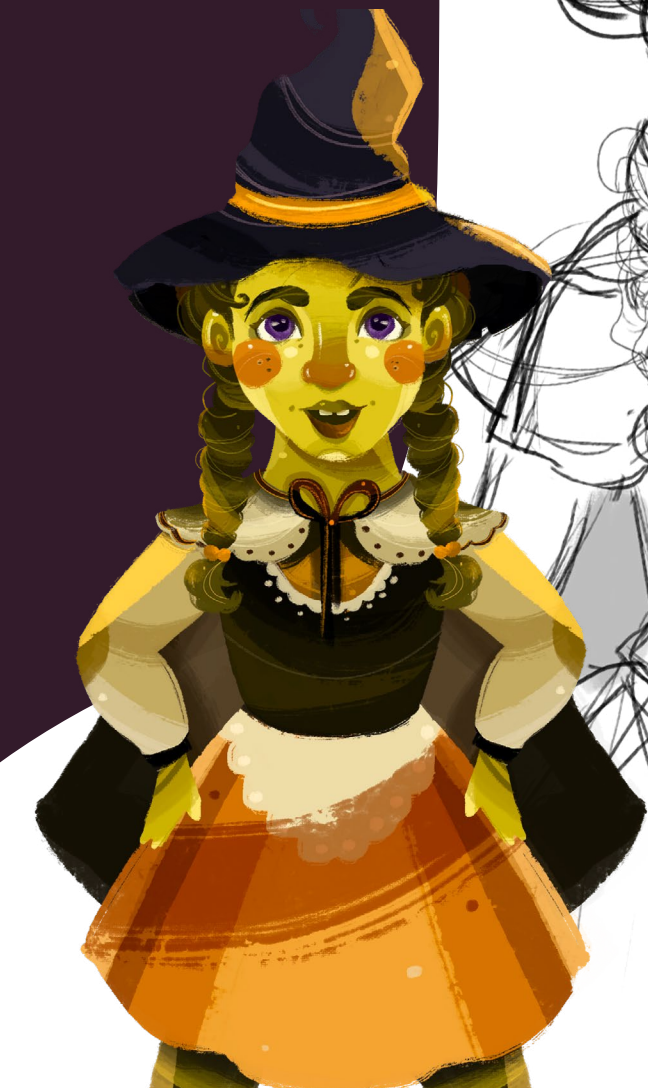
While crossing the river, Agnes tripped and dropped her last dollar though the crack in the bridge. She felt heartbroken because she had no money left. She still decided to go look at the costumes.

Agnes continued to the costume shop. As she stood staring at the creative costumes, a girl walked by and said, "Cool witch costume! I've been looking all over for one like that!"

Agnes realized she had the perfect costume all along!

Illustrations

After the text was finalized, we began on illustrations. Per Mariya's request, Rebekah changed the age of Agnes from 12 to 8, so that Agnes' actions were more representative of her age. After that, Mariya worked to create a book layout document and planned to complete 5 vignettes as well as 11 full-spread illustrations for the book. Mariya plans to finish the book illustrations on May 15, 2020, three months before the promotional campaign begins.



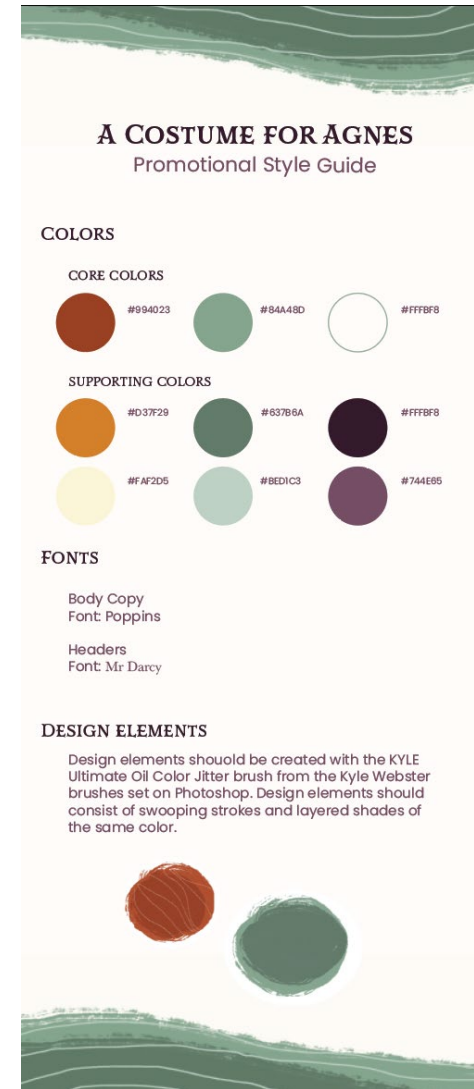






Style Guide

From Mariya's illustrations, we created a style guide to help us design a cohesive set of promotional material. We decided to use the same Photoshop brush and a similar color palette that Mariya uses for her illustrations. We also selected fonts that went well with the original font Mariya designed to use on the website and social media calendars.

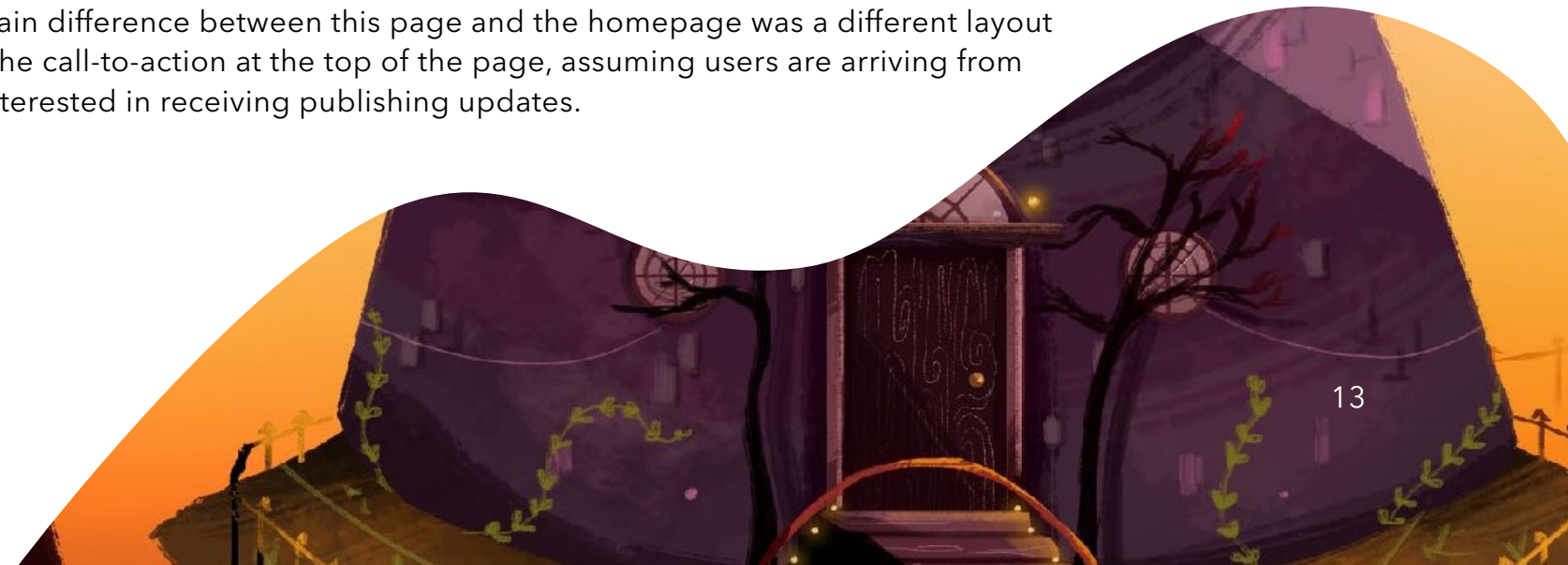


Website

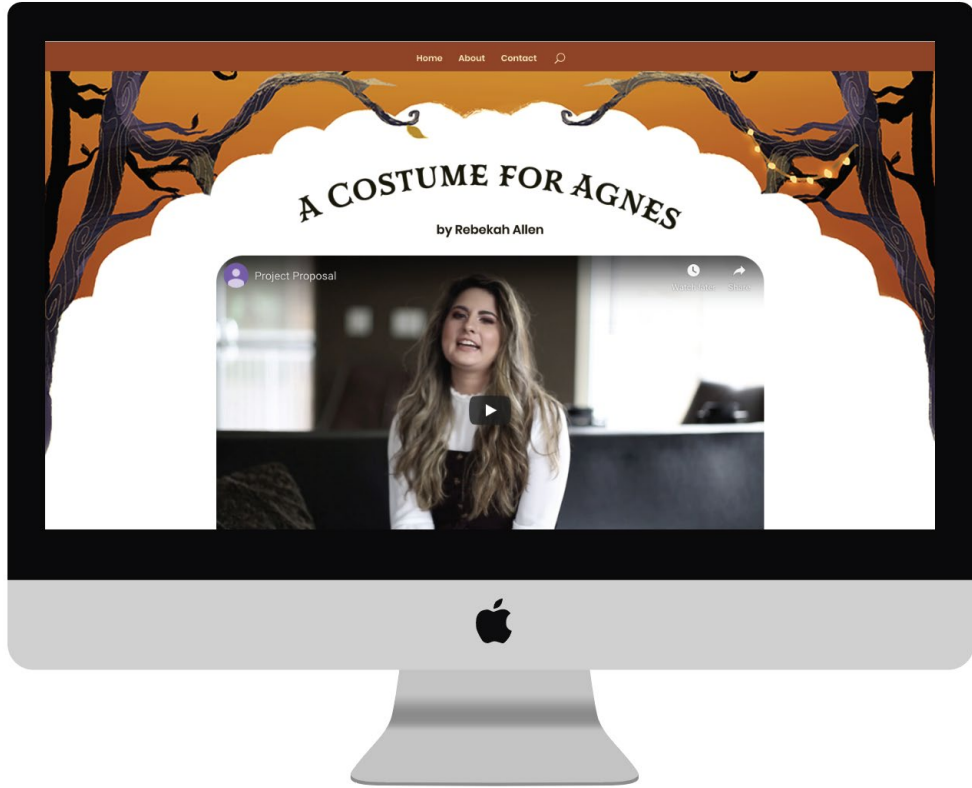
It was important for us to have a public place where people could learn about Rebekah's book "A Costume for Agnes". This would also be an effective medium for the client to use while promoting the book. We decided to create four different pages for this website.

The homepage describes what "A Costume for Agnes" is about. This page was primarily made to educate future users about Rebekah's book and the significance of the concept of "A Costume for Agnes". The About page shows the team that worked to build the promotional material for Rebekah's book. We also created a contact page, with a form for users to complete if they want to reach out to the author and her family.

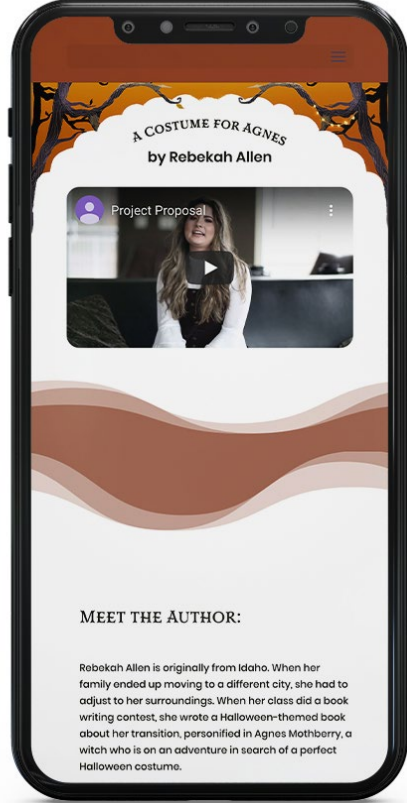
A landing page separate from the homepage was necessary respective to social media since users following our social media account will already be familiar with Agnes and her journey. The main difference between this page and the homepage was a different layout structure with the call-to-action at the top of the page, assuming users are arriving from social media interested in receiving publishing updates.



Homepage

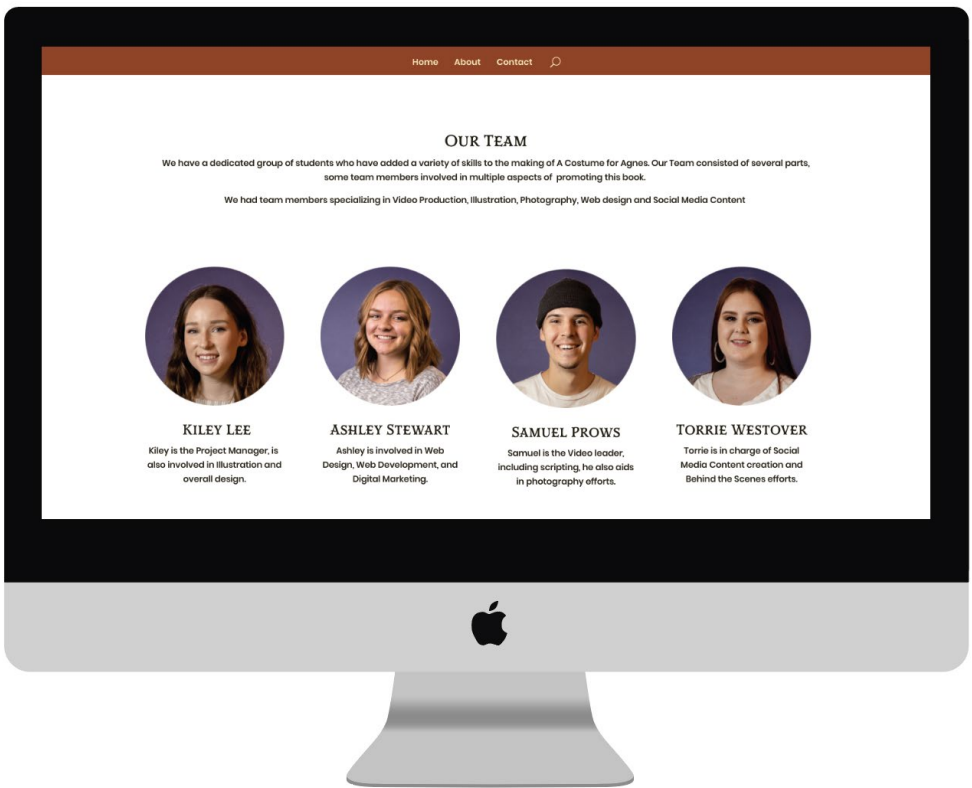


Homepage Desktop View

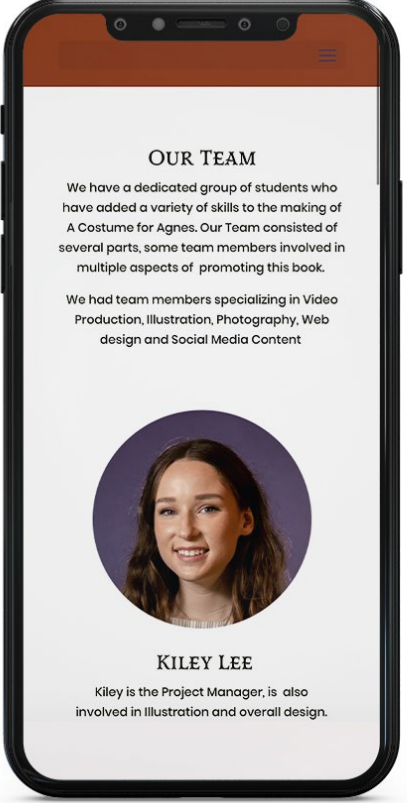


Homepage Mobile View

About Page

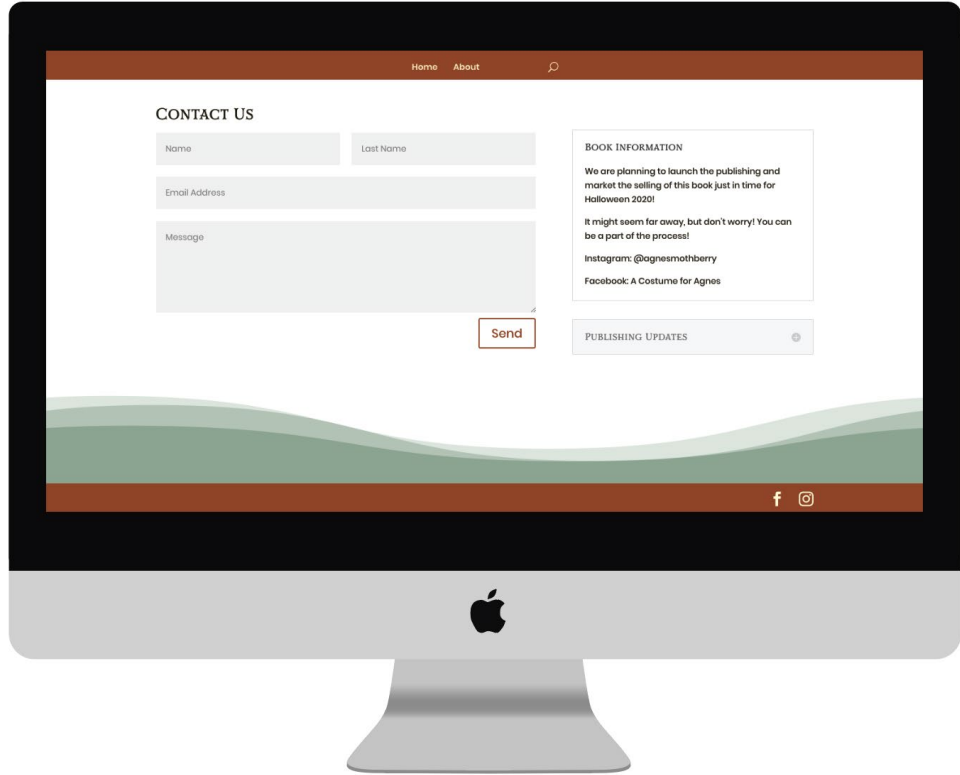


About Page Desktop View



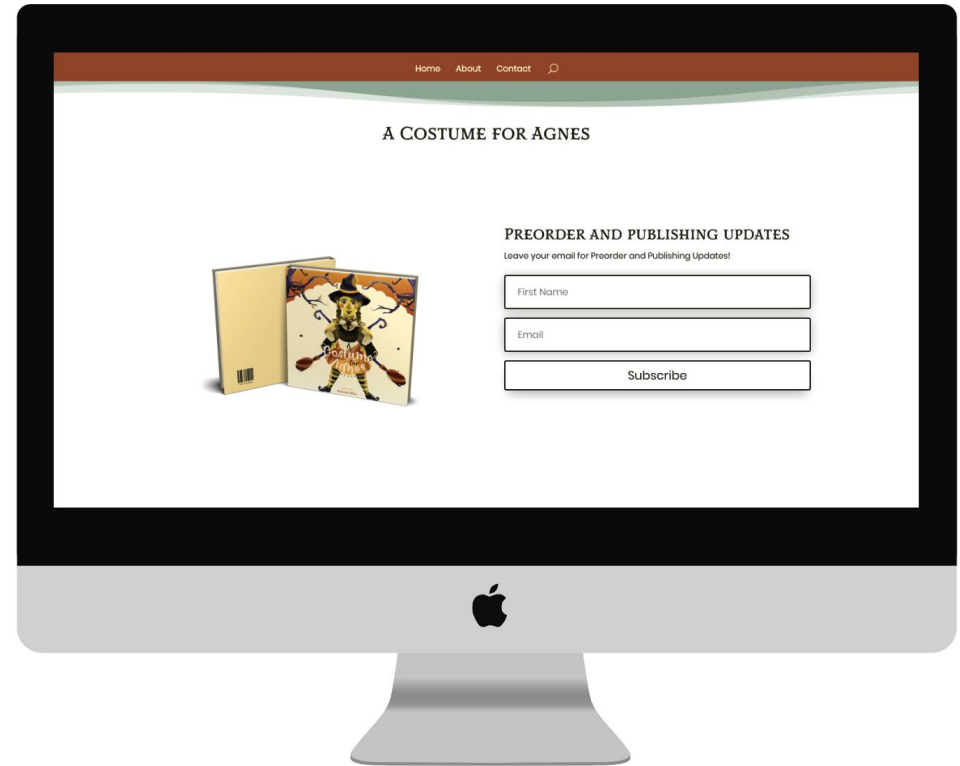
About Page Mobile View

Contact Page

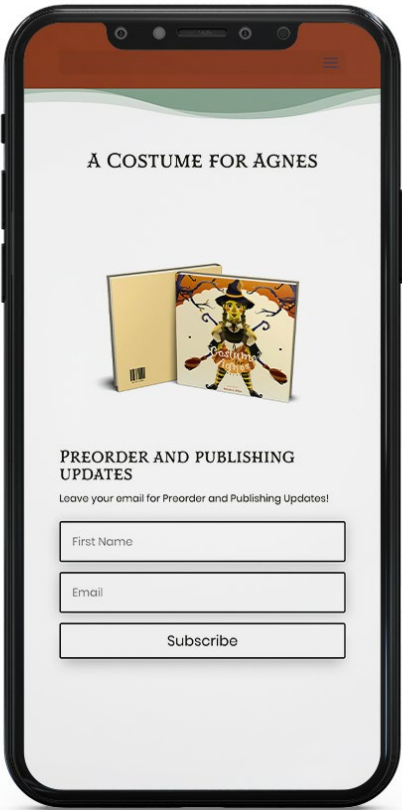


Contact Page Desktop View

Social Media Landing Page



Social Media Landing Page Desktop View



Social Media Landing page Mobile View

Process

In order to meet the quality of our Illustrator's work, we wanted to make sure that the website had all the details right. To do this, we decided to use Divi by Elegant Themes, which allowed us to modify the layout for every page without too much concern for mobile styling. However, nothing is ever perfect on the first iteration. We were consistently changing things to match a kid-friendly feel and include as much information as we could about the book.



Scan or click the QR code to visit the webpage.

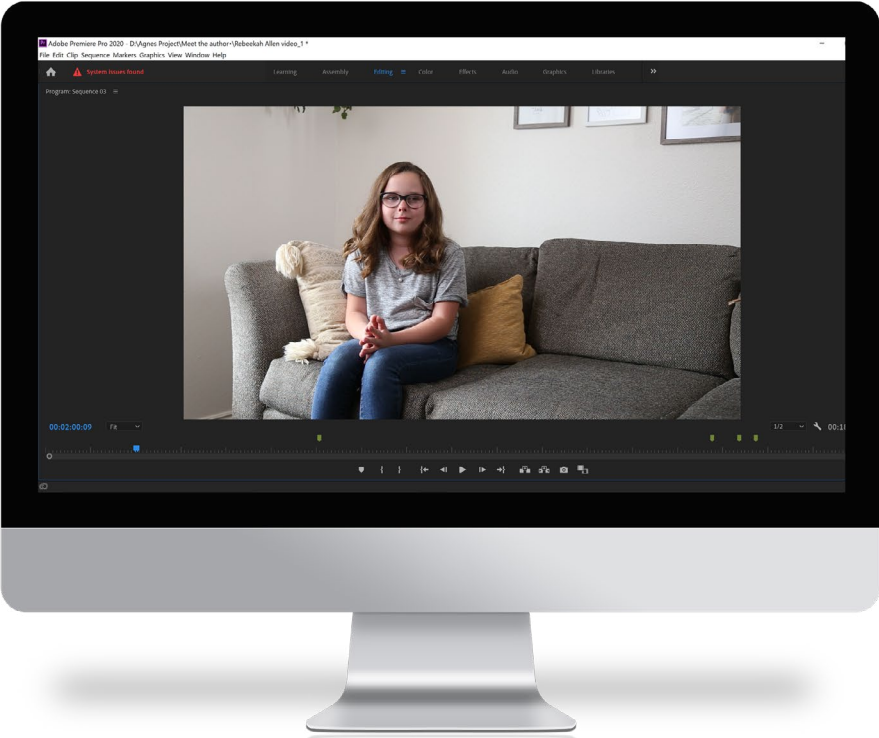
Videos

We conceptualized ideas for three different videos that we wanted to create to help publicize and promote "A Costume for Agnes". We wanted to create narratives that would connect with young mothers who understood the message of Rebekah's book.

We made a "Meet the Author" video that shows Rebekah talking about "A Costume for Agnes" as her form of self-expression. We also wanted to highlight Mariya's talent and how she gained an interest in being a part of making Rebekah's dream come true, so we planned to create a "Meet the Illustrator" video. Lastly, we wanted to create a video for our client to use as promotional content when they self-publish the book in the coming year.

Meet the Author

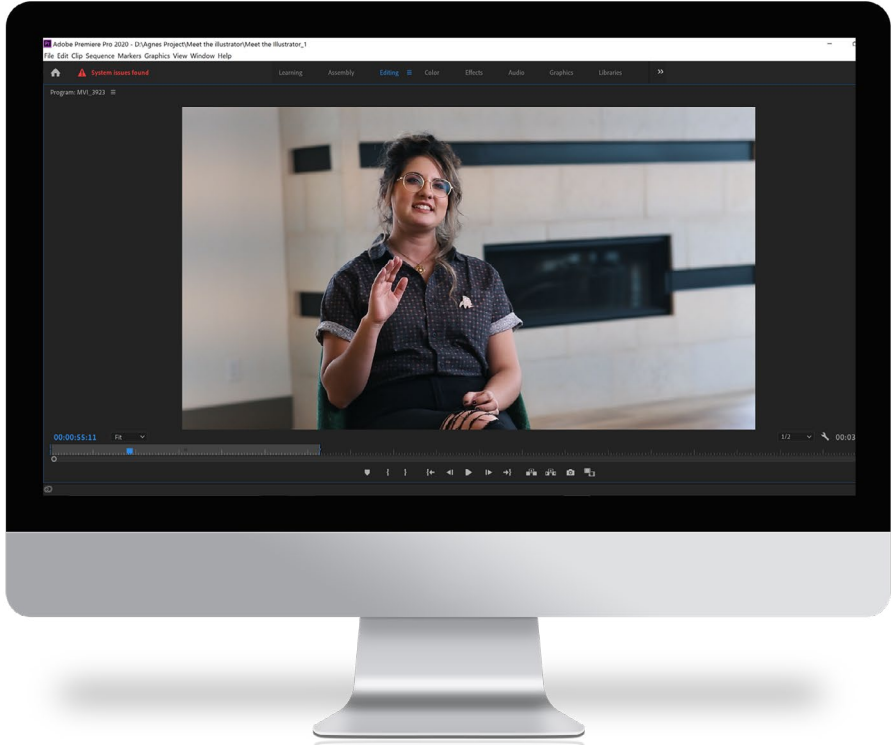
The author is the artist behind the storytelling. For this video, our team wanted to capture the essence of who the author is. We wanted to understand Rebekah’s inspiration behind the book and how she felt connected to Agnes. To accomplish this, we interviewed both Rebekah and her mother about the experience that led Rebekah to write her story, as well as how those experiences relate to those of her character, Agnes Mothberry.



Scan or click the QR code to visit the webpage.

Meet the Illustrator

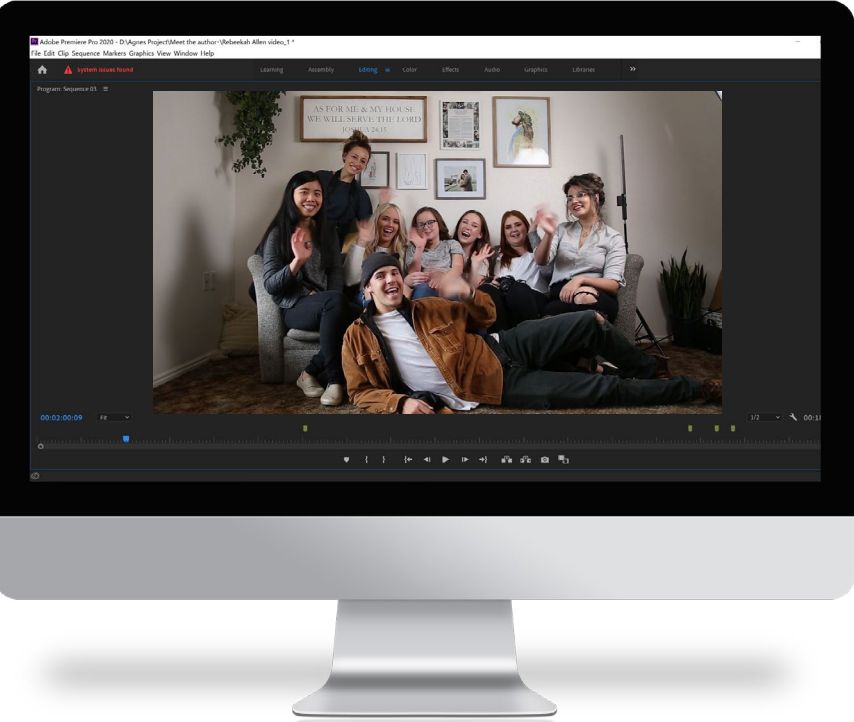
Our goal for this video was to give the audience a better understanding of who was creating the illustrations for the book. In this video, Mariya talks about her inspiration, the story of how she developed her art style, and what made her want to illustrate “A Costume for Agnes”.



Scan or click the QR code to visit the webpage.

Promotional Video

We wanted this video to promote the book, the message, and the story behind it. We had our project manager narrate the story of Rebekah and her book and included quotes from the illustrator on why she loves the book and its message. This video is meant to be a stand-alone promotional piece for paid ads and website introduction.



Scan or click the QR code to visit the webpage.

Social Media Campaign

The Agnes Mothberry Instagram is geared towards young mothers and serves as a platform for a three-month promotional campaign with daily posts as well as built-in paid ads. On this Instagram account, followers can learn more about the book, the author, and the illustrator.

The planned posts also include illustrations, mockups of the book, inspirational quotes in original graphics, reviews of the book, and behind-the-scenes photos.

Branded Calendar

We created a calendar with all of the captions for a 3 month period.



24 posts AUGUST		
WEEK ONE	POST ONE	Happy Monday! Let's take on this week with CONFIDENCE and make it ROCK.
	POST TWO	Meet Rebekah Allen. She was an eight-year-old with dreams of being an author. Now she is 10, her book is published, and her dreams are coming true.
	POST THREE	We are so excited to start sharing the journey of Agnes Mothberry!
	POST FOUR	Rebekah Allen, author of A Costume for Agnes is inspired by her real life experiences. What inspires you?
	POST FIVE	Agnes the witch is getting ready for a big day of adventure! You don't want to miss out on what she has planned ahead.
	POST SIX	Listen to Rebekah talk about what inspired her to write A Costume for Agnes. But first, bring out the tissue box.
WEEK TWO	POST ONE	Wondering what 'A Costume for Agnes' is about? It's all about embracing your true self.
	POST TWO	ONE MONTH from today, we are releasing A Costume for Agnes! The excitement is real!!!
	POST THREE	Have you seen the 'Meet the Author' interview? You're going to want to check it out. Link in bio!
	POST FOUR	We are so lucky to have such a talented illustrator on our team. She truly brings Agnes to life.
	POST FIVE	Say hello to Agnes Mothberry.
	POST SIX	It's not always easy being the new kid in town. Agnes struggles with this and trying to fit in, until she realizes, she doesn't have to. We are so excited to release this story! Follow the Link in bio to be the first to know when it is available!
WEEK THREE	POST ONE	Happy Monday, everyone! Don't let today be just "one of those days." Be excited, be driven, and GO for your goals!
	POST TWO	Rebekah first got her inspiration from a trial in life. She wants everyone to know that writing, drawing, and creating is a great outlet for hard times. So keep on creating!
	POST THREE	Ready for a sneak peek? Swipe to see the first page!
	POST FOUR	Living in the new place can be difficult, see how Agnes adjusted to her big move!
	POST FIVE	"I am so proud of Bekah!" -Kerri Allen
	POST SIX	These hard working individuals got together to make a little girl's dream come true!
WEEK FOUR	POST ONE	What is 'A Costume for Agnes?' It's a book about learning to love yourself, just the way you are.
	POST TWO	When Agnes saw a boy crying about losing his cat, she felt bad and wanted to give him one of her dolls that she had been saving for so long! What a selfless act of Agnes.
	POST THREE	Agnes Mothberry is an eight-year-old girl with a dream of fitting in. She takes personal journey before she realizes, she is perfect the way she is.
	POST FOUR	It's all about being confident in your own skin, being true to who YOU are!
	POST FIVE	HAPPY FRIDAY! We hope everyone has a great weekend, and don't forget... YOU ROCK.
	POST SIX	August is almost over! Which means we are one month closer to releasing Agnes Mothberry!
WEEK ONE	POST ONE	Wondering what 'A Costume for Agnes' is about? It's all about embracing your true self.
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	POST SIX	August is almost over! Which means we are one month closer to releasing Agnes Mothberry!

24-posts

SEPTEMBER

WEEK ONE

POST ONE

Meet our talented Illustrator Myriya Amato. She graduated from BYU-I with a degree in Illustration and is currently a freelance illustrator in Utah.

POST TWO

Myriya believes that the font needs to match the story, she creates all her fonts when illustrating books.

POST THREE

Be selfless and dont hesitate to help someone in need.

POST FOUR

The creation of Agnes.

POST FIVE

Rebekah has many hobbies but her one of her favorite hobbies is dance. Here is a modal she won in a competition.

POST SIX

Come and learn more about Agnes at our website, link in the bio.

WEEK TWO

POST ONE

"There are only 940 saturdays before they are in college use them wisely."

POST TWO

The first step of creating something is to sit down, and start.

POST THREE

Swipe left to see Agnes development.

POST FOUR

Agnes works hard for what she wants. What do you do when you want somthing?

POST FIVE

TODAY IS THE BIG DAY! It's live on Amazon. Go hurry and get your Halloween book before it's gone.

POST SIX

Meet Rebekah's mom Kerri she has been helping Rebekah publish her book since the begining 3 years ago.

WEEK THREE

POST ONE

Rebekah didn't realize she was writing about herself but once she finished she realized she related to Agnes on a personal level. It was in that moment that she understood that writing a fictional story could help others overcome their own struggles.

POST TWO

Review Post

POST THREE

The inspiration that helped our talented illustrator take Agnes to the next level.

POST FOUR

Don't forget to order your book on Amazon. If you order it today it will be delivered by the first of October.

POST FIVE

"I am so Our illustrator has a story of her own she had her first drawing when she was in High School and is now a fulltime freelance illustrator.of becca~ Kerry Allen

POST SIX

Don't forget to order your book on Amazon. If you order it today it will be delivered by the first of October.

WEEK FOUR

POST ONE

Be yourself!

POST TWO

Stepping out of your comfort zone can be the begining of a journey you never saw coming.

POST THREE

Mariya saw herself, in Rebekah and wanted to help make her dreams come true.

POST FOUR

You were born to stand out, not blend in.

POST FIVE

One month till Agnes favorite holiday! What are you and your kids dressing up as for Halloween!?

POST SIX

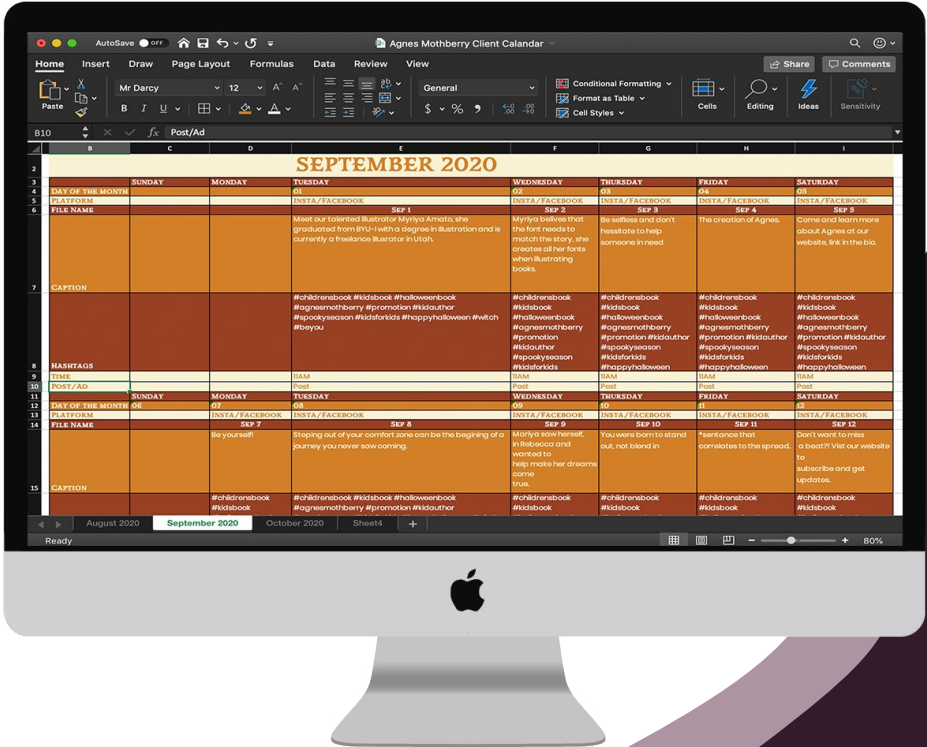
Dont want to miss a beat?! Be sure to vist our website and subscribe to get all the updates. Link in bio.

Client Calendar

The client calendar is an excel sheet that lists the day of the month, the captions, the post's file name, hashtags, and the suggested posting time.

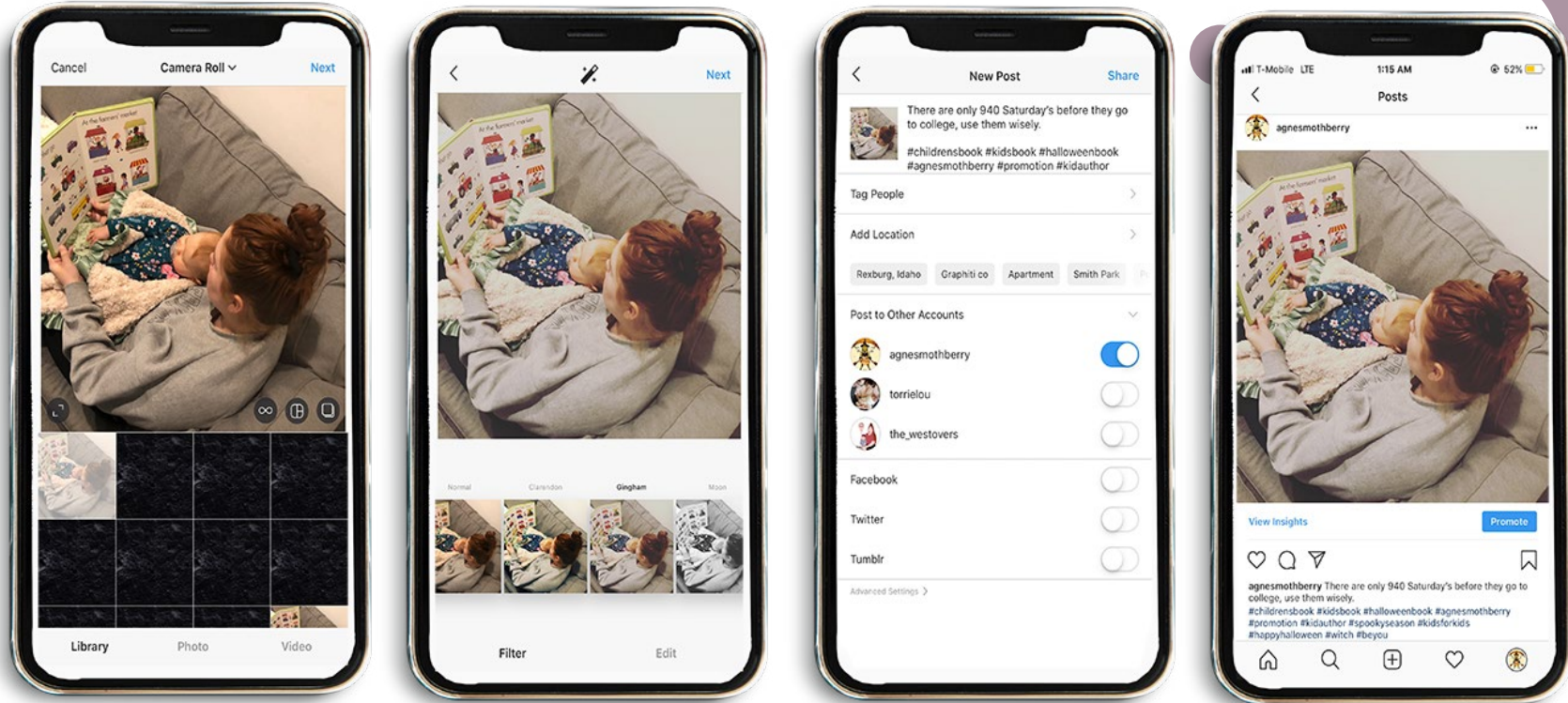
We researched best posting times and learned that every day of the week had its own range of ideal posting times. Upon closer analysis, 11 AM was a recommended posting time for every day of the week. To make it convenient for our client, it would be best to post around 11 AM Monday through Saturday.

Refer to pages 128-136 for the full client calendar.



How to Post

Step one- Pick your image. Step 2- Add a filter if desired. Step 3- Add a caption, hashtags, or your location. Step 4-Post.



We will use a hard drive to deliver the content created for each post; giving our client easy access to the pictures and videos. Within the hard drive, there will be a folder of each month's files (as pictured below). We decided to label everything by date. For example on September 7 2020, the image that is being posted is titled "Sep7.jpg".



Hashtags

On Instagram, hashtags are a beneficial tool when used properly. Because this is a new children’s book, with a new author who isn’t well-known, all exposure is good exposure. This is why we have provided our client with a group of hashtags to use on their posts.

The suggested hashtags are:
#childrensbook #kidsbook #halloweenbook
#agnesmothberry #kidshalloween #promotion
#kidauthor #spookyseason #kidsforkids
#happyhalloween #witch #beyou #inspiration

We predict these hashtags will increase the impressions and reach of each post by at least 30%. This means that each post will reach more people outside of those who are already following the Agnes Mothberry account.

HASHTAGS:

#childrensbook

#kidsbook

#halloweenbook

#agnesmothberry

#promotion

#kidauthor

#spookyseason

#kidsforkids

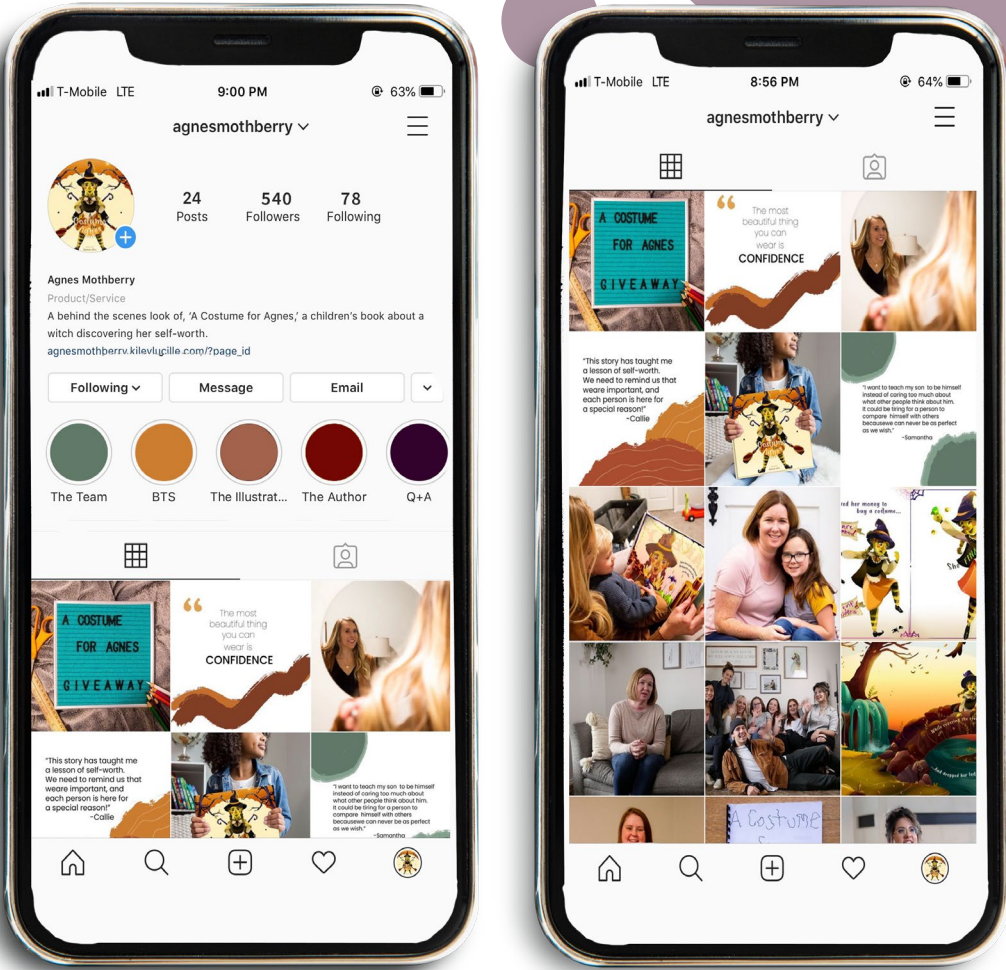
#happyhalloween

#witch

#beyou

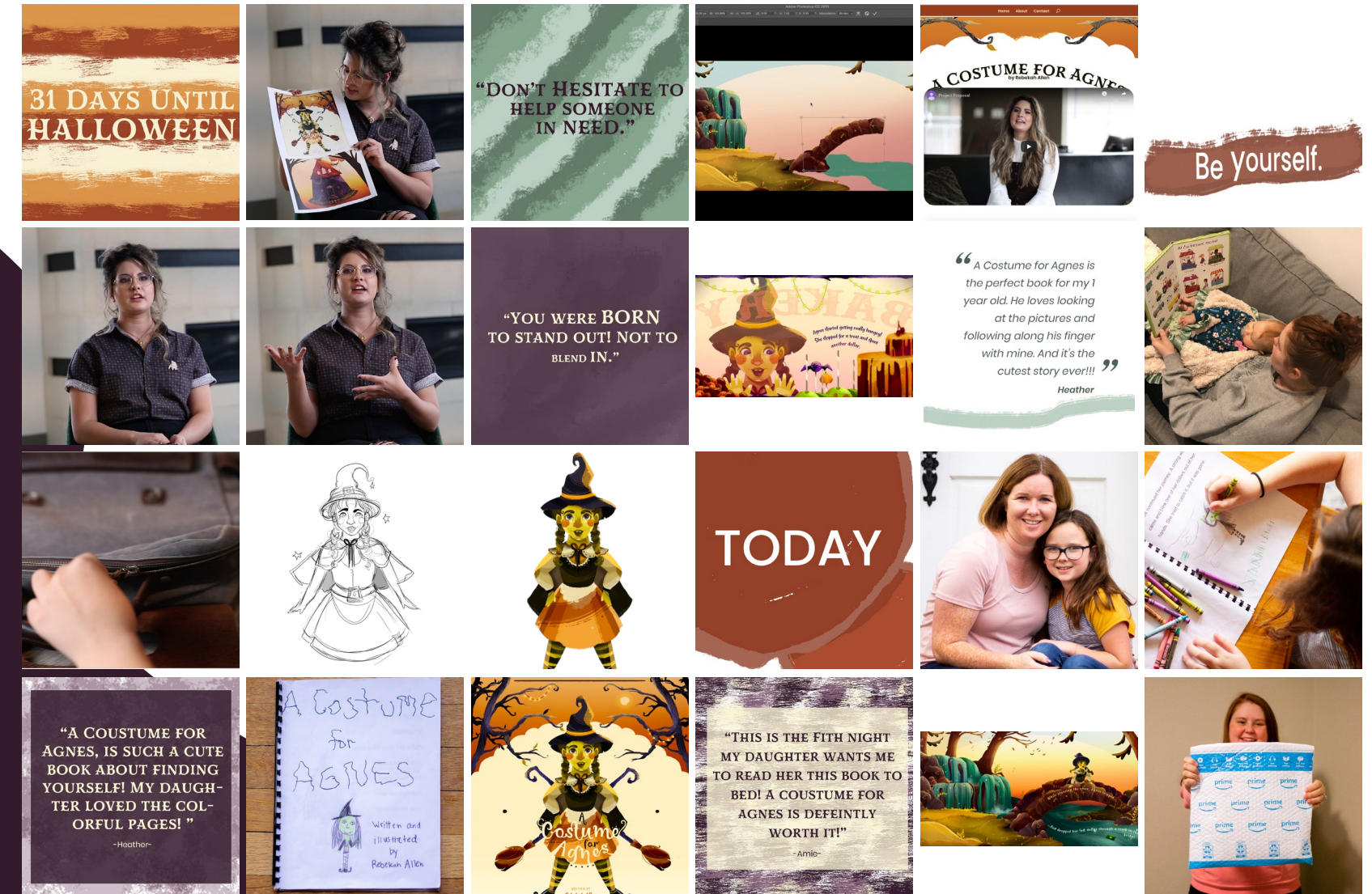
Instagram posts

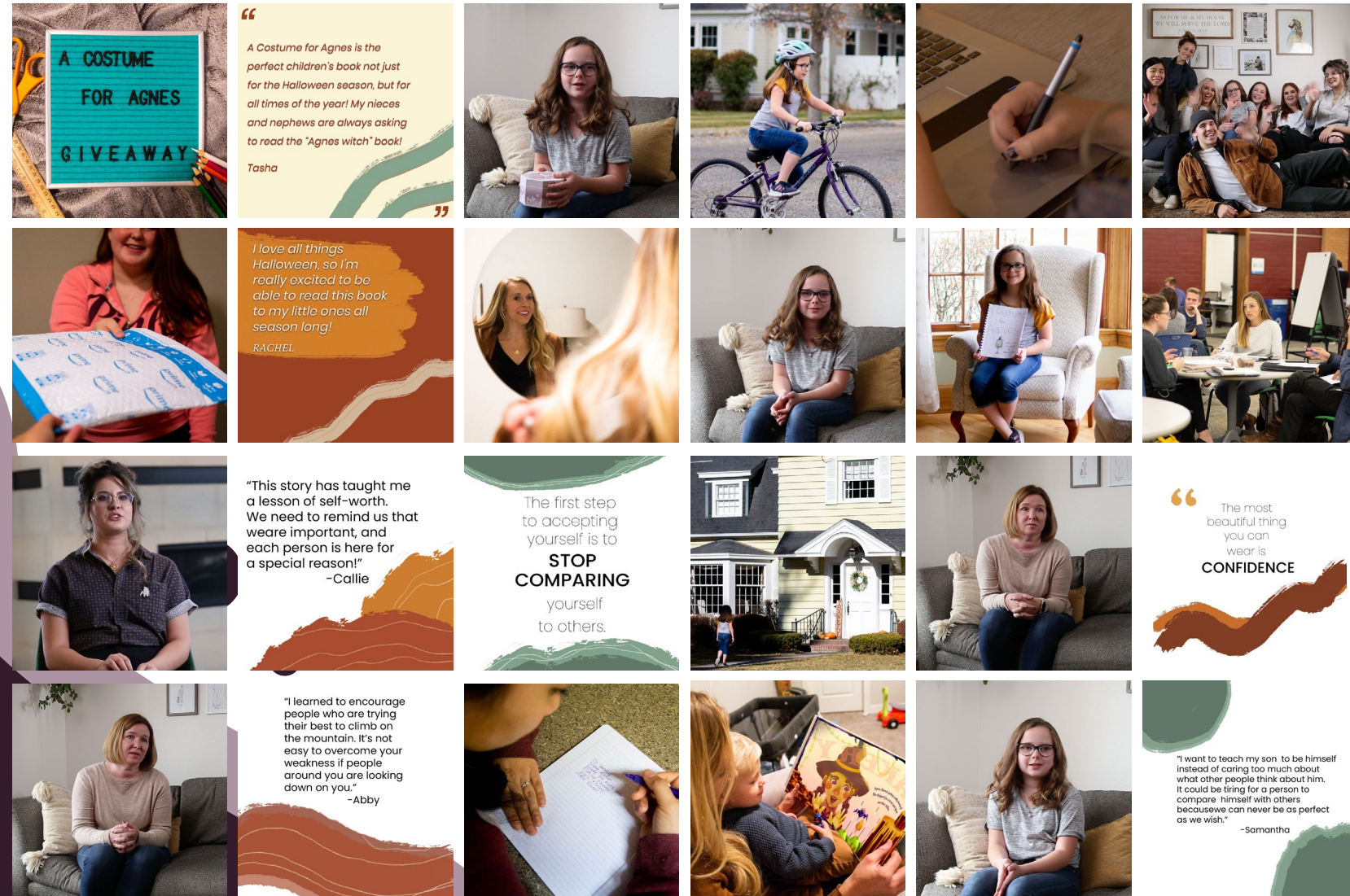
Our target audience for the Agnes Mothberry Instagram is young mothers. We hope that through posts we have created for the client, young mothers can feel a connection with the message of the book.



We created over 90 visuals for content to use as social media posts. Our social posts include illustrations of the main character Agnes, page spreads straight from the book, mockups of the cover page, inspirational quotes in original creative graphics, reviews of the book placed in templates, and behind-the-scenes photos from the marketing team who have made it all possible.

The following three pages are from August to October.





Ad Instruction

HOW TO RUN ADS ON YOUR INSTAGRAM AND FACEBOOK

CHOOSE YOUR CAMPAIGN

Choose either traffic or engagement

Traffic will lead people to the website's landing page.

Engagement will drive people to engage with the ad.

CREATE YOUR AD SET

Choose your target market + audience.
Location: Boise(20), Rupert(15), Pocatello (20), Rexburg (15)
Gender & Age: Women 20-60+

Special interests: children, children's books, children's toys, literature, mom, halloween
Edit placements:
Do you want the ad to run on Facebook and Instagram? Or just one platform?
FB: feed, story, instant article, marketplace
IG: feed, explore, story
Videos: check all video placements only if the ad is a video

Budget + schedule
Run ads for 3 days at a time for \$50

CREATE YOUR AD

Single image

Connect the FB page and IG account

Upload photo + write caption

If using traffic campaign, link the website landing page, add header such as "Children's Halloween Book on Sale Now"

PUBLISH + SET LIVE.

Here are the mockups to show what the ads would look on different social media platforms.

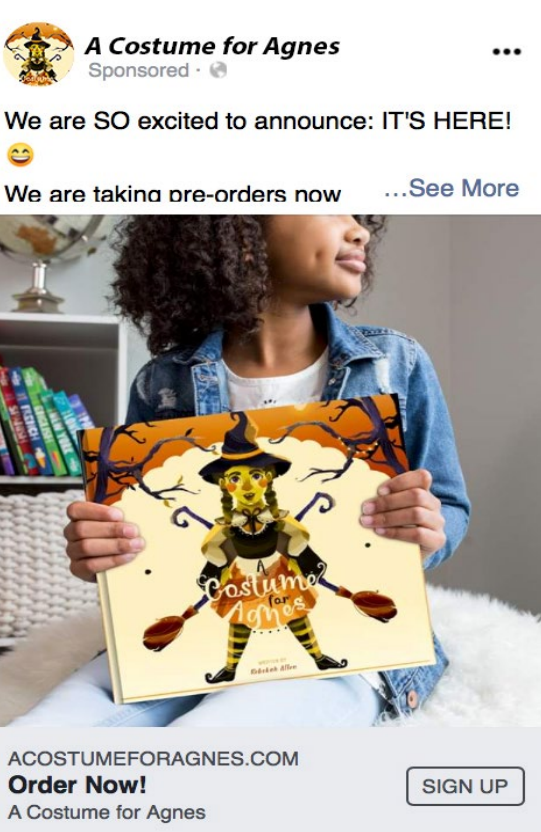
Instagram Ad



Instagram story



Facebook Ad



The Appendix

Individual Projects





Kiley Lee

Project management, layout design, backup illustration, and photography

I love to work on a variety of visual assignments, so I loved being project manager and having the opportunity to help each section of the team on some level as well as maintaining communication between my team members, the illustrator, the author and her family, and our art director. I also loved being a part of the design team and helping with the design of this case study as well as experimenting with illustrations prior to finding our illustrator.

Project Manager

As project manager, I worked to find ways to get the most out of our team's talents, keep our team on task and on schedule, maintain communication with our out-of-state illustrator, our author and her family, facilitate discussion on Slack, and organize group meetings within our team as well as weekly meetings with our creative director.



I created agendas for each weekly meeting.



I sent over 300 slack messages.



Filming Day

For our filming day, I helped organize equipment rental and picked up all the equipment in the time leading up to the event. I organized a time when the illustrator, the author, and most team members could make it. On the day of, I gave most team members a ride and prepared my home for filming one of the videos.

I worked with our video team to ensure the video concepts and shot lists were planned out prior to the event and I worked with them to develop video ideas and interview questions as well as a list of assets we wanted the author and illustrator to bring.

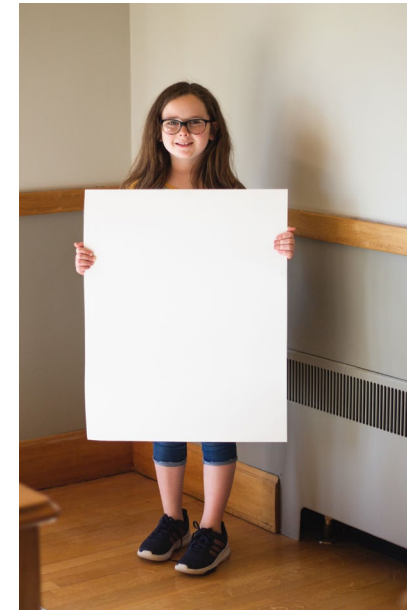
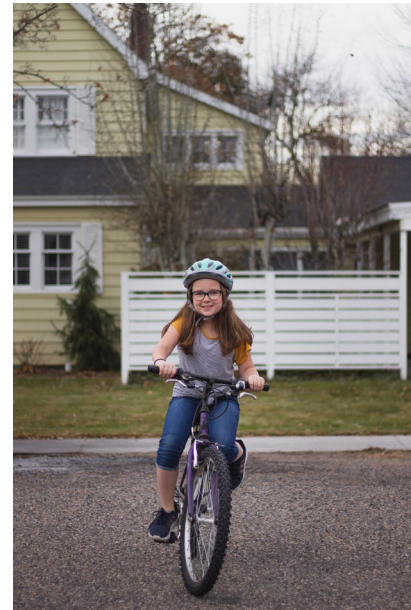
Along with performing the interviews day-of, I also captured behind-the-scenes photos and directed the day's events to ensure we were on schedule.



Photography

Along with the behind-the-scenes photos, I helped the social media team by creating content at the author’s home. I captured photos of her writing, drawing, reading her book, riding her bike, standing with her mom in front of her home, and holding a poster board to be used for mockups and future content by the social media team later on. I also captured photos of her original illustrations to use for promotional material.





Basic Editing

I did basic edits on both the behind-the-scenes photos and the photos at the author's home. My goal with these photos was to simply enhance them, without taking away any natural elements.



Before



After

Illustrations

Prior to selecting Mariya as illustrator of the book, I was part of the illustration team. This involved a lot of character design, sketching, concepting, and drafting.

Illustration Style

When developing Illustration Styles, I came across paper cut-out art and realized that it would be fairly simple to create this style using vector illustration. My initial drafts in this style involved experimenting with perspective and detail.

Eventually, we decided the best way of executing our idea would be to create a circle “cut out” in the page, through which the reader would view the scene. While this style was neater, the paper effect was still not perfected and the color and character style needed work.



As she was walking, some big kids took one of her dollars.

Character Design

Initial Character design was based on the character that was originally drawn by Rebekah. This character design was scrapped when the illustration team decided to opt for a paper cut-out vector illustration style.

Evolution of Agnes

With the silhouette style of illustration, I encountered the problem of how to show emotion with our character. I developed this style of showing it with her arms and her braids.



Spread Design

The first page of my spread went through many revisions. After deciding on the realistic outlines and figuring out what I wanted in each layer, I spent time working on color schemes that would create the greatest hierarchy create prominence with Agnes and the dollar. I also opted to use a drop shadow effect over the Gaussian blur for the layered paper effect.



As she was walking, some big kids took one of her dollars.



As she was walking, some big kids took one of her dollars.



As she was walking, some big kids took one of her dollars.

Color Experimentation



Agnes tried, but she couldn't get it back.



As she was walking, some big kids took one of her dollars.



Agnes tried, but she couldn't get it back.



she was walking, some big kids took one of her dollars.



As she was walking, some big kids took one of her dollars.



As she was walking, some big kids took one of her dollars.

Spread Design



Final Spread

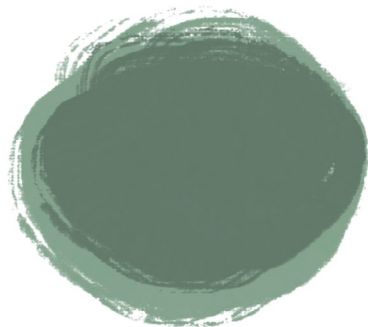
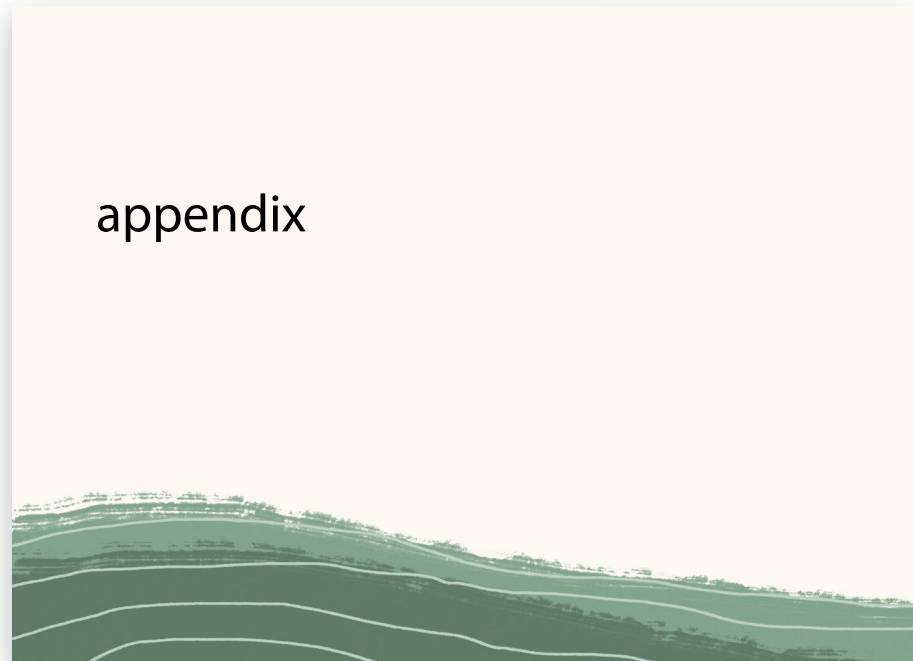


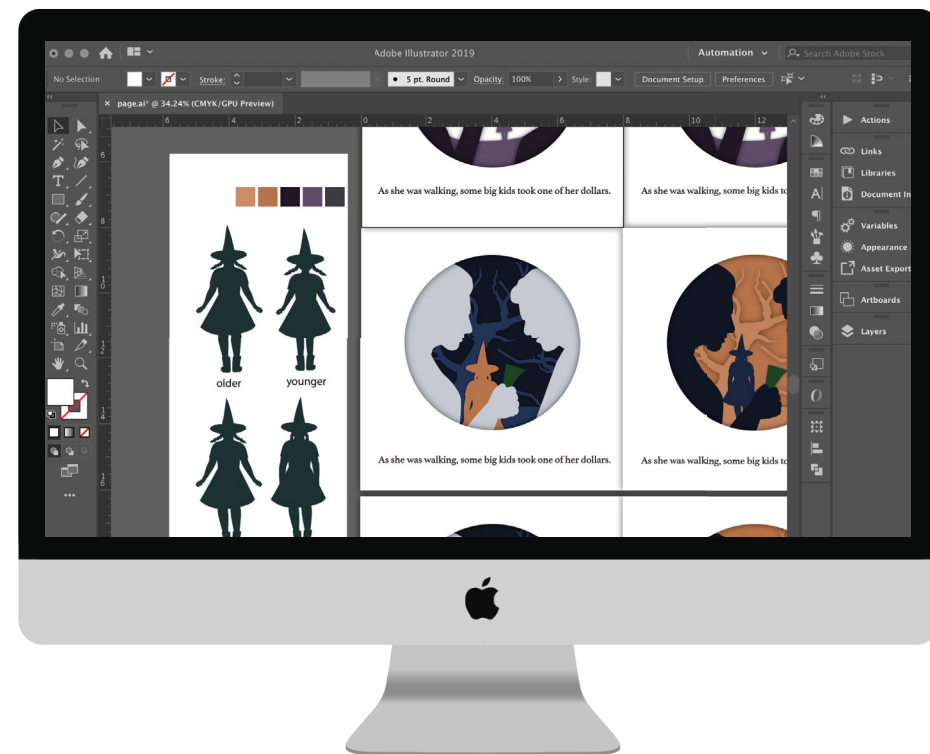
I also added my finalized spread in a mockup to show what it would look like if it had been printed.



Case Study Assets

I worked on writing the narrative of the main section of this case study, as well as some of the assets for the design. I created several page designs that didn't end up in the final case study and other elements for use of our team such as a vector Slack logo and a vector iMac mockup.





Victoria West

Backup illustration, layout design, and photography

I have always been very passionate about design and because of that I have had gained experience in related fields such as photography and videography. I am a communication major with an emphasis in visual media. My main contributions to "A Costume for Agnes" were the backup illustrations and the case study layout/design. I have been working towards becoming a graphic designer in the marketing field upon graduation.

Backup illustration process

We as a team decided we needed backup illustrations just in case anything fell through with Mariya. One of the main parts to creating a good illustration was sketching and finding out what style looked best.

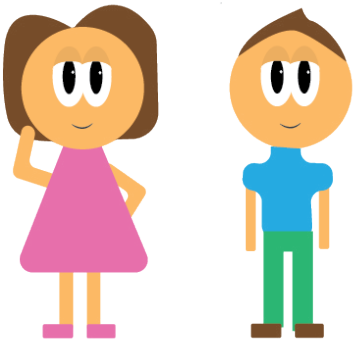
My first attempt was very cartoon-like and was a style for kids generally under the age of 5. After making the first Agnes I realized she looked more like a grasshopper than a witch. The middle illustration shows the refined Agnes and the picture on the right shows the style of people that better fit my vision for the characters.



Agnes Mothberry was a 12 year old witch. She moved to a new town and was surrounded by children who dressed and acted different than her.

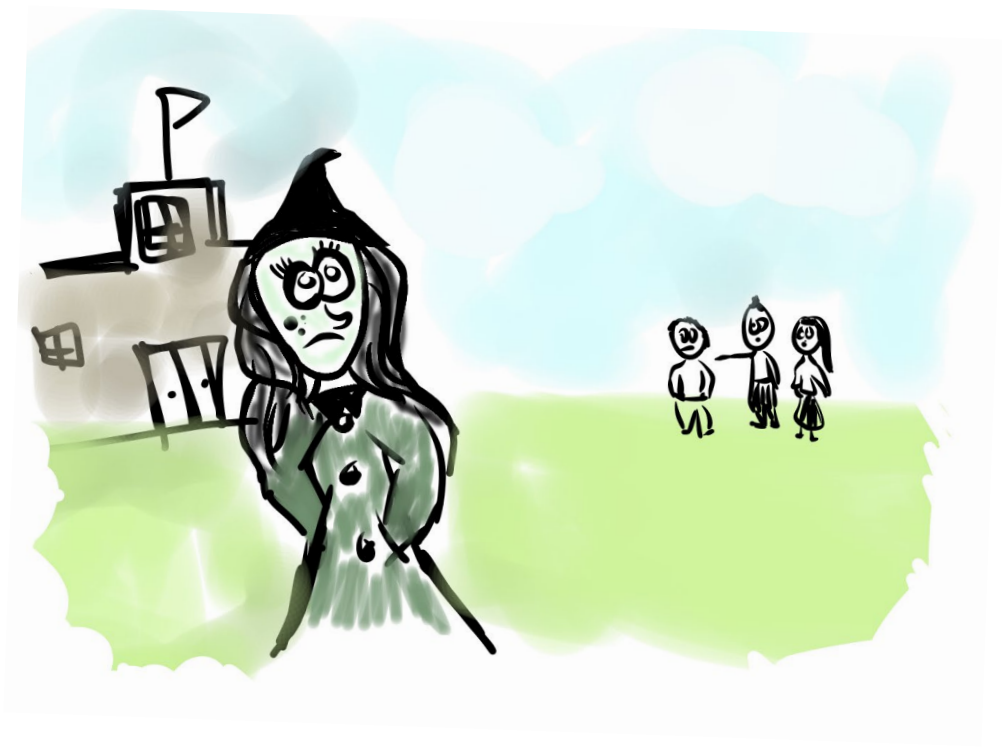


Agnes Mothberry was a 12 year old witch. She moved to a new town and was surrounded by children who dressed and acted different than her.



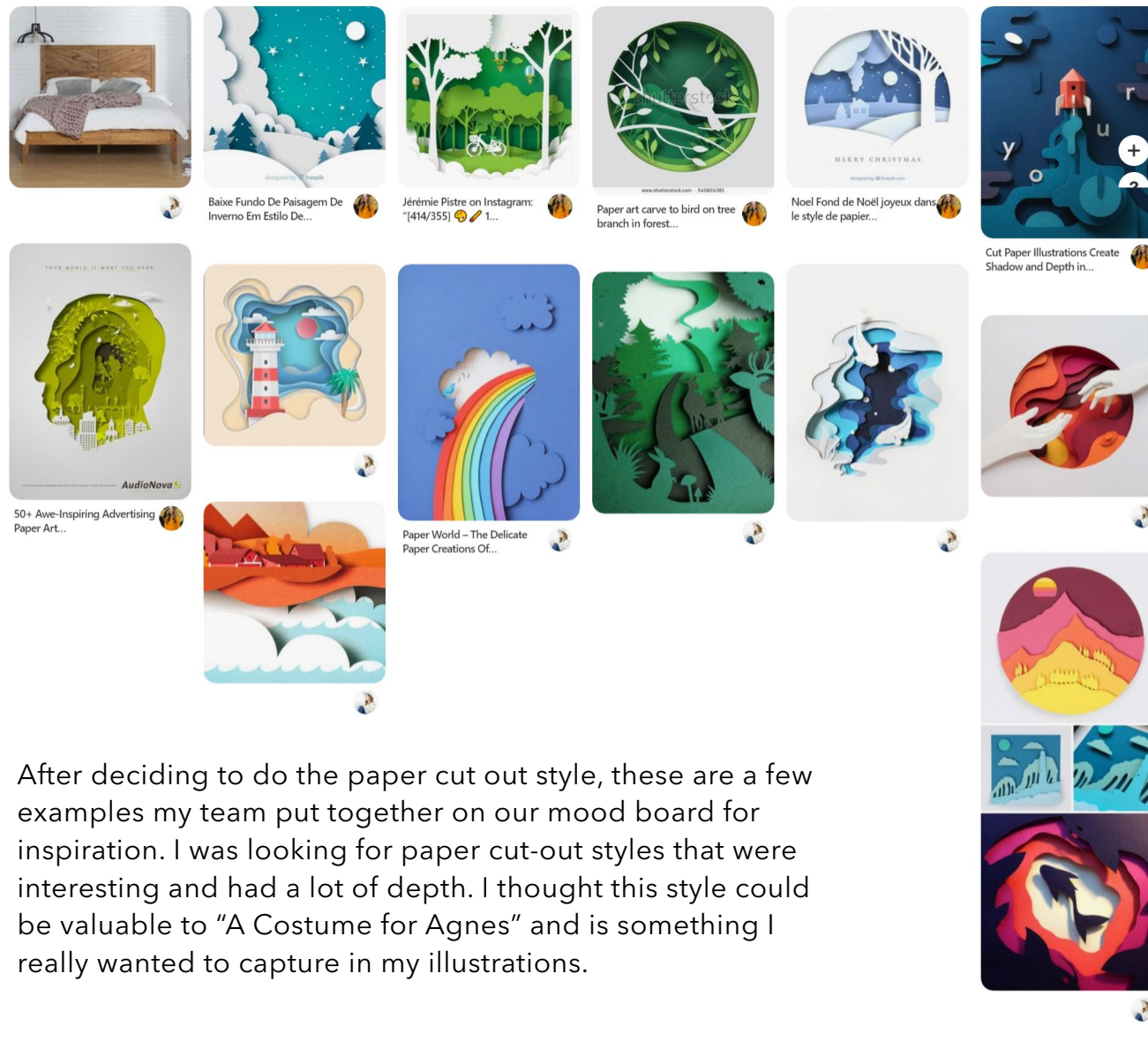
My next illustrative attempt was to make Agnes a little older. I wanted to keep the cartoon style but I wanted Agnes to be a little more realistic. I sketched a few ideas on my tablet and came up with this.

Sketch

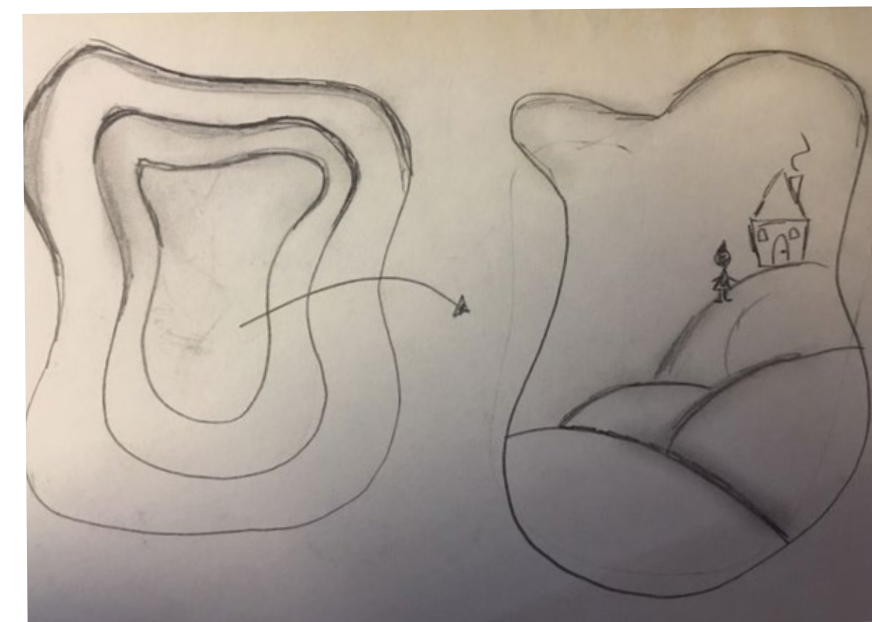


Vector

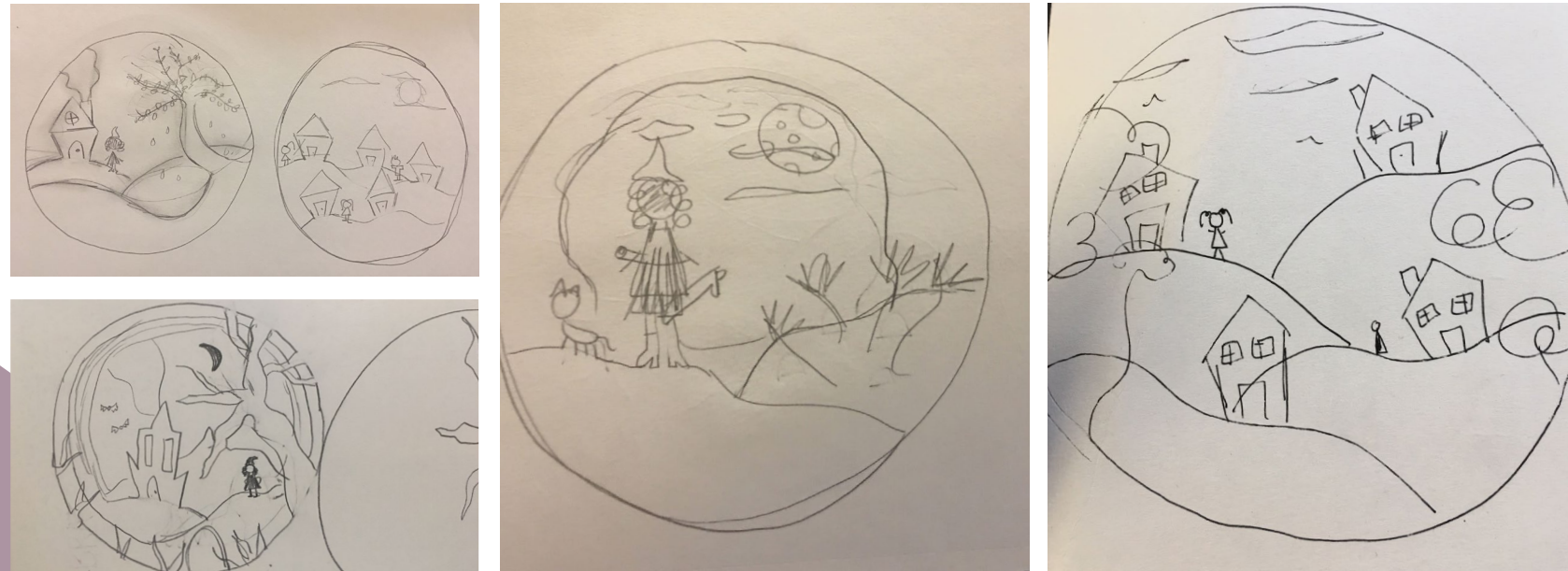




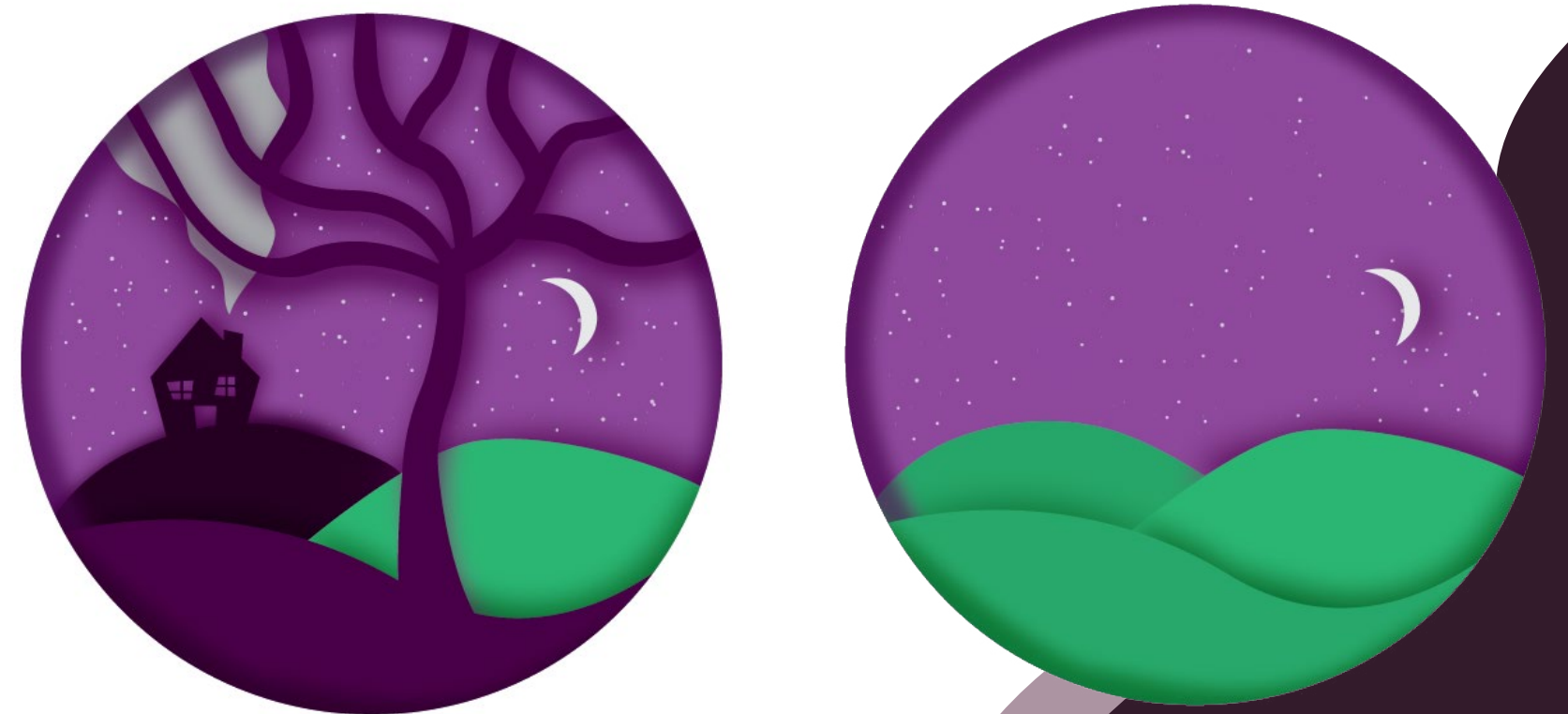
My first idea was to create a layered paper cut out style that was an interesting shape and then in the last layer of the cut-out it would contain the story and the town Agnes moved.



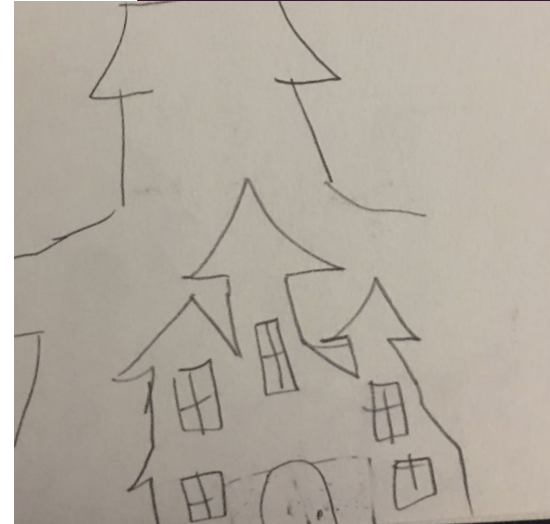
The unique cut out was not looking very cohesive with the rest of the illustration process so after deciding to go with a circle cut out, I began to sketch more ideas and head in a different direction.



This was my first illustration with the style that we wanted. I got the basic layout that I wanted but there were still a few things I needed to work on like coloring and the cutout. I began to go back to my mood board for more inspiration and on the next page you will see a more refined edit.



My drafts started to come together once I had made edits to coloring, layout, Agnes, and the house. I was still struggling with the look of the tree and the lack of contrast Agnes had. She wasn't standing out as much as prominently as I had envisioned.



In my final draft I focused on bringing Agnes out by putting the moon behind her and changed the tree to make it look more realistic. I refined Agnes and changed the coloring. I also added more yellow lights in the houses to bring the illustration to life.



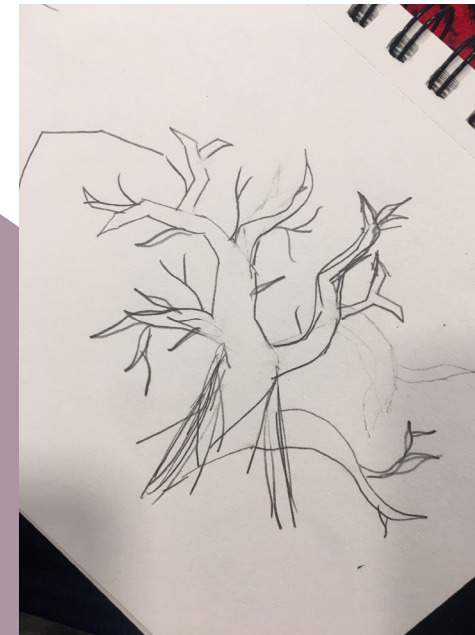
Agnus Mothberry was an eight year old witch.



Agmus Motherberry was a 12 year old witch



She moved to a new town and was surrounded by children how dressed acted different than her



She moved to a new town and was surrounded by children who dressed and acted different than her.

Final Spread



Mock-Up Final Spread



Videography

In one of the group meetings I created a page of the schedule for our big video shoot day. This included addresses, day schedule, necessary equipment, and questions we as a team had created for Rebekah, Mariya, and Rebekah’s Mom.

SCHEDULE SATURDAY- OCTOBER 25TH

11:30am- Be at Eden Apartment Club House
Address- 555 W. Mikan Drive #12112
Rexburg, ID 83440

12:00pm- Filming Mariah Video

2:00pm-Go to Kylie’s house to film Rebekah
Address: Kileys House-

NOTES FOR TEAM MEMBERS:

-Wear plain colors like grey or white for headshots. Just like business casual or something.
Headshots will be on a purple background
-Everyone bring their cameras

Equipment: Godox, umbrellas, shotgun mics.

MARIAH’S VIDEO

2 cameras

-Start with her sketching
-Stories about her and stories about her work
-Why this project is important to you

-Interview Questions-

- What first made you excited about art?
- What’s your favorite thing to draw at the moment?
- Can you tell us a bit about your workspace?
- What illustrated book have you read recently and been wowed by?
- Why do you think art is important for kids? What can grown-ups do to encourage kids to engage with art?
- When you’re overwhelmed with projects what motivates you to keep working and be inspired?
- What inspired you to want to participate in this project?

REBEKAH’S VIDEO

Rebekah meeting the team

Rebekah’s reaction to her looking at the illustrations

Small talk

-Rebekah Interview Questions-

What’s your name?

How old are you?

Why did you write the book?

What’s the story behind the book?

What are your favorite books?

What about writing gets you excited?

What kind of personality does Agnus have? How do you relate to her? What do you love about her? What’s agnus favorite food? (Questions not in book)

How did you feel when you found out that Mariah was going to illustrate your book?

How would you feel if this book got published?

What else do you like to do besides writing?

What do you want to be when you grow up?

-Interview mom-

Describe Rebekah? What is her personality like?

How did you feel about the move?

What have you learned about rebekah and her story?

What makes you proud of Rebekah?

How did you feel when she found out her book was going to be illustrated?

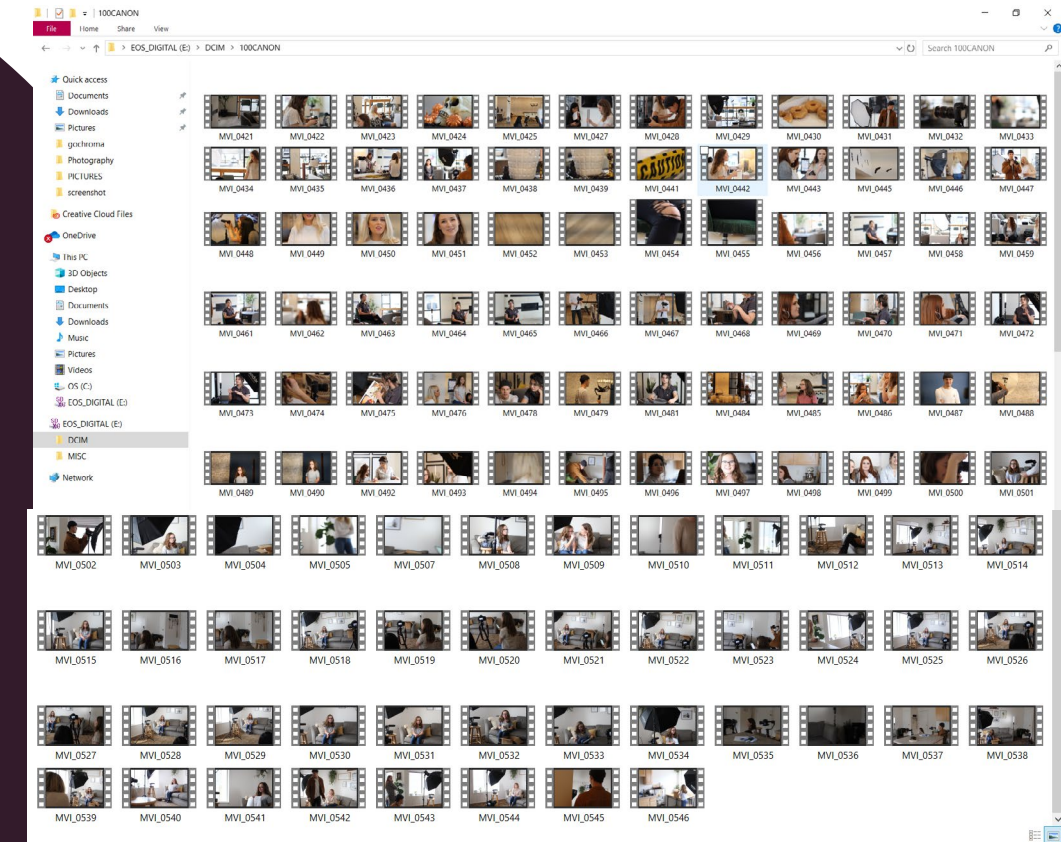
Ideas-

Get pictures of Rebekah and her friends

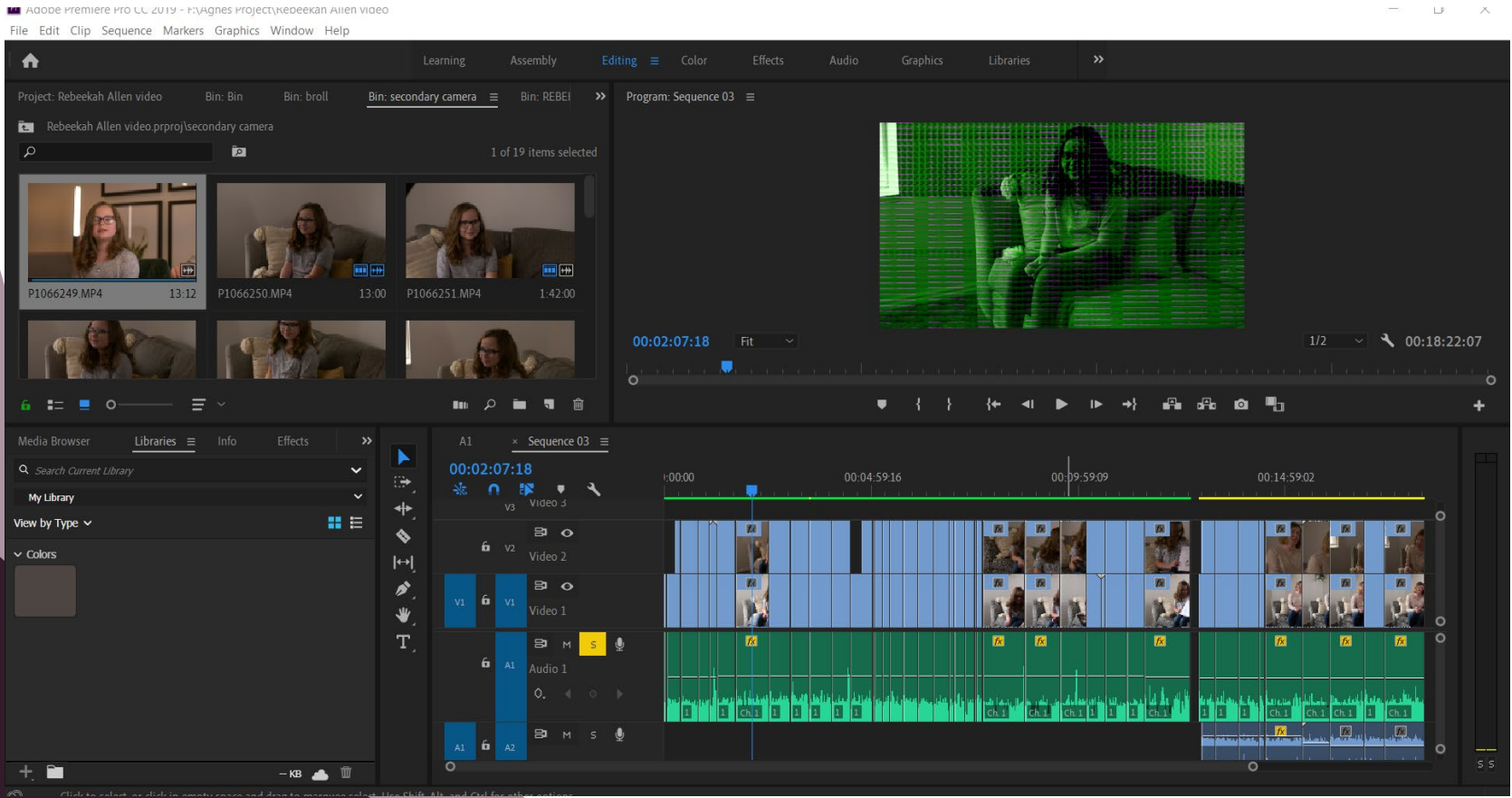
OTHER SHOTS:

Get group shot of all of us waving and smiling

When we filmed the author and illustrator, my job was to get behind the scenes footage of the video shoots. Eventually we, as a team, decided it would be best to focus on other parts of the project and set the “Behind the Scenes” video aside until it’s essential for campaign needs later next year.

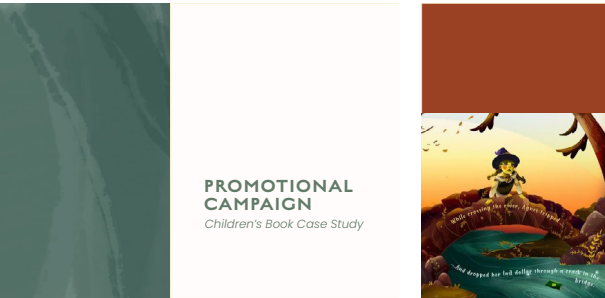


Another task I helped with was editing the footage of the author. I synchronized all the audio and video of Rebekah and her mom together. I also trimmed footage that was useless to our purposes for the video.



Case Study

I had the opportunity to design the case study and put in everyone's processes and final products. At first I had trouble finding a common theme that was simple but interesting and that went along with the illustrated book. I decided to do a little more research in a style and used the illustrations from the book to add more contrast. I chose two colors for the entire book to keep that simplicity.





Cami Su

Photography, social media, video

I am a visual communication major with an emphasis in video production. I have experience with photography and managing social media. I used the skills to photograph visual contents for the website and social media. I am also the lead over the Social Media team to create content for the Instagram account.

Photography

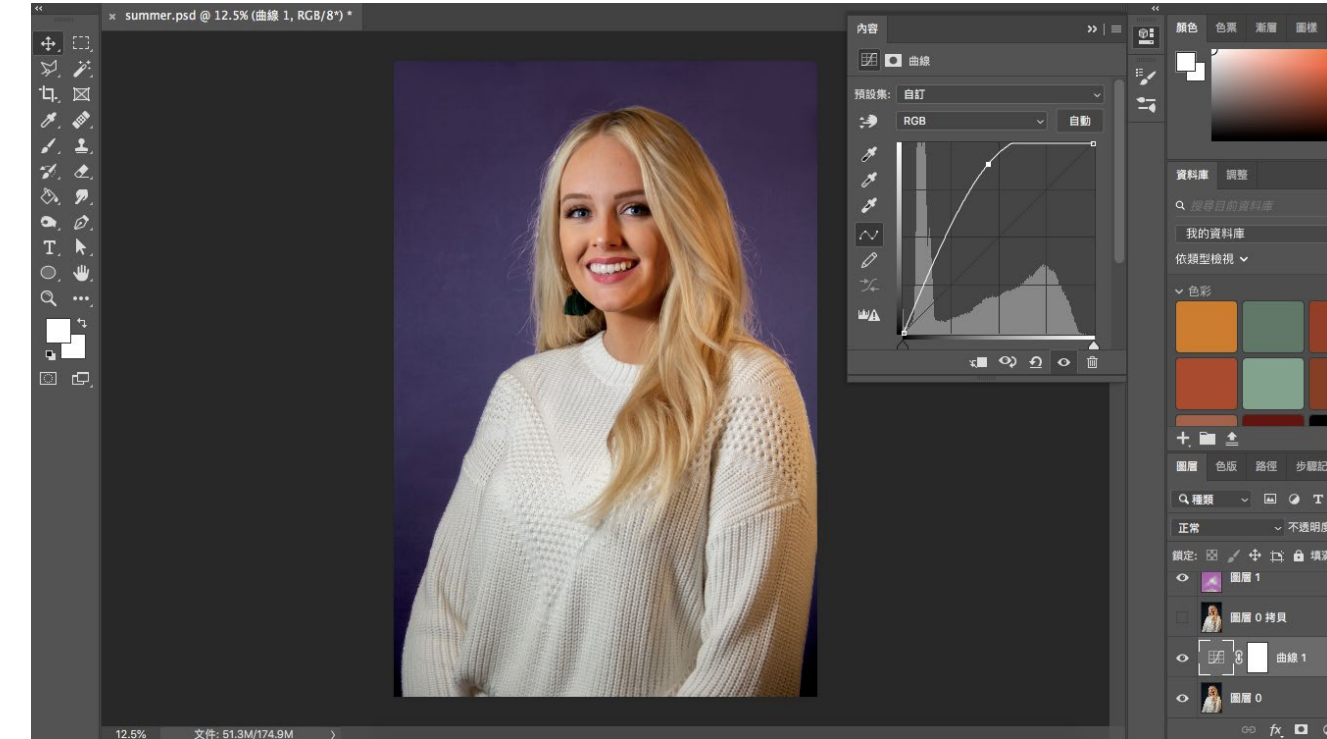
I photographed each team member. We used the Godox as the lighting equipment and had a dark blue backdrop as the background.



I used Adobe Photoshop to remove the background of the headshot and changed them to a color that would fit the feel of the website better. Since the website promotes the book, I wanted it to better match the style of our other promotional content.




I was not very familiar with Photoshop first, so I researched how to remove the background. I watched many YouTube tutorials to learn how to use the refine edge tool. It was a valuable experience for me because it was more efficient than my previous approach. My group decided to use a light purple color as the background, so I changed the blending mode to "color", so the background of the picture looks more natural.






These are the final headshots that I edited in Photoshop. These pictures are used on the book's website.


[Home](#)
[Contact](#)




KILEY LEE
Kiley is the Project Manager, is also involved in Illustration and overall design.




ASHLEY STEWART
Ashley is involved in Web Design, Web Development, and Digital Marketing.




SAMUEL PROWS
Samuel is the Video leader, including scripting, he also aids in photography efforts.




TORRIE WESTOVER
Torrie is in charge of Social Media Content creation and Behind the Scenes efforts.



CAMI SU
Cami is the head of the Social Media Team and helps with photography and videography.



SUMMER GIBBONS
Summer is a major contributor of Social Media and Design Templates and helps with photography.



VICTORIA WEST
Victoria works in Illustration and also helps with videography and overall design.

Group Meetings

The team met almost every week besides the class time to discuss the progress of the project. One of my tasks was to document the meetings by photographing the process.



Behind the Scenes Video Shoot

The team met almost every week outside of class time to discuss the progress of the project. I documented these meetings by taking photos.



Gantt Chart

At the beginning of the project, I created a Gantt Chart for the team to see a brief outline of the project. I ensured each member of the team was on the track with their tasks and encouraged them to meet deadlines.

[illegible]

	A	B	C	D	E	F	G	H	I	J	K	
29	WEBSITE											
30	Wireframes for web	Oct 1	Oct 6	6	Ashley							
31	Website basic layout											
32	Web design - HOME				Ashley							
33	Web design - TEAM MEMBER											
34	Checking in with teachers											
35	Web design - STORY											
36	VIDEO & PHOTOGRAPHY											
37	Storyboard for Meet the Illustrator video	Oct 1	Oct 6	6	Sam							
38	Meet the author shoot	Oct 25			Sam/ Cami/ Victoria							
39	Meet the author [EDITING]											
40	Meet the Illustrator shoot	Oct 25			Sam/ Cami/ Victoria							
41	Meet the Illustrator [EDITING]											
42												
43	Interviewing children (reviews) [EDITING]											
44	BTS Photo Edits		Nov 5		Summer							
45	Photographing team members headshot	Oct 25	Oct 25	1	Cami							
46	Photographing author headshot	Oct 25	Oct 25	1	Cami							
47	Photo editing	Nov1	Nov1	3	Cami							

Social Media

I was the social media team lead. My job was to create relevant content to post on the Agnes Mothberry Instagram page. I assigned myself to complete the daily captions and other posting information for the month of October. As a team lead, I needed to make sure the team members were providing quality content for their month. We met regularly to discuss the progress and evaluate areas where each of us needed improvement.

A	B	C	D	E	F	G	H
					Image: Giveaway graphic Caption: We want to thanks for all the support you have been showing to us. Now we want to give out one book to a child. Tag 2 freinds in the comments more tags the more entries aslo be sure to Follow us! winner announced in 48 hours	Visual: A graphic quote. Caption: Samatha's review.	Image: (picture of Sid) A mom making a to-do list and looks frustrated. What was the challenge you have overcame recently? Did you let your child see you work through your struggles, believe in yourself, and let them see you and participate in achieving your goals?
4	5	6	7	8	9	10	
	Video: Video clip (Video3 5:30-5:52) of Rebecca talking about Agnes Caption: Do you know what Aunes favorite color is? What does she like to do? Rebecca is going to tell you, listen carefully!	Image: Becca riding bikes with friends (Black) Caption: Becca is such a talented girl who loves to ride bike, plays piano, and dances ballet.	Video of Mariya drawing on a tablet. Caption: We have this professional illustrator who is going to amaze you by bringing Agnes to life.	Visual:amazon package delivered.caption: have you gotten the book? we cant wait to hear from you!	Visual: A quote Caption: Summer's review	Image (utah mom) : A mom looks confident in the mirror with a big smile. Love yourself frist, then our chidren will do the same. We dont want them to hurt themselves because they dont feel like they belong to their peers at school.	
11	12	13	14	15	16	17	
	Video: Rebecca talked about tthe moves. Caption: Rebecca was going through the same thing as Agues, she didn't have friends.	Image: Holding a book in her arms Caption: Never thought about being an author, enter the contest "I want to be an author" The day Rebecca wanted to be an author!	Image: Headshot sets up Caption: Who's in the team? This is how we took those amazing professional headshots of each memebr. Link on bio	Video: Maryia talks about self-worth Caption: Are you still trying to be the perfect version of yourself? Auges teaches us a lesson of loving who you are	Visual: A quote Caption: Abby's review	Image: STOP COMPARING. Caption: Stop compare yourself with mom bloggers! You all have different sucess in your motherhood experiance. You are a good mother to your child. Believe it!	
18	19	20	21	22	23	24	
	Image: picture of her hosue Caption: Living at a new place could be hard, how did Agnes adjust?	Video clip of mom saying she is proud of Becca because...Caption: Mama's proud time	Image: Group meeting picture Caption: These hard working individuals got together to make a little girl's dream come true!	Video (4:40-5:20): Mom talking about self-discovery. Caption: We are afraid of being different because we dont want other to think we were wired. Becca's mom learned to be unique from this story.	Visual: A quote Caption: Callie's review	Image: image of a list, Do laundry, Make lunches, Study for test... wearing differtn outfit. Caption: Moms have different roles to each child, how many roles do you find yourself being in one day?	
25	26	27	28	29	30	31	
	Image: Two moms reading the book together and smile! discussing. Caption: Sharing is caring. We would love to hear an experience you have about sharing the story with your friends!	Video: showing the meta!A little secret that Rebecca wants to share with you! She started wanting to learn ballet because of a gift that she got from her fifth birthday	Image: Few seconds of Kiley hugging Becca on the couch Caption: Big sister loves. When we miss our best friends, it's ok to be a little bit sad. It's okay.	Image: Smiling face illustration Caption: "The most beautiful thing you can wear is confidence." – Blake Lively	REview	Happy Halloween!	

I created several templates for social media posts with Adobe Photoshop. These were some design elements that the team decided to use to add a cohesive feel to the brand. I used a certain brush that the illustrators have been using, and the colors from Mariya’s color palette.

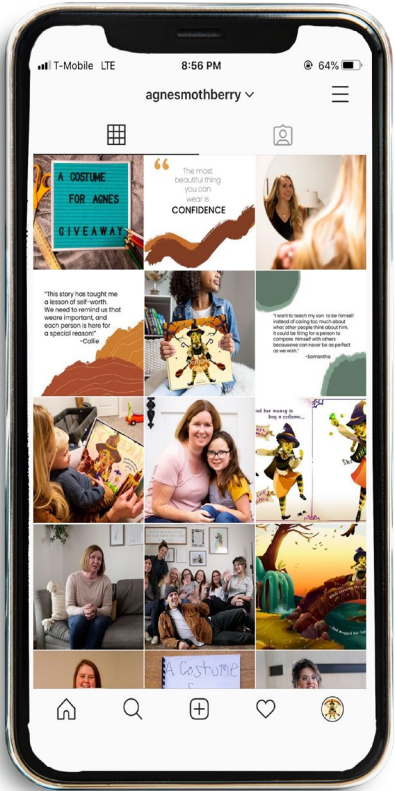


Here are the final templates I made. I designed 4 quote templates and 3 review templates for the month of October.

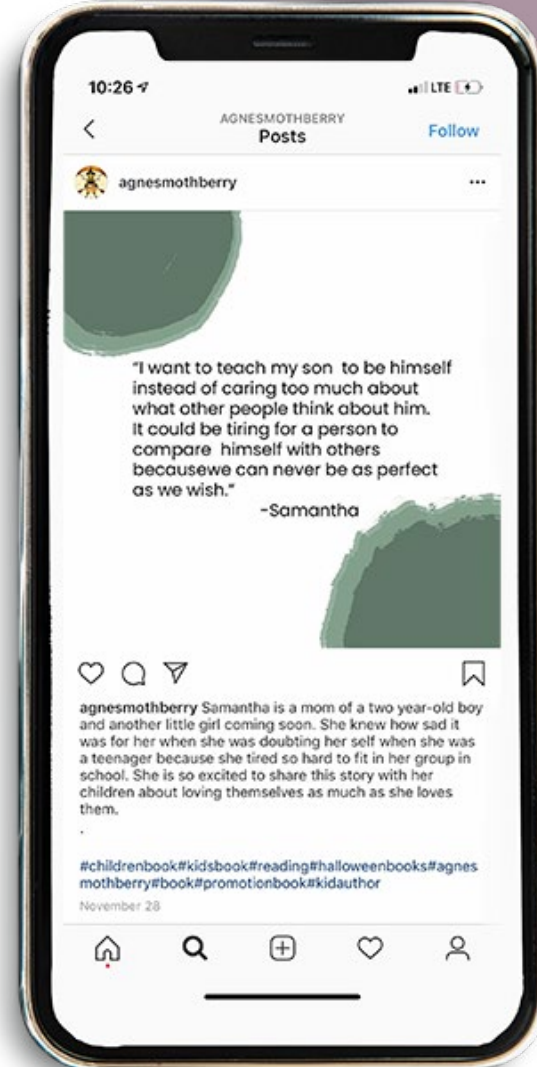
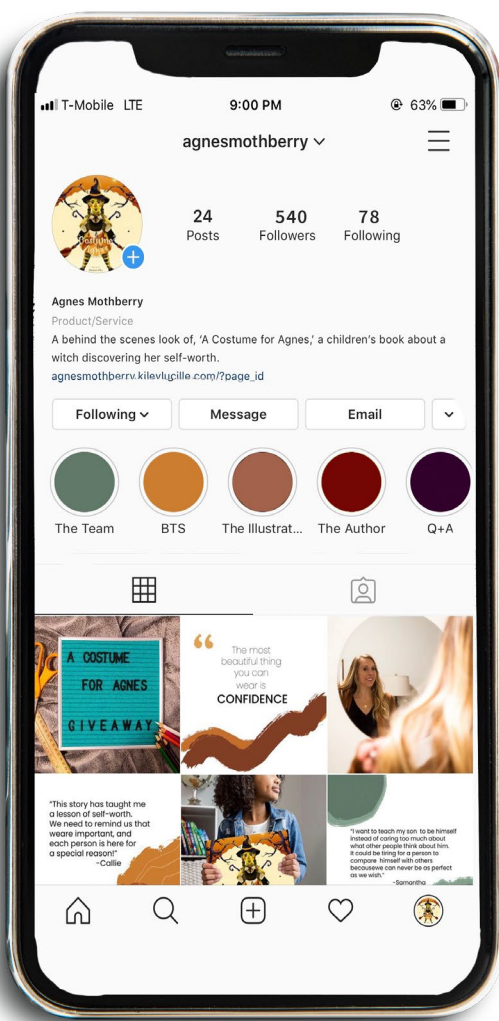
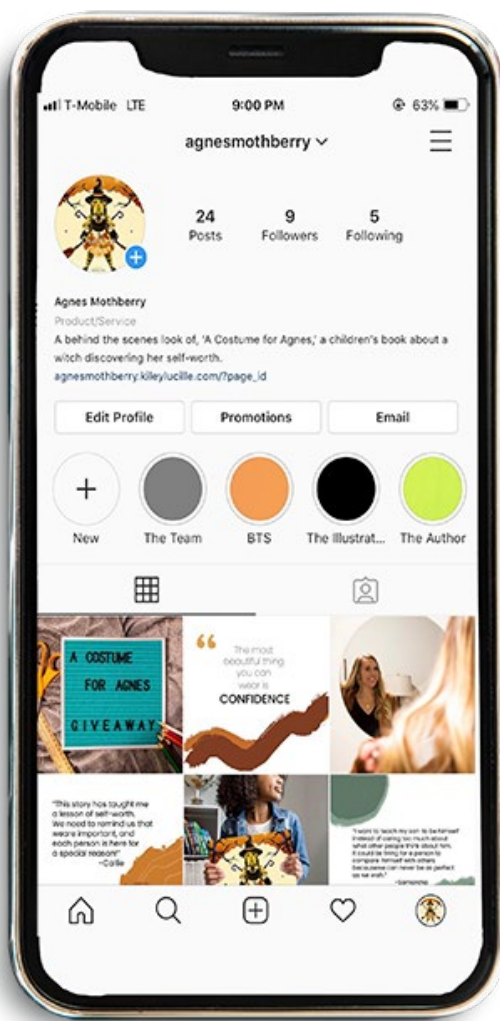


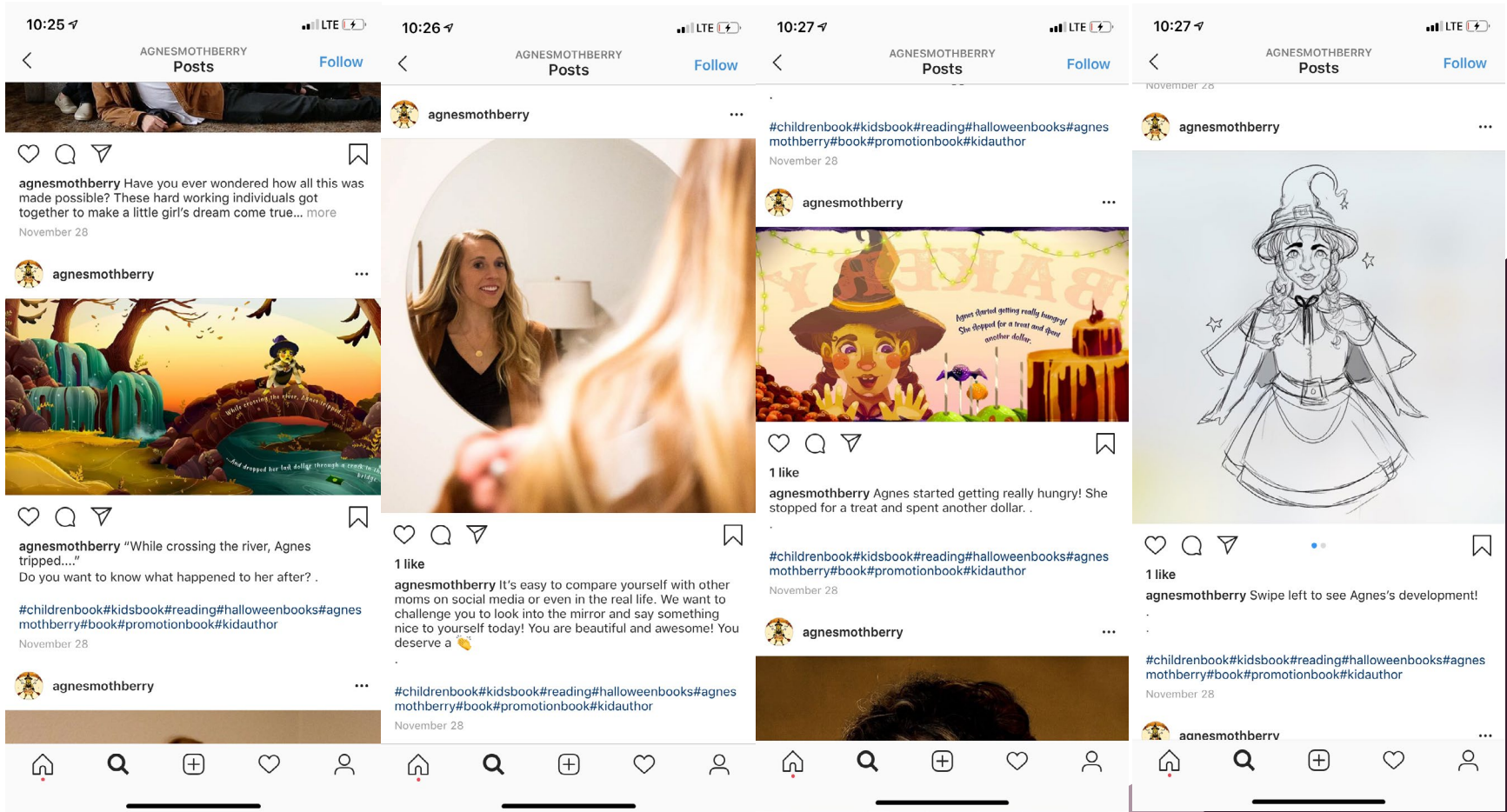
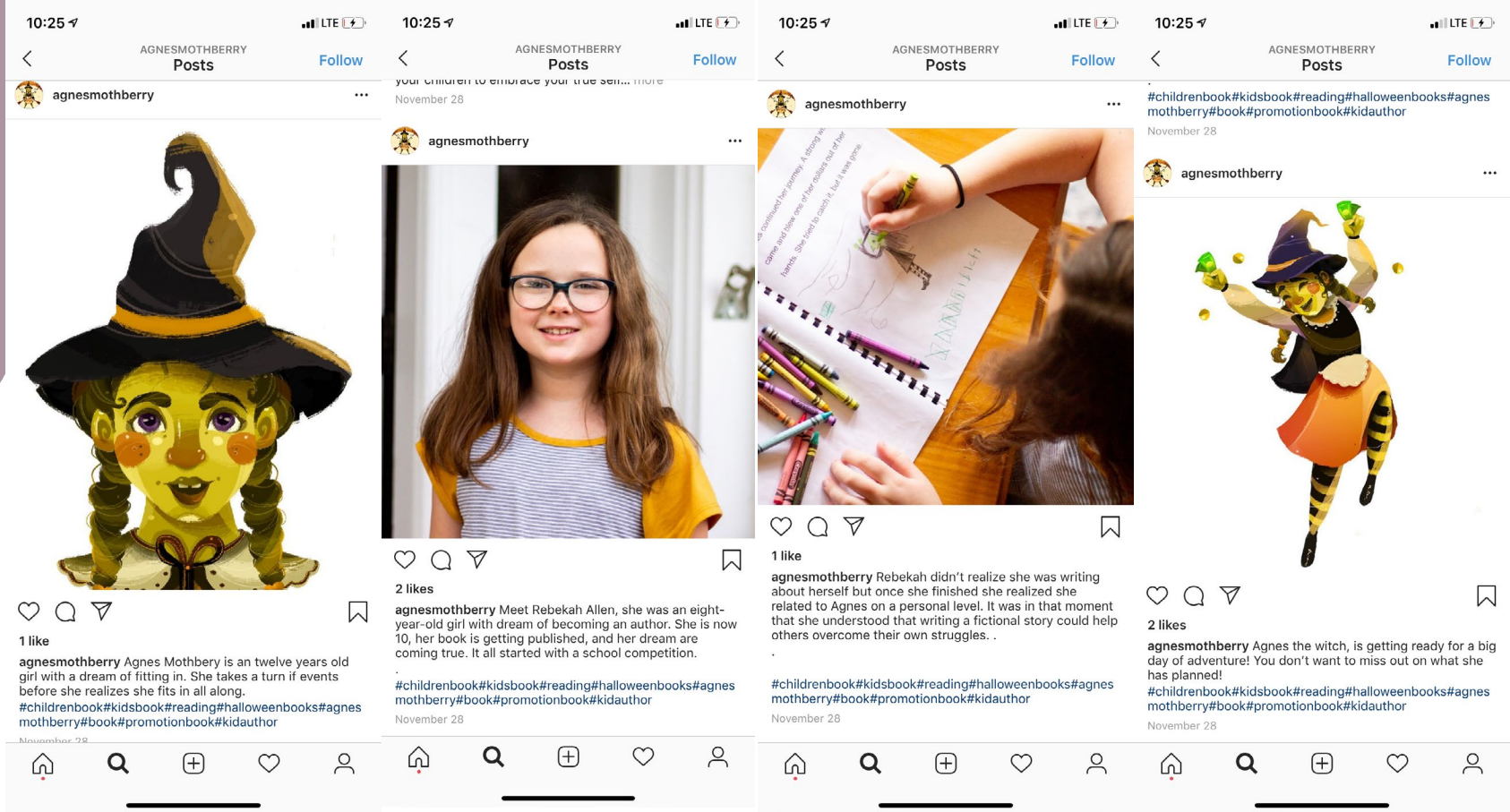
I took these pictures for social media posts as well.

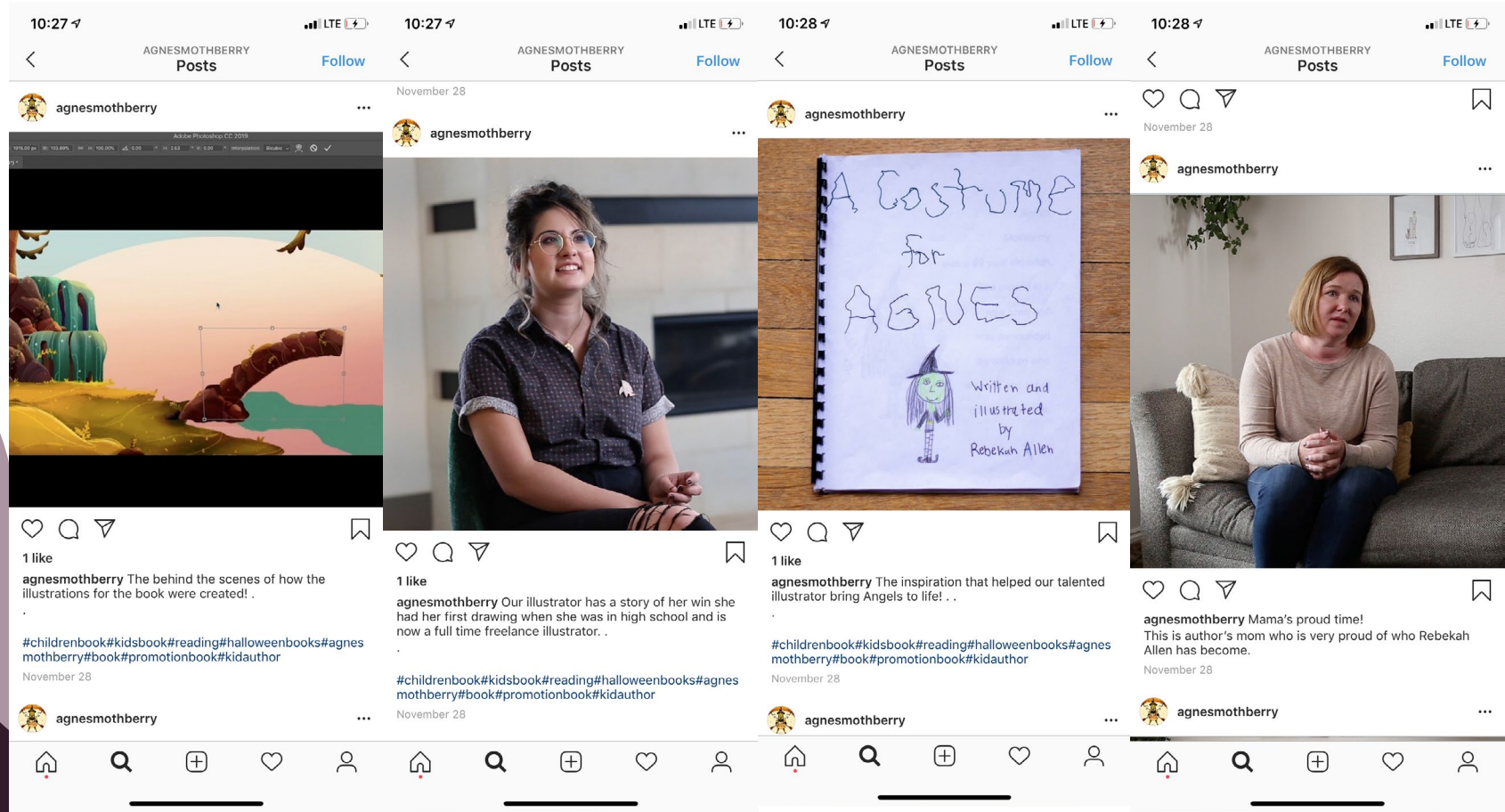
I posted over 20 posts on Instagram to visualize what the content would look like when posted on the platform.



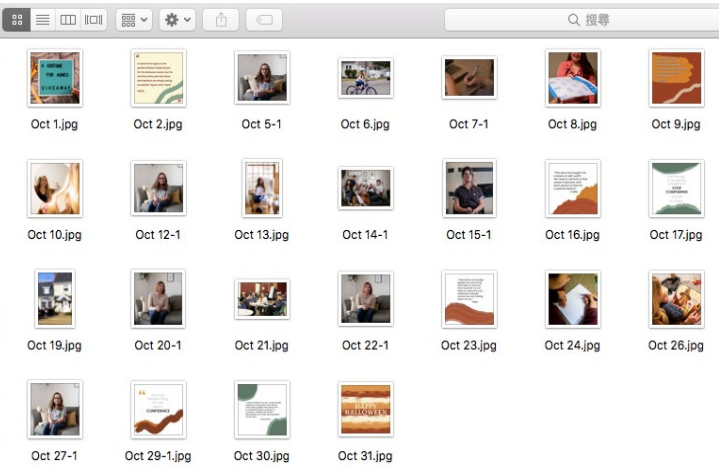
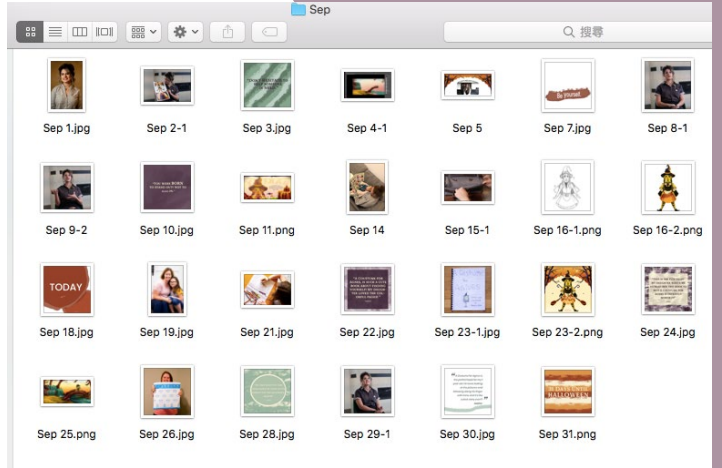
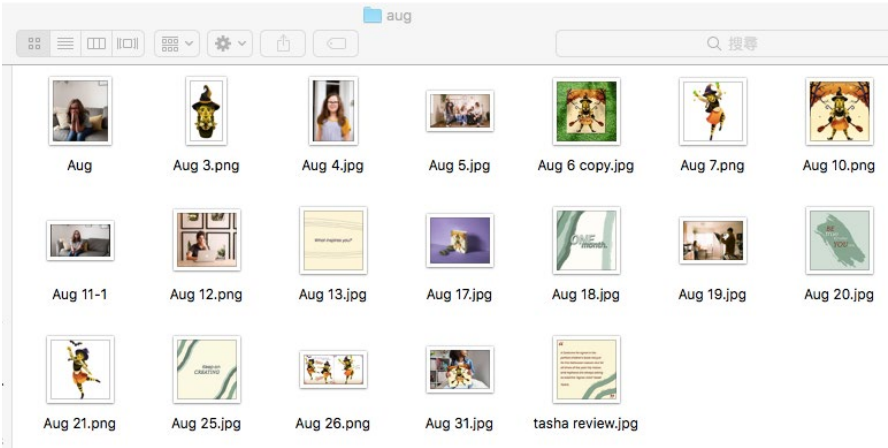
I modified the colors of the stories highlights, as well as the number of followers, and the number of following on the account.







I dated and organized all the visual content together in a file for the client to use in the future. The visual contents include pictures, graphics, and video clips.





Ashley Stewart

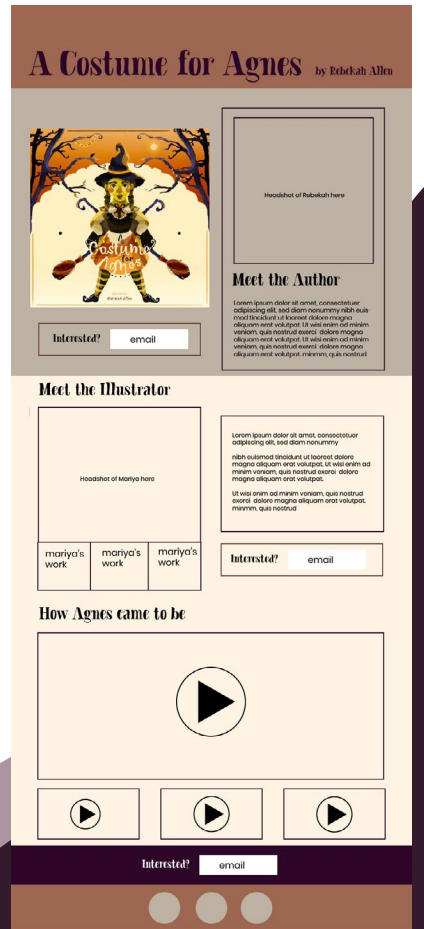
Web design, copy editor

I love collaborating with and learning from others. I am an Interdisciplinary Studies major with modules in Visual Communications and Computer Information Technology, I naturally gravitated to web design responsibilities for “A Costume for Agnes”. I was also able to run a Google search campaign while the website was under construction. I have accepted a project management internship following graduation. The following is a record of my process and final products.

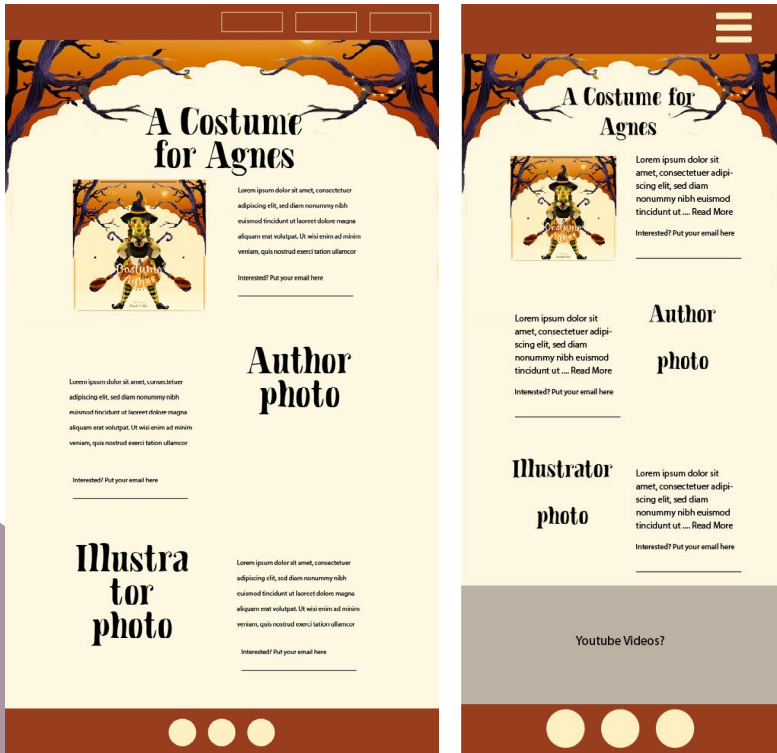
Initial wireframes and Concepting

To get the website moving, I needed to have a concept of the website layout. Sketching these out in Adobe Illustrator was helpful to see potential content in place. This first wireframe on the left was the first initial concept I put together for the website. I was just using a few colors from the color palette that our Illustrator sent us. However, I was struggling to find a cohesive flow that would feel professional, but still childlike.

This second wireframe on the right was more thought through. I wanted to include a log more media than our team had originally planned, and I added a place where the users could subscribe for publishing updates. However, I was still struggling with colors.



Color Concept Wire Frames



Desktop view

Mobile view

I finally settled on the main orange color that is found on the cover that Mariya designed for “A Costume for Agnes”. Once I had the colors solidified, I also had to think about the fonts, mobile view, and the general styling of the homepage.

A team member suggested the idea of using the book cover’s backdrop as a background image, and I was willing to experiment, so I modified the cover image without Agnes in Photoshop.

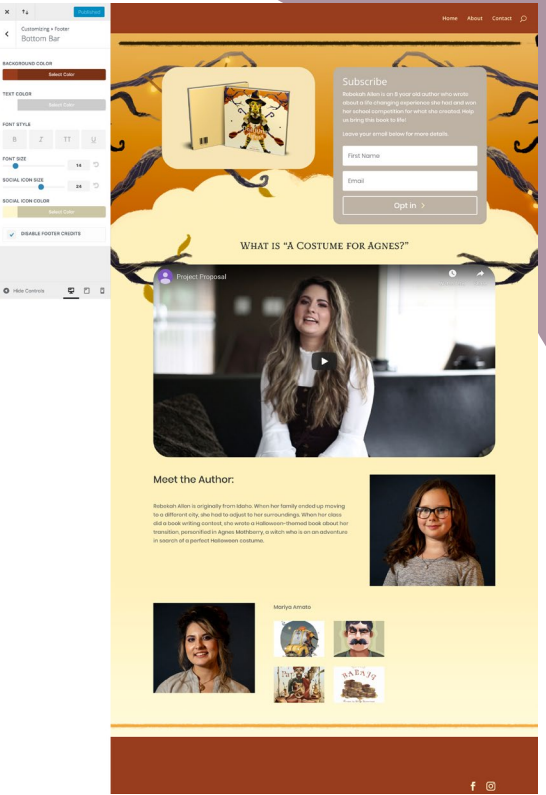
The mobile design was a little difficult considering I had a little more space to worry about. It’s hard to know when people are going to stop scrolling.

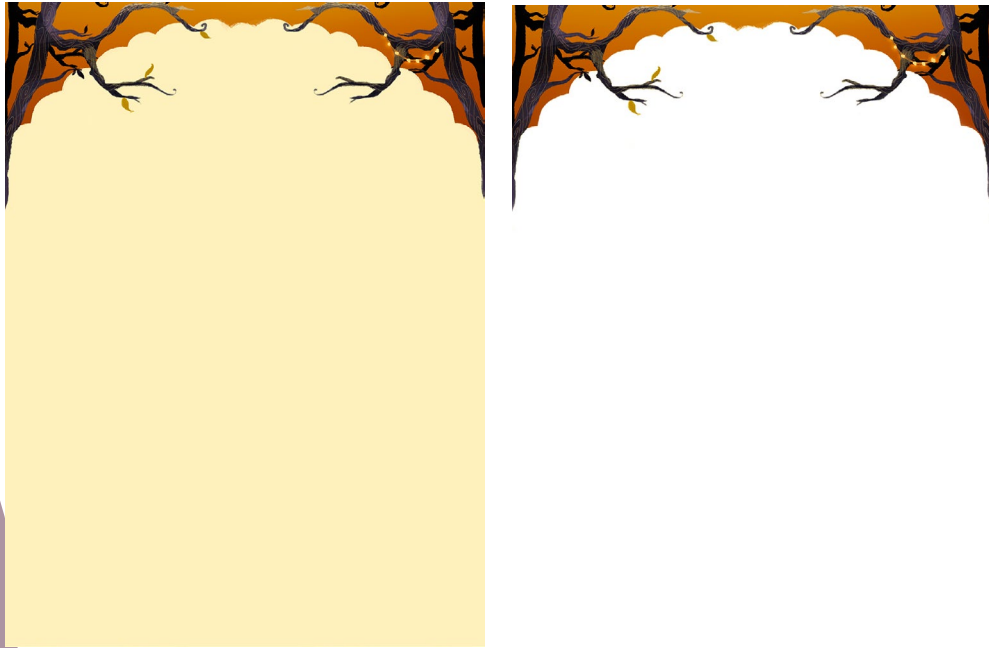
One mistake I made when looking for fonts was not checking for copyright permissions. Since it was unknown if Rebekah’s family was going to use the website to promote and publish her book, I couldn’t risk using a font that wasn’t royalty-free. So the font had to change.

Background Image evolution

The process of getting this background image to look good was a challenge. The yellow background under the backdrop was a cool concept, but when implemented it didn’t look professional and was overwhelming on the eyes. So I had to try something else.

I went to Adobe Photoshop and brushed out the rest of the yellow with white instead. I thought that white would be more clean-cut and professional. My teammates agreed.





Once that was done I noticed that the lower branches were posing a distraction from the title that was going to be across the top.

I liked the branches, because I thought that they added depth to the page. So I only brushed out the bottom branches and left the top ones to maintain the depth, but add an element of professionalism.

Lastly, the bottom two thirds was no longer necessary since the background of the website was white anyway, so in order to reduce file size, I cropped the bottom and the bottom image here is the one used on the website.

Dividers

It was agreed upon that the site needed some sectioning. There needed to be some division between Meet the Author, Meet the Illustrator, and Subscribe to updates so that users would know that they are moving on to a different portion of the page.

I tried searching for a good color to accent the dividers with, and tried the purple. Initially we liked it, but it had too much contrast. A team member suggested alternating colors, so I went back to the color palette that our Illustrator made and chose a couple from there that were more muted.

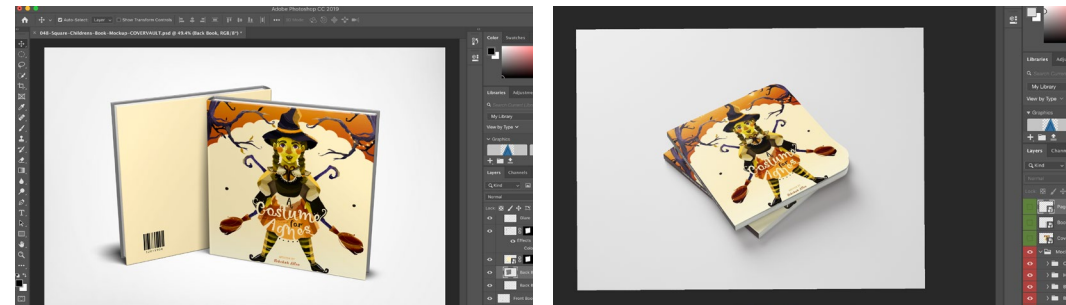


Adding Images

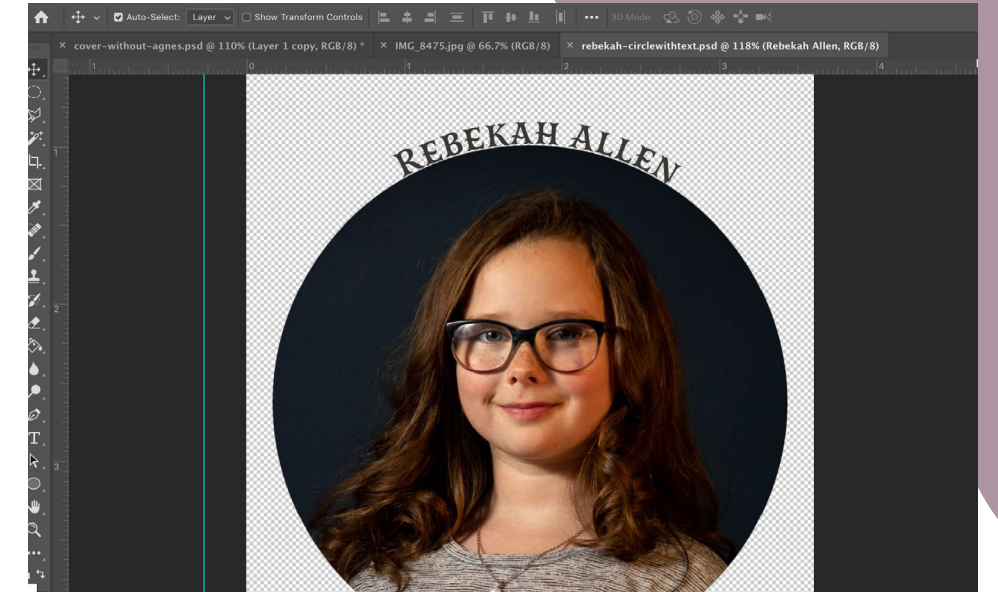
I did have to create some mockups of the book to put on the website that would showcase the product itself even though we hadn't printed it. I had to be mindful of the printing size of the actual book which was 10 x 10.

Some free mockups don't leave a lot of room for you to change things from the way that it is set up, but I was able to, with some help, figure out how to change the background color from a blue color to one from our color palette.

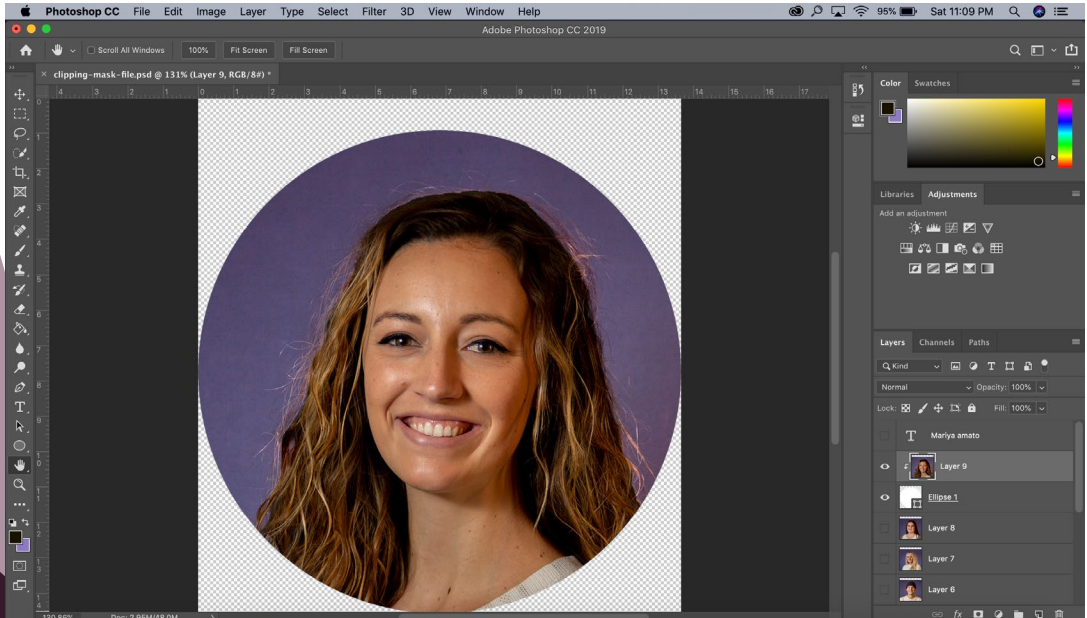
I used the first mockup as a filler when the website was first up just to have something visual there, but over time I wanted something more professional and finished this one to replace it.



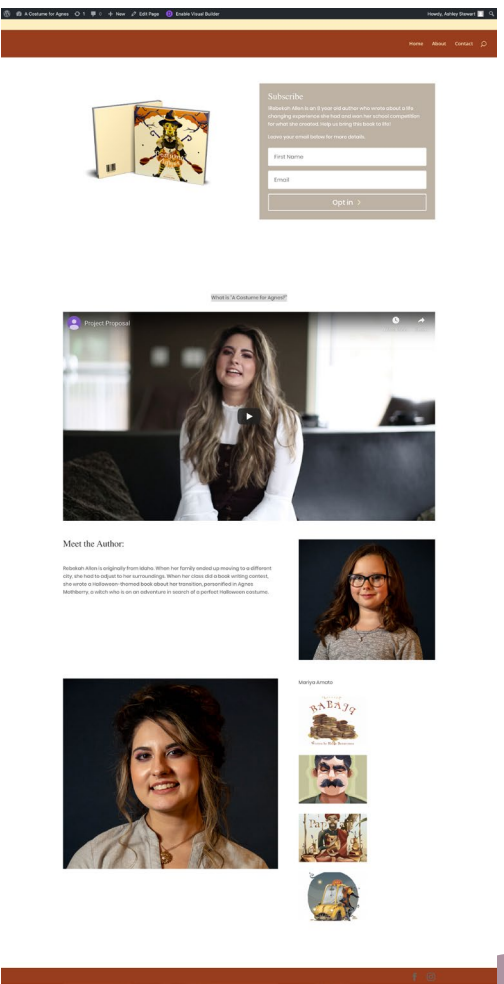
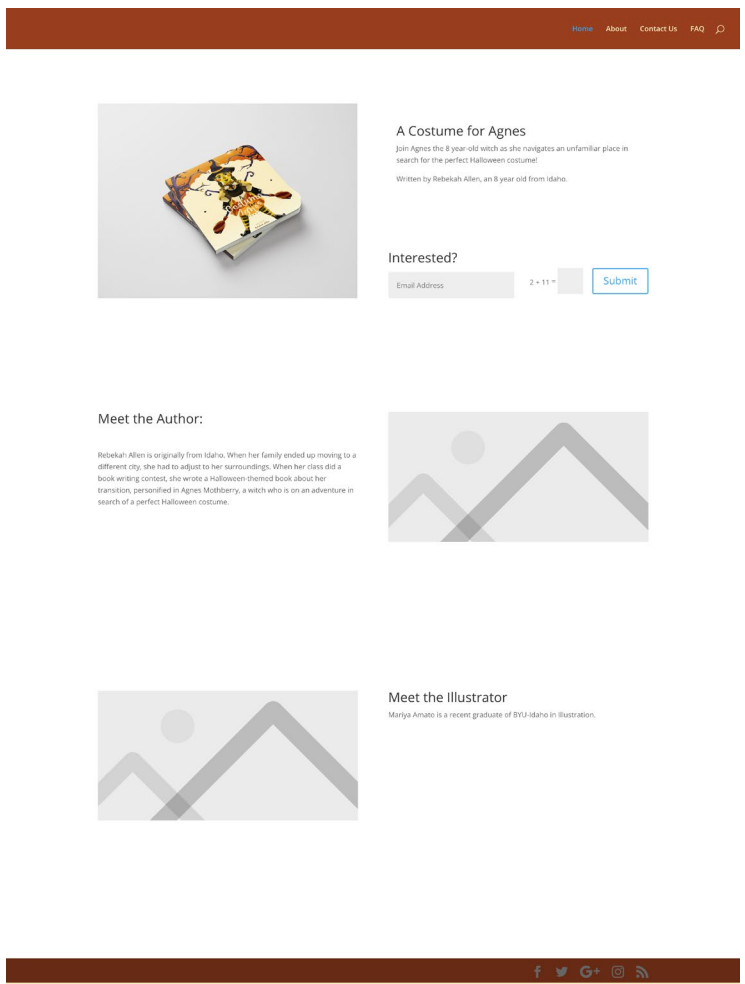
I wanted the text around the photos to follow the path of the shape of the photos to give it more flow, adding a childlike feel that Mariya does so masterfully. I used Photoshop to do this. I created a shape, then used the "text on a line" tool to add text and then separated it a good distance from the photo. I made sure the distance was the same for both photos. I was able to do this again when the final photo was modified.



I used a similar process when editing the team members' photos for the about page. As you can see below, I used a clipping mask and used each individual photo as a layer in Photoshop. This allowed me to make changes quickly without compromising the quality or size of the photo.



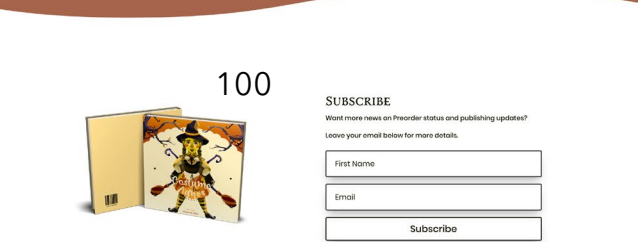
Home Page Drafts





It would be impossible include all the iterations of the homepage, but here are a few pivotal moments from the process. The first was just adding a custom layout to the homepage with Divi, and adding a visual just to have one. The second was at a point where I had the layout solidified, but I didn't have any serious ideas for styling and spacing.

Finally, the last image here is the final iteration with background, styling, and completed visuals.



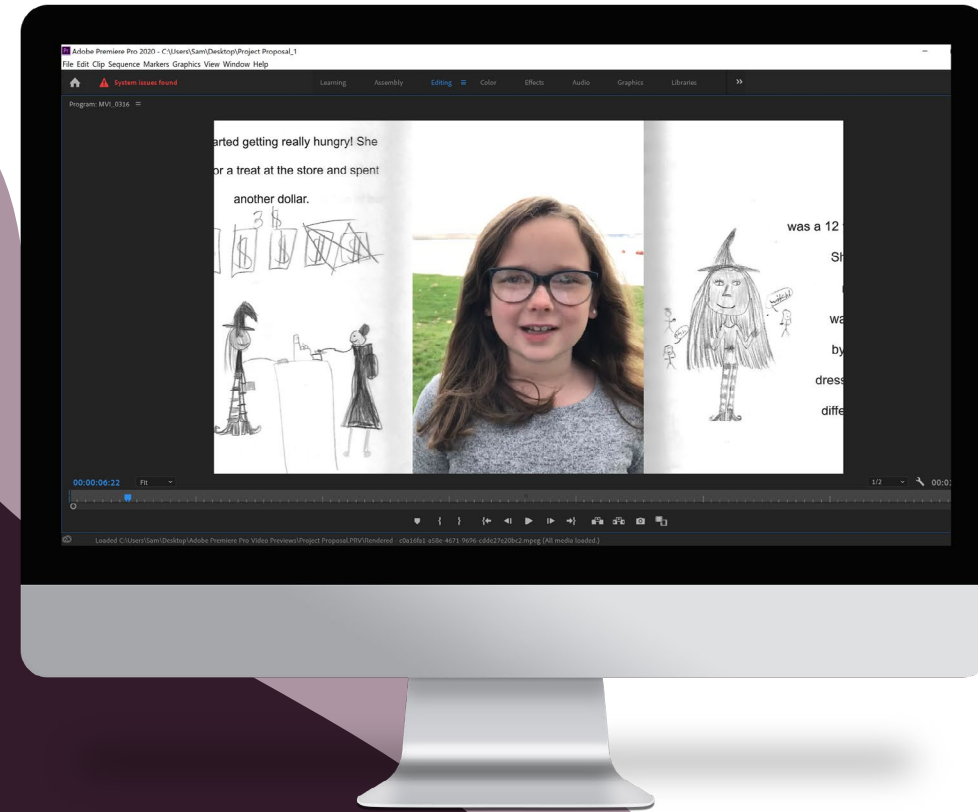
Sam Prows

Video Lead

I was the director and producer of the videos for “A Costume for Agnes”. I also aided in design concepts for Costumes for Agnes website. As a Visual Communication Major with extensive experience in photography and graphic design, I used my understanding of photo composition and visual storytelling to conceptualize, plan, and create narrative videos. The remainder of this section contains all my visual contributions to this project.

Video 1: Project Proposal

The project proposal video was the first video our team did. The introduced viewers to the author of the book, the illustrator, and our team who is overseeing the marketing and promotion of the book. The video is an invitation to other students on campus to join the group and help make this project the best I could be



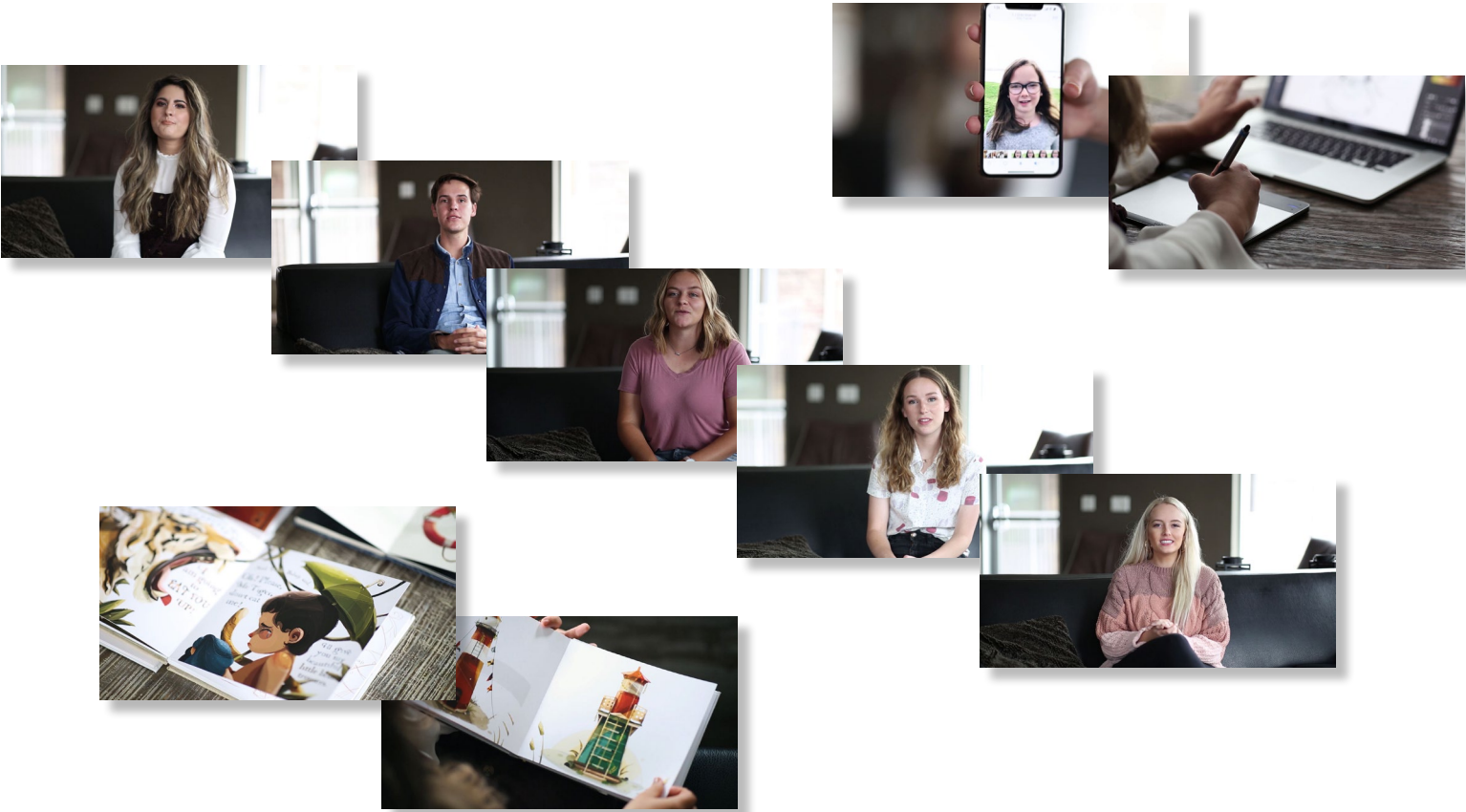
Behind the scenes

Sam directed this project proposal video. His responsibilities included filming primary and secondary footage, lighting and composition, and editing. A large majority of the time spend on this video went towards editing. Editing included syncing audio with video, stylistic and logical arrangement of clips and color correction.



Video content

The video consisted of multiple members of our team talking about the project. The video also shows Mariya working on some of her illustration that will be used in the book as well as some of her past illustrations.



Video 2: Meet the Illustrator

Our goal for this video was to give the audience better insight into who was creating the beautiful illustration in the book. Maria (the illustrator) talked about her inspiration, her art style, and why she decided to work with us to create Costumes for Agnes.

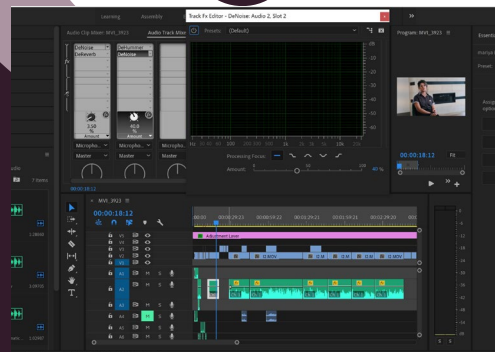
Sam was the director of the interview video. He captured B-roll and primary footage. He was also the editor of the video, compiling the shots, enhancing audio, and color correcting.





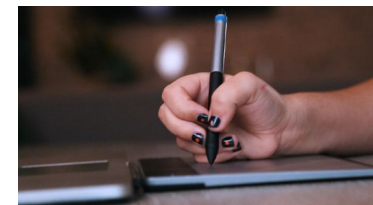
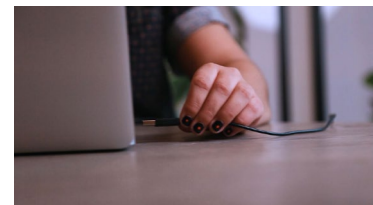
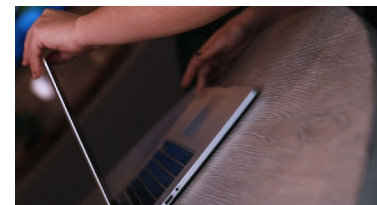
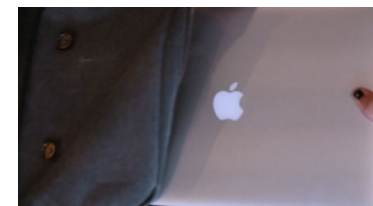
Behind the scenes

The lighting and location were two factors that helped take this interview to the next level of professionalism. The lighting and composition were carefully thought out. It was important the Maria, the illustrator, felt comfortable during the interview and also had an idea of what our vision was for the video.



Video content

For this video I took creative liberty in introducing the illustrator with fast short clips that seamlessly transition from one to the other. The short clips show the illustrator preparing to start working on an illustration.

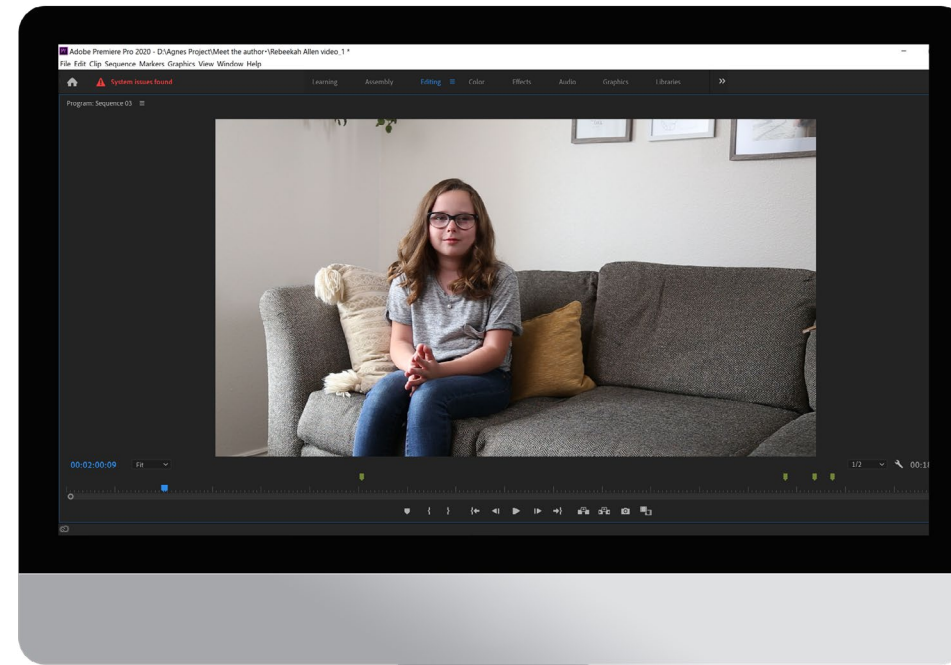


The video goes on to show the interview we conducted with Mariya with B-roll of her illustrations and her work process throughout.



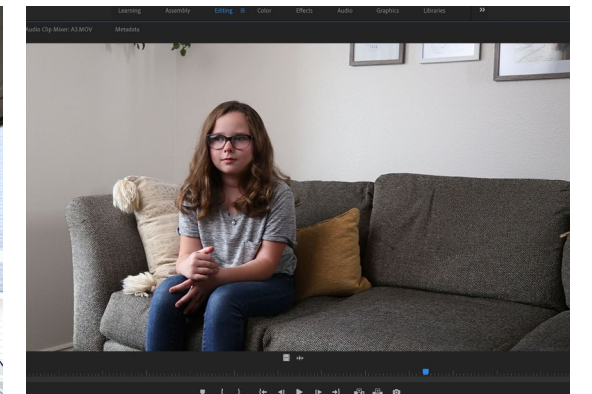
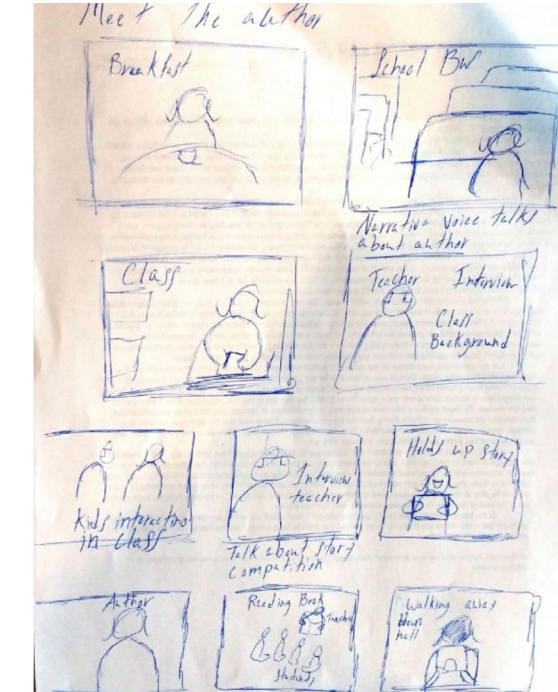
Video 3: Meet the Author

The author is the artist behind storytelling. For this video, our team wanted to capture the likeness of who the author is. We wanted to understand Rebecca's, the author of *Costumes for Agnes*, inspiration behind the book and how she felt connected to the book's main character.



Behind the scenes

We only had 3 hours with the author and wanted to make the most of the opportunity. There was a great amount of planning that for this video. We wanted to make sure we got enough footage to properly tell the authors story.



Video content

This video consisted of two interviews. One of Rebekah Allen and one of her mother. The video transitions between interviews and is supported by B-roll throughout, giving more interest and understanding of what the interviewees are talking about.



Video 4: Promotion Video

This video is meant to promote the book and give viewer a overview of who the author is, why she wrote the book, who the illustrator is, why she decided to illustrate the book, and the promotion team. The video gives information on when the book will be available and where they can find out more information.



Video content

This video consisted mainly of the clips used in our previous video. We recorded a voice over narration to give the video structure and give a more focus in on what we want the audience to know. I also include anamorphic animation of the book's illustration for more interest. The video also includes a section of the interview we conducted with the illustrator, who explains why she was intrigued by the book and the author.



Design Elements: Branding Book

Sam also helped in creating the promotion branding for the book. Our team wanted to create a branding style that felt cohesive with the book's illustrations. We wanted to design elements that were organic, fun and would be appealing to both kids and adults. Sam also help with the layout and design of the books website.





Torrie Westover

Social media

I am a communications major with an emphasis in Visual Media. I have experience with social media management through an internship where I managed multiple social media accounts for different clients. I used my background to create a social media campaign for the children’s book “A Costume for Agnes”, the following is what I contributed to the project.

Captions

I focused on creating captions for the month of September. We decided that during the month of September, we would focus on talking about the Illustrator. We will do this by showing some of the illustrations that she created for the book. Additionally, we wanted the posts to take a behind the scenes look into who she is as a person. September is also when the book will be released. Due to this, I focused on creating posts that targeted towards gaining follower’s by showing how the book relates to potential customers and advertising when the book will be released.

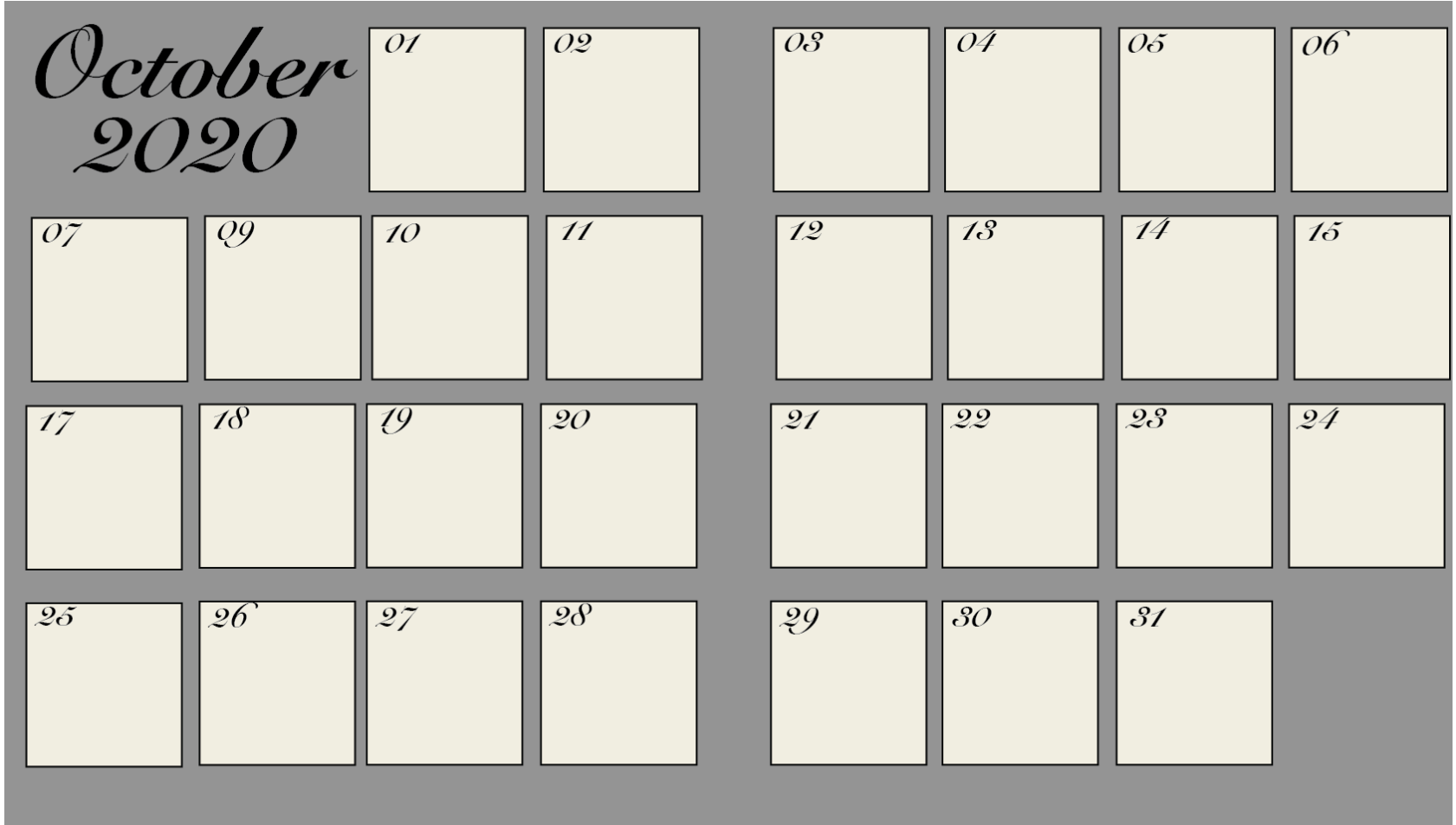
MONDAY	TUESEDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Meet our talented Illustrator Myriya Amato. She graduated from BYU-I with a degree in Illustration and is currently a freelance Illustrator in Utah.	Myriya believes that the font needs to match the story, she creates all her fonts when illustrating books.	Be selfless and don't hesitate to help someone in need.	The creation of Agnes.	Come and learn more about Agnes at our website, link in the bio.
MONDAY	TUESEDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Be yourself!	Stepping out of your comfort zone can be the beginning of a journey you never saw coming.	Myriya saw herself in Rebecca and wanted to help make her dreams come true.	You were born to stand out, not blend in."	Look at this amazing spread! Myriya Created!	Don't want to miss a beat?! Visit our website to subscribe and get updates.
MONDAY	TUESEDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
"There are only 940 Saturdays before they are in college use them wisely."	The first step of creating something is to sit down, and start.	Swipe left to see Agnes development.	Agnes works hard for what she wants. What do you do when you want something?	TODAY IS THE BIG DAY! It's live on Amazon. Go hurry and get your Halloween book before it's gone.	Meet Rebekah's mom Kerri she has been helping Rebekah Publish her book since the beginning 3 years ago.
MONDAY	TUESEDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Rebekah didn't intend on righting about herself but as she read it when she was finished she realized that she and hopefully others could relate to the story.	Review Post	The inspiration that helped our talented Illustrator bring to the next level.	Review Post	Our Illustrator creates everything on her computer from sketching ideas to creating this spread!	Don't forget to order your book on Amazon, if you order it today it will be delivered by the first of October.
MONDAY	TUESEDAY				
Review Post	Our Illustrator has a story of her own shes didn't start drawing until she was in High School and is now a fulltime freelance Illustrator.				

Branded Calendar

I created a branded calendar to show the daily captions in a simplified, format. This allows the client to quickly see what will be posted each day, without any of the extra information cluttering their view. Currently, the branded calendar shows only 24 posts for each month.



Calendar Drafts



AUGUST

WEEK ONE

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

WEEK TWO

WEEK THREE

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

WEEK FOUR

AUGUST

WEEK ONE

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

WEEK TWO

AUGUST

WEEK THREE

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

WEEK FOUR

118

119

Finalized Calendars

24-posts AUGUST							
WEEK ONE	POST ONE	POST TWO	POST THREE	WEEK TWO	POST ONE	POST TWO	POST THREE
	Happy Monday! Let's take on this week with CONFIDENCE and make it ROCK.	Meet Rebekah Allen. She was an eight-year-old with dreams of being an author. Now she is 10, her book is published, and her dreams are coming true.	We are so excited to start sharing the journey of Agnes Mothberry!		Wondering what 'A Costume for Agnes' is about? It's all about embracing your true self.	ONE MONTH from today, we are releasing A Costume for Agnes! The excitement is real!!!!	Have you seen the "Meet the Author" interview? You're going to want to check it out. Link in bio!
	POST FOUR	POST FIVE	POST SIX		POST FOUR	POST FIVE	POST SIX
	Rebekah Allen, author of A Costume for Agnes is inspired by her real life experiences. What inspires you?	Agnes the witch is getting ready for a big day of adventure! You don't want to miss out on what she has planned ahead.	Listen to Rebekah talk about what inspired her to write A Costume for Agnes. But first, bring out the tissue box.		We are so lucky to have such a talented illustrator on our team. She truly brings Agnes to life.	Say hello to Agnes Mothberry.	It's not always easy being the new kid in town. Agnes struggles with this and trying to fit in, until she realizes, she doesn't have to. We are so excited to release this story! Follow the link in bio to be the first to know when it is available!
	POST ONE	POST TWO	POST THREE		POST ONE	POST TWO	POST THREE
	Happy Monday, everyone! Don't let today be just "one of those days." Be excited, be driven, and GO for your goals!	Rebekah first got her inspiration from a trial in life. She wants everyone to know that writing, drawing, and creating is a great outlet for hard times. So keep on creating!	Ready for a sneak peek? Swipe to see the first page!		What is "A Costume for Agnes?" It's a book about learning to love yourself, just the way you are.	When Agnes saw a boy crying about losing his coins, she felt bad and wanted to give him one of her dollars that she had been saving for SO long! What a selfless act of Agnes.	Agnes Mothberry is an eight-year-old girl with a dream of fitting in. She takes personal journey before she realizes, she is perfect the way she is.
WEEK THREE	POST FOUR	POST FIVE	POST SIX	WEEK FOUR	POST FOUR	POST FIVE	POST SIX
	Living in the new place can be difficult, see how Agnes adjusted to her big move!	"I am so proud of Bekah!" -Kerri Allen	These hard working individuals got together to make a little girl's dream come true!		It's all about being confident in your own skin, being true to who YOU are!	HAPPY FRIDAY! We hope everyone has a great weekend, and don't forget... YOU ROCK.	August is almost over! Which means we are one month closer to releasing Agnes Mothberry!

24-posts OCTOBER							
WEEK ONE	POST ONE	POST TWO	POST THREE	WEEK TWO	POST ONE	POST TWO	POST THREE
	CONTEST ALERT!!! We wanted to say thanks for all the support we've been getting. We want to give away a copy of the book. Tag 2 friends in the comments more tags the more entries also be sure to follow us! Winner will be announced in 48 hours.	Review Post	Sometimes there isn't enough time in the day to accomplish all your goals, remember it's okay to take a step back and breathe.		Have you received the book? We can't wait to hear from you! Comment your favorite page number!	Review Post	It's hard not to constantly compare yourself to others! You are perfect exactly the way you are!
	POST FOUR	POST FIVE	POST SIX		POST FOUR	POST FIVE	POST SIX
	Are you curious to learn more about the main character Agnes? Here is the author giving you the behind the scenes about her!	Rebekah is such a talented girl who loves to ride her bike, play piano, and dance.	We have a professional illustrator who will amaze you by bringing Agnes to life.		Rebekah didn't realize she was writing about herself but once she finished she realized she related to Agnes on a personal level. It was in that moment that she understood that writing a fictional story could help others overcome their own struggles.	"I never thought about being an author, but I decided to enter the contest and realized that's what I wanna be when I grow up!" -Rebekah	Here are the individuals that helped make Rebekah's dream come true click the link on the title to find out more about team!
	POST ONE	POST TWO	POST THREE		POST ONE	POST TWO	POST THREE
	Agnes Mothberry teaches us of loving who you are in the present then what you want to be in the future.	Review Post	You are doing an amazing job! As a mother it gets difficult to not compare yourself to others. You need to remember that image someone will post is them at their best no one posts the bad.		Rebekah's mom learned the importance of self-discovery, and how Rebekah came to find herself through her story.	Are you still trying to be the perfect version of yourself? Agnes teaches us that you should love yourself no matter what!	Moms have different roles to each child, how many roles do you find yourself being in one day?
WEEK THREE	POST FOUR	POST FIVE	POST SIX	WEEK FOUR	POST FOUR	POST FIVE	POST SIX
	Living in the new place can be difficult, see how Agnes adjusted to her big move!	"I am so proud of Bekah!" -Kerri Allen	These hard working individuals got together to make a little girl's dream come true!		Sharing is caring. We would love to hear an experience you have about sharing the story with your friends!	Rebekah has many hobbies but her one of her favorite hobbies is dance. Here is a medal she won in a competition.	"The most beautiful thing you can wear is confidence." - Blake Lively

24 posts
SEPTEMBER

WEEK ONE

POST ONE	POST TWO	POST THREE
Meet our talented Illustrator Myriya Amato. She graduated from BYU-I with a degree in Illustration and is currently a freelance illustrator in Utah.	Myriya believes that the font needs to match the story, she creates all her fonts when illustrating books.	Be selfless and dont hesitate to help someone in need.
POST FOUR	POST FIVE	POST SIX
The creation of Agnes.	Rebekah has many hobbies but her one of her favorite hobbies is dance. Here is a medal she won in a competition.	Come and learn more about Agnes at our website, link in the bio.

WEEK THREE

POST ONE	POST TWO	POST THREE
Rebekah didn't realize she was writing about herself but once she finished she realized she related to Agnes on a personal level, it was in that moment that she understood that writing a fictional story could help others overcome their own struggles.	Review Post	The inspiration that helped our talented illustrator take Agnes to the next level.
POST FOUR	POST FIVE	POST SIX
Don't forget to order your book on Amazon. If you order it today it will be delivered by the first of October.	"I am so Our Illustrator has a story of her own she had her first drawing when she was in High School and is now a fulltime freelance illustrator. of becca" - Kerry Allen	Don't forget to order your book on Amazon. If you order it today it will be delivered by the first of October.

WEEK TWO

POST ONE	POST TWO	POST THREE
"There are only 940 Saturdays before they are in college use them wisely."	The first step of creating something is to sit down, and start.	Swipe left to see Agnes development.
POST FOUR	POST FIVE	POST SIX
Agnes works hard for what she wants. What do you do when you want something?	TODAY IS THE BIG DAY! It's live on Amazon. Go hurry and get your Halloween book before it's gone.	Meet Rebekah's mom Kerri she has been helping Rebekah publish her book since the beginning 3 years ago.

WEEK FOUR

POST ONE	POST TWO	POST THREE
Be yourself!	Stepping out of your comfort zone can be the beginning of a journey you never saw coming.	Mariya saw herself, in Rebekah and wanted to help make her dreams come true.
POST FOUR	POST FIVE	POST SIX
You were born to stand out, not blend in.	One month till Agnes favorite holiday! What are you and your kids dressing up as for Halloween?!	Dont want to miss a beat?! Be sure to vist our website and subscribe to get all the updates. Link in bio.

24 posts
AUGUST

WEEK ONE

POST ONE	POST TWO	POST THREE
Happy Monday! Let's take on this week with CONFIDENCE and make it ROCK	Meet Rebekah Allen. She was an eight-year-old with dreams of being an author. Now she is 16, her book is published, and her dreams are coming true.	We are so excited to start sharing the journey of Agnes! Motherberry
POST FOUR	POST FIVE	POST SIX
Rebekah Allen, author of A Costume for Agnes is inspired by her real life experiences. What inspires you?	Agnes the witch is getting ready for a big day of adventure! You don't want to miss out on what she has planned ahead.	Listen to Rebekah talk about what inspired her to write A Costume for Agnes. But first, bring out the tissue box.

WEEK THREE

POST ONE	POST TWO	POST THREE
Happy Monday, everyone! Don't let today be just "one of those days." Be excited, be driven, and GO for your goals!	Rebekah first got her inspiration from a text in life. She wants everyone to know that writing, drawing, and creating is a great outlet for her heart. So keep on creating!	Ready for a sneak peek? Swipe to see the first page!
POST FOUR	POST FIVE	POST SIX
Living in the new place can be difficult, but I have hopes adjusted to her big move!	"I am so proud of Becca!" -Kerry Allen	These hard working individuals get together to make their girl's dream come true!

WEEK TWO

POST ONE	POST TWO	POST THREE
Wondering what "A Costume for Agnes" is about? It's all about understanding your true self.	ONE MONTH from today we are releasing A Costume for Agnes! The excitement is real!!	Have you seen the "Meet the Author" interview? You're going to want to check it out. Link in bio!
POST FOUR	POST FIVE	POST SIX
We are so lucky to have such a talented illustrator on our team. She truly brings Agnes to life.	Say hello to Agnes Motherberry.	It's not always easy being the new kid in town. Agnes struggles with this and trying to fit in until she realizes she doesn't have to. We rate so excited to release the story! Follow the link in bio to be the first to know when it's available!

WEEK FOUR

POST ONE	POST TWO	POST THREE
What is A Costume for Agnes? It's a book about learning to love yourself, just the way you are.	When Agnes was a tiny unicorn about using the code, she has learned, wanted to give her one of her orders that she had been waiting for so long. What a welcome back of Agnes.	Agnes Motherberry is on sight- your girl get with it! She takes personal journey, telling the reader, she is perfect the way she is.
POST FOUR	POST FIVE	POST SIX
It's all about being confident in your own skin, being true to who you are.	HAPPY FRIDAY! We hope everyone has a great weekend, and don't forget, it's 100% FREE!	August is almost over! When we start we are month closer to releasing Agnes Motherberry!

WEEK FOUR

POST ONE

Rebekahs mom learn the importance of self-discovery , and how Rebekah came to find herself through her story.

POST TWO

Are you still trying to be the perfect version of yourself? Agnes teaches us that you should love yourself no matter what!

POST THREE

Moms have different roles to each child, how many roles do you find yourself being in one day?

POST FOUR

Sharing is caring. We should love to hear an experience you have about sharing the story with your friends!

POST FIVE

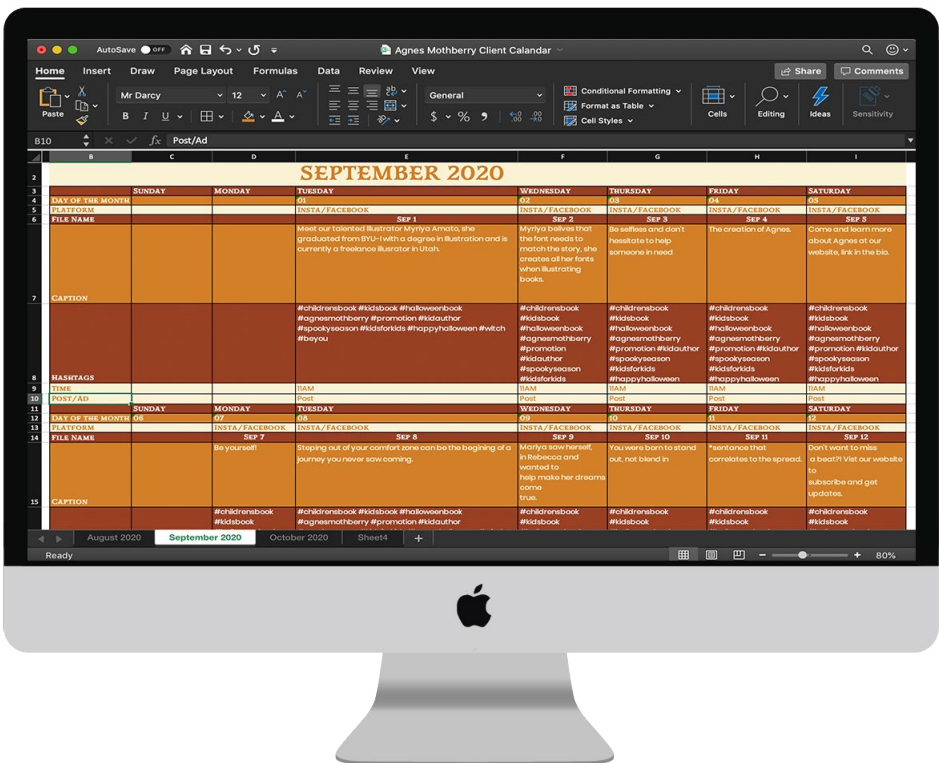
Rebekah has many hobbies but her one of her favorite hobbies is dance. Here is a medal she won in a competition.

POST SIX

"The most beautiful thing you can wear is confidence." – Blake Lively

Client Calender

I took all of the captions for the three month campaign, edited them, and designed the client calendar. The calendar includes the date, file name of the image or video that needs to be posted, the caption for each post, and the recommended time that the client should post it. The purpose of this calendar is to simplify the posting process for the client. All the client has to do is look for the current calendar date and they will have all the information they need to create their social media post.



AUGUST 2020							
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY OF THE MONTH							01
PLATFORM							INSTA/FACEBOOK
FILE NAME							AUG 1
							We are so excited to start sharing the journey of Agnes Mothberry!
CAPTION							
							#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou
HASHTAGS							
TIME							11AM
POST/AD							Post

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY OF THE MONTH	02	03	04	05	06	07	08
PLATFORM		INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK
FILE NAME		AUG 3	AUG 4	AUG 5	AUG 6	AUG 7	
		Agnes Mothbery is an eight-year-old girl with a dream of fitting in. She takes personal journey before she realizes, she is perfect the way she is.	Meet Rebekah Allen. She was an eight-years-old with dreams of being an author. Now she is 10, her book is published, and her dreams are coming true.	We had an amazing team of people that worked together to make Rebekahs dream come true.	We are so excited to share "A Costume for Agnes" with the world! This has been in the works for TWO YEARS. What are you excited about today?	Agnes the witch is getting ready for a big day of adventure! You don't want to miss out on what she has planned!	Run ad with video clip "meet the author" on placements: feed, story
CAPTION							
		#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou
HASHTAGS							
TIME		11AM	11AM	11AM	11AM	11AM	11AM
POST/AD		Post	Post	Post	Post	Post	Ad

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY OF THE MONTH	09	10	11	12	13	14	15
PLATFORM		INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK
FILE NAME		AUG 10	AUG 11	AUG 12	AUG 13	AUG 14	AUG 15
		Happy Monday! Let's take on this week with CONFIDENCE and make it ROCK.	Listen to Rebekah talk about what inspired her to write A Costume for Agnes. But first, get out the tissue box.	We are so lucky to have such a talented illustrator on our team. She truly brings Agnes to life.	Rebekah Allen, author of A Costume for Agnes is inspired by her real life experiences. What inspires you?	HAPPY FRIDAY! We hope everyone has a great weekend. And don't forget... YOU ROCK.	
CAPTION							
		#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou
HASHTAGS							
TIME		11AM	11AM	11AM	11AM	11AM	11AM
POST/AD		Post	Post	Post	Post	Post	
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY OF THE MONTH	16	17	18	19	20	21	22
PLATFORM		INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK
FILE NAME		AUG 17	AUG 18	AUG 19	AUG 20	AUG 21	
		Wondering what you could get out of this book? It's all about embracing your true self.	ONE MONTH from today, we are relaseing A Costume for Agnes! The excitement is real!!!	Have you seen the "Meet the Author" interview? You're going to want to check it out. Link in bio!	It's all about being confident in your own skin, being true to who YOU are!	Say hello to Agnes Mothberry.	*run ad of mockup of book* placements: feed, explore
CAPTION							
		#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#c+J43childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou
HASHTAGS							
TIME		11AM	11AM	11AM	11AM	11AM	11AM
POST/AD		Post	Post	Post	Post	Post	Ad

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY OF THE MONTH	23	24	25	26	27	28	29
PLATFORM		INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK
FILE NAME		AUG 24	AUG 25	AUG 26	AUG 27	AUG 28	
CAPTION		Happy Monday, everyone! Don't let today be just "one of those days." Be excited, be driven, and GO for your goals!	Rebekah first got her inspiration from a trial in life. She wants everyone to know that writing, drawing, and creating is a great outlet for hard times. So keep on creating!	Ready for a sneak peek? Swipe to see the first page!	It's not always easy being the new kid in town. Agnes struggles with this and trying to fit in, until she realizes, she doesn't have to. We are so excited to release this story! Follow the link in bio to be the first to know when it is available!	When Agnes saw a boy crying about losing some of his coins, she felt bad and wanted to give him one of her dollars that she had been saving for SO long! What a selfless act of Agnes.	*photo of agnes ad, run ad on placements, feed, explore, story*
HASHTAGS		#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou
TIME		11AM	11AM	11AM	11AM	11AM	11AM
POST/AD		Post	Post	Post	Post	Post	Ad
DAY OF THE MONTH	30	31					
PLATFORM		INSTA/FACEBOOK					
FILE NAME		AUG 31					
CAPTION		August is almost over! Which means we are one month closer to releasing Agnes Mothberry!					
HASHTAGS		#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou					
TIME		11AM					
POST/AD		Post					

OCTOBER 2020							
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY OF THE MONTH					01	02	03
PLATFORM					INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK
FILE NAME					OCT 1	OCT 2	OCT 3
CAPTION					We want to thanks for all the support you have been showing to us. Now we want to give out one book to a child. Tag 2 freinds in the comments more tags the more entries aslo be sure to Follow us! winner announced in 48 hours.	Review Post	Sometimes there isnt enough time in the day to accoprnish all your goals, remember its okay to take a step back and breathe.
HASHTAGS					#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou
TIME					11AM	11AM	11AM
POST/AD					Post	Post	Post
DAY OF THE MONTH	04	05	06	07	08	09	10
PLATFORM		INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK
FILE NAME		OCT 5	OCT 6	OCT 7	OCT 8	OCT 9	OCT 10
CAPTION		Are you curious to learn more about the main character Agnes? Here is the author giving you the behind the scenes about her!	Rebekah is such a talented girl who loves to ride bike, plays piano, and dances ballet.	We have a professional illustrator who will amaze you by bringing Agnes to life.	Have you recived the book? We cant wait to hear from you! If you have comment your favorite page!	Review Post	Its hard not to constanly compare yourself to others! You are perfect exactly the way you are!
HASHTAGS		#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou
TIME		11AM	11AM	11AM	11AM	11AM	11AM
POST/AD		Post	Post	Post	Post	Post	Post

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY OF THE MONTH	11	12	13	14	15	16	17
PLATFORM		INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK
FILE NAME		OCT 12	OCT 13	OCT 14	OCT 15	OCT 16	OCT 17
CAPTION		Rebekah didn't realize she was writing about herself but once she finished she realized she related to Agnes on a personal level. It was in that moment that she understood that writing a fictional story could help others overcome their own struggles.	"Never thought about being an author, But I decided to enter the contest and realized that's what I wanna be when I grow up!" -Rebekah	Here are the individuals that helped make Rebekah's dream come true click the link on the title to find out more about team!	Agnes Mothberry teaches us of loving who you are in the present then what you want to be in the future.	Review Post	You are doing an amazing job! As a mother it gets difficult to not compare yourself to others. You need to remember that image someone will post is them at their best no one posts the bad.
HASHTAGS		#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou
TIME		11AM	11AM	11AM	11AM	11AM	11AM
POST/AD		Post	Post	Post	Post	Post	Post
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY OF THE MONTH	18	19	20	21	22	23	24
PLATFORM		INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK
FILE NAME		OCT 19	OCT 20	OCT 21	OCT 22	OCT 23	OCT 24
CAPTION		Living in the new place can be difficult, see how agnes adjusted to her big move!	"I am so proud of Bekah" - Kerri Allen (Becca's mom)	These hard working individuals got together to make a little girl's dream come true!	Becca's mom learns the importance of self-discovery, and how Becca came to find herself through her story.	Review Post	Moms have different roles to each child, how many roles do you find yourself being in one day?
HASHTAGS		#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou
TIME		11AM	11AM	11AM	11AM	11AM	11AM
POST/AD		Post	Post	Post	Post	Post	Post

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY OF THE MONTH	25	26	26	28	29	30	31
PLATFORM		INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK
FILE NAME		OCT 26	OCT 27	OCT 28	OCT 29	OCT 30	OCT 31
CAPTION		Sharing is caring. We would love to hear an experience you have about sharing the story with your friends!	Rebecca has many hobbies but her one of her favorite hobbies is dance. Here is a medal she won in a competition.	Becca has such a supportive family, that have helped along the way. Keliy is her big sister that proposed we promote her book for one of her classes projects.	"The most beautiful thing you can wear is confidence." - Blake Lively	Review Post	Happy Halloween!
HASHTAGS		#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou
TIME		11AM	11AM	11AM	11AM	11AM	11AM
POST/AD		Post	Post	Post	Post	Post	Post

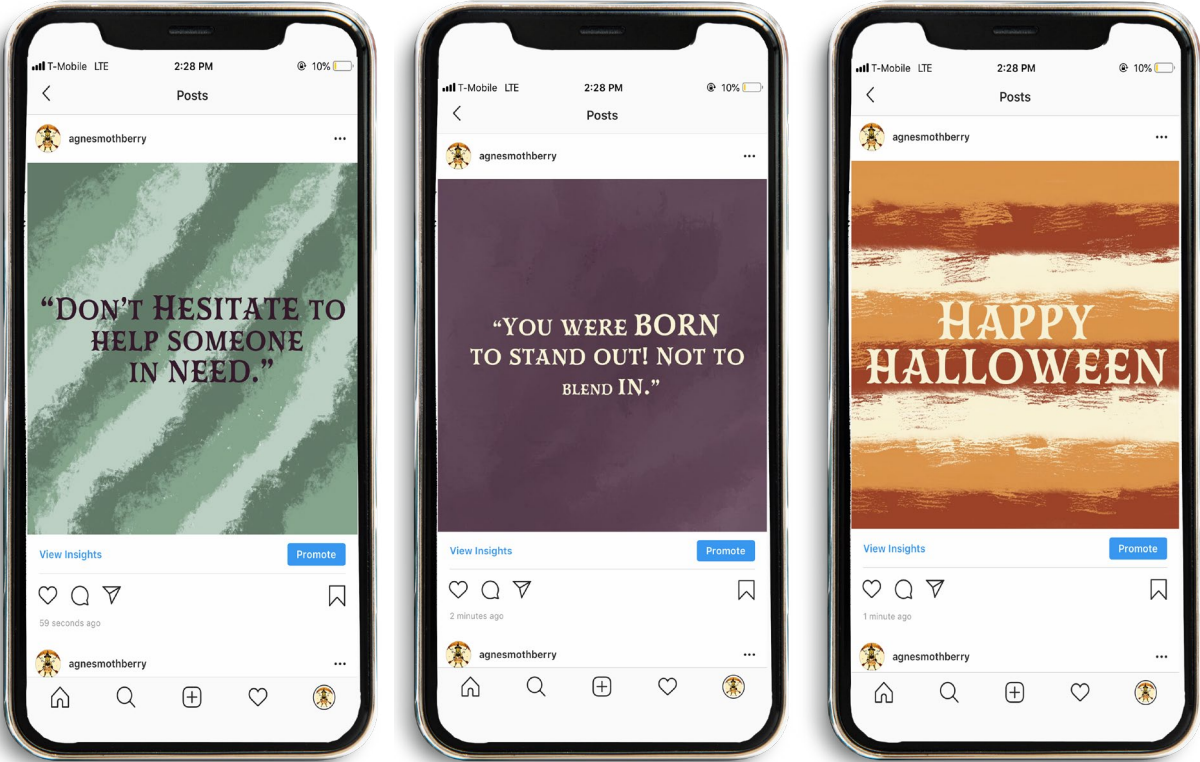
SEPTEMBER 2020							
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY OF THE MONTH			01	02	03	04	05
PLATFORM			INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK
FILE NAME			SEP 1	SEP 2	SEP 3	SEP 4	SEP 5
			Meet our talented illustrator Myriya Amato, she graduated from BYU-I with a degree in Illustration and is currently a freelance illusrator in Utah.	Myriya belives that the font needs to match the story, she creates all her fonts when illustrating books.	Be selfless and don't hessitate to help someone in need	The creation of Agnes.	Come and learn more about Agnes at our website, link in the bio.
CAPTION							
HASHTAGS			#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween
TIME			11AM	11AM	11AM	11AM	11AM
POST/AD			Post	Post	Post	Post	Post
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY OF THE MONTH	06	07	08	09	10	11	12
PLATFORM		INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK
FILE NAME		SEP 7	SEP 8	SEP 9	SEP 10	SEP 11	SEP 12
		Be yourself!	Steping out of your comfort zone can be the begining of a journey you never saw coming.	Mariya saw herself, in Rebecca and wanted to help make her dreams come true.	You were born to stand out, not blend in	*sentance that correlates to the spread.	Don't want to miss a beat?! Vist our website to subscribe and get updates.
CAPTION							
HASHTAGS		#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou
TIME		11AM	11AM	11AM	11AM	11AM	11AM
POST/AD		Post	Post	Post	Post	Post	Post

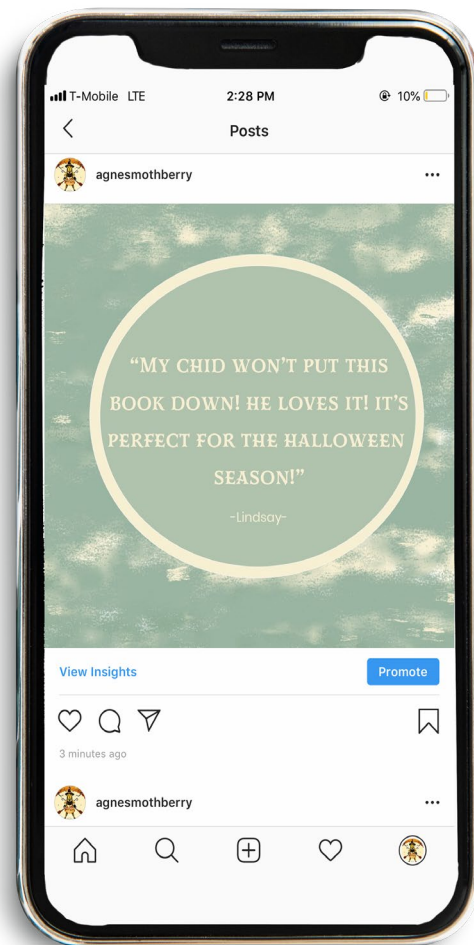
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY OF THE MONTH	13	14	15	16	17	18	19
PLATFORM		INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK
FILE NAME		SEP 14	SEP 15	SEP 16	SEP 17	SEP 18	SEP 19
		There are only 940 saturdays before they are in college use them wisely	"The first step of creating something is to sit down, and start	Swipe left to see Agnes development.	Agnes works hard for what she wants. What do you do when you want something?	TODAY IS THE BIG DAY! It's live on Amazon. Go hurry and get your Hollween book before it's gone.	Meet Rebekah's mom Kerri she has been helping Rebbeka Publish her book since the begining 3 years ago.
CAPTION							
HASHTAGS		#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou
TIME		11AM	11AM	11AM	11AM	11AM	11AM
POST/AD		Post	Post	Post	Post	Post	Post
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY OF THE MONTH	20	21	22	23	24	25	26
PLATFORM		INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK
FILE NAME		SEP 21	SEP 22	SEP 23	SEP 24	SEP 25	SEP 26
		Rebekah didn't intend on righting about herself but as she read it when she was finished she realized that she and hopefully others could relate to the story.	Review Post	The inspiration that helped our talented illustrator bring to the next level.	Review Post	*sentance that correlates to the spread.	Don't forget to order your book on Amazon. If you order it today it will be delivered by the first of October.
CAPTION							
HASHTAGS		#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou
TIME		11AM	11AM	11AM	11AM	11AM	11AM
POST/AD		Post	Post	Post	Post	Post	Post

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DAY OF THE MONTH	27	28	29	30			
PLATFORM		INSTA/FACEBOOK	INSTA/FACEBOOK	INSTA/FACEBOOK			
FILE NAME		SEP 28	SEP 29	SEP 30			
CAPTION		Review Post	Our illustrator has a story of her own shes didn't start drawing until she was in High School and is now a fulltime freelance illustrator.	Review Post			
HASHTAGS		#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch#beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou	#childrensbook #kidsbook #halloweenbook #agnesmothberry #promotion #kidauthor #spookyseason #kidsforkids #happyhalloween #witch #beyou			
TIME		11AM	11AM	11AM			
POST/AD		Post	Post	Post			

Quote and Review Templates

I created templates that will be used as backgrounds for social media posts involving quotes and customer reviews. As a general rule, the quote posts will contain quotes from the book, ‘A Costume for Agnes.’ The review posts will most likely be customer reviews from mothers who have read the book to their children.





Summer Gibbons

Social media

I am a visual communication student with a passion for marketing businesses and growing brands. I utilize my skill and passion to create a strategy to produce the most effective content for a brand. As a Social Media Specialist at a creative marketing agency, I loved being able to work on the promotion of "A Costume for Agnes".

Process

I first created the excel content calendar our team would use throughout the project. This included each day of the week for the months of August, September, and October. Each day of the week was assigned a topic or theme for the posts to follow. As a social media team, we decided not to follow the themes too strictly, but instead use them as a guide for creative inspiration.

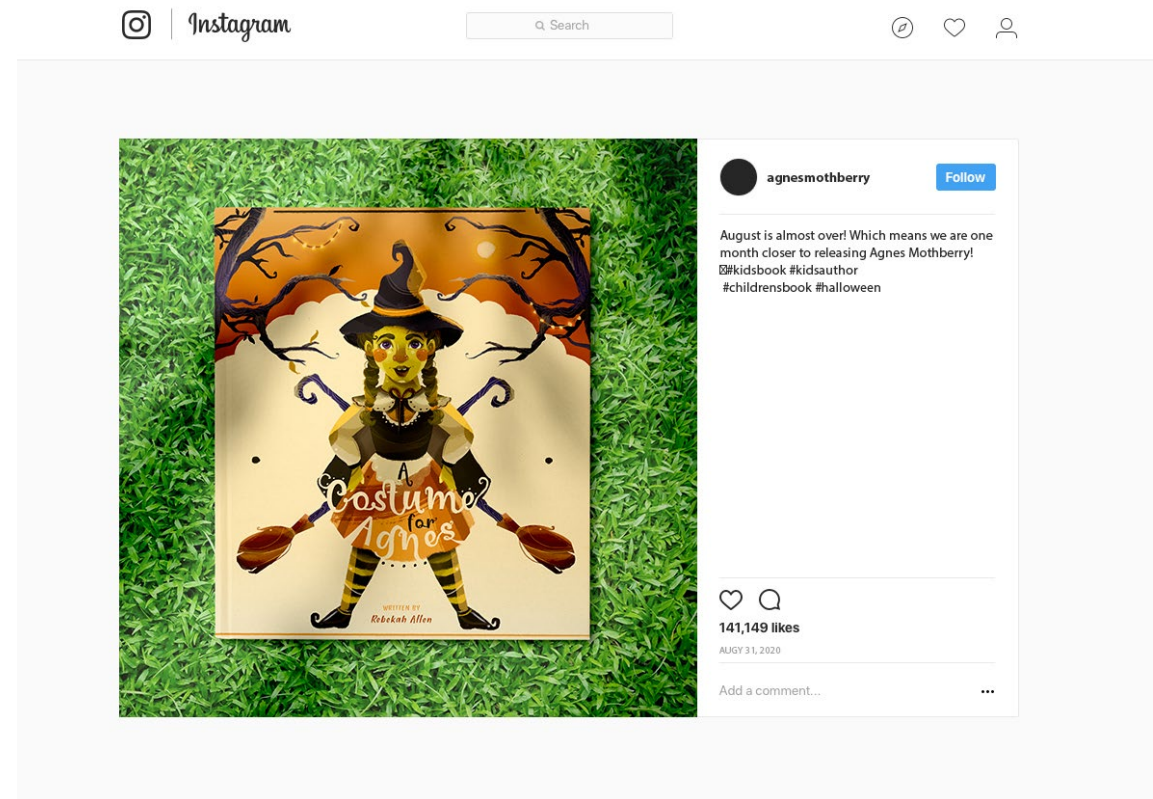
Sunday	Misc.
Monday	Message of the story/Misc.
Tuesday	About the author
Wednesday	BTS
Thursday	Message of the story/Misc.
Friday	Scenes in the book
Saturday	IG Story/Misc.

[illegible]

August Posts

I created posts for the days in August. Because “A Costume for Agnes” release date isn’t scheduled until half-way through September, my posts are designed to promote the book as if it isn’t already available. I wanted to hype up our audience to be excited for the release date.

The content I created included facts about the author, illustrator, team, and included inspirational quotes that would appeal to the book's ideal audience.



Agnes Social Media

File Edit View Insert Format Data Tools Add-ons Help

Last edit was made yesterday at 10:15 PM by Cami Su

100 % 123 Default... 10 B I A

fx

	A	B	C	D	E	F	G	H
1		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2			Message of the story/Misc.	About the author	BTS	Message of the story	Scenes in the book	Insta Story
3								1
4								Rebeka introducing book, introducing website
5		2	3	4	5	6	7	8
6			(Picture of Agnes) Caption: Agnes Mothbery is an eight-year-old girl with a dream of fitting in. She takes a turn of events before she realizes, she fit in all along. 💜	(Who is Rebeka? Picture of her) Caption: Meet Rebeka Last Name. She was an eight-year-old with dreams of being an author. Now she is 10, her book is published, and her dreams are coming true.	(BTS video OR group photo) Caption: We have had a great team of people work together to make all of this happen. We are so grateful for our team! 🧑🏻🧑🏻		(Agnes illustration) Caption: Agnes the witch is getting ready for a big day of adventure! You don't want to miss out on what she has planned ahead.	
7		9	10	11	12	13	14	15
8			(Agnes illustration) Caption: Happy Monday! Let's take on this week with CONFIDENCE and make it ROCK. ✨	(Story behind the story-video clip of Rebeka talking about her why) Caption: Listen to Rebeka talk about what inspired her to write A Costume for Agnes. But first, bring out the tissue box. 🥰💜	(BTS photo of illustration) Caption: We are so lucky to have such a talented illustrator on our team. She brings Agnes to life. ✨	Quote graphic of inspiration quote by Rebecca. Rebecca Allen, author of A Costume for Agnes is inspired by her real life experiences. What inspires you?		Mariya taking over the story, sharing who she is and showing some sneak peek illustrations.
9		16	17	18	19	20	21	22
10			(mockup of book) Caption: Wondering what you could get out of this book? It's all about embracing your true self. 🧑🏻	graphic. ONE MONTH from today, we are relaseing A Costume for Agnes! The excitement is real!!! 🧑🏻	(BTS interview shot) Caption: Have you seen the "Meet the Author" interview? You're going to want to check it out. Link in bio! ✨	Graphic quote. It's all about being confident in your own skin, being true to who YOU are! ✨	(Agnes) Caption: Say hello to Agnes Mothberry. 🧑🏻	Story ad: Meet the author video clip
11		23	24	25	26	27	28	29
12				graphic "create" Caption: Rebeka first got her inspiration from a trial in life. She wants everyone to know that writing, drawing, and creating is a great outlet for hard times. So keep on creating!	(First page spread Caption: Ready for a sneak peek? ♦️ Swipe to see the first page!			
13		30	31					
14			(Mockup of the book in outside setting) Caption: August is almost over! Which means we are one month closer to releasing Agnes Mothberry! 🧑🏻					

Design

I put many hours behind creating these graphics for our Instagram page. This was my first initial idea for the designs.

The idea was that I would make two different templates for quotes and reviews for our Instagram page, and the client could input the text whenever there would be new text to be shared.



After receiving feedback from a professional, I decided not to just make two templates to distribute, but that the team and I would make one graphic for each quote and review. This way, each quote and review we had ready for the client would be displayed in it's own unique way



3 reviews

A Costume for Agnes is the perfect book for my 1 year old. He loves looking at the pictures and following along his finger with mine. And it's the cutest story ever!!!

- Heather

I love all things Halloween, so I'm really excited to be able to read this book to my little ones all season long!

- Rachel

A Costume for Agnes is the perfect children's book not just for the Halloween season, but for all times of the year! My nieces and nephews are always asking to read the "Agnes witch" book!

- Tasha

*I love all things
Halloween, so I'm
really excited to be
able to read this book
to my little ones all
season long!*

RACHEL

I love all things Halloween, so I'm really excited to be able to read this book to my little ones all season long!

RACHEL



“

A Costume for Agnes is the perfect children's book not just for the Halloween season, but for all times of the year! My nieces and nephews are always asking to read the "Agnes witch" book!

Tasha

“

“

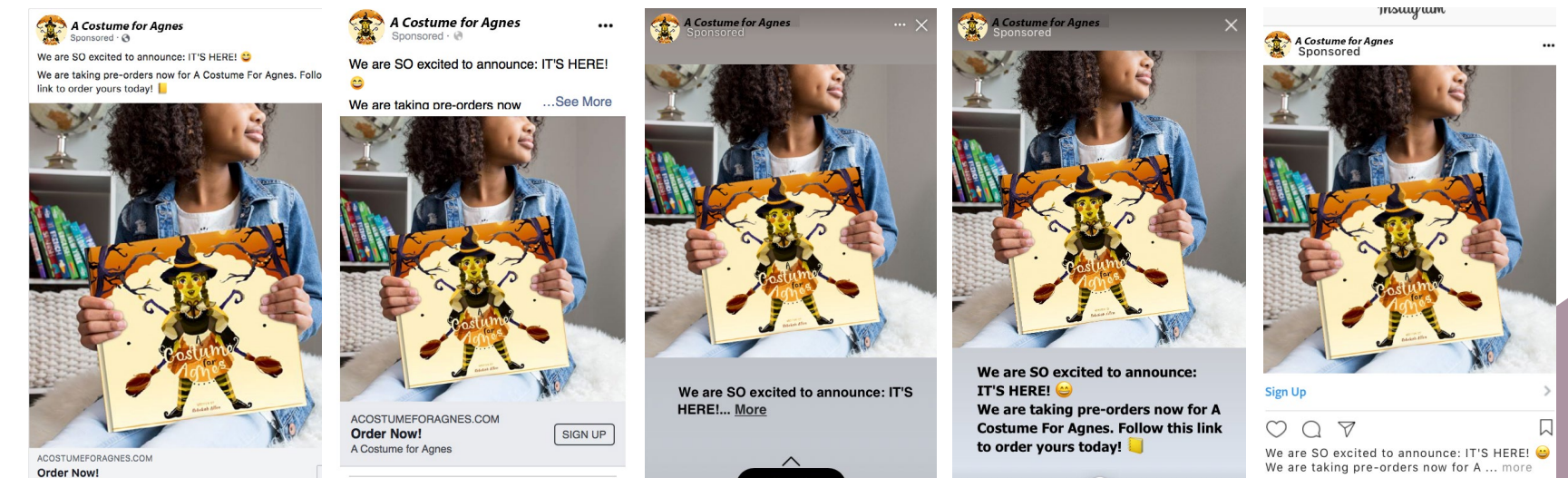
“A Costume for Agnes is the perfect book for my 1 year old. He loves looking at the pictures and following along his finger with mine. And it's the cutest story ever!!!”

Heather

“

Social Media Ads

I created ad mockups for our client, along with instructions on how to create those ads. Facebook Ads Manager doesn't allow for ads to be scheduled a year in advance, so instructions on how to create the ad would be highly beneficial to the client.



Business Facebook Ads Manager

Choose your campaign.

- Traffic leads people to website
- Engagement drives people to engage with your ad

Create your ad set.

- Choose your target market + audience
- Location: Boise(20), Rupert(15), Pocatello (20), Rexburg (15)
- Gender + Age: Women 20-60+
- Special interests: children, children’s books, children’s toys, literature, mom, halloween
- Edit placements:
 - Do you want the ad to run on Facebook and Instagram? Or just one platform?
 - FB: feed, story, instant article, marketplace
 - IG: feed, explore, story
 - Videos: check all video placements only if the ad is a video
- Budget + schedule
 - Run ads for 3 days at a time for \$50

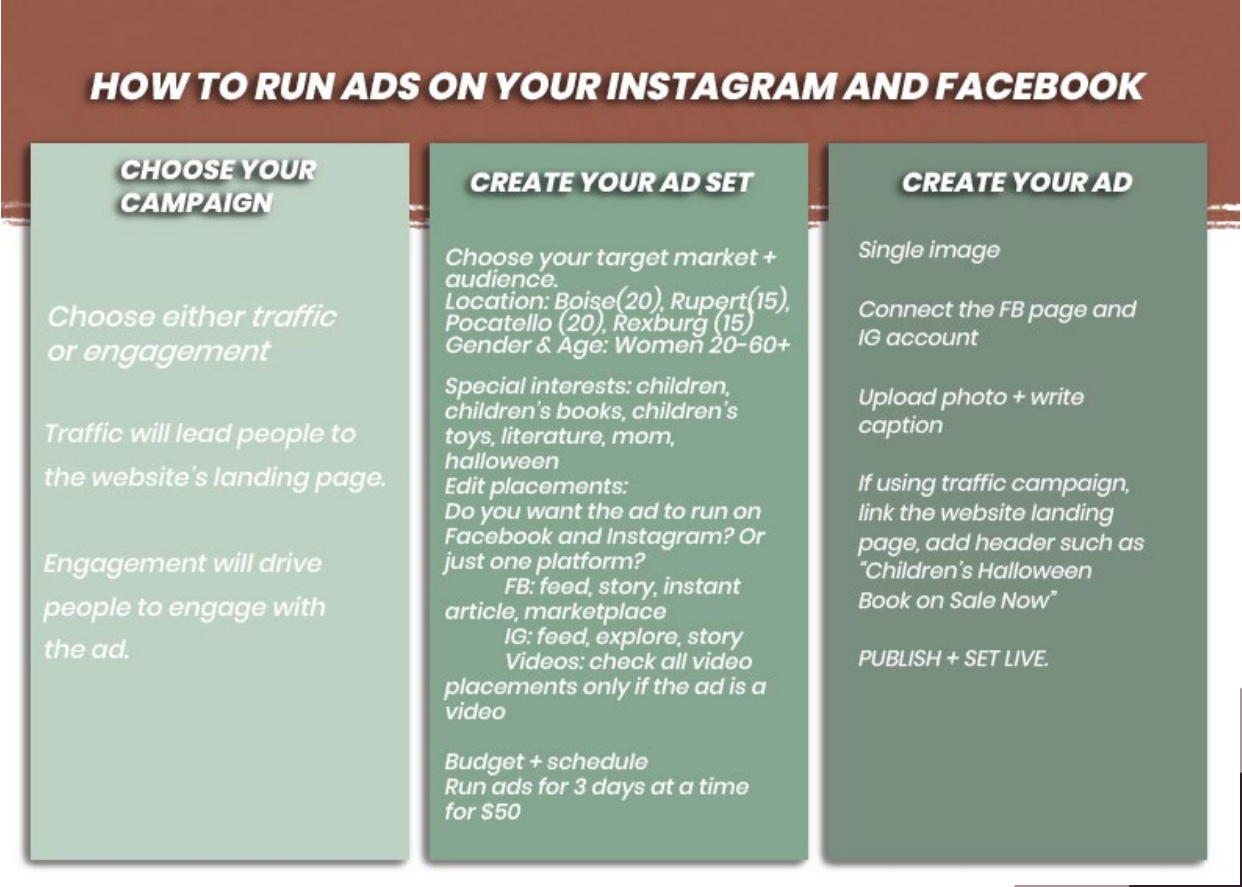
Create your ad.

- Single image
- Connect the FB page and IG account
- Upload photo + write caption
- If using traffic campaign, link the website landing page, add header such as “Children’s Halloween Book on Sale Now”

PUBLISH + SET LIVE.

Infographic Ad

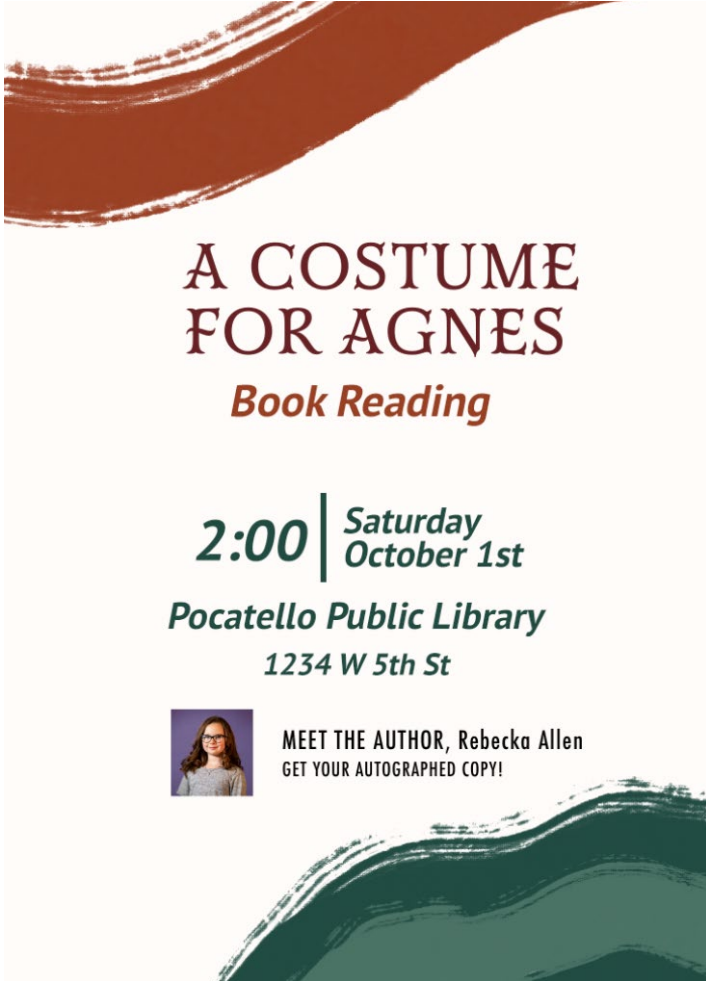
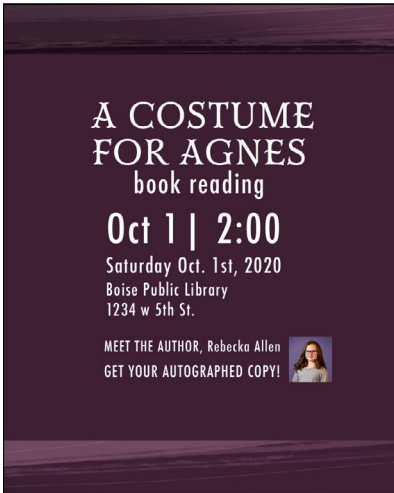
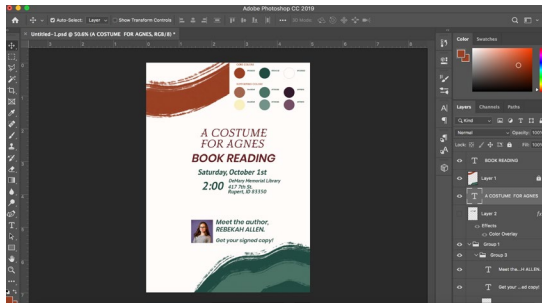
I wanted to be able to deliver a highly professional infographic to our client. After compiling all of the information our client would need to know, I then began to design the infographic.



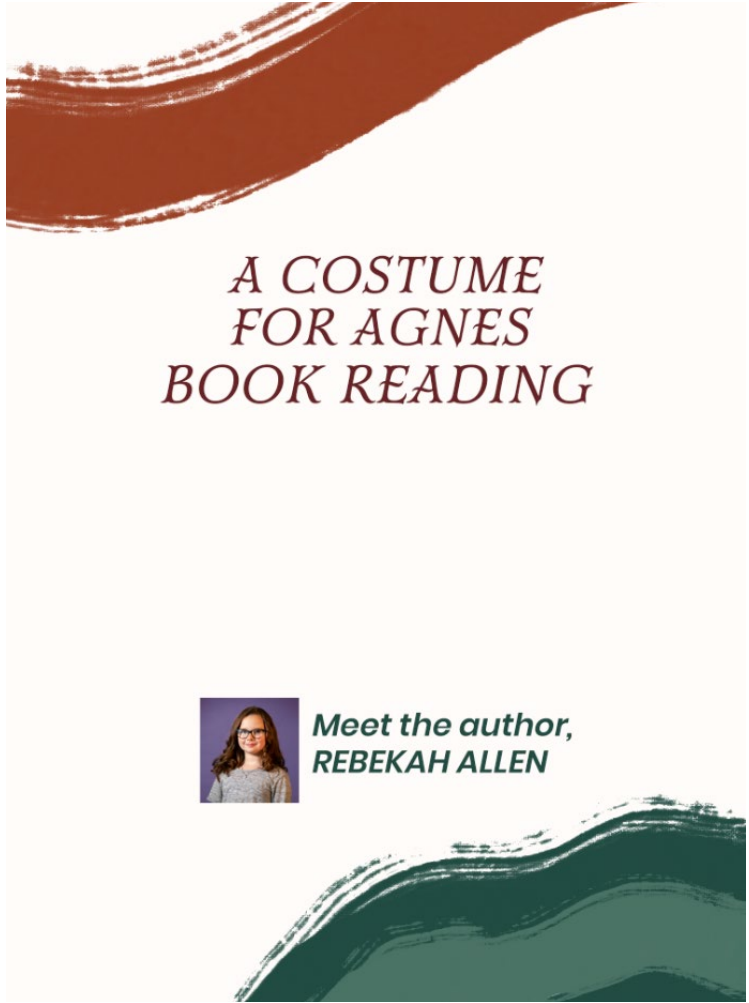
Poster Design

Because the only promotional content we had for “A Costume for Agnes” was our social media page and content, videos, and website, I wanted to add something more we could give to our client. Something that they could use.

This promotional poster design is for the client to use for when they have a book reading and signing event with the author. This is how the layout should look once the client inputs their real-time information



This is what the deliverable will be to the client including steps on how to edit.



Mockups

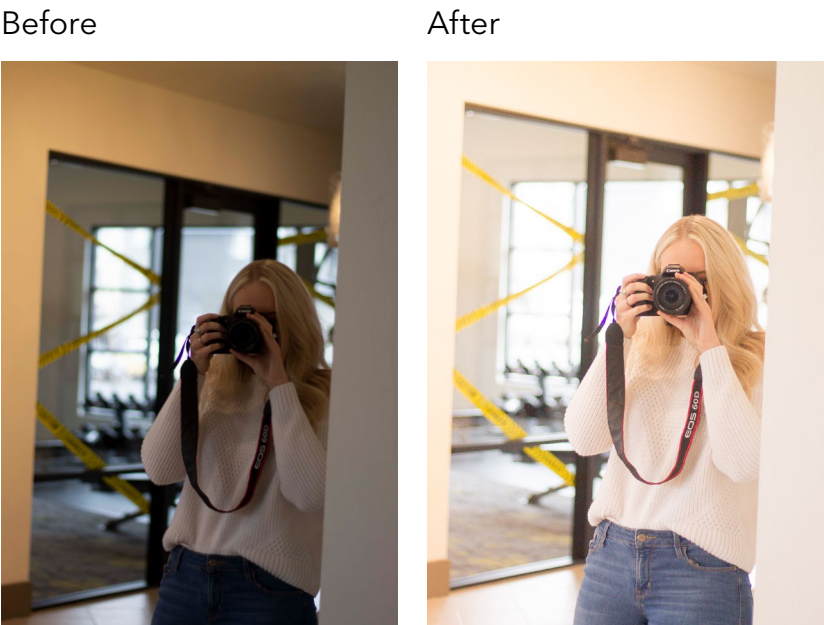
After researching for different mockup options, I completed these two mockups to use for social media posts. I wanted to keep a fun and playful child theme, that is why these two are perfect. The mockup on the bottom was originally a different color in the background, so I added this purple to keep the feed and content cohesive with the colors and theme.



Behind the Scenes

This is how we edited the content used in social posts. We want to keep a light, airy, and bright and colorful feel to the Agnes Mothberry Instagram page.

To do this, we need to be consistent with the content. We need consistency with each photo we provide to the client. That is why I made similar edits on all of these photos.



I edited our “behind the scenes” photos. As you can see, the photos on the left are way more dark and have a cold temperature feeling to them. I decided to brighten up the photos by increasing the exposure, and add a more warm tone by increasing the temperature.

Before



After



Before



After



Inspiration

In the very beginning of this process when I joined the social media team, I wanted to make sure we were going to brand Agnes Mothberry correctly. To do this, I looked at references for inspiration and ideas. I look through different children’s books on Instagram to get a feel for what their pages were like. I wanted to see what was doing well and what was not doing well. It seemed that the posts with hashtags were doing better, which is why I wrote and followed a strategy behind our hashtag usage.

I concluded that the themes of children’s books Instagram pages were bright and colorful, followed the colors of the book, and had a variety of content such as designs, illustrations, mockups of the books, and behind-the-scenes photos. I was successfully able to use these types of content on the Agnes Mothberry Instagram page as well.

