

# SPARC Foundation

Innovation Lab Media Plan- Summer 2024



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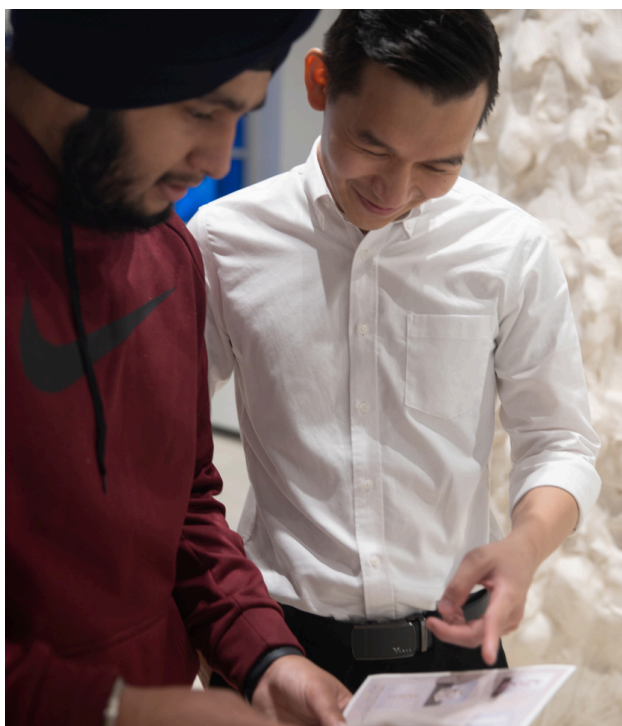
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# Vision & Mission Statement

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## Mission Statement

At the SPARC Foundation, we believe learning spaces and workplaces can be transformed to support collaborative effectiveness through interdisciplinary research, innovative practices, and continuous cycles of data-informed design.

## Vision Statement

The SPARC Foundation aims to unlock team potential by fostering dynamic environments and authentic experiences based in applied research.

# Brand Voice & Pillars

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## Our Brand Voice

The SPARC Innovation Lab's brand voice strives to break normal workplace conventions of team wellbeing through dynamic, compassionate and deliberate practices. The organization is driven to succeed in the startup world through innovative research and design.

## Our Brand Pillars

The SPARC Innovation Lab is dedicated to creating a dynamic where people are able to grow as an individual while contributing to larger team development. Embracing diversity in the workplace beyond the mere fulfillment of tasks and breaking free from the confines of stereotypes enables teams to achieve peak performance. A commitment to enhancing wellbeing through innovative experiences that encourage authenticity in the workplace.

|                            |                  |
|----------------------------|------------------|
| Public Private Partnership | Diverse Mindsets |
| Wellbeing Practices        | Applied Research |

# SWOT Analysis

| Strengths                                                                                                                                                                                      | Weaknesses                                                                                                                                                        | Opportunities                                                                                                                                                                                                                       | Threats                                                                                                                                                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Penn State funding</li> <li>• Established parent corporation</li> <li>• Professional connections</li> <li>• Skilled interdisciplinary team</li> </ul> | <ul style="list-style-type: none"> <li>• No Media Presence</li> <li>• Low Brand Recognition</li> <li>• Market Penetration</li> <li>• Limited Resources</li> </ul> | <ul style="list-style-type: none"> <li>• Startup/User Feedback</li> <li>• Collaboration with colleges that interns come from</li> <li>• Community partnerships within State College</li> <li>• Technological Advancement</li> </ul> | <ul style="list-style-type: none"> <li>• Competitors</li> <li>• Losing Funding</li> <li>• Corporate Confliction</li> <li>• Reputation Risk</li> <li>• Development Delays</li> </ul> |

# PESO Analysis

| Paid                                                                                                                                                                   | Earned                                                                                                                                                                                           | Shared                                                                                                                                                                 | Owned                                                                                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Social media ads               <ul style="list-style-type: none"> <li>◦ TikTok, Instagram and Facebook</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Media relations               <ul style="list-style-type: none"> <li>◦ Press releases</li> <li>◦ Pitches</li> </ul> </li> <li>• Testimonials</li> </ul> | <ul style="list-style-type: none"> <li>• Partnerships               <ul style="list-style-type: none"> <li>◦ Colleges</li> <li>◦ Local business</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Website traffic</li> <li>• "SPARC" platform</li> <li>• Podcast/ Newsletter/ Blog</li> </ul> |

# Strategies

These are the approaches we will use throughout our campaign.

|                         |                                                                                                                                                                                                                                                       |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Platform Based Strategy | We will create and utilize the following platforms to build a brand presence online: Instagram, TikTok, LinkedIn, Facebook and Twitter/X. Cater to different audiences that reside on each site. Vary level of formality with the corresponding site. |
| Audience Strategy       | Our primary audience will be alumni and secondary audience being college level students.                                                                                                                                                              |
| Message Strategy        | We will have consistent messaging through ads and social media with a goal to have these messages shared through word of mouth at Penn State to increase reach.                                                                                       |
| Content Strategy        | We will develop a cohesive brand voice and strategic messaging to build awareness with consistent posting to populate each platform and include partnerships with key stakeholders to establish trust. Video content currently trending.              |
| Insight Strategy        | After the content is out, we will monitor the insights of all the social media platforms to track the growth and engagement and alter content to increase insights if necessary.                                                                      |
| Storytelling Strategy   | Highlight the intersection of University, Industry, and Foundation to show the benefits of the platform.                                                                                                                                              |

# Target Publics Research

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Alumni play a pivotal role in continuing the success of the SPARC Foundation and its activities. By tailoring outreach and engagement strategies to align with the specific interests and motivations of each group the Foundation will create strong connections with these groups. As a start-up support is crucial to sustaining efforts. Furthermore, once established, the Foundation aims to extend grants and donations to other organizations, amplifying impact by supporting their initiatives.

The intern team at the Foundation brings a diverse range of knowledge backgrounds from four key colleges: Communications, Business, Engineering, and Health and Human Development. These colleges are significant stakeholders to the project as the intern team's collaboration and contributions are under evaluation. There is a unique opportunity for the college's deans, media, and admissions offices to highlight student success stories and how their coursework translates into the workforce.

Venues around State College play a key role as the locations at which the SPARC Innovation Lab's users will carry out their experiences of the process. These organizations have the opportunity to increase awareness of the Foundation through hosting these experiences. Additionally, partnerships with a start-up company will welcome donors from both the venue and Foundation to contribute to the cause. Creating harmonious relationships.

## Media List

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Click the link above for the comprehensive media list. The list includes local news outlets, strategic communication contacts for Penn State colleges and alumni boards.



# Earned Media Plan

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## *Angle One*

**Introducing What the SPARC Foundation is and its Operation Arm the Innovation Lab.**

**Timing Considerations:** June-July; Get media coverage as soon as possible to increase awareness of the Foundation, its guiding principles and research. Focused on the context of what SPARC Foundation is.

## *Angle Two*

**Describe How the SPARC Internship Combines Four Colleges at Penn State to Collaborate on a Startup Project.**

**Timing Considerations:** July-Aug; Begin to recap what the summer internship program is working on as well as a call to action for possible fall interns. Focused on the context of what the intern team is doing.

## *Angle Three*

**Create a Lasting Impact on the SPARC Innovation Lab by Joining in Support of the Innovation Process.**

**Timing Considerations:** Sept; Encourage alumni to support after there is tangible work available through the Innovation Lab to show. Emphasize why these partnerships and support are crucial to the future of the program.



# Goals & Objectives

## GOALS

Goal One: Drive more traffic to the website and social media platforms.

Goal Two: Reach new audiences through social media platforms.

Goal Three: Utilize partnerships with places in State College.

## OBJECTIVES

Completing each goal will lead to success in our overall objectives for the media plan:

- Increase Website and Platform Traffic through Strategic Marketing
- Expand Audience Reach and Engagement through Social Media and Partnerships