

Maddilyn Haney

University of Kentucky Graduate - 2023

Major: Integrated Strategic Communications

Minor: Writing, Rhetoric, and Digital Studies

Throughout my time as an ISC student, I have gained valuable knowledge that I will utilize throughout my professional career moving forward post-graduation. As I have completed my time as a student at the University of Kentucky, I have begun my job search to further my career. As a recent graduate I aim to find a career within the marketing and communications industry that emphasizes my creative abilities. I have discovered my passion and talent for creative content creation throughout my four years at the University of Kentucky and plan to pursue this as a professional career moving forward.

Within the next five years, I hope to progress within the marketing and communications industry and use my strengths to create growth for a company that I am passionate about. I find that passion for a job is extremely important in order to produce the most authentic and high caliber work, and this is something I hope to find in a professional career. Ideally, I would hope to be able to grow with a company and find alignments between my moral and professional aspirations. I also hope to build meaningful relationships with the coworkers I am surrounded by, and continue to cultivate a network of hardworking and talented individuals.

## Internship piece #1

### Creative Brief

**Problem:** Internet listing services have become outdated in today's society. In some cases, ILS is dated, and is no longer current with the way that people share and find information anymore, and, "23% of prospects in 2015 (up from 10% in 2012) are now beginning their search on general search engines like Google and Bing" (Meador, 2016). It is important to transition to a different form of advertising that distinguishes a brand from others and offers a more personalized approach to advertising to increase traffic. PPC ads provide an advertiser with full control over their marketing efforts and monthly spending, while also providing "Advanced targeting options, such as geo-targeting, remarketing, and audience interests, and keyword bidding allows you to zero in on qualified leads by customizing campaigns" (Park, 2019.)

**Objective:** The objective of this project is to transition from primarily using Apartments.com to using PPC ads to generate more leads, website traffic, and move-ins beginning June, 2024. By increasing reliance on PPC ads, we aim to improve control of our online advertising while maintaining consistent, high-quality leads.

**Target Audience:** Our target audience consists of individuals seeking rental properties within the Lexington area. This includes young professionals, students, and families who are searching for apartments to rent. Demographic factors such as age, income level, and interests will be utilized within our PPC advertisements.

**Insight:** Overall, PPC's are more up-to-date with today's society, and offer a more customizable approach to not only their marketing, but budgets as well. Although they require a more time consuming and hands-on approach, PPC's have been seen to draw more website traffic than ILS in recent years. When searching for a specific keyword or topic PPC's typically draw more attention, and "the ad and top organic link likely attract 60% of all the clicks" (Meador, 2016.) PPC's can easily help to distinguish certain listings from others and offer a more personalized branding image. ILS is still useful depending on the circumstance as they require less time to perfect and may be lower in cost, although, "One of the biggest downfalls is the fact that your site will be placed alongside all of your competitors. With many communities being advertised on each listing service, there isn't much you can do to distinguish yourself from others, especially since all landing page profiles are the same" (ApartmentSEO, 2020.) It is important to take into consideration the specifics of what is being advertised as well as the market that is intended to be advertised to when choosing PPC or ILS.

**Plan:** In order to increase website traffic to generate more move-ins, we will transition away from utilizing Apartments.com and increase the usage of PPC ads. Currently, Apartments.com is attributing to around 17% of total move-ins across Beaumont Farms, Crescent at Shadeland, and Lakewood Park. By contributing a larger amount of money towards PPC ads, our apartment listings will be differentiated from other competitors, allowing us to become less reliant on Apartments.com. We will customize PPC ads that are attractive to prospective renters by using various formats, images, and frequently searched keywords. Beginning June, 2024, we should decrease the usage of Apartments.com periodically over the next 12 months. According to Google Ads, people searching for apartments in Lexington, KY resulted in 94,760 average monthly searches. The most commonly used keyword with 12,100 searches was “Apartments Lexington Kentucky.” The top of page bid for “Apartments Lexington Kentucky” was \$1.57-\$0.58. “Apartments in Lexington” had a higher price range for top of page bids at \$3.70-\$0.80. We will begin by utilizing the most searched keywords to generate more awareness and traffic. By choosing more generalized keywords, we will spend less money for more searches. More specific and complex keywords resulted in the least amount of searches.

## Internship Piece #2

### Extra Space Storage SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"><li>- Second largest operator of self-storage facilities in the U.S.</li><li>- Added 4.6 billion dollars in new acquisitions to national portfolio in the last 5 years</li><li>- Properties in 41 states, easily accessible</li><li>- Highest total returns among self storage real estate investment trusts</li><li>- Trustworthy workers and brand (named “best place to work” by Forbes and Glassdoor</li><li>- Low prices/affordable</li><li>- Strong relationship with dealers</li><li>- Strong social media presence</li><li>- Own intellectual property rights with trademarks and patents</li><li>- Trusted quality by consumers</li><li>- Strategic Partnerships with suppliers, dealers, retailers, and stakeholders</li></ul>	<ul style="list-style-type: none"><li>- Spending less on research and development than some competitors</li><li>- Large amounts of time spent on products being purchased and sold</li><li>- Large portion of property owned is rented, adding lots of additional costs for the company</li><li>- Lack of financial planning leading to cash flow problems</li><li>- Low budget for quality control</li><li>- Lack of legal experience, legal employees are not highly qualified</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>- Increasing internet use, potential for online growth</li><li>- E-commerce growth</li><li>- Social media growth (twitter, instagram, facebook)</li><li>- Technological developments that can be automated to reduce costs</li><li>- Focus on environmental products due to government subsidy on the sale of environmentally friendly goods</li><li>- Growth in tourism increasing potential customers</li><li>- Hiring more skilled workers to lessen the training required</li><li>- Growth of consumer spending</li></ul>	<ul style="list-style-type: none"><li>- Technological developments of competitors</li><li>- Decreased number of suppliers resulting in more bargaining power for suppliers</li><li>- New companies entering the market that are gaining market share</li><li>- Fluctuating economy creating an unstable financial environment</li><li>- Promotions of other competitors on social media, reducing effectiveness of promotional messages</li><li>- Rising fuel prices, costing the company larger amounts of money</li></ul>

Strengths	Weaknesses
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<ul style="list-style-type: none"> <li>- Globalization: company can expand to outside countries</li> <li>- Reduction of trade barriers to lower import costs</li> </ul>	

#### Lexington Location:

- Offering first month free on all size storage units
- 3 locations with 1 location coming in May
- Prices starting at \$43 for small units
- Medium units starting at \$93
- Large units starting at \$158
- Indoor locations only
- 5 star rating on all properties

#### Louisville/Lyndon Location:

- Offering discounted web rate as opposed to in-store
- 13 locations within a 13 mile radius
- Prices starting at \$18 for small units
- Medium units starting at \$43
- Large units starting at \$85
- Offer drive up locations, climate control, indoor and outdoor locations
- Above 4 star rating on all facilities

## **Piece #3**

### **Creative Brief Deliverable**

Professor Eckman

Creative Brief Deliverable

Sydney Spillman, Micah Green, Maddi Haney, Olivia Ferrone

ISC 491

#### **1. Target Audience:**

Our audience profile recommendation will focus on female millennials, ages 28-42 with a stable career and income. These women have attended college and are married with 1-2 children. These women are focused on their health as a priority in their lives and appreciate the option of having an energy drink that is not detrimental to their health and will alter any progress to their health and fitness goals. Packaging and health benefits are important factors that are taken into consideration during purchase, along with sugar and calorie free options being attractive to this demographic as well (Mintel, 2023). The relationship between brand identity and customer satisfaction for our targeted age group is also important. Their behaviors are affected by multiple factors ranging from gender identity, income level, and education, to geography, political affiliations, and religion (Dash et al., 2016). These specific millennials are eager to buy new products, but want a message that is appealing, fast, direct, and honest. Millennials are in favor of e-coupons or promotions that will offer benefits in exchange for a comment, review, etc (Moreno et al., 2017). And according to Natural Products Insider 2020, 55% of the older millennial population is enduring a lifestyle shift that requires more energy, including getting married and having children. “They spend lots of time exercising in sports centers and



consuming energy drinks in their daily lives” (Shipman, 2020) which is why Zevia Zero Calorie Energy is the best option for these millennials.

## **2. Key Facts:**

Zevia Zero Calorie Energy is a clean, zero calorie, and naturally sweetened energy drink that uses a Stevia extract, which provides the same amount of sweetness as sugar. The audience are Millennial women who are ages 28-42, married with 1-2 kids, who are searching for a healthy, quick, and easy way to keep their energy up throughout the day while also paying attention to what nutrients they are putting in their bodies.

## **3. Communication Problem:**

Energy drink lovers are overwhelmed by such a large selection to choose from in the energy drink market, and have been turned toward whatever is the most popular brand at the time that advertises their brand more. Millennial women are not aware that Zevia Zero Calorie Energy not only provides them with a clean energy drink, but also an energy drink that has 120 mg of caffeine and cares about the environment by only using aluminum can products.

## **4. Creative Messaging Outcome:** Millennial women ages 28-42 will select Zevia Zero Calorie Energy because it is a clean energy drink that utilizes Stevia, a natural sweetening agent, that does not cause a sugar spike or crash and does not contain harmful chemicals found in other energy drink competitors.

## **5. Key Features and Corresponding benefits:**

Feature: Does not contain sugar or artificial sugar

Benefit: Consumers do not experience a crash from sugar consumption

Attitude objective: To shift consumer attitudes about Zevia Zero Calorie Energy's use of Stevia as a natural sweetening agent to positive and excited within a 6-month campaign by educating the target audience about the health benefits of Stevia.

Feature: All Zevia products are 100% sweetened by a Stevia leaf extract, which is 200x the sweetness of sugar but has no caloric value.

Benefit: Stevia is a small shrub used as a sweetener for Zevia Zero Calorie Energy and it does not raise blood sugar or cause weight gain

Awareness Objective: To introduce 40% of the target audience to our benefits of having an additional sweetener that provides 200x the amount of the sweetness of sugar, while also having no calories and not increasing blood sugar levels by the end of our 6-month campaign.

Feature: Zevia Zero Calorie Energy offers six zero calorie energy drinks with a variety of different flavors that taste good.

Benefit: Consumers can enjoy an energy drink that is not only zero calories, but also has a variety of flavors that gives the consumers multiple options to choose from.

Attitude Objective: To introduce 40% of millennials ages 28-42 by the end of a 6-month campaign to the variety of energy drinks by emphasizing that Zevia Zero Calorie Energy has 6 different flavors suitable for any occasion or mood.

- 6. Tone Statement:** Our tone should be a combination of both exciting and informative because our health-conscious millennial consumers are seeking trusted information about zero calorie energy and want to have positive and respected feelings towards the brand of beverages they select to receive their energy from. All campaign executions will incorporate the six different neon packaging colors that range from the variety of Zevia Zero Calorie Energy flavors.

## **7. Creative Strategy Statement:**

Key Insight: Millennial women care about their health, but don't always have a lot of time to themselves to find a healthy energy drink (Nermoe, 2022).

Key Problem to Address: Zevia Zero Calorie Energy drinks need more awareness since not a lot of people know about the product line (Kunst, 2023). Millennial moms should know that there is a healthy option for their energy boost.

### Rationale for Big Idea:

Millennial women already sacrifice enough for their kids, their loved ones, and their jobs. When it comes to the things they eat and drink, why sacrifice their health? Our campaign focuses on giving freedom to hard working moms. We will show them that drinking a Zevia Zero Calorie doesn't come at a cost. Zero calories, zero sugar, and natural Stevia sweetness aren't a sacrifice, but a freedom. We will show that working women and moms can quickly receive their energy by picking up a can of Zevia-Zero Calorie on their way to work or on the way to their kids' sports events. With the natural ingredients and caffeine, we will show that Zevia-Zero Calorie gives women a guilt-free energy boost without sacrificing good flavor with no added sugar.

Millennial moms will relate to each other's busy lives and find community in Zevia. Our narrative campaign will assure these women that we care about offering them help in their day-to-day lives. Empower Your Day, Energize Your Way (tagline subject to change) is a call to action for our audience to know that they can feel empowered in having their choice of a healthy drink. Since they are incredibly health-focused, our executions will excite them about the freeing idea of a Zero Calorie Energy drink. The content's tone and images will assert that Zevia Zero Calorie Energy is just what these women need to power through their busy day in a healthy way and our events will provide comfort in community for those who seek the same solution.

## **8. Zevia Zero Calorie Energy proposed tagline (and alternatives):**

#1: Empower Your Day, Energize Your Way

Alternatives:

Drink now, adult later. / Energize now, adult later. / Sip now, adult later.

You're worth taking care of.

Healthy & easy, so you can do you.

We care for you. You care for your loved ones.

Clean drink. Clean you. / Clean drink. Better you. / Healthy drink. Better you.

Drink your life back.

Get your spirit back.

Drink your way to a better you.

Trendy taste, Trendy you.

Your choice, Your taste.

Grown by nature, enjoyed by you.

Authentic ingredients, authentically you.

Real women refuel.

Your to-do list includes us.

Fuel Your Passion, Zero Calories Required/Attached

Empower Your Energy, Embrace the Zevia Wave

Revitalize Your Day, Guilt-Free!

Unleash Your Energy, Zero Guilt

Revive your energy, without the compromise

## References

Kunst, A. (2023, May 25). *Zevia brand awareness, usage, popularity, loyalty, and buzz among energy drink consumers in the United States in 2022*. Statista.

<https://www.statista.com/forecasts/1335506/zevia-energy-drinks-brand-profile-in-the-united-states#:~:text=How%20popular%20is%20Zevia%20in,of%20people%20like%20the%20brand.>

Nermoe, K. (2022, September 12). Millennials: The ‘wellness generation’. *Sanford Health*.

<https://news.sanfordhealth.org/sanford-health-plan/millennials-wellness-generation/>

\* My role throughout this group project consisted of researching and writing the target audience, creative strategy statement, and the proposed taglines \*

## **Piece #5**

### **Campaign Objectives and Strategy Statement**

Our audience profile recommendation will focus on female millennials, ages 28-42, with a stable career and income. These women have attended college and are married with 1-2 children. They are focused on wellness as a priority in their lives and appreciate the option of having an energy drink that is not detrimental to their health or alters any progress to their health and fitness goals. Packaging and health benefits are important factors that are taken into consideration during purchase, along with sugar and calorie free options being attractive to this demographic (Mintel, 2023). The relationship between brand identity and customer satisfaction for our targeted age group is also important. Their behaviors are affected by multiple factors ranging from gender identity, income level, and education, to geography, political affiliations, and religion (Dash et al., 2016). These specific millennials are eager to buy new products, but want a message that is appealing, fast, direct, and honest. They are open to different and new products and are willing to try the latest and best thing. Millennials are in favor of e-coupons or promotions that will offer benefits in exchange for a comment, review, etc. (Moreno et al., 2017). Their motivation to buy a new product is through digital marketing strategy that draws their attention with good use of graphics, competitive prices, and good shipping rates. According to Natural Products Insider 2020, 55% of the older millennial population is enduring a lifestyle shift that requires more energy, including getting married and having children. "They spend lots of time exercising in sports centers and consuming energy drinks in their daily lives" (Shipman, 2020) which is why Zevia Zero Calorie Energy is the best option for these millennials.

### **Campaign Objectives**

Marketing Objective: To increase net sales of Zevia Zero Calorie Energy drink from \$32.6 million to \$100 million by the end of fiscal year 2023 via a \$15 million integrated marketing campaign.

Feature: All Zevia products are 100% sweetened by a Stevia leaf extract, which is 200x the sweetness of sugar, but has no caloric value.

Benefit: Stevia is a small shrub used as a sweetener for Zevia Zero Calorie Energy and it does not raise blood sugar.

Awareness Objective: To introduce 40% of millennials ages 28-42 to our benefits of having an additional sweetener that provides 200x the amount of the sweetness of sugar, while also having no calories and not increasing blood sugar levels by the end of our 6-month campaign.

Feature: Zevia Zero Calorie Energy offers a variety of six different flavors for their energy drinks.

Benefit: Consumers can enjoy an energy drink that is not only zero calories, but also has a variety of flavors that gives the consumers multiple options to choose from.

Attitude Objective: To convince 40% of millennials ages 28-42 by the end of a 6-month campaign that the variety of Zevia Zero Calorie Energy drinks is the best by emphasizing that the line has 6 different flavors suitable for any occasion or mood.

### **ISC Mix Strategic Plan**

#### Zevia Zero Calorie Energy USP and comparison to direct competitors

Zevia Zero Calorie Energy has a unique selling proposition of being a zero calorie, zero sugar energy drink that is naturally sweetened through Stevia.

Explanation: Zevia Zero Calorie Energy's features include the use of the natural sweetening agent Stevia, aluminum only sustainable cans, and the combination of a variety of unique flavors to choose from. Benefits of Zevia Zero Calorie Energy include the reduction of negative health benefits such as obesity and diabetes, consumers are left feeling positive about helping the environment by using Zevia, and consumers also feel special by drinking a flavor that is different from what other people are consuming. Zevia Zero Calorie Energy sets itself apart from its competitors primarily by their ingredients. A few direct competitors of Zevia Zero Calorie Energy include the well known energy drinks Red Bull, Monster, and Reign. Each of these energy drinks contain ingredients such as the artificial sweetener, sucralose, which can upset the stomach's microbiome balance and lead to increased inflammation (Gilmer, 2023). These competitors also contain a harmful ingredient known as red 40, which has been found to cause hyperactivity, mood changes, migraines, and allergy symptoms (Cleveland Clinic, 2023).

### Proposed Integrated Strategies and Tactics

#### 1. Print Ad (traditional paid media)

Millennial women pay attention to print ads (LaMontagne, 2016), so this ad will appear in popular lifestyle magazines and feature a millennial mom in athleisure drinking a Zevia Zero Calorie Energy drink. This helps with the awareness stage by showcasing the brand's target audience and emphasizing the drink features of zero calorie, zero sugar, sweetened by Stevia (USP).

#### 2. Television Ad (traditional paid media)

As our target audience is exposed to a lot of television commercials (Marketing Charts, 2021), we want to showcase a television ad across the channels they are most likely to be watching. This ad will show a woman reaching for a Zevia Zero Calorie Energy drink as she goes about her busy day.

#### 3. Email Marketing (direct marketing, sales promotion, public relations)

On Zevia's website, there will be an option to subscribe to a newsletter by giving your email and, in turn, getting a 15% off code for your first purchase of Zevia Zero Calorie Energy drinks. As this tactic has proven to work (Zakaryan, 2022), we hope to have consumers subscribe to our content and become excited about the product.

#### 4. Text SMS Marketing (direct marketing, sales promotion, public relations)



Customers can opt-in for SMS texts from our campaign team and will range from news about upcoming events, sales promotion offers, and information about the product. These texts help the audience engage with the brand in an exciting way that's beneficial to them.

1. Influencer Marketing (public relations)

We will use several paid influencers and celebrities to become ambassadors by posting content on popular social media platforms about the product and upcoming Zevia events. Our target audience trusts micro-influencers as well as celebrities to advocate and promote products that are good and reliable (PR Newswire, 2022).

2. Zevia Socials & Digital Marketing (public relations, traditional paid media)

Since millennial moms also pay attention to social media (PR Newswire, 2022), we want to revamp Zevia's Instagram and Facebook and gear it more towards Zero Calorie Energy drinks. We hope to engage our audience through our owned and earned media, as well as paid media through influencer outlets.

3. CSR Event (public relations, traditional paid media, direct marketing)

Our first event will be focused on our CSR to raise awareness of our brand and convert the target audience through experience. This community garden event showcases the CSR cause for a clean environment, invites the target audience and their families via social media and email, offers the Zero Calorie Energy drinks, and features a partnership with several lifestyle magazines.

4. 5K Event (public relations, traditional paid media, direct marketing)

This "Run to Zevia" 5K event will be marketed towards the target audience (through email and socials), but open to the public. Through a partnership with Fabletics, this free event will be centered around Zevia Zero Calorie Energy drinks (free samples and sales booths) in hopes to excite consumers and turn them into advocates.

5. Partnership with distributors (public relations, direct marketing, sales promotion)

Currently, Zevia's storefront for energy drinks is mainly limited to online (Zevia, 2023) and we want to broaden that reach. We want to partner with Amazon and Target, who will promote and advocate for the product both online and in stores, in hopes to convert consumers that trust these distributors.

Influencer Possibilities

- Kate Hudson - Fabletics
- Kristin Cavallari - True Roots
- Serena Williams
- Alex Morgan

**Piece #5**

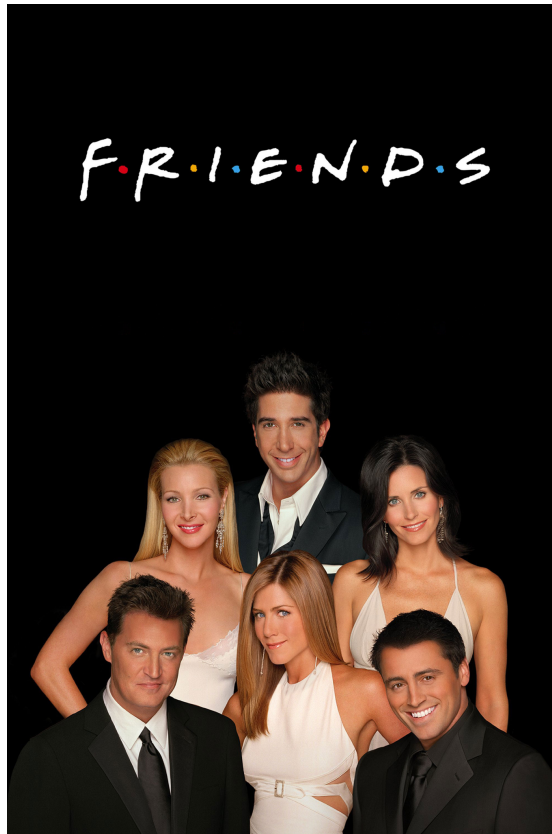
**Application paper**

## **Gender Stereotypes in Media**

Maddi Haney

ISC 311

3/12/23



In the era of modern day technology, television entertainment is enjoyed in nearly every household in America. Oftentimes, the first thing a child may see in their day is their favorite cartoon character jumping across a screen whereas adults may sip their morning coffee while

tuning into the morning newscast. These normalized activities that consume our day to day lives from start to end have colossal effects on the decisions we make. The repetition of anything creates expectations, and after consuming the same television series for long enough, it is not uncommon to form an attachment to a certain character. For a child, watching their favorite cartoon character every morning becomes part of a daily routine. The child becomes attached to the show and characters within the television show, and as a result, the child may begin to mold his behaviors around his beloved actor. The television show “Friends” dominated the television industry for nearly ten years, being called “one of the most watched television shows of all time.” The reason behind the show’s unquestionable success is owed to the characters and their presentations. The six main characters on the show were relatable and left viewers with a sense of belonging and attachment with the series. When we watch a show and align with a certain character, the personal connection that is formed with that character becomes a part of our own identity and can result in the mimicking of the character’s traits. The deep connections viewers formed with “Friends” makes the show a direct influence on how viewers live their lives, form their behaviors, and how they feel towards certain subjects. This makes viewers incredibly susceptible towards any stereotypes and judgements weaved throughout the series.

Gender stereotypes have been a detrimental part of society that have circulated across the world since the beginning of time. Women’s oppression is no secret, and it is very rare to find someone who is unaware of the struggles women endured throughout history. The stereotype most commonly associated with the idea of being a woman consists of the role that women should play in society. Women are stereotyped to be meant for cleaning, cooking, and taking care of children. Women are expected to be subtle, pretty, agreeable, and are known for being inferior to the strengths of men. These stereotypes are still advertised all over the media, especially

within television shows that act out these stereotypes through an abundance of episodes and seasons. Without even realizing, viewers consume the information and begin to mold their beliefs based upon their viewing. Because stereotypes have the ability to cause momentous effects on groups of people, they should be assessed with great detail to ensure the purpose and meaning behind the stereotype is ethical. Stereotypes have the ability to create inequalities and dissonance among groups of people, create unfair judgements, and create wrongful impressions. The effects of negative stereotyping are determinantal, although if used in an ethical manner, it is possible to produce positive outcomes with stereotypes. Stereotypes give us the ability to know what to expect in certain situations and may be useful when interviewing for a job or preparing for a presentation. Stereotyping of events and jobs can be positive and helpful, though the stereotyping of people is typically unethical and should be avoided. Stereotypes are not something that are going to simply just go away, and so the solution should be focused on eliminating the negative effects they have. To limit the negative effects of stereotypes, the most important step is to educate people regarding what the effects are, and also why they are unethical. Once people can become aware of the effects of stereotyping, it becomes much easier to become aware when they are happening.

Scientifically, media is one of the leading influencing factors in day to day life for most individuals. Understanding the influence of media goes farther than only considering the results of an individual watching a television show. Many people fall victim to the third party effect, which according to the article, "Media Campaigns and Perceptions of Reality," is an individual's belief that media has a greater influence on others than it does on themselves. The third party effect is harmful and demonstrates the naivety of many people when it comes to the effects of the media. Because individuals do not see media as a primary influencing factor in their lives, they

are unaware of the effects it has on them. Media also affects the way in which we interact with one another. One result of the common third party effect is how, “People come to believe that others have been influenced by the media, which results in people modifying their interactions with those they believe have been so influenced” (Rimal, 2022.) Despite an individual’s lack of understanding of their own influence, they begin to act differently towards others as a result of believing they are more susceptible to media influence.

In the popular television show “Friends,” gender stereotypes are a common occurrence within the show. During one episode, the main character, Joey Tribbiani, is seen wearing makeup to his job one afternoon. Joey is ridiculed for his makeup, his masculinity is questioned, and he is made a laughing stock for the rest of his friends. The demonstration of this scene portrays the gender stereotype that only women can wear makeup, and that if men wear makeup, they are no longer masculine. The question of why this really matters relies on how watching stereotypes portrayed in the media affect people. According to an article written by the New York Times, “A wave of new social science research shows that the quality of shows can influence us in important ways, shaping our thinking and political preferences, even affecting our cognitive ability” (Rothwell, 2019.) The issue behind media influence is the lack of autonomy among individuals. Many individuals do not make their own beliefs or thoughts, and instead base them off of things they have consumed; in other words, they steal other people’s thoughts. By simply watching a television show that is illustrating negative gender stereotypes, our beliefs, thoughts, and preferences can be altered. The information that we consume from the media is one of the largest influencing factors in today’s society, and many stereotypes gain support from being advertised within popular television series’, such as “Friends.”

Stereotypes are not only influencing factors in our personal lives, but they also can have various effects on a professional life as well. Though many individuals attempt to separate personal life from professional life, it becomes very difficult to leave certain behaviors and beliefs at home. If an individual spends the majority of their time at home consuming media that advocates for certain stereotypes, they are much more likely to exhibit these feelings towards others in different environments. According to an article called, "How Do Stereotypes Shape Your Judgment?," research suggests that negative stereotypes may lead people to subconsciously avoid contact or limit contact with entire groups of people. Being unaware of stereotypes that exist is one of the most dangerous things that we can do. Educating ourselves about the stereotypes that are present in society can help alleviate the subconscious effects stereotypes have on individuals. With the right education and understanding of stereotypes, it is possible to use them in a positive way. Though stereotypes primarily come with a negative connotation, utilizing stereotypes in an ethical manner can provide insight in professional settings. Understanding the stereotypical expectations for businesses, educational instances, and professional settings can be beneficial by helping an individual to properly prepare for these environments. It is important to always use stereotypes in an ethical and positive way that does not discriminate or disrespect any parties involved.

To better understand the impact of stereotypes in media and television, it is important to diverge into the creation of television itself. The history of television began nearly 100 years ago in light of providing widespread entertainment as well as a way to promote togetherness of the community. By providing a form of entertainment inside the home, families and friends found new purposes to gather. Television also provided the latest news updates, weekly releases of new episodes of television shows, and movie options to be enjoyed. The social benefits of the

television seemingly coincide with its creation, however, the less obvious implications of the television have become more apparent as media has grown in popularity over the years. A seemingly innocent means of entertainment has slowly become a vessel for distributing hidden messages, perspectives, and stereotypes among society. According to an article, “Why Was the Television Invented?,” speculation over the intentions of the television have been brought into question, and citizens have begun to wonder if the television was supported in such large quantities in order to spread specific information to masses (Why Was the Television Invented.) The implications of widespread information through entertainment can be very dangerous by spreading ideas and stereotypes in a way that individuals begin to mimic in their daily lives.

Acknowledging the existence of stereotypes in media is the first step for ISC professionals to be able to utilize them in an ethical way. Without spreading awareness of stereotypes that are present in society and media, there is no way to educate or control for these occurrences. Educating individuals within the field of ISC is an important step to ensure professionals have the tools necessary to evaluate stereotypes within media. To begin, all advertisements and media used within the ISC workplace should be thoroughly evaluated from multiple different perspectives in order to evaluate them. Media should be examined by questioning not only the purpose of the media, but also the effects of the media. If a piece of media is examined and clearly results in negative feelings or was produced with ill intentions, the media should be discarded or reevaluated to conform to more ethical standards. Because stereotypes are a part of life that will never cease to exist, isc professionals must learn how to use them in a beneficial and positive way. One way that ISC professionals can use stereotypes in an ethical manner would be to prepare in specific ways for meetings or presentations based on certain clients. By doing this, stereotypes can be used ethically to make consumers and business

partners feel respected and understood. It is important to remember that the purpose of using stereotypes in these scenarios are to benefit and respect clients and not to harmfully judge and categorize.

In conclusion, stereotypes are a part of life that will not be going away. With media becoming such a prevalent factor of life, it is important that we become aware of the perceptions that come as a result of consuming television shows, movies, and social media platforms. Many people may not realize that their favorite television show might be contributing to their internal beliefs, and in turn negatively affecting how they live their lives. By becoming aware of stereotypes in media, educating ourselves and those around us, and by carefully evaluating their ethical components of media, it is possible to utilize stereotypes in a beneficial and ethical way.

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## Piece #6

### The Unjustness of Criminal Justice

Mass incarceration was once a topic that would only be whispered about in intimate environments; a topic so large yet misunderstood that it became more of a taboo than a reality. Yet the real issue of mass incarceration always sat silently hovering over us like a balloon that was ready to burst. In recent years, the issue has been shed more light, and more individuals, politicians, and even incarcerated citizens are coming to terms with the detrimental effects of mass incarceration. What many of us fail to realize is that mass incarceration does not only affect those who fall victim to the legal system. Mass incarceration affects our society as a whole, instilling a modern day caste system among our society. The purpose of prisons in the United States was supposedly implemented in the face of justice and public safety, although this is not the reality that has evolved. There is little justice for incarcerated individuals, and many of them face discrimination for the rest of their lives, being forced into impoverished living situations and left to fend for themselves in a workforce that more often than not will refuse the hiring of someone with a tainted record. Our own economy, an issue that takes the forefront of our news and broadcast systems, falls victim to the issue of mass incarceration just the same. With incarcerated individuals being left jobless, our homeless and impoverished population continues to grow, our crime rates have only increased, and many previously incarcerated citizens once again find themselves back inside the legal system.

Criminal justice is a word whose connotation differs greatly from its actual denotation. By definition, criminal justice is the delivery of justice to those who have been accused of committing crimes. This definition provides a feeling of solidarity for those who have been accused, and leads to the belief that their future will be decided through a fair and proper legal process. This however, is not the case. The meaning of the word criminal justice has become incredibly flawed and does not represent its true purpose. Criminal justice doesn't always mean that accused individuals will receive the right to a fair trial, it does not mean that convicted criminals will get a second chance at life after paying their dues, and it does not protect citizens from unprecedented searches inspired by years of racial discrimination. Carlos DeLuna is a prime example of the failure of our criminal justice system. When Wanda Lopez was stabbed to death in a convenience store in Corpus Christi, Texas, police identified DeLuna as her perpetrator. DeLuna witnessed the attack and hid underneath a truck in fear of the police accusing him of this crime due to a previous sexual assault on his record. An eye witness described a "hispanic male wearing a gray sweatshirt" fleeing the store after the attack and DeLuna was persecuted. There was no physical evidence connecting DeLuna to the attack and his arrest was made solely on the basis of an eye witness and DeLuna's Hispanic ethnicity. DeLuna was sentenced to death and was wrongly executed in 1989. Years later revealed DeLuna's innocence when police discovered the real attacker, Carlos Hernandez. Carlos DeLuna did not receive a fair trial, he was executed without any real evidence to prove his guilt. The criminal justice system failed Carlos DeLuna.

Author Michelle Alexander addresses the topic of mass incarceration in her writing, "The New Jim Crow." "The New Jim Crow" examines the issues of mass incarceration with a racial lens, and offers insight into the unjust system that acts as a revolving door for those who find themselves incarcerated. Alexander describes the struggles of those incarcerated by explaining the discrimination they face after serving their times. After leaving prison, many find themselves unable to get jobs, unable to find proper housing, and difficulty pursuing an education. Although these men and women may be "free" after being released from prison, they are not truly free. In many ways the criminal justice system propels mass incarceration forward and acts as a glass ceiling for those who become imprisoned. The foundational issues within the system itself lies within deep rooted racial discrimination. In her writing, Alexander states the fact that, "In some states, black men have been admitted to prison on drug charges at rates 20 to 50 times greater than those of white men." (Alexander, 7). Alexander describes the issue of racial discrimination involving drugs as one of the contributing factors to the growing undercaste that leaves previously incarcerated people exiled from society. Alexander shares that the United States' incarceration rates are far greater than any other country. Many would suppose that the large incarceration rates are a means of protecting the community from crime although according to the studies Alexander shares in her writing, "Prisons did deter crime significantly....those who had meaningful economic and social opportunities were unlikely to commit crimes while those who went to prison were far more likely to commit crimes again in the future" (Alexander 8). As a result, prison and mass incarceration rates are not protecting our communities from future tragedies and crime, but are breeding grounds for them to occur. The real problem lies within the history of discrimination and economic inequalities within our nation.

The American Prison Writing Archive is a collection of stories written by incarcerated Americans. The archive gives incarcerated individuals a way to tell their stories from the inside and to give them a voice in society to tell their stories. Lacino Hamilton is part of America's mass incarceration and submitted a writing called "#Incarcerated Lives Matter" to the archive. In his writing, Hamilton addresses the topic of mass incarceration by firstly acknowledging that such a large issue must be eliminated by the help of both incarcerated people and non incarcerated people and says, "Working together brings multiple ways of analyzing oppressive structures." In other words, bringing an end to the era of mass incarceration would require support from all groups of people in America, lower class individuals, as well as middle and upper class individuals, politicians, and support groups. Hamilton relates mass incarceration to the civil rights movement, where each person's perspective and struggles were taken into consideration to bring together a nation and inspire change to confront racism as a whole. Mass incarceration has little differentiation when it comes to the steps required to make a change. To Hamilton, change would require creativity to combat and challenge such an oppressive system.

## Piece #7

### ISC361: Recommended dashboard and rationale



Rationalization for metric 1: Finding conversion rates helps assess the performance of the campaign. By finding the conversion rate we can calculate the percentage of users that are completing desired actions from month to month. This signifies if our campaign is productive at achieving our goals. If conversion rates are low, this will signify that our campaign is not productive at attracting customers and generating revenue and we should reevaluate how we are marketing the product, and which channels we are using.

Rationalization for metric 2: Click through rate is a very useful metric. The rationalization for choosing this metric is to gauge what platforms are promoting the most success. Click-through rate also help to understand the customer by showing how well customers are responding to different marketing techniques. By analyzing which techniques are the most successful, the company can save money. This is possible by focusing on specific techniques that are more likely to result in more customer interactions instead of focusing on multiple techniques without as much traction based on data found from the click-through rate.

Rationalization for metric 3: Cost per acquisition is an extremely vital metric that should be used. Because there is so much money being spent on promoting products, it is important to address how much money the company is receiving from new customers due to their marketing techniques. If the cost per acquisition is high, this means that although new customers are being attracted, it is costing large amounts of money and the marketing techniques should be potentially reevaluated to lower the cost of each new customer. This will result in larger profits for the company.

Rationalization for metric 4: Engagement rate is also an important metric to take note of. The purpose of promoting any product is to attract customers, and if customers are not engaging with content, this is time and money lost for a company. An engagement rate will help to identify which marketing techniques and campaigns are the most engaging to customers, which will also show where it is smartest to be spending money. If customers are more engaged through a specific channel, the company should put most of their money, time, and focus towards cultivating that channel over others.

Rationalization for metric 5: The average completion ratio is very important and useful in understanding the customer and their behavior as well. Often, customers do not finish watching the entirety of an ad or video and become bored and uninterested. By calculating the average completion ratio, we can see whether customers are invested in the video that we have created. If there is a high average completion ratio, our video is on the right track to attracting customers, and if there is not, it is important to readdress what type of ad we are promoting to our customers and how to make it more engaging.

Summary: Overall, based on the data from the dashboard I believe that the program was not a success. As seen in the dashboard data, the only numbers that increased throughout the campaign were engagement through YouTube and Facebook and conversion rates through Facebook and Google PPC. Although engagement is a very important factor to the campaign, it does not justify the negative data results of the other metrics. The same goes for the heightened conversion rates, which did not include an increase for YouTube. Data revealed the over the course of the four-month period the average completion ratio of all both Facebook and YouTube took a nosedive. This shows that fewer and fewer potential customers were watching the entirety of the ad, meaning that there was a loss of interest after the initial heightened excitement. Cost per acquisition was also seen to increase among all three channels, meaning that the company was spending more money per customer over the series of months despite the decreasing average completion ratio. The company also experienced a fall in click-through rate which signifies a fall in excitement from the customer. Overall, the company ended up spending more money per customer throughout the campaign without seeing adequate benefits to justify the cost. As far as engagement, YouTube received the highest level of engagement likely due to the content and usability of the platform. Most customers are familiar with YouTube and use it as a channel to easily view different content. Google PPC also saw the highest conversion rates which is likely due to the popularity of google itself. When customers utilize their google search engine, they are more likely to see keywords regarding our campaign which attracts their attention. Google PPC also had the lowest cost per acquisition over YouTube and Facebook, and I would recommend spending a greater amount of effort and money promoting future products and campaigns through Google PPC. To continue to engage customers, I would also recommend that YouTube be a primary source of promoting video advertisements because YouTube experienced a higher engagement rate in comparison to Facebook.

**Piece #7**

**JOU204: Feature story - posted to KRNL**

**A Deeper Side of Kentucky's Horse Industry**

For many people, the first thing that comes to mind when they think of Lexington, Kentucky is horse racing.

What many people do not know is what happens behind the scenes to produce some of the world's most famous races and horse sales.

Logan Saylor, a junior equine management major at the University of Kentucky works with one of the largest horse businesses in Kentucky.

Saylor began working at Gainesway Farm as a way to gain experience in the horse industry. Due to her previous experience working with horses, Saylor was chosen to work with Gainesway.

"I think that hands-on experience working at the farm and having such a specific equine major will really help me to have a future career in the industry," said Saylor.

Keeneland, a well-known racing spot for many of Kentucky's residents, is home to not only horse racing, but horse sales. One of the farms that are included in the sales is Gainesway Farm.

The daily tasks each team member at Gainesway takes part in are the reason why so many people are able to enjoy Keeneland.

"A typical day at the stables starts around 5 am for me. Once I get there, I start doing some cleaning duties and make sure all of our horses are fed and watered," Saylor said. "The early mornings are worth it to me."

Saylor said she hopes to own her own farm one day, where she can raise and sell her own horses. “Horses have always been a huge part of my life because of my family, and I know that will never change.”

Neil Howard, a previous manager at Gainesway Farm from 1998-2019 has spent much of his life participating in the horse industry.

“My family moved to Kentucky in the mid 60’s where I spent much of my time helping my best friend’s family with the equine hospital on their farm,” he said.

Howard’s time at the farm became a way of life for him. “Now I have been in the industry for nearly 50 years.”

Howard said that the sales were a huge part of his career. The former equine manager also said that not just anyone can participate in helping with the sales.

“Primarily, someone will need to contact different sales consignors asking them to work the sales. Experience is necessary and can be done either through an internship or by working at one of the farms that participate in the sales over the summer,” he explained.

The sales are a large part of the business behind Keeneland, and a lot of work goes into making sure the sales run smoothly and prepping the horses. “Yearlings prep starts 75-90 days out. This involves a combination of handwalking, exercise machines work, and sometimes even swimming.”

“The horses are also kept out of the sun during the day, groomed extensively, and physically examined everyday,” said Howard.

Sales occur during specific months of the year to allow for proper preparation. “Gainseway participates in sales during January, February, July, August, September, October, and November,” Howard said.



Different horses are eligible to be sold for different sales. The two types of sales that occur are yearling sales and breeding stock sales.

“Yearling sales start when foals are weanlings, and those chosen can be either sold as weanlings or kept until their yearling year. The yearling sale would happen in the following Spring,” Howard said.

A weanling is a horse less than one year of age and a yearling is a horse between the ages of one and two years old. The ages of the horses are one way that the horses are categorized within the sales.

Horses can also be sold for racing or breeding purposes. Horses that are sold for breeding purposes are called broodmares. If a horse is not old enough to be sold as a broodmare, they can be sold as a broodmare prospect.

Both Saylor and Howard agree that the best aspect of their jobs is working with the horses in any capacity.

The horse industry has many layers and requires lots of experience and long hours dedicated to the job. Because of this, Howard said that some of the most difficult aspects of the job are navigating the work dynamics within the industry.

“Unfortunately, dealing with employee’s daily issues whether work related or family related was the hardest part of my job in the equine industry,” he said.

Saylor agrees with the difficult dynamic in this industry. “Everything is very high stakes when working with horses. This can lead to tensions within our community,” Saylor said.

Though retired now, Howard is still active within the horse community. “I retired in December 2021, but I still stay active with the farm. I do equine appraisals for banks as well as consulting in any way it relates to the industry.”

Once involved in this industry, there are always more ways to stay involved. “It's my goal to stay active in the industry for as long as I can contribute,” Howard said.

**Piece #8**

**ISC161: 4 Part Campaign Assignment**

9/16/21

MEMO TO: Truvani Pitch Account Executive

FROM: Maddi Haney

SUBJECT: Market Situation for Truvani

One of the largest industries in today's society is the health and fitness industry, which shows growing revenue and receives even more attention each year. Truvani is a brand that has put emphasis on the overall health of citizens which has resulted in plant-based lifestyles gaining even more traction. The plant-based lifestyle is said to be, "Growing faster than traditional varieties, according to market research firm Nielsen. Sales of snacks marketed as part of a plant-based diet jumped 10.6% over the 52 weeks" (Bunge, Maloney). The industry is expected to continuously sustain their level of interest from consumers which in turn will promote the usage of supplemental products such as products manufactured by Truvani. The health industry has also become more heavily interested in a more plant-based lifestyle approach. Truvai, specializing in plant-based products, will undoubtedly be on a successful marketing and sales track. Plant based living has presented many benefits and research has shown a variety of "Favorable health implications of increasing plant intake as well as environmental sustainability" (Kerksick et al). Though there has been more interest in plant-based nutrition in recent years, plant based protein tends to contain less protein in comparison to their animal based protein competitors. In addition to containing fewer amino acids, "Plant proteins are gastro-intestinally

less bioavailable or less digestible when compared to animal proteins (Akharume, Felix U., et al.). Despite Truvani being composed of organic resources and being free from other chemicals and additives, some individuals may be sensitive to the plant proteins, resulting in digestive issues that cannot be avoided. In contrast with their non-vegan, animal protein competitors, plant-based protein powders are not considered complete proteins and contain less branched-chain amino acids which are vital proteins that contribute to muscle growth. Cost can sometimes tend to be higher for plant-based proteins and larger amounts are needed to be consumed in order to receive adequate amounts of protein from plant-based powders. Cost and protein content may be troublesome factors for the brand Truvani.

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### **Current Female Buyers of Dietary Supplements**

Category	Group	Vertical
Age group	18-24	10.9%
Education level	Completed bachelor's degree	20.8%
Employment status	Employed full time	43.9%
Household income	\$50,000+	63.3%
Census region	South	38.4%

### **Women's psychographics:**

Media: Listens to radio everyday (21.9%), Television is their main source of entertainment (17.4%)

According to data found within the supplements MRI, among the women who consume Truvanni products, the largest categories that women felt most aligned with their everyday media habits were that they listened to the radio every single day and that television was their main source of

entertainment. The vertical column of the graph showed that 21.9% of women listen to the radio everyday as their main source of entertainment, and 17.4% of women use television as their main source of entertainment. These results show that television and radio are likely to be the best way to get in touch with potential customers. Advertisements on television and radio would reach the highest percentage of customers based on media viewing habits of the women surveys. The largest percentage of women who use Truvanni products are employed full time, which means it is likely that out of this group of full-time employed women, many may be using the radio while on their way to work. For many full time employed people, television is a common way to relax after work, and among the surveyed women, the majority are employed full time and classify television as a main source of entertainment.

**Self Concept:** Kind, good-hearted, warmhearted, sincere (51.4%), Trustworthy, competent, reliable (57.4%)

The two largest categories that women who consumed Truvianni products classified themselves as fell into the characteristics of being kind, good-hearts, warm hearted, sincere, trustworthy, competent, and reliable. These results are significant because they closely align with the demographics that were also captured. The majority of women were employed full time, which likely adds to the trustworthy, competent, and reliable category. Among women who were surveyed for demographics, 20.8% of women received at least a bachelor's degree in college, which also should be taken into consideration when examining the self concepts of trustworthiness, competency, and reliability. The second largest category that women aligned with were the self concepts of kindness, good-heartedness, warm-heartedness, and sincerity, which could tell us that these women may also be likely to have a lot of loved ones, or possibly even children. With over 60% of the women surveyed making over \$50,000 per year, these women are able to support themselves and afford the product.

**Attitudes:** It is important to continue learning new things throughout your life (60.2%), it is important that a company acts ethically (51.4%)

The two largest categories of attitudes that women who bought Truvanni products found most important were that it is important to continue learning new things throughout your life, and that it is important that a company acts ethically. Women who bought Truvanni products likely did so because of their ethical beliefs. With Truvanni products being plant based, and free from common chemicals often used in supplemental products, this is a great selling aspect for women who fit into these psychographics. These women likely live an active lifestyle, where these supplemental products are of great use to them. It is also likely that their active lifestyle leads them to the most prevalent attitude of the importance of learning throughout life. These women

are drawn to Truvanni products due to their ethical standards, and as well as their desire to learn and live active lifestyles.

### **Demographics & Psychographics Risk Factors:**

Though women in these subfields have characteristics that align with the Truvanni brand and mission, there are a few risks that should be considered when estimating the success of the brand among these groups of women. Firstly, with the majority of these women being employed full time, this may leave less time for other leisurely activities. Truvanni brands specialize in supplemental products that are often used to promote health in exercise environments. With a full time job, these women may not have as great of a use for these products. The two main sources of media entertainment among the women surveyed were listening to the radio and television. This may be a concern because Truvanni is an online website that does not typically use the radio or television for advertisements. This may make it difficult to reach this demographic and psychographic of women. Furthermore, the majority of women classified their self concepts as Kind, good-hearted, warmhearted, and sincere. It is likely that these women have a busy life with many loved ones, and possibly even children. Women with children also have limited leisurely time which may impact the usefulness of the product.

Client: Truvanni

### Key Challenge

**Define business goals:** Promote and increase plant-based protein powder sales.

**Where will business come from?** Competition mainly stems from other protein powder brands, specifically animal-based protein powders.

### Human Opportunity

**Who will provide growth?** Female buyers between the ages of 18-24 years old. These individuals are educated with a bachelors degree and work full time. Members of this group live a busy and active lifestyle and enjoy socializing. Income among this group is \$50,000 per year and above. Members of this demographic are not current consumers, but may be open to trying plant-based protein.

**What do they do now?** User group currently uses other forms of protein powders such as animal-based protein powders from different brands. Members of this group are more familiar with animal-based protein powders than plant-based.

#### Key Message to Insight Change

**What do we want them to do tomorrow?** Become more open minded towards plant-based protein powders versus animal-based protein powders. Start buying Truvani regularly.

**Information to change behavior.** Truvani products contain no added chemicals and each ingredient is tested before its addition. Truvani uses real food ingredients in contrast with their competitors who add numerous chemicals to their products. Truvani products come in a variety of delicious flavors to adapt to each consumer's wants.

140 Idea: Truvani protein powder is a difference you can taste and feel.

Maddi Haney

Truvani

11/30/21

#### **Communication technique 1:**

Event marketing has the ability to act as an extremely effective marketing tool. Event marketing promotes a product by using techniques such as face to face interactions, relationship building, and communication strategies. Face to face interactions with customers have shown promising results in raising customer satisfaction with a product, along with a higher sense of trust with the product as well. Face to face interactions as a marketing technique also contribute to more intimate relationships and conversations with customers, which can lead to a higher probability of consumer loyalty. Event marketing occurs face to face versus interactions over a television or cell phone. This gives an opportunity for different strategic communication techniques to be utilized. Conversations that are had in person in contrast with over a mobile device are seen to be much more personal and effective. Techniques that can be used may include the use of persuasive rhetoric or the use of empathetic language to relate to consumers. These techniques may not be portrayed as effectively and efficiently via technology compared to in person interactions.

#### **Communication technique 2:**



Sponsorship as a marketing technique has the ability to reach and target a variety of audiences and consumers for a brand. By sponsoring a specific person, this person's audience is likely to become supporters of the brand they are sponsored by. sponsoring something or someone also has the ability to shape consumer attitudes towards the brand. If consumers feel that the brand cares about the same things they do, they will likely have a positive attitude towards the brand itself. Sponsorship can also increase brand awareness. If the person or company sponsored related to the brand's consumer needs, this will likely increase sales for the brand. In addition, by sponsoring a well known company or person, the brand's reach will increase. More people will become aware of the brand and will have a positive association with the brand as well and may lead to further business opportunities with other companies and can increase networking for the brand.

### **Communication technique 3:**

Social media continues to become more and more popular in today's society. By utilizing social media as a marketing tool, the brand has the ability to reach a wide variety of consumers that they may have previously been unable to reach. The time it takes to reach these consumers is also very low, and the cost for promoting brands on social media is also low. Using social media gives brands the ability to relay their core values to the wide variety of people they can reach on social media. This can lead to more consumer support and consumer loyalty for the brand. Social media can also lead to more personal interactions for the brand and their consumers. The brand has the ability to be in direct contact with consumers by answering questions or simply conversing over different topics regarding the brand. Social media as a marketing technique can lead to increased sales by giving a simple and easily accessible way to access the brand's product and information regarding the product.

### **How they work together:**

Event marketing, sponsorship, and social media are all useful tactics to promote the brand at hand. By utilizing each of the marketing strategies, the brand will become much more widely known, promoted, and successful, than it would be only utilizing one of these strategies alone. I believe that the most effective way to incorporate all of these strategies together would be to schedule a marketing event where the sponsored individual or business is present. The marketing event will be promoting the brand, but with the help and advocacy of the sponsored individual, more attention will be drawn to the brand, along with a larger audience. At this marketing event, consumers will interact with the said individual or business and will likely align their core values with that of the brand. At the same event, the brand's social media platform will be promoted and advocated for, creating another way to spread brand awareness and promote the brand's overall

sales. All three of these strategies working together will increase brand awareness, brand loyalty, and consumer satisfaction.

### **Execution 1:**

The event that would take place for the brand Truvani would be called “A Difference You Deserve.” This event would take place at a popular gym and would take place during the gym’s peak hours of operation. At this event, members would enter the gym’s lobby to see three tables set up for different purposes regarding the brand. One table would be introducing the product, explaining what the product is, how it works, and the benefits of the product. The second table would include brochures for customers to take that compare Truvani to other brands of supplements and also would be a place for customers to ask any questions that they might have regarding the brand. The third table would provide samples for customers to test. This would include different flavors. Testing the product in a gym would be extremely beneficial because many customers consume protein powders before or after working out, making this a great opportunity to appeal to consumer needs. To let people know about this event, I would work with the gym and have them put out flyers and information about the event prior to the date it is planned to occur. Social media would also be used to promote the event.

### **Execution 2:**

For sponsorship, it would be most logical for Truvani to sponsor a sports team, specially, the basketball team known as the Atlanta Hawks. This sponsorship would include this popular sports team to promote our brand both in person and on social media. Members of the team would be expected to use only Truvani as a source of nutritional supplements and speak only positively about the brand. Public viewers would correlate our brand to the Atlanta Hawks by seeing the players use this product and by seeing players post photos on social media with the product as well. Commercials may also play a part in this sponsorship, and will spread the word of the brand even farther by having players interact with the brand in the commercials. In order to tell people about this sponsorship, Truvani would post their own social media photos of Atlanta Hawks players using Truvani products as well. The word would spread fast with the influence of popular athletes promoting the product.

### **Execution 3:**

Youtube video 1: For the first Youtube video, I would choose to simply explain what Truvani is and what separates Truvani from other nutritional supplements. I would include the health

benefits of the product. I would also like to include a brief interview with the founders of Truvani and have them talk about why they chose to create this product and what it means to them. This will help attract consumers and create a more intimate connection.

Youtube video 2: For this video I would have our sponsored sports team in the video. The players on the sports team would each talk about Truvani and their experiences with the product. Each player would be briefly interviewed and each would say what their favorite aspect of the product is and why people should invest in Truvani. Viewers would be drawn to the famous athletes and be curious about what they think about the product. This creates a sense of validity among views.

Youtube video 3: The third video would be more of an advertisement than an informational video. This video would also consist of the athletes being in the video, but the players would not be talking. Instead, the video would show the players living their daily lives and using Truvani throughout the day, for example, before practice, after practice, for a snack, or for breakfast. This would illustrate the important Truvani has in their day to day lives without actually telling the viewers. The video would be entertaining and would show the beneficial effects Truvani has on the players' ability to perform to the best of their ability.

## **Too Good to be True: Debunking the Health and Wellness Industry**

### **Critical Response Essay**

#### **Piece #9**

Today's society is molded by pictures and videos of celebrities, athletes, and public figures who, to many, represent the perfect image of what a person should look like. These self constructed body images are framed by ideological body physiques and flawless skin of those societal figures, and have given birth to an entirely new pandemic, the obsession of health and wellness. Through its connotation, health and wellness represent positivity, though few things remain positive due to overconsumption and obsessive tendencies commonly practiced within these narratives. A happy medium within the world of personal health and aesthetics most oftenly cease to exist thanks to the rise of "weight-loss teas" and "fat-burning supplements" which claim to provide an easy fix for the hopeful health connoisseur. The promised results of these supplements string consumers along a so-called "path to wellness" though many are unaware of the misleading words that attracted them to these products in the first place. The scientific language used to describe these products leave little room for doubt, by promising that they are "scientifically proven" and including unrecognizable scientific terms that create a sense of trust within these products. Oolong tea, a chinese tea which promises results of increased metabolism, immunity, and improved fat mobilization is no stranger to the world of misleading products within the health and wellness industry.

Within the article, "Oolong Tea For Weight Loss," author Charushila Biswas makes claims contributing to the efficiency and legitimacy of using oolong tea as a means of weight loss. Nestled soundly throughout the article is a plethora of scientific jargon that would sound nothing less than believable and promising to an unfamiliar eye. The use of "science speak" as

well as the referencing of studies that have tested the results of this miracle weight loss tea create trust within consumers. The issue within the use of such scientific terminology is that few people take the time to understand the meaning behind the words, and fall into the well orchestrated trap of pseudoscience. As soon as a hopeful reader sees words that are incomprehensible, they take this as a reason to trust in the product, however, this is often just a rhetorical tactic used by authors to do just that. Within the text, a section describing how the tea actually contributes to weight loss states, “The anti-obesity mechanism of oolong tea is due to EGCG and theaflavins. They modulate energy balance and maintain carbohydrate and lipid metabolism, which facilitates enzymatic lipid oxidation” (Biswas.) Upon first glance, this sentence seems admissible and backed by science, leaving little to be questioned by a consumer looking for such a product. What many do not realize is that the use of the scientific terminology is meant to be overlooked. The consumer is not meant to be familiar with the words, and in return, they are unable to question whether or not the claims even make sense.

Another concern in relation to the scientific speak is the rhetorical use of the post-hoc fallacy, that uses the assumption that because one event happened after another, the initial event must have caused the second. In this case, the article references a study, “Beneficial effects of oolong tea consumption on diet-induced overweight and obese subjects,” and claims that 102 obese individuals lost a commendable amount of weight after consuming oolong tea four times a day for six weeks. The results from this study would undoubtedly excite a reader, who would be led to believe that the same results would be possible for them. Upon further inspection of the referenced study, it is evident that individuals who participated in the study were also partaking in a diet alongside the use of oolong tea. The misleading description of the study leaves out vital information for the reader, who is left to assume that the consumption of the tea alone would

provide the same promising results. The use of this post-hoc fallacy creates a simplistic solution for weight loss, claiming that because participants in a study lost weight, it must be due to the consumption of a weight loss tea. The authors rely on the fact that the majority of readers would not take the time to examine the details of the study and would be more enticed by the very mention of a scientific study. The article also fails to mention the final conclusion of the study which states, “Oolong tea could decrease body fat content and reduce body weight through improving lipid metabolism. Chronic consumption of oolong tea may prevent against obesity” (He RR;Chen L;Lin BH;Matsui Y;Yao XS;Kurihara H;.) Uncoincidentally, the article does not include the less concrete words such as “may” and “might” within their description of the study’s results.

When looking to purchase a new product off the market, the first thing that consumers tend to take into consideration are the proven benefits of that product. The role of marketing and rhetoric that health and wellness companies use to attract buyer attention are not always as straightforward as they would like it to seem. Brands and products claiming to be “all natural” may not be leaving behind all of the potentially harmful chemicals from their products, but instead they use smaller traces of them, or sometimes, choose to use other unknown chemicals that are not nearly as traceable. In the realm of weight loss products, it is not uncommon for brands to list promising results, however, what these brands do not disclose is that none of these are guaranteed, let alone tested to the highest of standards. In a world so infiltrated by the infatuation of health and wellness, it has become harder than ever to avoid falling into the trap of false advertising and misleading promises.

The consequences of the science speak and post-hoc claims commonly perpetrated by health and wellness companies stems far deeper than simply misleading a consumer down a

falsified path to weight loss. The results of such rhetorical techniques impact the way society functions as a whole, creates a divide between true health and glorified fixes for health, negatively affects the consumer's financials, and leads them down a path of misleading beliefs towards a healthy lifestyle. Because so many individuals have become invested in new health products, there is an extremely high demand for these products. The rise of social media has intensified the popularity of many products, diets, and lifestyles that many people adopt without any investigation of the effects or benefits. This negatively affects society as a whole by lessening the validity of so many popular products on the market. Once a product becomes mainstream or goes viral on the internet, there is no need for the company to advocate for their brand as social media does the work for them. Individuals tend to focus more on the reactions of other individuals to products and what is trending instead of researching the ingredients and underlying purposes of the products. These misleading and trendy items often do nothing to benefit the health of an individual and instead leave them spending large quantities of money under false pretenses. Although the true goal of purchasing these products is to improve health, people of society are left with little to no changes in their wellness, leading them to try multiple different alternatives that more times than not are only a loophole for the profit of brands within this industry.

A simple sentence containing the words “easy” and “weightloss” have and will continue to be an easy neck jerker for companies who are no strangers to the tantalizing hold these claims have on society. Many health and wellness products as well as articles about these products knowingly pry off of mothers or women with busy schedules who are all too aware of the societal standards placed on their appearances. The vulnerability of this demographic is consistently exploited through a skillful play on one of society's main focuses, women's bodies.

The idea of beauty and femininity are deeply ingrained in women across the globe, and are categorized by difficult and even unattainable figures, glowing skin, and luscious hair. Many people reading this article may be led to believe that they have found the solution to their long awaited weightloss journey by simply drinking this tea known as oolong. For a busy woman, there is often little time in the day for her to take care of herself. A busy work life and family life many times leaves her own self care on the back burner. This is the trap that articles hope to catch you in. The question to be discussed is not *if* these articles are using scientific jargon and post-hoc assumptions to sell a consumer on a product, but *how* to identify them. The beginning step in debunking anything begins with attention to detail and educating oneself on the rhetorical strategies that companies use to grab attention. Once aware of such strategies, it becomes easier to differentiate scientific misinformation and disinformation from legitimate claims. Once able to identify the “too good to be true” claims made within a text or on a label, research is a sound and secure way to gain clarity on the meaning of these overzealous words and claims. It is also important to pay close attention to any supplemental research or studies a product is using as justification of their results. Although there is a world of beneficial and legitimate products that exist on the market, it is imperative that all consumers understand the objectives of many health and wellness products and identify their role as a consumer. The consumer must consume, and companies must make money, but with the knowledge of how to address false and misleading information, the world of health and wellness can and will become a much more advantageous and navigable path.



## **Learning and Perspective**

### **Piece #10**

#### **Introduction**

The importance for young adults to experience freedom and creativity while also being provided with reachable goals in their education is fundamental to their success. We limit students by categorizing each student into the same genre no matter what their educational background or situatedness may be. The use of psychology to better understand the process of teaching and learning would expand the field of education. Janice Lauer suggests that by implementing psychology into learning processes would pave a road to success for students. By giving students a goal within sight and addressing students' situatedness through forms of testing and psychological procedures, the educational system could be better equipped to conform to individual student needs and promote success. Through another lens, Ann Berthoff feels that psychology sets too tight of parameters around the basis of learning, and that the two should be kept isolated from one another. The emphasis on science Berthoff felt would be overpowering to the creativity bred from the classroom.

#### **Creativity and Autonomy**

From a very young age, humans begin the process of decision making. The process of decision making is oftentimes tied to the concept of solving a problem, though the question lies within whether the problem must always be solved. Writing, and specifically the art of learning about writing, has a deep-rooted history of debated conversation. Ann Berthoff argues that the field of psychology should be separated from the teaching of writing and that the teaching of writing should be a less constricted field of learning

that should allow for creativity and knowledge should be left up to one's own discretion. Berthoff expresses her fears of cross contaminating the teaching of writing with psychological and political issues.

Berthoff felt that by integrating psychology into the teaching of writing would leave little room for creativity and autonomy for teachers and would result in a type of learning that would leave students narrow minded and left to fulfill the mold of a bureaucratized society. Students, she felt, should not be left at the hands of science when it came to their knowledge, and the integration of science would mean the creation of a singular and concrete perspective from students. Heuristics, Berthoff believes, is one of the contributing factors to her dismay with implementing educational psychology and should be left out of the conversation. If teaching writing were to be based on a psychological and political basis, this could serve no other but the predetermined society that is deemed fit. Berthoff argues that teachers of writing should take great caution when considering what is to be taught as this could contribute to the idealizations and perspectives of new generations.

## **Psychology and Education**

Janice Lauer offers a different perspective regarding the issue of integrating psychology within the field of writing and suggests that this approach to teaching would benefit students by using objectiveness and goal setting. Teaching, according to Lauer, should be based upon the outcome of a student's success.

Lauer feels it would be most beneficial to a student if a teacher were to implement systems such as "behavioral checkpoints" into their curriculum. By utilizing psychology, the education system could expand to control for the different learning techniques of students and allow a creative approach to individualistic learning to emerge. Psychology would also open the door to explore a student's own situatedness as it applied to their education. To Lauer, there must be a goal to learning, and the efficiency of learning can be identified through a series of individual goals along the path of their educational

journey. Psychology could be beneficial in helping with educational success, and pretesting could be a useful tool at addressing students' capabilities within the classroom. In response to Ann Berthoff, problem solving does not have to be as concrete as finding a definite solution, but rather can be based upon a creative approach that looks at a problem open mindedly, yet with reason. Lauer states that all psychologists do not fit into the same category and describes the usefulness of different subcategories of psychology in the teaching of writing, and that it is wrong to suggest that the objective of psychologists and scientists within the field of writing is aligned with political ideologies. Lauer feels that without investigating the effects of psychology in learning environments, the field of English has little ability to expand.

### **The Importance of a Goal**

As a college student, much of the learning experience is up to your own discretion, a discovery I made very quickly during my first semester. WRD300, was a class that intimidated me at first. The entire class was based upon one project, which would be due at the end of the semester. The freedom of having an entire semester for a project was scary and I knew that without specific deadlines I would find it difficult to organize and plan. I soon realized that the project was separated into four different components that would be turned in throughout the semester. The structure that this created for me was entirely beneficial. With specific goals and times set, I found it much easier to complete the project and set aside adequate amounts of time to complete the work to the best of my ability. Instead of leaving work to be done at the last minute, I periodically created a project that I felt successful with. The importance of structure and goal setting was fundamental in my learning within this class. The feeling of success I had after completing each component motivated me to achieve the next goal that stood in front of me.

As I write this paper, I begin to realize the reason that I feel capable of completing it is due to the specific goals that are set. Without guidelines and goals for this paper, I would be utterly lost and unable to fill the page with meaningful words that contribute to the idea at hand. I am not simply writing to write, but I have an objective at hand that is propelling me forwards in my thoughts. The idea of having a goal is motivating. Though I am writing this paper through my own creative perspective, I have direction, which I feel relates back to Janice Lauer's beliefs regarding the benefits of psychology in learning. I believe that Lauer's idea of goal setting and the importance of success are inherently present here and contribute to my ability to stay connected to my desired outcome of this assignment. Without goals and direction, we can easily lose sight of what our overall objectives may be. The knowledge of specific parameters surrounding my writing did not hinder my creativity but rather have direction and reason for my creative thoughts. I am not necessarily attempting to find a right or wrong answer or a solution to solving a problem, but I am thinking in a way that feels organized and purposeful.

## **Conclusion**

Different learning techniques of students are oftentimes overlooked by the education system and leads students down a path of hesitance and resistance. By identifying students based upon their psychological situatedness, learning can be made into a much more useful tool as well as providing students with a roadmap for their success. The fear of failure in the classroom creates concern and manifests a certain dissonance between learning, teaching, and students. The importance for young adults to experience freedom and creativity while also being provided with reachable goals in their education is fundamental to their success. We limit students by categorizing each student into the same genre no matter what their educational background or situatedness may be. The need for students to expand and express their creativity is vital and directly impacts their own potential in a learning environment.

## Internship Summary

I started my Internship on the date of March 16th, 2023 with Andover Management Group, who specialized in the marketing and management of several different properties in

Lexington, Louisville, Cincinnati, and Okatie, South Carolina. I am specifically working with Andover's marketing manager who acts as my supervisor during my time here. My duties included running social media accounts for each property, creating advertising content, helping with marketing analytics and organizing data for said properties, and utilized creative software such as Adobe Photoshop and Canva to generate creative content. I have also helped come up with ideas for ongoing marketing campaigns for the company's newest property which is currently under construction and organized events to promote the company's services.

Throughout my time working as a marketing intern at Andover Management Group, I continued to manage social media accounts. I kept track of several different accounts for different properties including Instagram and Facebook. I would plan posts throughout the week through a website called "Constant Contact." I also helped my supervisor with current projects he was working on. One of these projects included doing research on other properties nearby and assessing them as competition for our properties. I did multiple write-ups describing my findings. I also began working on the next monthly newsletter for the company which included new projects we are working on as well as updates for the company. I continued to create advertisements for various properties using different digital design platforms such as Adobe Photoshop and Canva.

Andover Management Group is currently building a new construction site in which I frequently would visit. During these visits I would capture media through photographs and videos to promote their new establishment. The media I collected I then used to post on social media accounts across their platforms as well as create advertisements for the company as well. During this time I also aided in photoshopping photos for their new websites as well as responding to customer reviews. I also spent my time researching other competitors for their different companies and created a spreadsheet with data based on their current website traffic. This included how many leads and tours for their apartments came from different sites such as Apartments.com, Rent.com, etc.

I gained very valuable experience throughout this internship that I will use to further my professional career moving forward post-graduation. I learned day-to-day life working in a professional environment as well as how to use platforms such as Adobe Photoshop, Canva, and Constant Contact. I also learned how to better use Microsoft Excel and about different ways of advertising online such as internet listing services, and pay per click ads. Overall, my experience as an intern has prepared me for a professional career where I will utilize my skills to cultivate success for a professional organization moving forward.

