

AFC ANN ARBOR: PAID ADVERTISING



AFC ANN ARBOR

OBJECTIVES

AFC Ann Arbor, who play in USL2, needed help with their social media, specifically their brand voice. Brassic collaborated closely with the key stakeholders of the team and brand to understand its values, personality, and target audience.

From there, our objective was to nail down the voice of the brand on social through copy, creative, and strategic updates.

SOLUTION

Brassic developed multiple consumer identities, creative, and copy for each of AFCAA's values and personality. After the voice was developed, we created content calendars for the rest of the calendar year. This included individual platform calendars, multiple copy variations for all ads, and off-season scheduling.

Brassic also participated in multiple meetings with company and brand stakeholders to present ideas related to organic and performance-related marketing.

RESULTS

1. Increased audience engagement

Changing the type and overall strategy of content, AFCAA social pages saw increased engagement in the form of clicks, comments, and video views across all platforms they had a footprint on.

2. Expanded audience reach

Updating AFCAA's voice across their social channels helped attract new segments of fans who resonated with the new tone, messaging, and overall strategy.

3. Consistent brand experience

The new, cohesive brand voice ensured a consistency across all platforms, strengthening the overall brand experience and reinforcing key brand values.

AT A GLANCE CHALLENGES

- Finding a consistent brand voice
- New customer acquisition
- Media attention & interaction

RESULTS

- Increased audience engagement
- Expanded audience reach



ROB VAN AUKEN

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"Assisting brands in finding their unique voice is endlessly rewarding. Every project offers fresh opportunities and things you've never seen, making our work deeply fulfilling."

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