



Integrated Social Media Strategy For Otto's “Glow Up”

By: Peel Inc.

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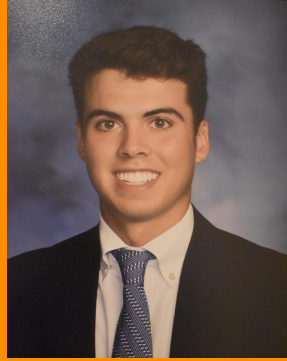
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Meet The Team



Overview

- Our task: Launch Otto the Orange's new suit/new look/"glow up"
- Our mission: Inform as many people as possible about Otto's new look/"glow up"
- Issues: Reach, engagement, anticipation
- Two major goals:
 1. To increase engagement on all of Otto's social media platforms prior to the launch of his new look
 2. For all audiences to anticipate and embrace Otto's new look immediately and weeks after the launch

SWOT Analysis

Strengths

Otto the Orange has a compelling online persona that embodies the 'Go Orange' spirit! Otto consistently posts on Instagram and Tiktok and engages with the Syracuse community through his Twitter content. Otto takes on the role of a six year old child who cheers on the Syracuse community and this is conveyed aptly to the students and alumni.

Weaknesses

Otto the Orange attends community events in the Syracuse area and one suggestion is to capitalize on these content opportunities, especially throughout the summer when students are not currently in Syracuse. Another weakness of Otto is not always utilizing trending sounds in the moment. In order to maximize engagement and resonate more with Syracuse students, it would be beneficial to use more trends as they are popular.

Opportunities

As stated in the weakness area, one area of opportunity is for Otto to utilize more trending sounds or trends as they are viral. This will increase engagement from students, alumni, and prospective students.

Threats

One threat to Otto the Orange appears as he is set to relaunch his new look. Otto's 'glow up' will garner lots of attention, both good and bad. Change is not always received well so it is important for Otto to promote his new look on social media and familiarize this new look with SU students and alumni.

Audience Personas



AVERY MASON

MIDDLE SCHOOL STUDENT

DEMOGRAPHICS

Age: 13

Gender: Female

Occupation: student

Family: 2 older brothers, 2
parents

Location: Syracuse, NY

BIO

Avery is a 7th grader at the Edward Smith K-8 school and is a Syracuse native. She grew up going to SU football and basketball games and one of her brothers is currently a sophomore at the university. Avery plays club soccer and loves using social media. Her favorite apps are Instagram and TikTok, but she also has Snapchat.

GOALS

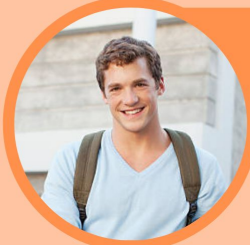
- start making TikToks with her friends
- Go to more Syracuse games like she did pre-covid
- Spend more time practicing soccer
- Improve her reading skills

MEDIA



CHALLENGES

- Having a hard time navigating middle school
- Only allowed a certain amount of time on social media due to parental controls
- Parents can sometimes be too busy to take her to SU games



ADAM LIEBMAN

SYRACUSE STUDENT

DEMOGRAPHICS

Age: 21
Gender: Male
Occupation: Syracuse
University student
Family: 1 brother, 2 parents
Location: West Hartford, CT

BIO

Adam is currently a junior at Syracuse University studying political science in the Maxwell School of Management. Adam is an avid sports fan and religiously follows Syracuse's sports teams. Adam also loves Boston sports teams and is always checking in on his teams through social media and online. He also enjoys going to all of the Syracuse sporting events to cheer on the Orange. When he is not in class, he likes to go to the gym, hang out with friends, and play golf when the weather is nice.

GOALS

- Getting a good score on the LSAT
Getting into a well respected law school
after graduation
- Graduating college with a good GPA
- Developing good relationships with
friends and professors
- Improving his physical health
- Improving his golf game this summer

MEDIA



CHALLENGES

- Finding a job/internship for this
upcoming summer
- Doing well in all his classes and
getting a good GPA
- Keeping up with school, the gym,
and extracurriculars
- Preparing for the LSTAT next year



JOESEPH JOHNSON

SYRACUSE ALUMNUS CLASS OF 1989

DEMOGRAPHICS

Age: 55

Gender: Male

Occupation: Advertising
campaign manager

Salary: \$100,000

Family: Married with 2 kids in
college, one at Syracuse

Location: Westchester, NY

BIO

Joe graduated from Syracuse University in 1989 and bleeds orange. His youngest son is a sophomore at SU and just rushed the same frat that he was in. Joe works in New York City for BBDO Worldwide as an advertising campaign manager. He has been married for twenty-five years and has lived in Westchester for the past twenty. Joe often comes up to Syracuse for the football and basketball games and is an avid follower of SU sports.

GOALS

- Start thinking about retirement and moving out of Westchester
- Develop and finish the last of the campaigns he is working on
- Seeing children graduate college and start settling down

MEDIA



CHALLENGES

- Figuring out what to do after retirement
- Finishing life's work and moving to the next chapter of life
- Being an empty nester for the first time in 20 years



Goal #1

Increase engagement on all of Otto's social media platforms prior to the launch of his new look on September 17th, 2022

Objectives, Strategies, and Tactics for Goal #1

Objective 1: Prior to Otto's launch on 9/17/22, increase followers by 20% across all platforms.

- **Strategy 1.1:** Develop more social media posts (IG/TikTok) that will raise awareness/excitement for the change.
 - **Tactic 1:** Research current trends and create content using popular sounds (TikTok) and phrases
 - **Tactic 2:** Strategize engaging captions that will incite responses from the audience
 - **Tactic 3:** Instagram stories and posts – identify popular trends, virality, and create shareable content
 - **Tactic 4:** Instagram reels – transfer content over from TikTok onto Instagram reels as well as create original Instagram reels content

Objectives, Strategies, and Tactics for Goal #1

Strategy 1.2: Collaborate with other accounts to drive interaction and engagement.

- **Tactic 1:** Reach out and plan interactions with Syracuse affiliated accounts
- **Tactic 2:** Post instagram/TikTok posts with students around campus
- **Tactic 3:** Post instagram/TikTok posts when Otto is out and about with other mascots or clients
- **Tactic 4:** Repost other mascot's content to build relationships

Objectives, Strategies, and Tactics for Goal #1

Objective 2: Increase positive engagements with Otto's social media content by 50% prior to the launch of his new look.

- **Strategy 2.1:** Implement a consistent social media strategy across all platforms
 - **Tactic 1:** Identify evergreen content and create a "bank" to pull from when there are lulls in activity (all platforms)
 - **Tactic 2:** Create list of frequent collaborators and influential accounts, check weekly for content to reshare
 - **Tactic 3:** Gear captions towards students/target audiences to increase engagement
 - **Tactic 4:** Consistently using trends (editing/sounds/phrases)



Goal #2

For all audiences to anticipate and embrace Otto's new look immediately and weeks after the launch on September 17th, 2022.

Objectives, Strategies, and Tactics for Goal #2

Objective 1: Inform audiences of the change before the launch on 9/17/22

- **Strategy 1.1:** Create a set of social media posts consistent across all platforms that will build anticipation for Otto's launch
 - **Tactic 1:** Create TikTok's similar to sporting "hype videos" to tease the new costume
 - **Tactic 2:** Create a series of Instagram posts (one week/5 days) prior to the official launch teasing the change and building engagement
 - **Tactic 3:** Tease his new look on Twitter through a variety of tweets hinting at new changes during the week of the launch.
 - **Tactic 4:** Collaborate with other SU instagram accounts and send them a pre-launch image they can post and promote the launch

Objectives, Strategies, and Tactics for Goal #2

Strategy 1.2: Plan a media strategy to implement during the launch / use interactive posts to engage audiences

- **Tactic 1:** Create a TikTok that capitalizes on Otto “glowing up” and revamping his image (use specific sound)
- **Tactic 2:** Tag other accounts that Otto is associated with in posts/stories leading up to the launch
- **Tactic 3:** Create several posts on Instagram leading up to the new Otto launch to build excitement -- create a space that feels interactive
- **Tactic 4:** Develop a social media strategy for the launch, series of photos and videos across different platforms to increase excitement for the new look

Media Mockups

**Twitter, TikTok, and
Instagram**

Twitter



Otto ✓
@TheOttoOrange

Was super exciting to rock my new look at tonight's game!! Let me know what you guys think!!

[#OttoGlowUp](#)



6:00 PM · Sep 17, 2022

141 Retweets 33 Quote Tweets 11K Likes



Otto ✓
@TheOttoOrange

Great to be back at The Dome for the first home game of the year! I have to be honest but I may look a little different in two weeks for the Notre Dame game!!!

[#OttoGlowUp](#)



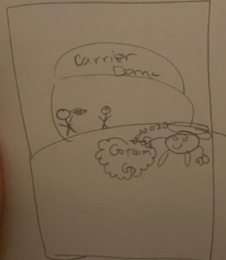
12:00 PM · Sep 2, 2022

1K Retweets 5K Quote Tweets 1.7K Likes

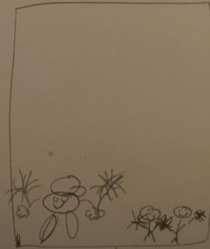


TikTok

9/3/22



Otto cheering on the team at the first home game!



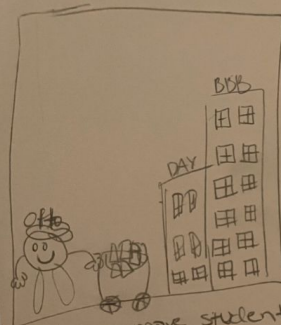
Otto cheering with the cheer team



Otto winning students a great first day of class!



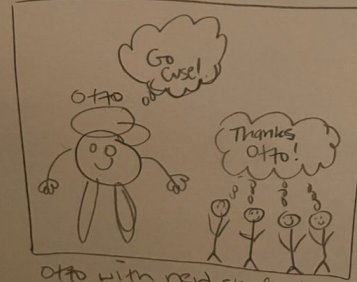
Otto teaching students on the first day!



Otto helping move student belongings into dorms



Otto carrying suitcases



Otto with new students during move-in day!

Instagram

 theottoorange
Syracuse University



2,185 likes

theottoorange Jumping for joy because Class of 2026 just moved in! Who else is excited?! [#suwelcome](#)

[View all 39 comments](#)

August 21, 2022

 theottoorange
Carrier Dome



2,447 likes

theottoorange Pumped to be at the first home game of the year! Although I might look a bit different at the next one •• [#OttoGlowUp](#)

[View all 39 comments](#)

August 21, 2022

 theottoorange
Syracuse University



2,344 likes

theottoorange Happy first day of classes!! Here are some new friends I made. Tell me how yours went in the comments! 🍊 [#syracuseu](#)

[View all 58 comments](#)

August 29, 2022

OTTO'S REVEAL

**One week media campaign
3 videos**

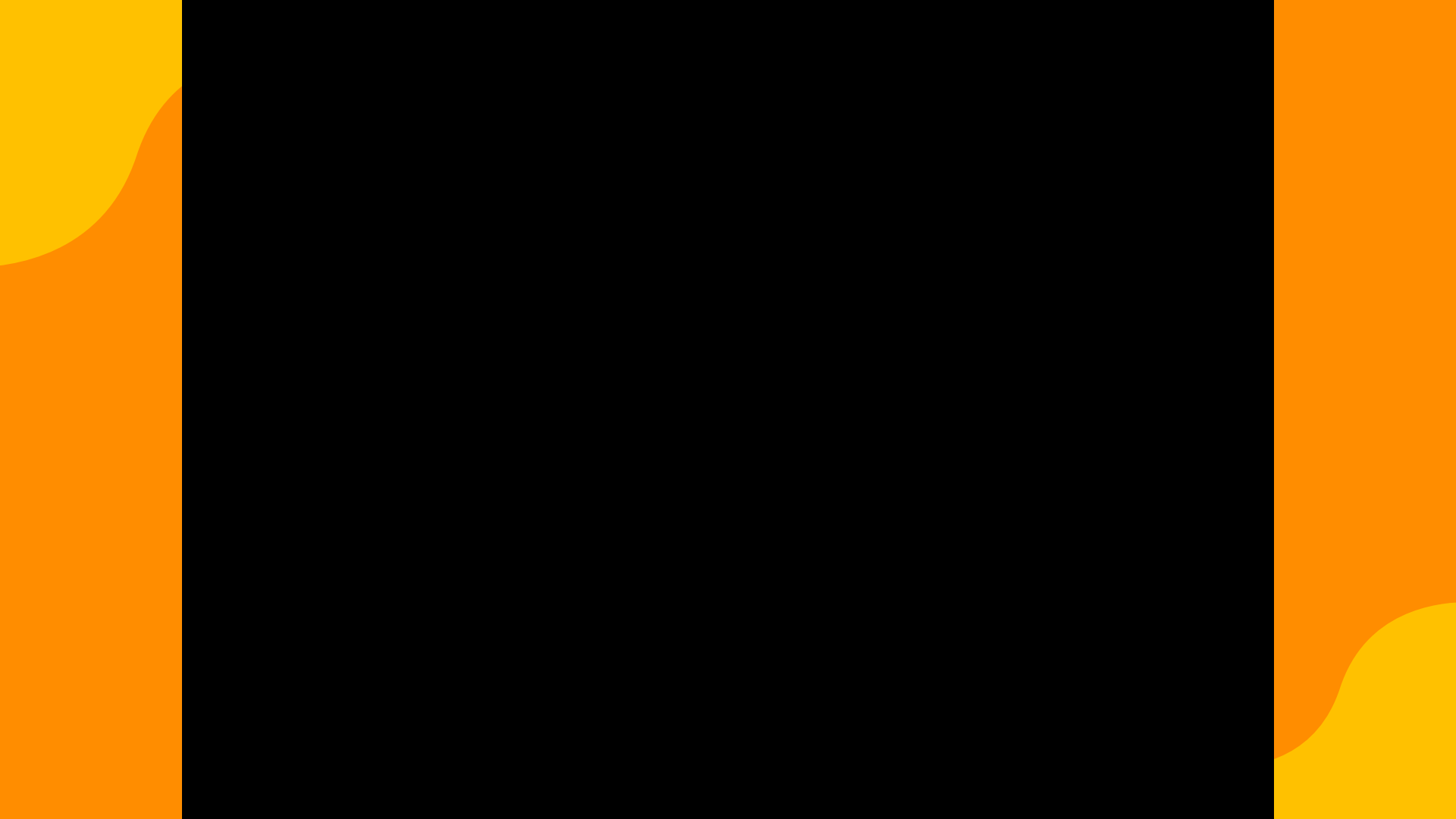
Picture this:

- Otto, alone in a dark room, a single spotlight on him

- EXTREMELY professional camera work

In the beginning videos only small clips of the new Otto changes, the final video a full 360 degrees very intense blackout transitions, strobe-esk, with a full reveal of the new Otto

The song isn't a must, but it is extremely important that it's a song of similar energy and beat drops



The slide features a light blue background with large, stylized yellow wavy shapes at the top and bottom, resembling clouds or water. Centered in the middle is the text "Thank you!" in a bold, orange, sans-serif font.

Thank you!