

**WK Application**

**PROJECT**

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**2 0 2 4**



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# CAN-TINI

## *Partnership*

As Can-Tini is the perfect cocktail for date night, I would coordinate sponsored promotions on popular dating apps, like Hinge. The ads would feature eye-catching graphics reading "Pick up a cutie and a Can-Tini for your next date!"

To organize the partnership, I would work closely with the marketing team at Hinge to run segmented ads targeted to users in the metropolitan cities in Texas. We'd brainstorm fun, flirty copy, and visuals to capture attention on the apps.

On the branding side, I'd develop custom Can-Tini labels and packaging featuring fun dating app prompts. For example, "My simple pleasures include..., First round is on me if... Together, we could... You should leave a comment if..., etc." We'd provide influencer PR recipients with co-branded cans and custom coffee cups to feature on their social channels for additional exposure.

To drive further buzz on Instagram and TikTok, we'd encourage social sharing by running a "Can-Tini first date" contest. Users would post photos enjoying Can-Tini on first dates using a branded hashtag for the chance to win a romantic second date. The prize would include planning and funding for a fun, flirty second-date experience for the winning couple to enjoy with chilled Can-Tini cocktails.

By meeting customers where they already are online and with an engaging, on-brand partnership, we can effectively expand awareness of Can-Tini as the perfect cocktail for date nights, creative social content, and growth across Instagram and TikTok.





# REAL CEREAL *Partnership*

Real Cereal and La La Land Cafe are perfectly aligned for an exciting social media collaboration. La La Land cafe is a coffee shop with multiple locations across Texas and California. Their brand identity and industry align with Real Cereal.

As the aesthetics across both companies' social media presence is light, airy and features tones of yellow, it will be easy to create collaborative media to showcase the partnership. In addition, as La La Land is a well-established brand with 245K followers on Instagram and 6.5M on TikTok, they could provide a massive wave of exposure to Real Cereal's brand.

La La Land often features specialty lattes that include toppings of anything from sprinkles to waffles to, you guessed it, cereal. Thus, pitching the Real-Lala-land Cereal Latte limited edition collab would be a strategic sale, as it aligns with their existing business and social media model. In addition, a limited edition logo would be featured on the packaging materials for the specialty drink.

To maximize exposure, we would launch the campaign simultaneously across both brands' Instagram and TikTok accounts. The content would have a bright, cheery aesthetic featuring the custom Real Cereal x La La Land branding on the latte packaging and cup sleeves. This would achieve our goal of increasing awareness and driving growth on social media for Real Cereal.

For the launch, we could organize an Instagram takeover and TikTok campaign. La La Land could share behind-the-scenes footage of making the specialty drink on their accounts. We could also have influencers create TikTok videos trying the latte. Real Cereal would post photos of the latte and crossover branding. Customers would be encouraged to share their photos of the drink with branded hashtags.

To initiate the partnership, I would reach out to the marketing team at La La Land via email and reach out to the Texas locations via social media. I would introduce our cereal brand, propose the "Real-Lala-land Cereal Latte" limited edition drink, and highlight the benefits of both brands. If they agree, we will schedule an in-person meeting to finalize details and schedule a content day(s) on location at the participating store(s).





# PIRQ *Partnership*

The ACL Music Festival in Austin is the perfect opportunity for Pirq to showcase its products as essentials for staying energized and hydrated while enjoying the festival.

Leading up to the festival weekend, I would coordinate sponsored social media promotions and giveaways with ACL Fest to drive buzz around Pirq as the official electrolyte drink and protein shake of the festival. This includes organic social posts from the ACL channels featuring the branding.

Leading up to the festival, we would distribute free product samples to festival-goers and encourage them to share on social media how they are using the products in preparation for the long days at the festival.

After the event concludes, we'll partner with influencers who attended to recap their ACL experience and highlight staying energized with Pirq products. The pre-event activation combined with strategic social media marketing before, during, and after the festival allows us to organically align the Pirq brand with ACL attendees while growing reach and engagement on Instagram and TikTok with the major buzz that comes with the festival.





# WONDERKIND *Partnerships*

To provide hands-on learning while showcasing Wonderkind's agency culture, I would coordinate with a leading UT business club like the American Marketing Association chapter to host a job shadow day.

A select group of club members would be invited to shadow Wonderkind employees for a day across departments like social media, design, account management, and more to gain insights into agency roles.

To organize, I'd work with the AMA club president to promote the opportunity and select passionate student members. At the office, we'd kick off with introductory presentations on Wonderkind's capabilities and creative process.

Students would then shadow assigned employees on current projects - collaborating on content brainstorming, sitting in on client calls, providing social strategy input, and more. We'd capture photos and videos throughout the day for students to share on social media.

The hands-on event concludes with a happy hour allowing students to recap takeaways, exchange contact info, and learn about internship opportunities. Wonderkind gains visibility with aspiring marketers while the AMA students receive an inside look at agency life. The organic content and exposure help grow our Instagram and TikTok audience.





# WONDERKIND *Partnerships*

To position Wonderkind as a hub for industry information and creative branding, I would coordinate an Instagram takeover and podcast series featuring interviews with local Austin influencers.

We would collaborate with nano and micro-influencers across various niches by having them take over our IG feed and stories for a day to share their brand-building insights. I would work closely with each influencer to align on the topic focus such as growing your niche, content strategies, or overcoming creator burnout.

For the podcast, we would have longer-form interviews diving deeper into their journeys, challenges, and tips on succeeding as an influencer. We would promote the takeovers and podcast episodes through both of our networks.

To organize the partnership, I would leverage our relationships with local influencers and pitch the opportunity to provide their audience value through education-focused content. I would handle scheduling, prompt creation, branding assets, and amplification across social media and email marketing.

This influencer speaker series allows Wonderkind to tap into established local creator audiences while positioning ourselves as thought leaders. The takeovers and podcasts provide influencer marketing education and great content to engage our community and grow our Instagram and TikTok presence.





# CAN-TINI *Event*

In the heat of a Texas summer, it's time to soak up the sun with a refreshing, stay-cation pool party hosted by Can-Tini. As a local beverage company in Austin, Can-Tini wants to bring together the city's top content creators for a memorable day of fun in the sun.

The planning starts by scouting the perfect pool location at one of Austin's unique boutique hotels, with ample space for lounging, splashing, and mingling with new friends. Hotels like The Carpenter Hotel or The Line Hotel would be primary contenders. (Other options Wet Deck at the W, @waustin, or Hotel Ella, @hotelella). The "Your Favorite New Can-Tini" party would promote the ease of enjoying your favorite drink poolside all summer long via Can-Tini.

Once the locale is secured based on capacity, layouts, and aesthetics, the guest list will take shape as we handpick our favorite creators and micro-influencers to receive exclusive invites, including members of the WK Creator Club. Promoting the event on social media via the company and UGC creator accounts would generate major buzz leading up to the big day. The price of admission, an unboxing of the Can-Tini invite.

When the party arrives, guests are greeted with summertime vibes, from the fruit-garnish cocktails and tropical decor to the retro pool floats and laidback music. The dress code sets the carefree tone - creators are encouraged to rock their favorite tankinis, swim trunks, or whatever makes them feel comfortable soaking up the sunshine.

The highlights of the event would include a floating bar stocked with Can-Tini's signature beverages, poolside bites like tacos and popsicles, and plenty of Instagrammable moments which are encouraged.

By bringing together Austin's creative community over cocktails and summertime fun, Can-Tini can make a splash and create lasting connections within the local community. The pool party cements Can-Tini as the taste of an unforgettable Austin summer.





# REAL CEREAL *Event*

Fuel your morning at Real Cereal's Breakfast Barre. Breakfast Barre is the perfect event to showcase Real Cereal's tasty and nutritious morning offerings. We'll start the day with an energetic barre class hosted outside, with a Real Cereal food truck waiting for guests when class wraps up.

To organize, I would partner with local fitness studios to host and promote the barre class. Once the event is set, I'd reach out to local Austin fitness influencers and give them priority for attendance, then tap into the fitness studio client base and the confirmed attendees' followers to join in on the fun. We'll deck out the outdoor space with Real Cereal-inspired decor and signage for eye-catching photo ops.

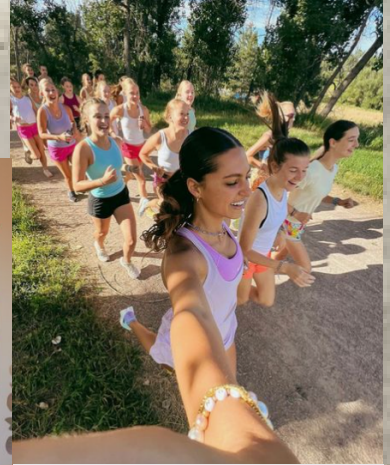
During the class, we'll capture shareable moments for Instagram and TikTok like the instructor leading. When class ends, participants can grab a free breakfast and event merch cereal bowl from the Real Cereal truck filled with their choice of classic flavors and head to the toppings bar to customize their breakfast.

Promoting on social media before and during the event is key. We'll encourage attendees to post about the class using a unique hashtag and capture additional content around the food truck. The energetic, community-driven event combined with delicious cereal offerings makes for an engaging, on-brand experience poised to boost Real Cereal's Instagram and TikTok game.





# PIRQ *Event*



To showcase Pirq's shakes and electrolytes as the perfect fuel for female runners, I would coordinate sponsoring an upcoming 5k night run hosted by a new social club, Your Mother's Run Crew (IG: @yourmothersruncrew). YMRC's mission is to make running safely accessible for women by organizing group runs.

Leading up to race night, we'd promote registration and awareness of YMRC's mission through social media. Pirq would provide glow-in-the-dark race shirts and light-up swag for visibility during the evening run.

On race night, Pirq would have a tent at the start/finish offering shakes and electrolytes to fuel and rehydrate runners. We'd capture photos of runners glowing under the night lights, proud to safely conquer the course in a group.

To further amplify on social media, I would invite local Austin fitness influencers to join the YMRC night run and document their experience through Instagram and TikTok videos. We'd ask them to capture glow-in-the-dark footage on the course, enjoy Pirq products at the finish line tent, and speak to the empowering sense of community during the evening run.

Their first-hand accounts would provide authentic endorsements of fueling with Pirq and amplify awareness of YMRC's mission through their broad influencer networks. By strategically incorporating influencer content creation, we can expand the digital reach and storytelling surrounding this community partnership.

This partnership provides visibility to YMRC's mission of empowering female runners while aligning our shakes and electrolytes with fueling women to achieve their fitness goals at all hours. Capturing their nighttime community run allows us to generate authentic social content showing Pirq supports women's running and women in the ATX area.





# WONDERKIND *Events*

I would collaborate with Neighborhood Goods to transform part of their space into an interactive, Instagram-worthy pop-up shop showcasing products from trending brands who are clients at Wonderkind.

Wonderkind would curate the brands and work closely with them to design an engaging shopping experience tailored to creating shareable social media content. The space would feature colorful displays, neon signs, custom photo backdrops, interactive props, and other eye-catching elements to encourage social sharing and user-generated content.

To organize, I would leverage Neighborhood Goods' relationships with emerging brands and coordinate the collaboration between the list of WK vendors. We'd co-promote the experience through our social channels, email lists, and influencer networks.

The pop-up would allow Wonderkind to demonstrate our expertise in designing branding and merchandising shopping experiences. Neighborhood Goods provides the ideal canvas combined with a built-in target audience. The partnership enables both brands to create buzz and grow our audiences on Instagram and TikTok through an of-the-moment activation.





To showcase the Wonderkind brand personality and capture engaging social content, I would coordinate a vibrant field day experience with our WK Creator Club members exploring the city's most Instagrammable spots.

The event would kick off with a party bus picking up our creators at WK HQ for a full day of hitting Austin hot spots. Our first stop would be a coffee stop to kickstart the day at a boutique spot like Maaribu or Revival Coffee.

Next, we'd visit a buzzy brunch spot for photos of the delicious food and drinks like Launderette. After, we'd head to the Museum of Ice Cream for more fun and shareable content.

Throughout the day we'd provide the Creators Club with branded swag like custom WK Creators Club tote bags, t-shirts, and phone cases to unify the look across posts. We'd conclude with a happy hour mixer and recap back at HQ or another local spot.

The curated content day allows us to organically showcase the Wonderkind brand personality while generating fun, on-brand social content. Leveraging influencer creators provides built-in amplification across Instagram and TikTok to grow our presence.





# WONDERKIND

## *Wellness Event*

Promoting local produce, business, and community, I propose the "WKnd Wellness Market," a vibrant and immersive event aimed at promoting local produce, businesses, and community well-being.

The WKnd Wellness Market is an afternoon extravaganza that brings together community members and local creators to celebrate health and wellness uniquely and enjoyably. The focal point of the event is the "WKnd Wellness Market," featuring a diverse range of wellness products, fresh produce, interactive booths demonstrating recipes, and Instagrammable moments.

In addition to shopping opportunities, the event will have a strong focus on education, community, and promoting healthy lifestyles. A series of "wellness workshops" will allow attendees to sample activities like yoga, meditation, and more from local fitness studios, in addition to the recipe idea hubs.

Organizing the WKnd Wellness Market would begin with outlining the goals and objectives of the WKnd Wellness Market. This would consist of curating an invitee and collaborator list of brands WK would like to possibly work with as well as brands that could benefit from the event's exposure.

Location planning would take priority as local permits would be required to host an event of this nature in a public space. This may include permits for the sale of goods, food vendors, and any necessary health and safety clearances, and will also have to Consider accessibility, parking, and facilities for a seamless event experience.

Then, reach out to potential vendors that align with the wellness theme and WK's goals. Once the booth partnerships have been solidified, we'd need to plan the layout of the WKnd Farmers Market and interactive booths to ensure a logical flow that maximizes attendee engagement and creates an inviting atmosphere.

From there, planning social media coverage would consist of leveraging the Creators Club to create hype. While the WK team can create engaging content, including countdowns, sneak peeks, and behind-the-scenes looks. We'd encourage vendors, influencers, and attendees to share their excitement during the event by tagging WK and the vendors.

The WKnd Wellness Market would allow WK to directly engage with the local community while positioning itself as a hub for health and wellness in Austin.





# WONDERKIND *Creators Club*

To make the WK influencer club as fun and valuable as possible, creating an exclusive community experience focused on memorable in-person events, collaborations, and insider perks will be the focus. Events like:

- Quarterly club gatherings at our office will facilitate meetups, co-working sessions, workshops, and styled shoots to boost content creation.
- Outings like yoga classes, wine tastings, or farm tours.
- Online forums will enable idea-sharing and networking.
- Providing early access to WK products, discounts, challenges with prizes, and amplification on our social channels will make members feel special.
- Specialized Creator Club merch.





# WONDERKIND *Merch*

To spread the WonderKind spirit wherever you go would be easy in a collection of vibrant, branded merch items. Curating an assortment of practical yet playful products would be vital in showcasing the WK vibe and sparking creativity.

The Wonderkind merch collection is thoughtfully curated to resonate with creative young women working in advertising, marketing, and social media.

The totes, tumblers, planners, and other items are intentionally selected for their functionality and ability to add a touch of style to the daily grind. Useful products like roomy tote bags, inspiring coffee mugs, and organization-focused planners make juggling work and personal tasks chic and fun. The designs showcase the vibrant, whimsical spirit of the Wonderkind brand through original prints, illustrations, phrases, and color schemes. We celebrate confidence, ambition, and finding joy in the journey through motivational, relevant messages embedded in the products.

By tapping local and small vendors, each item feels artisanal and special. The merch reflects the tastes and personality of our core demographic while helping them express their passionate pursuit of careers in marketing, social media, and advertising daily.

Wonderkind merch will allow the community to stay organized and motivated while boosting their mood and conquering their goals in signature style.



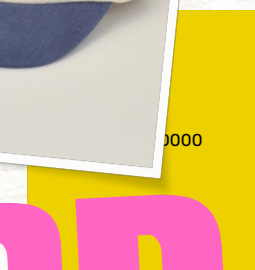
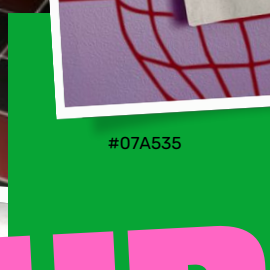
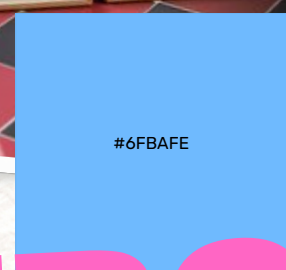


Designing and producing merch samples would include using in-house designs while partnering with local vendors:

- **Illustrated tote bags**- Great for carrying notebooks, laptops, etc. Could feature WK illustrations. Our in-house designers would create original prints and illustrations for the cotton canvas totes. We'd then partner with a local print shop to produce the bags in small batches.
- **Art prints**- WK custom art prints. WK designers would create motivational and inspirational art pieces for prints. We'd work with a local producer to handle printing and framing the finished design files.
- **Coffee mugs**- Uplifting quotes or mantras printed on sleek mugs to start their days. Our creative team would design unique mantras and phrases and collaborate with a local pottery studio or production company to produce the custom designs.
- **Graphic T-shirts**- WK's motto or words to live by that reflect the brand's spirit. Relatable phrases. We'd concept relatable phrases and graphics in-house then print the tees locally that can handle small custom apparel orders.
- **Planners/journals**- Useful for content planning with quirky WK designs. WK designers would create fun layouts and branding then use Printful's digital printing to produce the planners on-demand, enabling small quantity orders.
- **Cooking utensils**- Useful and display-worthy. Wooden spoons or spatulas with engraved WK logos. Our team would design the engraved logos for wood spoons and spatulas, which a local Austin woodworker would produce by hand in small custom batches.
- **Water bottles/tumblers**- For staying hydrated in style. Wide mouths that fit ice and fruit. Similar production details to coffee mugs.

**MOODBOARD ON THE NEXT PAGE**





# MERCHBOARD

wonderkind co

