

# Final Pitch

War Child presents Secret Seven

Kayce Jensen, Priscilla Lopez, Angelena Vargas, & Susanna Alan

April 24, 2025

# Meet The Team

Susanna



Angelena



Priscilla



Kayce



# Agenda

- ★ Recap
- ★ Research & Target Audience
- ★ Creative Execution
- ★ Media Platform & Budget
- ★ Campaign Summary

# Recap

# The Challenge

- ★ Pick one of the Secret 7” tracks for War Child
- ★ Create a vinyl record sleeve with the chosen track
- ★ Showcase the individuality of the track and artist
- ★ Keeping the track and artist anonymous
- ★ Pushing the boundaries of a vinyl record sleeve

# The Opportunity

- ★ Creative freedom
- ★ Incorporating each of our creative skills into one vinyl record sleeve.
- ★ Showcase the individuality of the track and artist
- ★ Keeping the track and artist anonymous
- ★ Pushing the boundaries of a vinyl record sleeve

# Chosen Artist

Sophie Ellis-Bextor  
Devotion



# Concepts



Concept 1  
Fever Dream



Concept 2  
A Disco Superhero



Concept 3  
Is It Love?

# Feedback



- ★ Match illustration style more to the concept
- ★ Merge Concept 1 and Concept 2
- ★ Make visuals match the vibe of the song

# Research & Target Audience

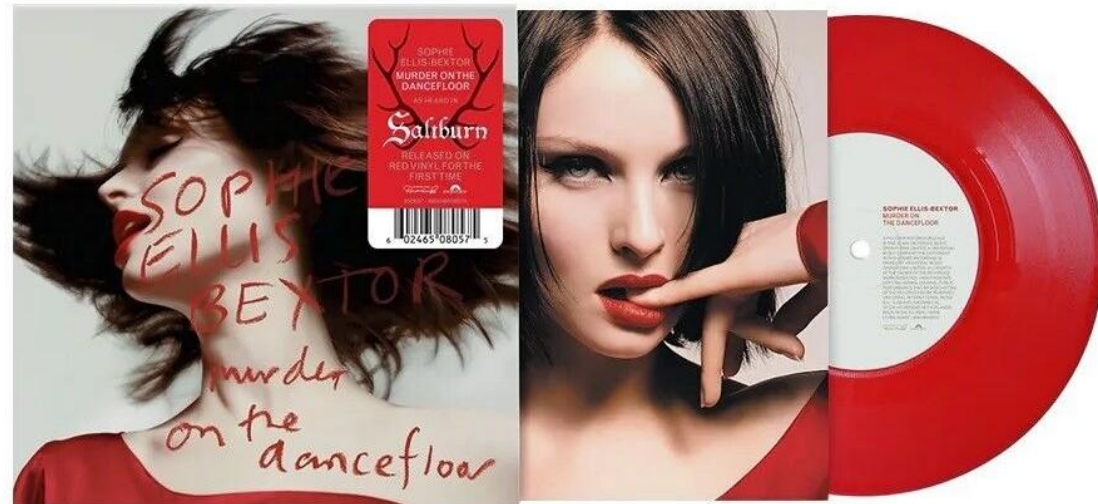


Her relevancy increased during the pandemic through her performance videos on social media.

Recent appearances include her first U.S. TV debut on The Tonight Show and 2024 New Year's Rockin Eve in Times Square.



*Saltburn* featured hit 2001 song “Murder on the Dancefloor” as the climatic ending and found its way onto TikTok.



Embracing retro technology is one of the biggest trends of 2025 among young people.



76% of Gen Z vinyl fans  
are buying vinyl records.



# Target Audience

## Gen Z

- ★ Newfound fans of Sophie Ellis-Bextor
- ★ Share favorite moments from pop culture on social media
- ★ Yearn for hand-held products/experiences
- ★ Dominant purchasers of vinyl records

# Key Insight

People want to enjoy life to the fullest by having a true authentic experience that they can share with each other.

# Creative Execution

# Strategy

The song “Devotion” has a vibrant beat and a dreamy feel that creates the perfect soundtrack for living in the moment and embracing joy. We plan to execute this project in a way that appeals to the Gen Z audience by providing a nostalgic feeling and a hands on interactive experience with the record sleeve.

# Look, Sound, & Feel

- ★ Warm
- ★ Fun
- ★ Nostalgia
- ★ Glittering Lights
- ★ Funky Grooves
- ★ High Energy Beats
- ★ Euphoric
- ★ Weightless & Free
- ★ Dreamy
- ★ Lost In The Rhythm
- ★ Playful



# Photography



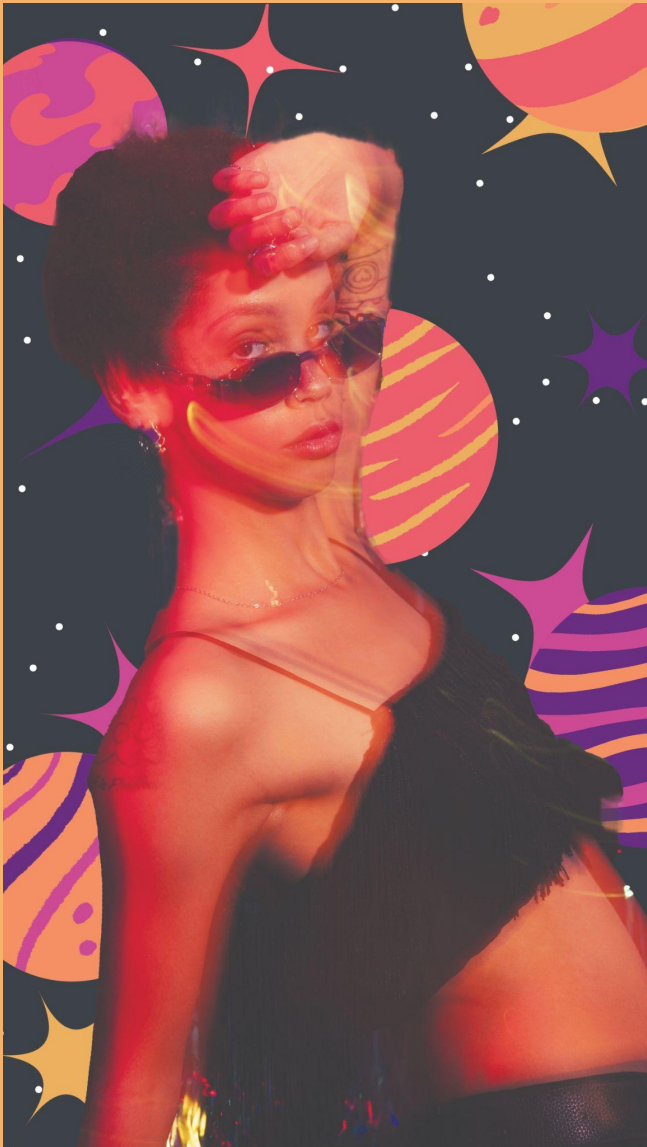
# Photography



# Illustration



# Illustration

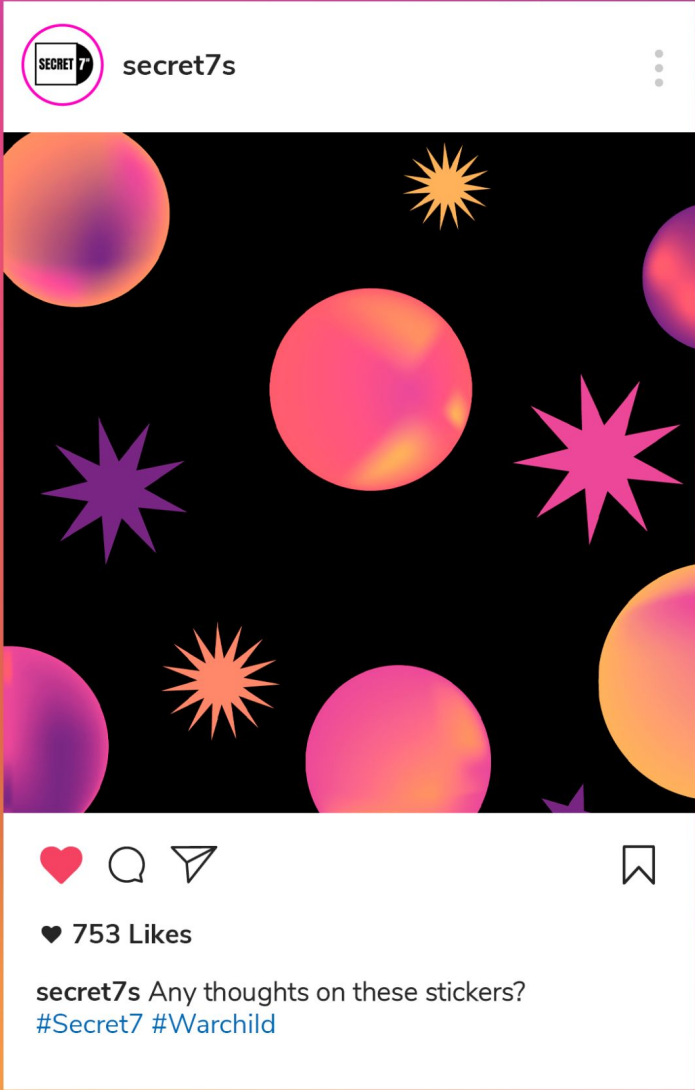


# Pop-Up Vinyl Sleeve



# Media Platform & Budget

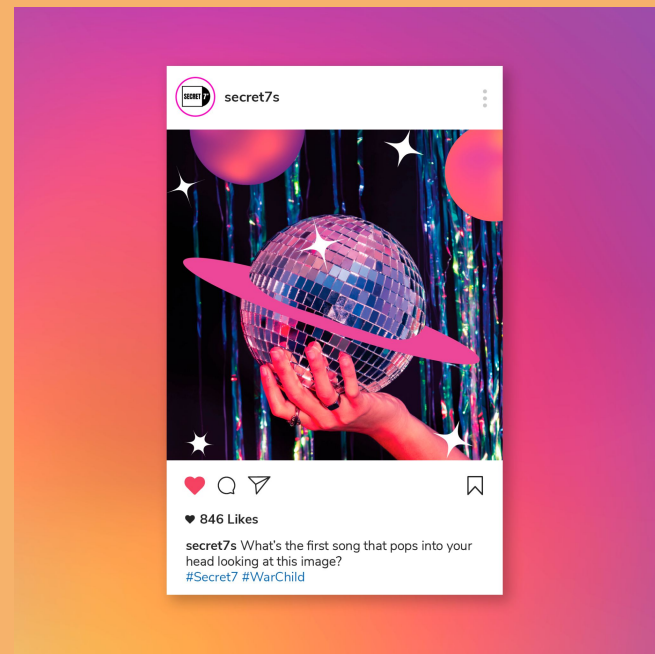
| Promotional Mix Breakdown                            | Platforms            | Estimate Cost              |
|------------------------------------------------------|----------------------|----------------------------|
|                                                      | Advertising          |                            |
| Page A5                                              | Local Life Magazine  | £ 189.00                   |
| Full Page                                            | Promotions           | £ 225.00                   |
| Broadcasting                                         | Good Morning Britain | £ 4,300.00                 |
| Broadcasting                                         | Radio                | £ 200.00                   |
| Online                                               | Google               | £ 500.00                   |
| Online                                               | Instagram            | £ 480.00                   |
| Online                                               | Tik Tok              | £ 500.00                   |
| Online                                               | YouTube              | £ 500.00                   |
| Product Placement Product Placement                  | Small Influencers    | £ 500.00                   |
|                                                      | Public Relations     |                            |
| Media Relations Internal Communication               | Press Release        | £ 1500.00                  |
|                                                      | Social Media         |                            |
| Social Networking Platforms                          | Facebook             | £ 600.00                   |
| Social Networking Platforms                          | LinkedIn             | £ 500.00                   |
| Microblogging Platforms                              | Twitter(X)           | £ 480.00                   |
| Photo Sharing Platforms                              | Instagram            | £ 800.00                   |
| Photo Sharing Platforms                              | SnapChat             | £ 800.00                   |
| Photo Sharing Platforms                              | Pinterest            | £ 800.00                   |
|                                                      | Photoshoot           |                            |
| Photographer, Studio, Model, Stylist (Hair & Makeup) | London               | <u>£ 1788.00</u>           |
| Illustrations, Sticker Sheets, Pop-Up                | Artist fee           | <u>£ 1073.00</u>           |
| 12" or 10" Vinyl in Printed Disco Sleeve             | 1000                 | £3,698.00                  |
|                                                      |                      | Final Product: £ 19,633.00 |



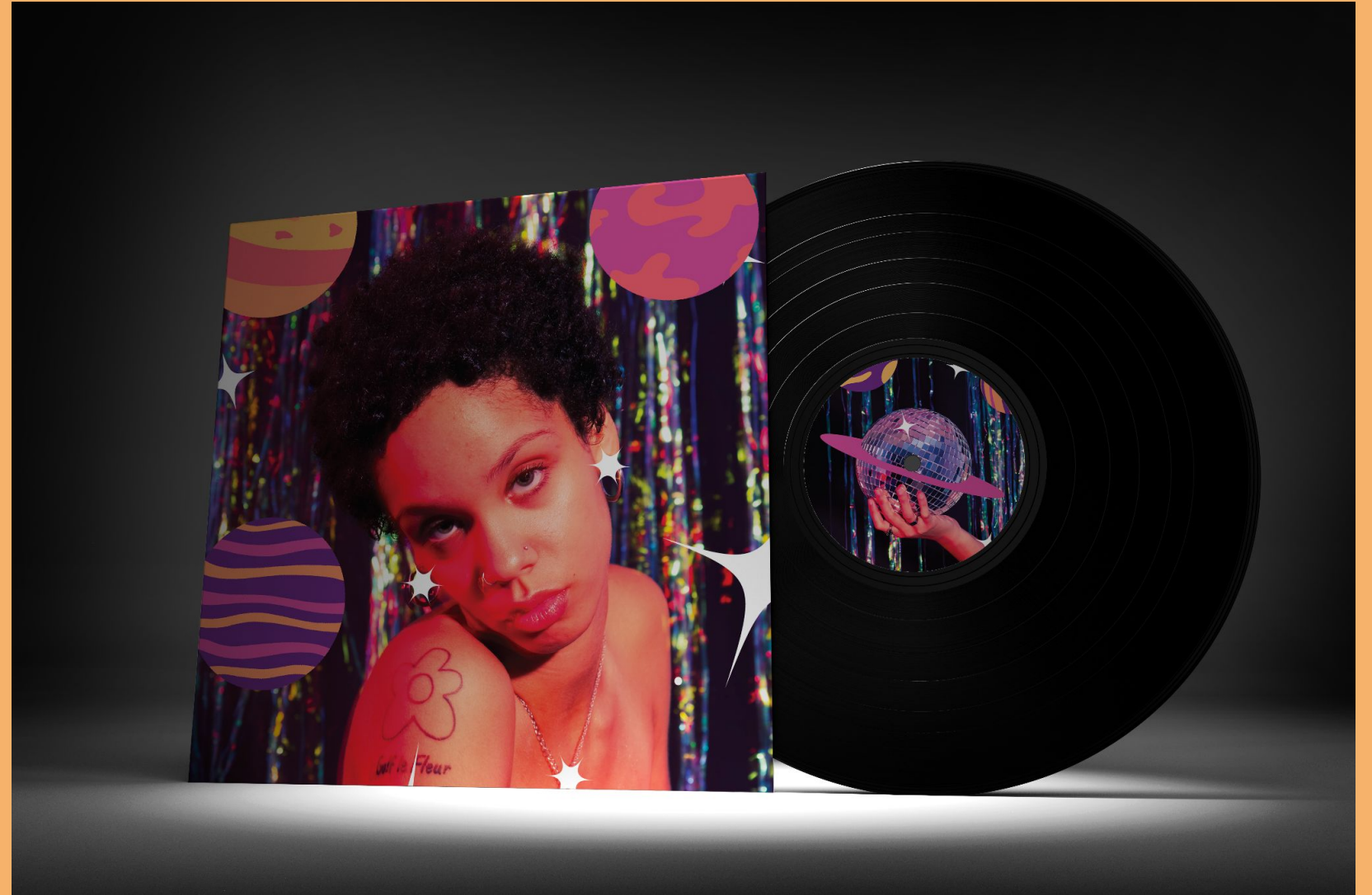
# Campaign Summary



- ★ Design an interactive pop up vinyl sleeve that conveys the song “Devotion”
- ★ Include special bonuses along with the vinyl sleeve for tactile purposes
- ★ Post sneak peeks and interactive posts on social media to increase engagement



# Final Design



# Thank You!

Susanna Alan  
aalan@c.ringling.edu

Angelena Vargas  
avargas1@c.ringling.edu

Priscilla Lopez  
plopez@c.ringling.edu

Kayce Jensen  
kjensen@c.ringling.edu