

Manny's

Campaign Book Fall 2025



Client Account Team



Pei Schlosberg

Account Executive

Fourth Year

Major: Advertising

Minor/Certificates: DMTA



Camryn Beers

Assistant Account Executive

Third Year

Major: Advertising

Minor/Certificates: DMTA

Client Account Team

Becca Cohen

Account Associate

Third Year

Major: Advertising

Minor/Certificates:

DMTA



Morgan Moyer

Account Associate

Second Year

Major: Advertising

Minor/Certificates:

DMTA, Sports

Journalism Certificate



Pearl Hoffman

Account Associate

Third Year

Major: Public Relations

Minor/Certificates:

HDFS



Kaitlyn Sarrasin

Account Associate

Third Year

Major: Public Relations

Minor/Certificates:

DMTA

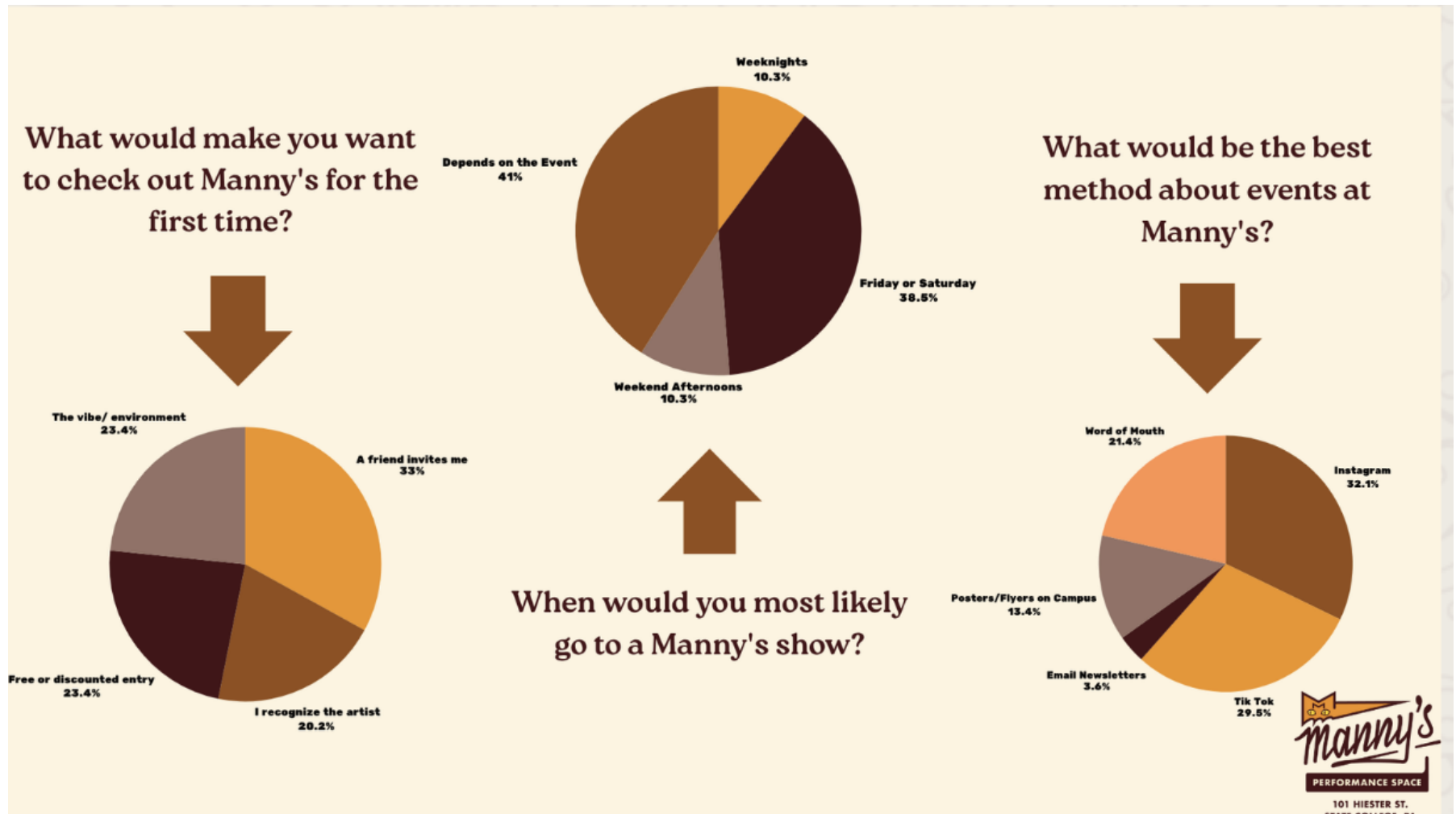


Client Overview

Located in downtown State College, Manny's was founded by Corey Elbin in January 2025 with the vision of creating a distinctive social environment that brings culture and community together. Since opening, Manny's has experienced strong community support, with high attendance at its events demonstrating its ability to attract and engage local audiences. The space has quickly become known for fostering connection through shared experiences, music, and programming. Looking ahead, Manny's aims to expand its reach among college students by positioning itself as a cool, chill hangout spot. One that feels approachable, welcoming, and consistently relevant for both casual visits and special events.



Primary Research



SWOT Analysis

Strengths

- Active on social media
- Good SEO (Search Engine Optimization)
- All ages welcome
- Alternative for bars

Weaknesses

- Newly established business (January 2025)
- Low brand awareness
- Only opened during performances / events

Opportunities

- Recruit PSU student bands
- Host formals / student or family events in the space
- Highlight unique niche experience

Threats

- Competitors with more established event spaces
- Brand style may not align with the mainstream audience
- performances / bands are niche

Target Personas

TARGET PERSONA

DAVE MILLER 46 y.o

LOCATION
State College, PA

OCCUPATION
High School Band Teacher

MARITAL STATUS
Married

DEVICES
Smartphone (primary), tablet

DIGITAL BEHAVIOR

- Active on X, Facebook, and Instagram
- Facebook community groups help him feel connected
- Newsletters / updates

EDUCATION
Bachelor's Degree

INCOME
\$60,000 / yr

BRAND VALUES
Aesthetics, transparency, affordability

CHARACTERISTICS
Social, witty, open minded, involved, team oriented

- GOALS:**
- Stay connected to culture and music
 - Fill his free time with fun things to do



- INTERESTS**
- Listening to / playing music
 - Going to concerts
 - Back packing
 - Hanging out with his friends

TARGET PERSONA

EMMA RICHARDS 21 y.o

LOCATION
State College, PA
Hometown: Pittsburgh, PA

OCCUPATION
Full-time student

MARITAL STATUS
Single

DEVICES
Smartphone, computer

DIGITAL BEHAVIOR

- Active on Instagram, Tik Tok, GroupMe, Snapchat
- Follows accounts like @pennstateevents @barstoolsports
- Enjoys knowing about nightlife and student happenings

EDUCATION
Bachelor's Degree

INCOME
150 / month

BRAND VALUES
Connection, creativity, uniqueness

CHARACTERISTICS
Social, authentic, artistic, community oriented

- GOALS:**
- Stay connected to her college campus and her friends
 - Filling her time with unique experiences



- INTERESTING ACCOUNTS**
- Hanging out with friends
 - Spontaneous outings
 - Meeting new people

Social Media Audit

[@mannysstatecollege](https://www.instagram.com/mannysstatecollege)

Platform Overview

- Manny's Instagram is the brand's strongest social channel, focused primarily on promoting events and live performances.

Content & Frequency

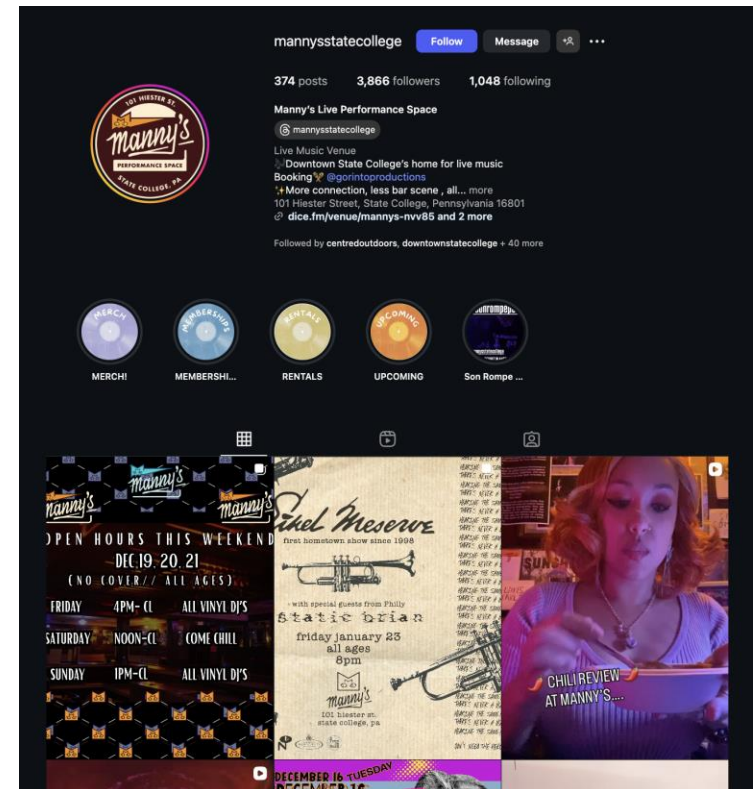
- Posts an average of **10–12 times per month** (about 2–3 posts per week).
- Reels and high-energy performance clips perform best and drive the most engagement.

Performance

- Account has approximately **3,105 followers**.
- Average likes per post range from **40–70**.
- Reels frequently exceed **1,000 views**

Opportunities for Growth

- Increase use of **interactive Stories** (polls, Q&As, countdowns) to boost engagement.
- **Standardize brand visuals** (fonts and colors) across event graphics for stronger brand recognition.



Website Audit

- **Overview & Content**

- Official website for Manny's Live Performance Space: <https://mannysstatecollege.com/>
- Clearly communicates what Manny's is, where it's located, and information on shows, events, rentals, and bookings
- Content is concise and easy to navigate,

- **Design & Updates**

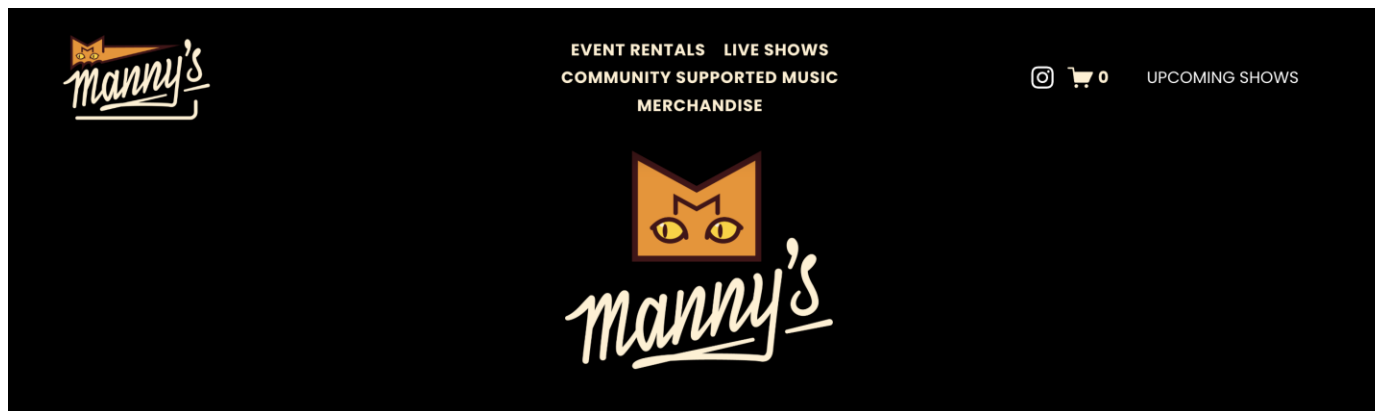
- Clean, modern design with consistent fonts, colors, photos, and active links (including Spotify)
- Updated regularly with current event information

- **Performance**

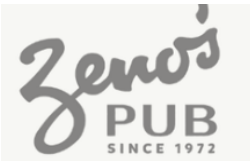
- Website currently has low traffic, with 54 external sites linking to Manny's

- **Opportunities**

- Add a search bar and simplify navigation
- Reorder content so bookings and upcoming events are more prominent
- Increase promotion of the website through student-focused social and digital channels



Competitor Analysis



Location: Zeno's (420 E College Ave, State College, PA16801)

Target Audience:

- Students/Young Adults in State College

Product Offering:

- Bar, Performers/Events, DJ's, Themed Events (LineLeap)
- Local and National Artists/Performers

Strengths:

- Well known (popular venue for events)
- Trendy/popular performers and events
- Size allows for larger
- Scale events due to high capacity



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- Size allows for larger-scale events due to high capacity



Location: Three Dots
(137 E Beaver Ave, State College, PA16801)

Target Audience:

- Local Artists/Performers
- Creative and Artistic Consumers
- Students/Young Adults in State College

Product Offering:

- Art shows, Open Mic Nights, Live Performances, Event Space

Strengths:

- Open day and night hours
- Non-profit leads to community donations and support
- Versatile space for different events

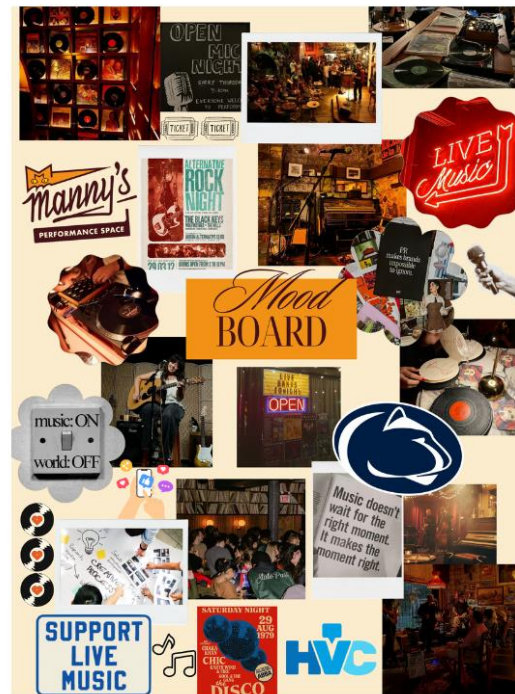


Outreach List

Club or Organization	About	Link	Primary Contact	Email	Instagram
Best Buddies	Fostering friendships between people with and without intellectual & developmental disabilities.	https://discover.psu.edu/organization/best-buddies	Giavanna Famularo	best.buddiespsu@gmail.com	@bestbuddies_psu
Derby: a Women's Comedy Troupe	A student-run comedy collective that supports women and nonbinary performers in stand-up, sketch, and improv.	https://discover.psu.edu/organization/derby-a-womens-com	Juliana Gray	derbytroupe@gmail.com	@derbytroupe
Electronic Dance Music Club	EDMC is an inclusive atmosphere fostering a nonjudgmental, welcoming EDM community.	https://discover.psu.edu/organization/electronic-dance-m	Kevin Jin	general.psu.edmc@gmail.com	@psu_edmc
Glee Club	50-65 tenor/bass voices singing music from medieval chant to commissioned twenty-first-century choral works.	https://discover.psu.edu/organization/pennstategleec	Shlok Harshavat	cak27@psu.edu	@psugleecub
Line Dance Club	energetic and welcoming environment and to have a fun time learning new dances along side of meeting new people.	https://discover.psu.edu/organization/linedanceps	Angelina Velez	PSUlinedance@gmail.com	@psu_line_dance
Meetings and Events Club	interest in the meeting and event field the opportunity to both learn and gain hands-on experience for a variety of events.	https://discover.psu.edu/organization/meetingsandever	Colleen Sannito	czs6246@psu.edu	@pennstatemec
Poetry Club	simple belief--that poetry has the power to change everything from the universal to the mundane.	https://discover.psu.edu/organization/poetry	Paikea Houston	Prh5166@psu.edu	@poetryclubpsu
Second Floor Stand Up	A stand-up comedy club at Penn State. Open to everyone in the community, we host weekly open mics and biweekly shows.	https://discover.psu.edu/organization/secondfloorsta	Nicholas Just	secondfloorcomedy@gmail.com	@secondfloorcomedy
Shades of Blue	understanding, create a family environment away from home, and expose the community to the fun of a cappella music.	https://discover.psu.edu/organization/shades-of-bl	Emery O'Connell	psushadesofblue@gmail.com	@psu.shadesofblue
Swift Society	her music career, doing Taylor-themed arts and crafts, and gathering to sing, listen to, and appreciate her music.	https://discover.psu.edu/organization/taylorswif	Finley Odar	swiftsocietypsu@gmail.com	@swiftsocietypsu
VALLEY Magazine	Penn State's premier student-run life and style magazine.	https://discover.psu.edu/organization/valley-magaz	Reagan March	rbm5731@psu.edu	@valleymag
	In addition, we offer self-care activities that				

Mood Boards

Created mood boards to capture Manny's atmosphere and inform how the event space should be marketed.



Penn State Events Calendar

Provided Manny's with a calendar of events that go on at Penn State to help with guidance for planning events and talent

Penn State Events Calendar						
January 2026						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1 New years day 🎉	2	3
4	5	6	7	8	9	10 Back to school bar crawl (tentative)
11 Winter break ends	12 First day of classes 📅	13	14	15	16	17
18	19 MLK Day- No class	20	21	22	23	24
25	26	27	28	29	30	31 PSU Hockey in Bever Stadium 🏒
1	2	NOTES				

Brand Kit Creation

Created a brand kit for Manny's that will help guide brand cohesion amongst his socials.

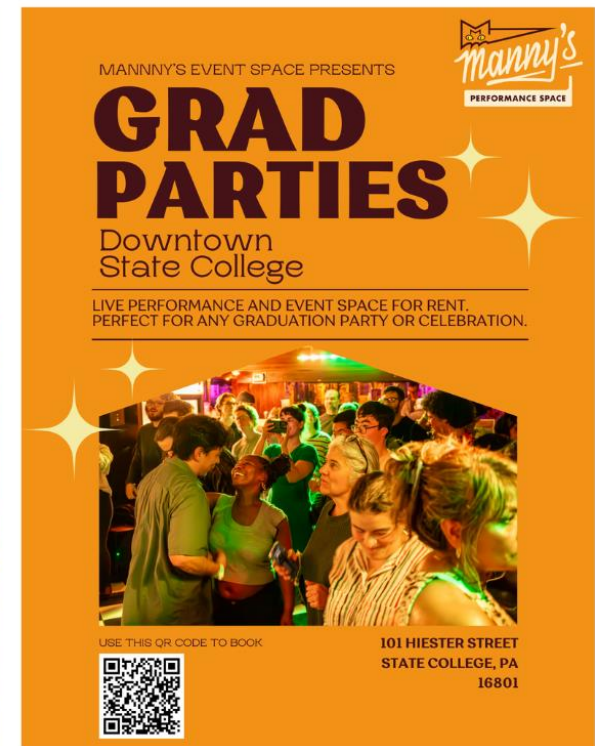
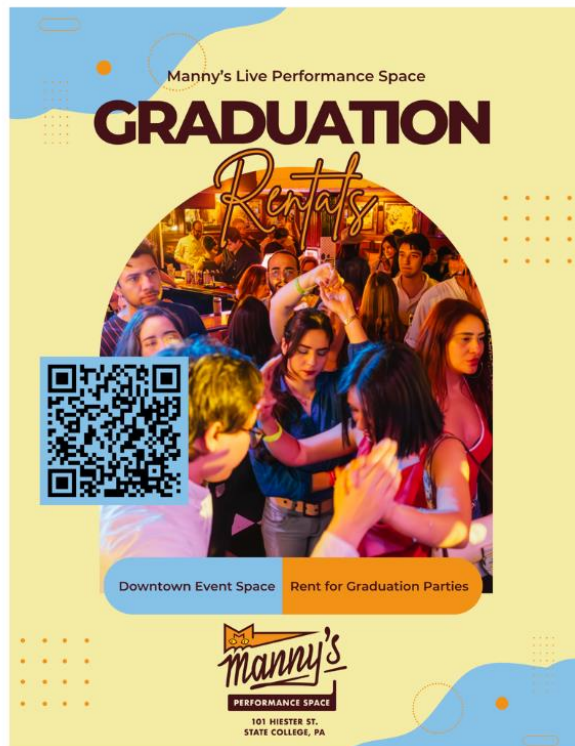
This brand kit was created specifically for events and deliverables that are geared towards Penn State students.

This will guide current interns on brand look for Manny's.



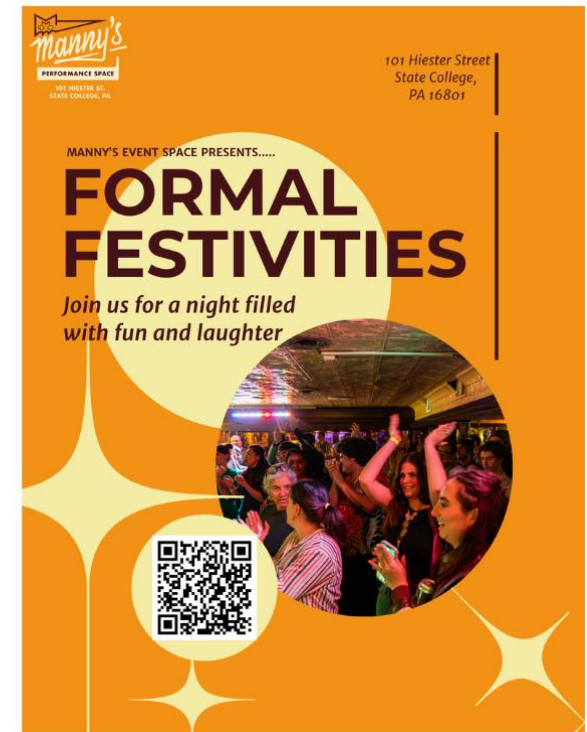
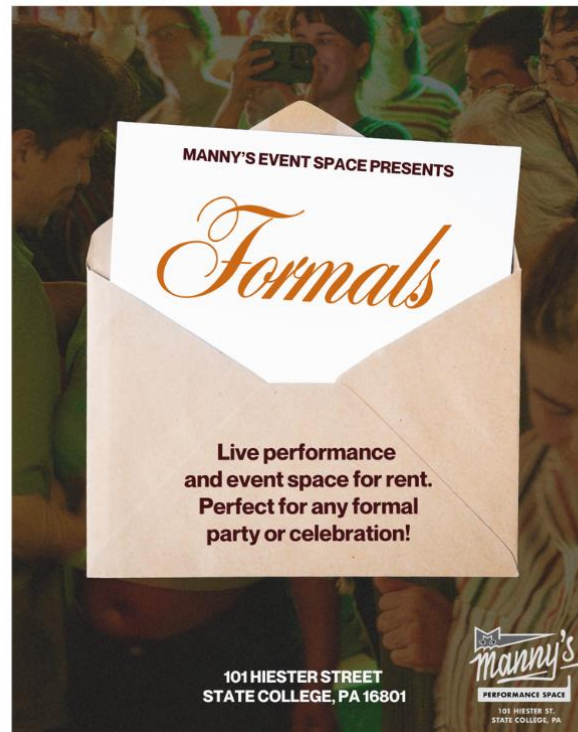
Event Space Promo

Creating flyers for Manny's focused on promoting the business as an event space for special occasions like graduation parties. These flyers can be used for Instagram pos posts, stories, website, or as traditional flyers.



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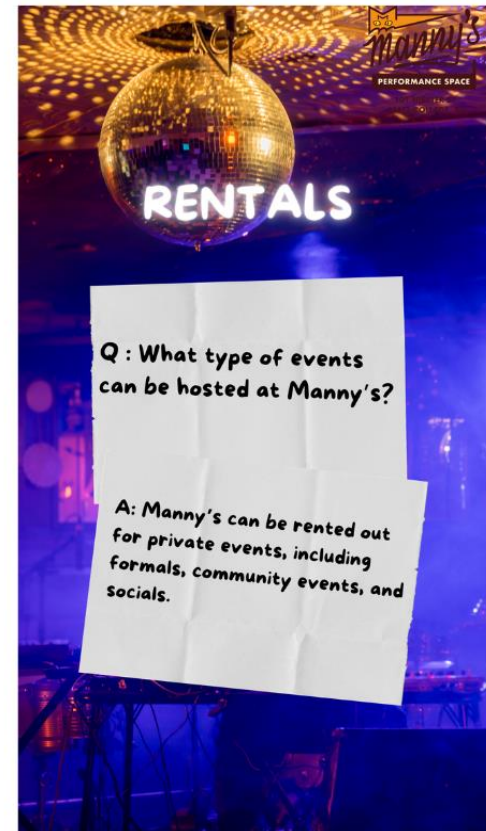


Instagram Highlights

Instagram highlights and covers were created to help organize content and answer possible questions that people may have about Mannv's itself.



FAQ TEMPLATE



Artist Social Series

Designed artist series templates to boost engagement with talent and strengthen community connection.



Manny's DJ Marathon

Helped ideate an event for Manny's and created mock-ups for both the event promo and the request for DJs.



Video Content Creation

Developed video content to improve engagement and strengthen audience connection to Manny's owner, Corey.



Results

For the results and overall outcomes, HVC helped Manny's achieve stronger brand clarity, clearer communication, and expanded capacity by the end of the campaign. HVC sharpened Manny's student-facing identity with a cohesive brand kit, formal and graduation event flyers, and a Mini-THON style DJ marathon concept that tie the space more closely to Penn State's THON culture and student events. At the same time, the team launched a working content calendar, delivered reusable social and outreach templates, and supported the hiring of four interns, leaving Manny's with both the tools and people needed to sustain marketing, rentals, and partnerships going forward.



Transition Plan

During the transition period, Manny's can use these resources by treating the brand kit, mood boards, and social content calendar as the playbook for all future marketing decisions. They should make sure new posts, flyers, and partnerships stay aligned with the student-focused identity already established. The event flyers and FAQs should become everyday tools for promoting rentals and THON-style events. Marketing staff can customize dates, details, and pricing while keeping the core messaging the same so outreach remains consistent and efficient. The intern team can rely on the content research, hashtag strategy, video scripts, and outreach tracking sheet to plan weekly tasks, measure what performs well, and update the calendar and campaign book as they go, ensuring HVC's deliverables remain living documents rather than static files.



(12/19/2025)