

Revive Modern Massage & Aim Higher Seminars

Campaign Book Fall 2025



Client Account Team



Tori Wilson

Account Executive

Fourth Year

Major: Advertising

Minor: DMTA, Psychology,
and Italian



Lily Pergola

Assistant Account Executive

Third Year

Major: Public Relations

Minor: DMTA and Curley Center
Certificate

Client Account Team

Sydney Keiser

Account Associate

Second Year

Major: Public Relations

Minor: DMTA



Brooke Jordan

Account Associate

Third Year

Major: Public Relations

Minor: DMTA



Kayla Hudes

Account Associate

First Year

Major: Advertising/PR



Chloe Antigua

Account Associate

Third Year

Major: Advertising

Minor: DMTA



Client Overview

Revive Modern Massage



Revive Modern Massage is a wellness center located in State College, PA, dedicated to promoting relaxation, pain relief, and overall well-being. The business offers a variety of services, including massages, facials, and waxing, all designed to support both physical and mental wellness. Co-owned by Sean Holt and Alexa Krepps, Revive is committed to building strong relationships with new brands while maintaining a trusted and active presence within the State College community.



Client Overview

Aim Higher Seminars



Aim Higher Seminars is based in State College, PA, and provides advanced continuing education for manual and movement professionals. The organization focuses on enhancing hands-on and assessment skills to help practitioners develop a deeper understanding of the body and how it functions. Launched from the ground up with our support, Aim Higher Seminars has grown into a specialized educational resource for professionals seeking to elevate their practice and expertise.



Research Phase

Situation Analysis

Revive Modern Massage: When we started working with Revive, they already had a developed social media as well as a website. They were interested in growing their community while supporting and strengthening their following.

Aim Higher Seminars: When we started working with AHS, we started from scratch. There were bare bones for a website, but that was about it. The goals were to create branding, launch a structured website, as well as grow outreach.

SWOT Analysis

Strengths

- Has well established socials
- Strong brand voice
- High ratings and strong reputation
- Prices are fair and affordable
- Photos are high quality
- Clear message

Weaknesses

- Website is dated
- YouTube is dated
- Website does not highlight promotions
- Social media interactions are low

Opportunities

- Expand to more social channels
- Improve website interactivity
- Run promotional deals/specials
- Short form content on Instagram
- Show more faces on the website to increase brand personality
- Increase advertising around campus

Threats

- A sizable number of local competitors
- New customers could be skeptical about the company since it is outdated and has minimal info
- Cheaper places that offer the same services/better deals
- Other places have more advertising in the community



Target Personas



Avery Smith

Nutritional Sciences Student at Penn State

Smart

Truthful

Hardworking

INTERESTS

- Health/Wellness
- Pilates Classes
- Cycling Classes
- Running
- Hanging out with Friends
- Wellness Blogging

GOALS

- Getting involved in wellness clubs on campus
- Staying active
- Engaging in proper recovery
- Making friends
- Be a successful student

SKILLS

Communication



Professionalism



DEMOGRAPHICS

- Student (Sophomore)
- 19 years old
- Female
- Originally from Los Angeles, California
- Part-time cycling instructor at Vitality in State College
- Single

QUOTE

"I love places in State College like Revive Massage because it gives me access to resources to keep my body healthy while I am away from home."

FAVORITE BRANDS



Target Personas



Lauren, Mitchell

Marketing Director

Grounded

Ambitious

Intentional

BIO

Lauren Mitchell is a 43-year-old marketing director who balances a busy career and family life by making wellness a priority. She sees self-care as essential to maintaining confidence and balance, investing in quality experiences like massages, skincare, and mindfulness. Grounded, organized, and authentic, Lauren values brands that help her feel both accomplished and at peace.

GOALS

Their goals center on maintaining a healthy, balanced lifestyle while presenting a polished and authentic self. They aim to prioritize self-care and emotional well-being, invest in their physical health, and create a sustainable work-life balance. Upholding a professional image is important to them, but so is staying true to their authentic values and identity.

SKILLS

Efficiency



Professionalism



INTERESTS

- Health conscious
- Being with friends and family
- Invest in modern wellness experiences
- Values luxury self-care

PERSONALITY

Curiosity



Practicality



FAVORITE BRAND

AVEDA
THE ART AND SCIENCE OF PURE
FLOWER AND PLANT ESSENCES



PELOTON

Target Personas



Brian Phillips

Massage Therapist

Calm

Inviting

Gentle

BIO

Brian is a licensed massage therapist that has been in the industry for 10 years. He currently works at a spa in Bellefonte and specializes in therapeutic massage.

GOALS

Brian wants to learn more advanced techniques and expand his client base to athletes and active adults. He wants to increase his professional credibility and specialization.

SKILLS

Communication



Professionalism

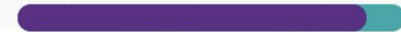


INTERESTS

- Follows health and wellness social medias
- Networking with other therapists
- Continuing education

PERSONALITY

Curiosity



Practicality



FAVORITE BRAND



Associated Bodywork
& Massage Professionals

Social Media Audit

Pros	Cons
<ul style="list-style-type: none"> Organized highlights both with the cover, as well as the content within the highlights Did you know section provide insightful details about massages/the bodies nervous system Captions are good, offer good information not leaving much out Client testimonials are strong Like seeing faces of therapists Strong holiday posts Audience interaction (giveaways) 	<ul style="list-style-type: none"> Profile picture is too small Quality of photos are blurry estimonials are strong but could be made into ads for greater reach Engagement is low, need to bring that up Overall aesthetic is a little bland, can tell its very template heavy Needs more videos of the treatments happening No consistent posting schedule, last story was 4 weeks ago Lack of reels

Brand Voice: Calm, welcoming, informative, and community-focused, using conversational, caring language to build trust, comfort, confidence, and approachability around booking wellness services easily.

Summary: Feels calm and welcoming, but could improve engagement through consistent posting, Reels, ads, stories, and clearer visuals to better connect audiences.

Instagram Link



Website Audit



Website Link

Pros	Cons
<ul style="list-style-type: none">• Clean and organized• Lots of external buttons that customers can navigate to• Descriptions of therapists are clear so customers can see• Tons of tabs for customers to see• Color scheme of brand is consistent with website• Images are clear and visible for customers to see• Third party booking/how to get/use gift cards are all updated and is a current booking website that most businesses use	<ul style="list-style-type: none">• Can be more modernized• Pictures are all static• Social media can be incorporated within the website• Buttons are not visible• Spacing is off, margins should be smaller to make it look more cohesive• Email button on website or laptop use does not work/won't load after opening a new page• Very dark, it is not a calming vibe

Summary: The website performs well overall, with strong usability, design, and mobile optimization. Its easy navigation, and consistent branding reflect a cohesive and professional online presence. The site's "Relax. Revive. Rejuvenate.", message immediately communicates the brand's purpose. The booking integration and updated social media links enhance functionality and credibility. However, there are a few areas for improvement, such as adjusting page spacing and fixing the non-functioning buttons.



Website Audit



Pros	Cons
<ul style="list-style-type: none">• Very easy to navigate• Good information on instructors• Good explanation of what the seminars aim to do• Easy to see what kinds of seminars they offer• Easy to get in contact with them• Immediately pops up when searched for on Google	<ul style="list-style-type: none">• No logo/branding on website• No engaging photos on the website• Available times for seminars are 3 years out of date (listed for 2022)• No cohesive aesthetic look to the website• Nothing listed under “News” tab• No message• No explanation of business

Summary: Overall, we can improve this website by creating engaging branding that will draw customers in, update pricing on the website, fill in/remove tabs that currently aren’t serving a purpose, make the website more cohesive, and build up the overall brand/message of the company.



Competitor Analysis



- Strong Social Media Presence
- Large following
- Has detailed posts, but it can come across as repetitive

MESSAGE MASTERY ONLINE

- Very detailed site
- Free digital textbooks to express the proper tactics for massages.
- Involved on many platforms but slightly outdated and unengaging



- Strong photos and branding
- No socials



- Post consistently with lots of behind the scenes work and videos
- Physical campuses
- Social media is dated and blurry

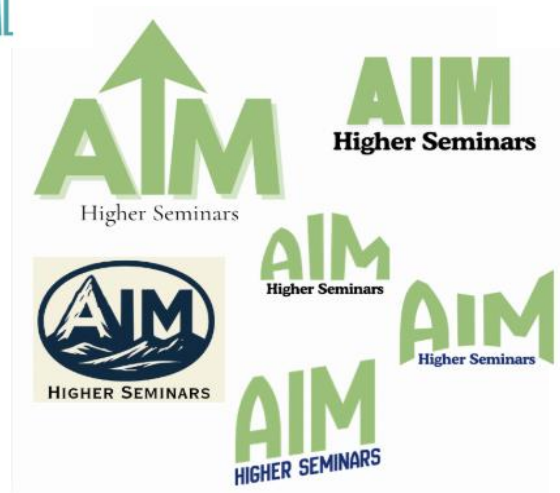
Competitor Analysis

Summary

After analyzing our competitors, we found that many maintain active social media presences and offer a range of in-person and virtual services similar to those provided by AHS. By consistently engaging on social media and curating targeted advertising, AHS has an opportunity to gain a competitive advantage. While many competitors position themselves primarily as educational resources, AHS can further differentiate itself by emphasizing a strong sense of community and connection.

Creative Executions

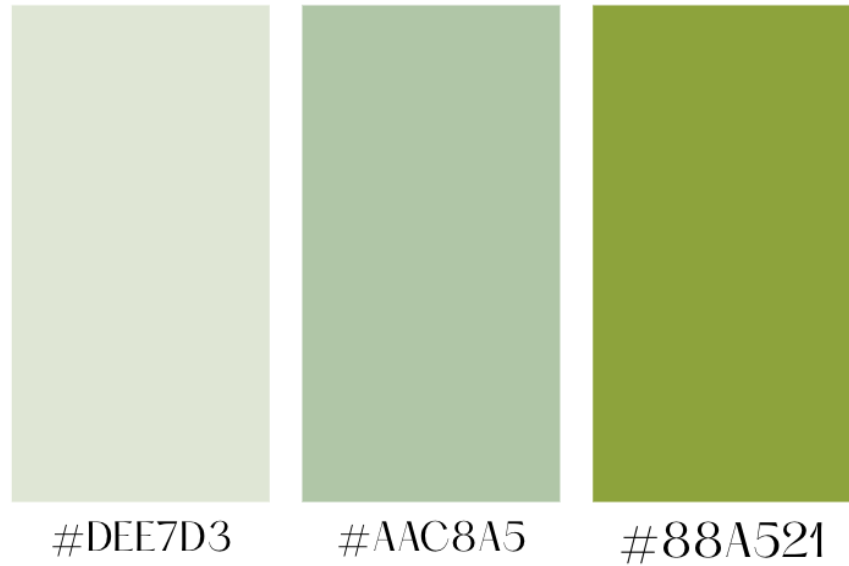
Logo's



Brand Guide

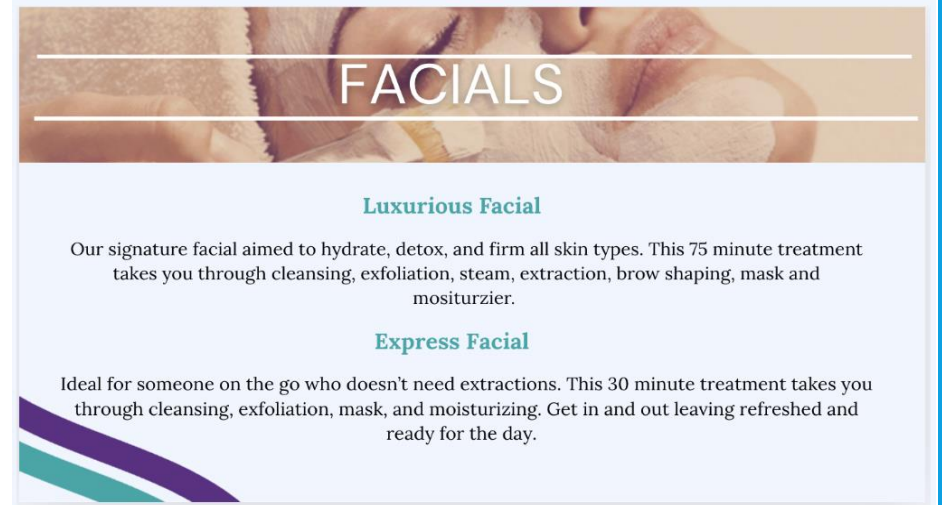
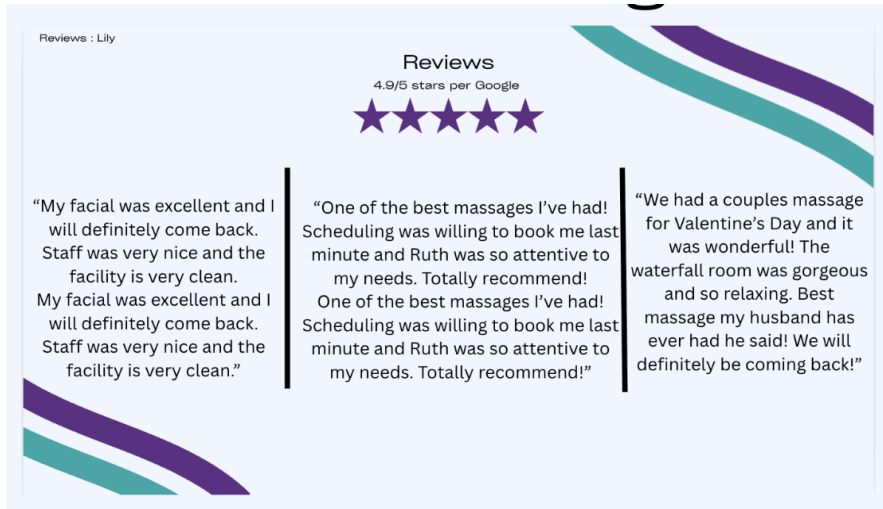
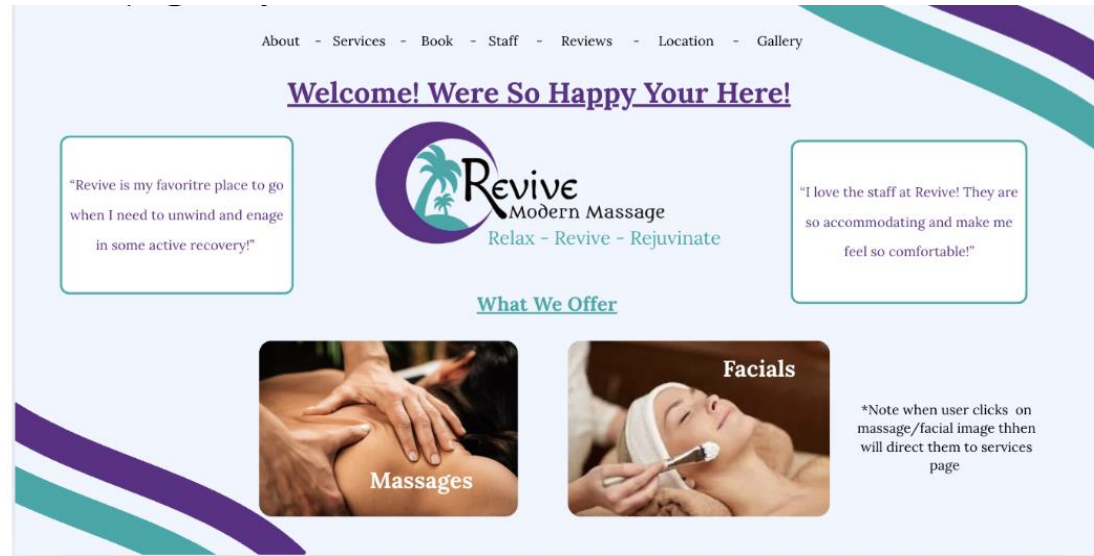


Final Logo



Color Guide

Wire Frame



Outreach List

1	Name	Email	Location	Category
2	Aaron Cygnarowicz	kneadedtranquility@gmail.com	Pittsburgh, PA	N/A
3	Abbie Feigle	N/A	Roanoke, VA	Bodywork Deep Tissue Techniques Movement and Exercise Therapies Myofascial Orthopedic Massage Sports massage Therapeut
4	Abigail Iselborn	abbviselbornlmt@outlook.com	Albuquerque, NM	N/A
5	Adam Ford	amford918@gmail.com	Indianapolis, IN	N/A
6	Addie Little	alittle888@duck.com	N/A	N/A
7	Adrian Levisman	adrianlevisman@yahoo.com	N/A	N/A
8	Alden Durfee	bodyinmindaz@gmail.com	Mesa, AZ	Aquatic massage Aromatherapy Bodywork Deep Tissue Techniques Myofascial Neuromuscular Therapy Soft Tissue Release Spa T
9	Alejandro Morgan	sedonagrace@cox.net	N/A	N/A
10	Alexa Goodlander	alexagoodlanderlmtcarmcy@gmail.com	Williamsville, NY	N/A
11	Alexander Rowe	alex@alexanderlmt.com	N/A	Active Isolated Stretching Advanced Science Assessment Bodywork Business/Marketing Clinical/Medical Settings Communicatio
12	Aleyah Gaffney	galeyah@gmail.com	Duluth, MN	
13	Alice Conover	alice@smartmassagenow.com	N/A	
14	Alicia Chance	lisichance@gmail.com	N/A	Assessment Bodywork Chair Massage Deep Tissue Techniques Documentation Energy Work Ethics Hot/Cold Stone Therapy Myo
15	Alicia Lamb	bodyworksbyphoenix@gmail.com	Portland, OR	
16	Alicia McIntyre	Adm.message@gmail.com	N/A	N/A
17	Alisha Oberliesen	loudounmassage@protonmail.com	N/A	N/A
18	Alison Hull	alignmassage2023@gmail.com	Lucasville, OH	N/A
19	Allison McKeenan	allisonmckeehan@gmail.com	N/A	N/A
20	Allison Poteat	triangletherapeuticmassagebw@gmail.com		
21	Allison Schwagel	dr.ally@mycompletehealth.net	Marshall, MN	
22	Allison Smith	alliesmithlmt@gmail.com	Riverside, RI	
23	Almeta Minter	almetaminter@gmail.com		
24	Alvina Quatrano	alvinaq@me.com		
25	Alyssa Kartheiser	rockfishmassagetherapy@gmail.com		
26	Amanda Bryan	amanda@amandabryantherapy.com	Merrimack, NH	
27	Amanda Fleischer		King of Prussia, PA	Ashiatsu Bodywork Deep Tissue Techniques Myofascial Oncology Massage Pregnancy Massage Therapeutic Massage

Summary: The outreach list is comprised of over 1,500 therapists names, emails, and locations across the United States. It is also sorted into specific locations: Pennsylvania and the Tri-state area for quick and easy access within the file. This will enable Aim Higher Seminars to send out emails about new courses available for therapists and promote their brand.

Pitches

We developed two strategic pitches to support the Revive and Aim Higher Seminars campaigns, each tailored to a distinct audience and goal.

Revive Influencer Pitch

- Targeted Hannah Morris, a local mom influencer known as Happy Valley Hannah
- Audience: Local mothers and families in the State College area
- Offered a complimentary mother/daughter experience (facial + massage)
- Goal: Generate authentic, community-focused content and increase local brand awareness

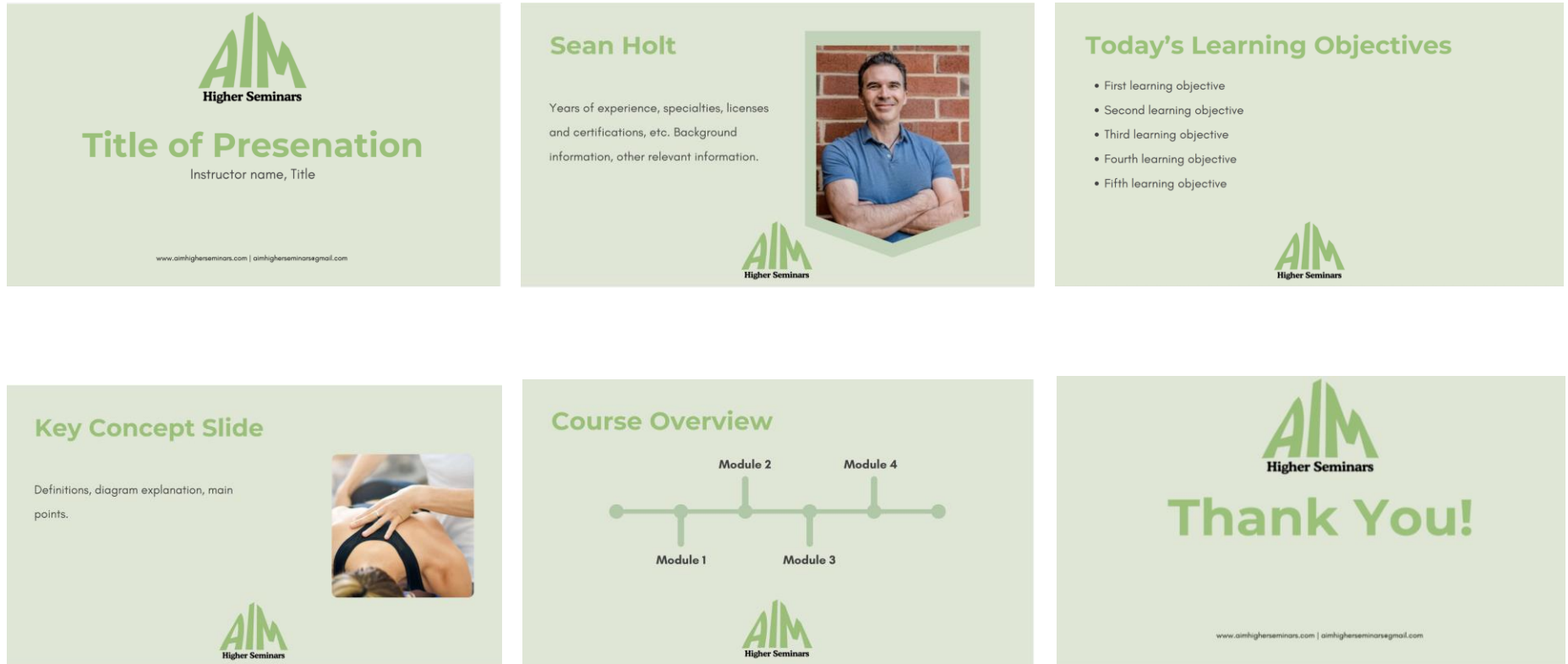


Aim Higher Seminars Email Pitch

- Targeted licensed massage therapists
- Distributed through a curated media contact list
- Focused on professional development and career advancement
- Goal: Drive qualified interest and seminar enrollment



Presentation Layout



We created a template Sean can use for his presentations and lessons. We wanted the colors to align with the brand guide as well as keep the logo on every page so there is clear branding.

LinkedIn



Drafted 3 posts

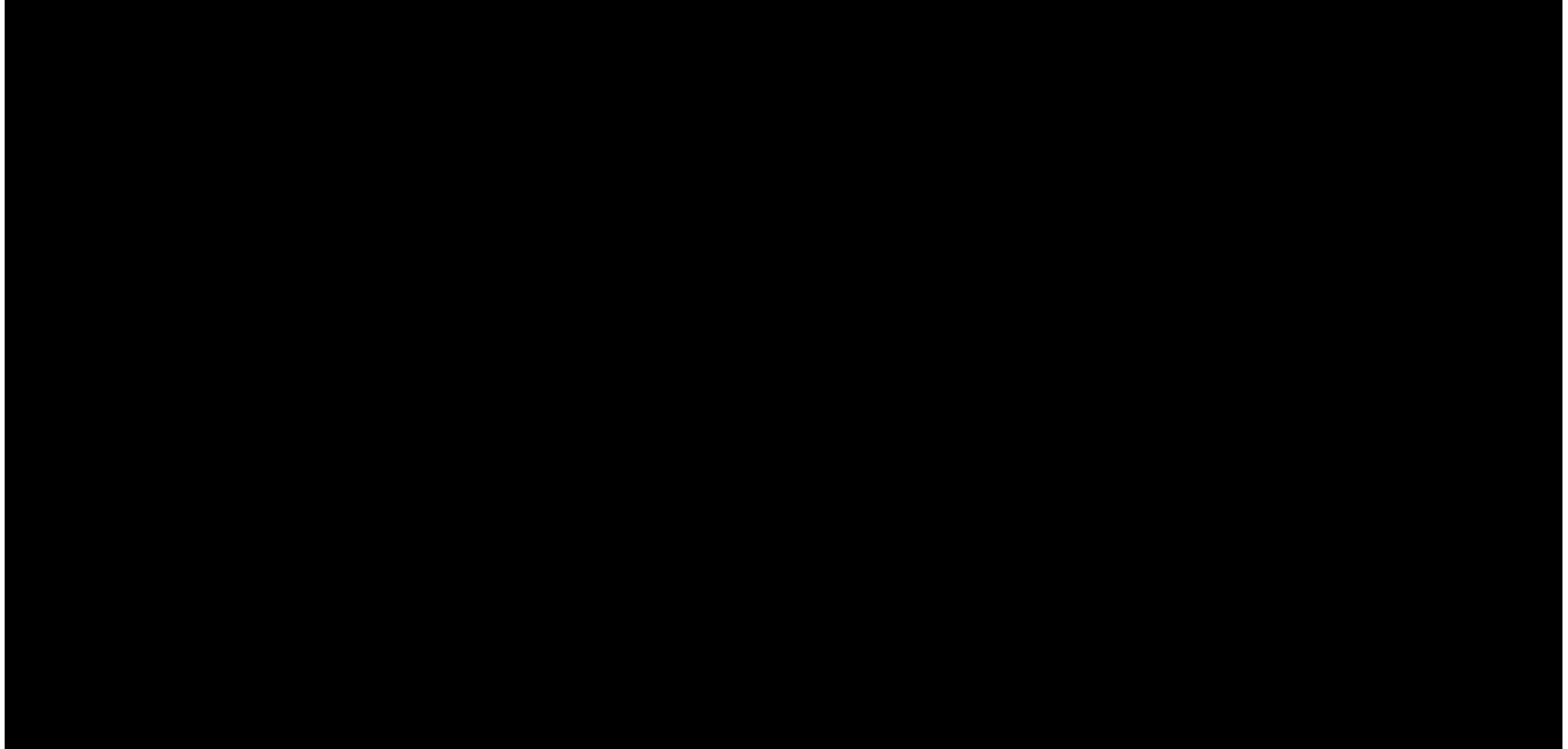
- Welcome to AHS
- Engagement Update Pos
 - 30 Clients
- Course highlight
 - Structural balancing

Drafted 3 posts

- Welcome to Revive
- Displaying award
 - Voted "Best Massage – Bronze" two years running in the Centre County Favorites Poll
- Staff highlight
 - Henry Nguyen



Website



Results

As a result of our work this semester we have seen the following outcomes



- A thorough research phase
- Happy Valley Hannah Collaboration
- LinkedIn Content
- New Logo and Brand Guide
- Brand New Website!
- Template for Presentations
- Outreach List
- LinkedIn Content

Transition Plan

What HVC provided for future use: Comprehensive research insights to guide ongoing strategy, Influencer collaboration framework and content direction, LinkedIn content strategy for continued brand presence, Outreach list for future partnerships and promotions, Brand assets including a new logo, brand guide, and presentation templates, Fully launched website ready for maintenance and updates.

How HVC Improved Communication Efforts: Established consistent brand messaging across platforms, Strengthened professional and community-focused communication, Increased visibility through targeted LinkedIn content and outreach.

Handover and next steps: All assets and documents delivered via a handover brief, Clear guidelines provided for content use and brand consistency, Client is equipped to independently continue marketing efforts.

Goal achievement: Successfully increased brand credibility/awareness and created sustainable tools to support long-term growth.





12/19/2025