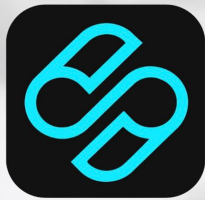


Consulting

Campaign Book Spring 2026



Scents
CANDLE CO



Client Account Team



Camryn Beers

Account Executive

Third Year

Advertising

Digital Media Trends and
Analytics



Olivia Blake

Account Executive

Third Year

Advertising

Digital Media Trends and
Analytics, Spanish, Smeal
Business Principles
Certificate



Sydney Keiser

Assistant Account Executive

Second Year

Public Relations

Digital Media Trends and
Analytics



Client Account Team

Hannah Beachy

Account Associate
Fourth Year
Telecommunications
and Media Industries



Ella Bernheisel

Account Associate
Fourth Year
Advertising
Digital Media Trends
and Analytics



Claire Silfies

Account Associate
Second Year
Public Relations
ENTI



Alexis Lubart

Account Associate
Second Year
Public Relations
Digital Media Trends
and Analytics



Client Overview

SpotlightNews

Client Description:

SpotlightNews is a student-focused news app that lets its users build a custom feed from hundreds of trusted sources. The app is algorithm, paywall, and clickbait free. It promotes informed reading, including features like streaks, sports challenges, and leader boards.

Semester Goals:

- ❖ Promote in-app sports challenges
- ❖ Increase app awareness amongst students



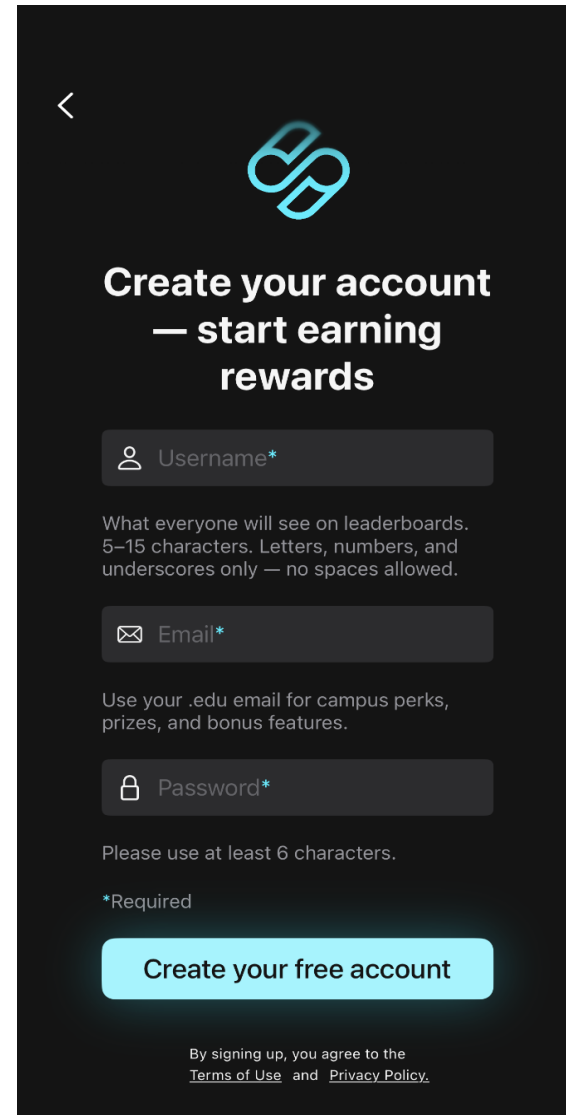
App Audit

Pros:

- ❖ Quick and simple start
- ❖ Personalize your account to see news you enjoy
- ❖ Local and college focus
- ❖ You can turn off notifications
- ❖ No ads

Cons:

- ❖ Home page disorganization, there should be a way to have
 - Include a (sports, fitness, etc.) clickable column that directs you to those specific stories.
- ❖ Difficult to find the sports challenges
- ❖ Inconsistent use of hashtags
- ❖ Top story takes up too much space
- ❖ Lack of Penn State and college specific stories



<



**Create your account
— start earning
rewards**

 Username*

What everyone will see on leaderboards.
5–15 characters. Letters, numbers, and
underscores only — no spaces allowed.

 Email*

Use your .edu email for campus perks,
prizes, and bonus features.

 Password*

Please use at least 6 characters.

*Required

Create your free account

By signing up, you agree to the
[Terms of Use](#) and [Privacy Policy](#).

Situation Analysis

Brand Reviews:

- 4.5 App Store rating reflecting strong user satisfaction
- Users value personalized, local, and college-focused news feeds

Primary Target Audience:

- College students ages 17-23
- Those who enjoy reading in an easy, fun way

Strengths:

- Spotlight appeals to audiences seeking less clickbait and more trusted sources
- Partnerships with college and local publishers help drive awareness and reach

Weaknesses:

- Technical issues and feed relevance complaints
- Brand awareness is limited outside app stores and niche media coverage

Competitor Analysis



- **The New York Times Daily Briefing App: (4.8/5)** A more in-depth news app that offers a brief overview of the day's news, allowing students to quickly grasp the main stories.



- **TheSkimm: (4.8/5)** News, sports, curated picks, personalized calendar



- **Smart News App: (4.63/5)** SmartNews is a local news app that has been downloaded by over 50 million readers in more than 150 countries.



- **Flipboard: (4.6/5)** Flipboard is a news aggregator and social network aggregation company

Informational Video

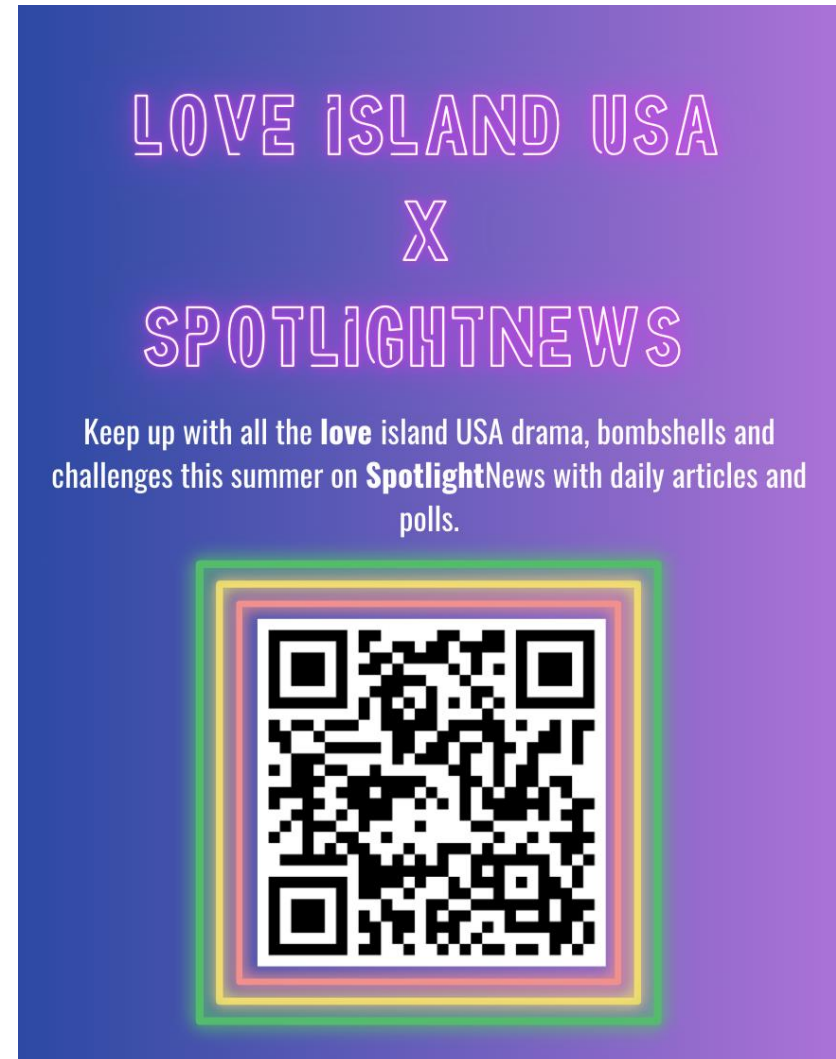
This informative promotional video is ready to be posted



Flyer Graphics



Flyer Graphics



Tabling Logistics

Visuals:

- Feature large QR code that leads directly to sign up
- Make incentives (energy drinks, dunkin, etc) visible



Logistics:

- Explain to students what Spotlight is and its features
- Prepare elevator pitch:
 - Example - "Want to win [prize]? Just scan this and sign up for Spotlight News, it's free. It's basically a news app where you choose what you actually want to read, no paywalls, no algorithm pushing random stuff on you. And every month they do challenges where you can win AirPods, iPads, stuff like that just for reading. Literally takes 30 seconds."
- Ensure students download the app before receiving incentive
- Figure out if we have to keep track of sign ups

Results

The informative video aids as a promotional tool to be posted on social media platforms to increase brand and feature awareness. Our team's general and in-app challenge flyer graphics are ready to be printed out and posted to build excitement leading up to popular events.

The tabling logistics can be used towards a future event to increase app downloads through the "prize wheel" and in-app challenge incentives to grab student's attention.

Transition Plan

HVC has provided SpotlightNews with a collection of flyer graphics to promote in-app challenges and general app sign-ups. Our team also created an informative video promoting Spotlight News for social media use and brainstormed logistics for a future tabling event. Overall, this will increase brand awareness and app downloads amongst college students.

Here is the link to the Handover Document that contains all of our team's research and creative execution work throughout the semester:

[Client Handover Document- SpotlightNews](#)

HVC achieved our client's goals of promoting in-app sports challenges and increasing brand awareness.



Client Overview

Scents Candle Co.



Client Description

Scents Candle Co. creates all natural, hand-poured, 100% soy wax scented candles, wax melts and squeezed melts (liquid wax melts) that will fill your home with a scent experience you'll love. Handmade in central Pennsylvania.

Semester Goals

- ❖ Connect and engage with frequent customers
- ❖ Create a consistent brand on social media
- ❖ Introduce short form Instagram reel videos into content plan

Social Media Audit

Instagram

Metrics:

- ❖ 257 followers
- ❖ 28 following
- ❖ 386 posts
- ❖ Posts about every 2 days
- ❖ About 3 likes per post

Pros:

- ❖ Bio is straight to the point
- ❖ Good logo
- ❖ Consistent highlight covers
- ❖ Good tagged content
- ❖ Consistent posting schedule
- ❖ Descriptive captions

Cons:

- ❖ Inconsistent engagement
- ❖ Inconsistent feed
- ❖ Lack of reels
- ❖ Low follower-to-like ratio

TikTok

Metrics:

- ❖ 291 followers
- ❖ 128 following
- ❖ 2,942 total likes
- ❖ About 10 likes per post

Pros:

- ❖ Use of TikTok Shop
- ❖ Aesthetic feed when active

Cons:

- ❖ No posts since 2024
- ❖ Linktree in bio does not work
- ❖ Use of same audios

Facebook

Metrics:

- ❖ 740 followers
- ❖ 43 following
- ❖ 770 posts
- ❖ About 6 likes per post

Pros:

- ❖ Consistent posting
- ❖ Accessible Linktree
- ❖ Good amount of shares on each post
- ❖ More comments than Instagram

Cons:

- ❖ Same posts as Instagram
- ❖ Low engagement rate

Instagram Audit

Metrics:

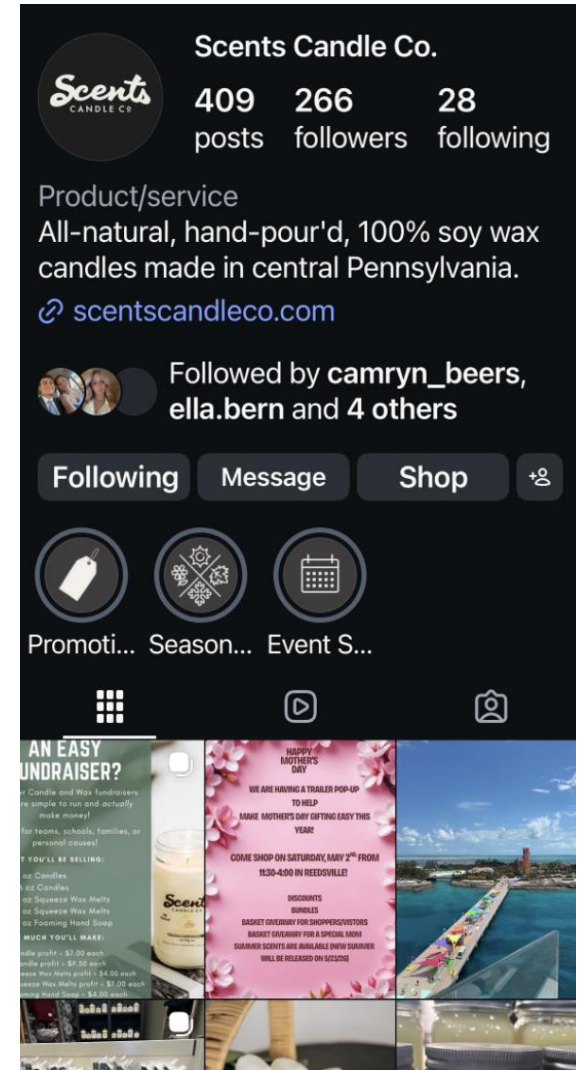
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TikTok Audit

Metrics:

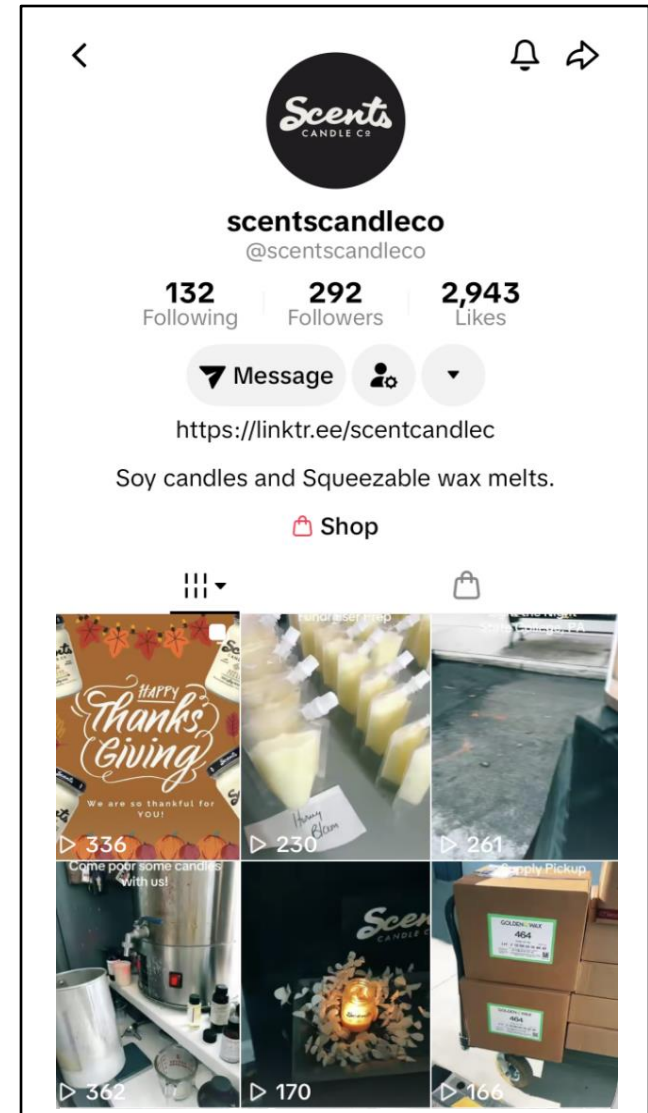
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- ❖ Same posts as Instagram
- ❖ Low engagement rate



└─

Pros:

- ❖ Links work on all devices
- ❖ Product filters work well
- ❖ Good brand consistency
- ❖ Menus are easy to find, understand and use
- ❖ Text size, line spacing and contrast are comfortable
- ❖ Interactive elements function smoothly
- ❖ Nothing overlaps on mobile devices



Recommendations:

- ❖ Make a few grammatical edits
- ❖ Make text formatting consistent
- ❖ Sections missing from privacy pages; lots of sections still say [insert information here] ; add relevant information

Situational Analysis

Primary Target Audience:

- ❖ Women ages 18-40
- ❖ Interested in home décor, wellness and self-care
- ❖ Active on Social Media
- ❖ Middle-Income Consumers

Secondary Target Audience:

- ❖ College-aged kids
- ❖ Interested in apartment décor
- ❖ Found Scents on TikTok Shop

Brand Awareness Drivers:

- ❖ Social Media Posts
- ❖ Vendor Fairs

Media Mentions:

- ❖ Tagged by vendors of events they attend

Overall Strengths:

- ❖ Unique scents which can attract a variety of consumers
- ❖ They have both online orders and in person
- ❖ In person events can gain a larger customer base

Overall Weaknesses:

- ❖ Limited brand recognition/awareness
- ❖ Low social media engagement

Audience Research

Target Audience 1

Demographics

- ❖ 35 years +
- ❖ Female
- ❖ Married with families

Values

- ❖ Saving time and money
- ❖ Health and wellness

Likes:

- ❖ Supporting small businesses
- ❖ Stress relief
- ❖ Finding ways to bring their family together
- ❖ Making their home aesthetically pleasing

Media Behavior:

- ❖ Checks email daily
- ❖ Coupons and sales catch their behavior
- ❖ Active on Instagram and Facebook
- ❖ Look on social media for product recommendations

Target Audience 2

Demographics

- ❖ 18-24
- ❖ Female
- ❖ College Students
- ❖ Renters, not homeowners

Values

- ❖ Community
- ❖ Being socially active

Likes:

- ❖ Decorating their space
- ❖ Supporting small businesses
- ❖ Buying gifts for loved ones

Media Behavior:

- ❖ Active on all social media platforms
- ❖ Look on social media for product recommendations

Instagram Reels Ideas

Set Up for a Market With Me



Behind the Scenes: Making a Candle



Squeeze Melt Starter Kit



Brand Book

This brand book was created to standardize social media posts and make graphic creation easier.



Brand Font

Scents Candle Co. uses Metallophile for a majority of the website

Metallophile Light

Scents Candle Co. 1 2 3 4 5 6 7 8 9

Metallophile Medium

Scents Candle Co. 1 2 3 4 5 6 7 8 9

Brand Color Palette

The color palette is inspired by the colors featured most cross the website

#000000

#FFFFFF

#9B9997

#5B7B69



Seasonal Color Palette

This color palette is inspired by the different accent colors featured in seasonal products

Fall

#AF8853

#D49253

#CB494C

#553E96

Winter

#EC1E24

#407D62

#835C41

#D2B172

Spring

#01BCBE

#EA3891

#DCC627

#EE9237

Summer

#6CB278

#DFB342

#ED9DB9

#BBCDE

Editorial Guidelines

Content Do's & Don'ts

Do:

- Speak directly to the customer
- Emphasize craftsmanship
- Use warm, inviting language
- Share behind the scenes details
- Celebrate small wins and seasonal launches

Don't:

- Use technical candle making terms
- Overpromise results
- Sound corporate or impersonal
- Use negative or critical language

Editorial Guidelines

Writing Style Rules

- Use short, clear sentences
- First person when speaking as Danielle
- Paragraphs brief and easy to read
- Sensory words
- Highlight the handmade and small-batch nature of the products
- Maintain consistency in product naming and scent descriptions

Storytelling Principles

- The founder's journey from hobby to business
- The commitment to clean ingredients (soy wax)
- The importance of testing, experimenting, and improving
- The balance between small-business life and personal life
- Appreciation for customers who support handmade products

Posting Calendar

This posting calendar is filled with new series ideas and holidays and can be used as inspiration for social posts

APRIL 2026						
POSTING CALENDAR						
SUN	MON	TUE	WED	THU	FRI	SAT
			PASSOVER POST APRIL FOOLS POST		SPRING CLEANING, SPRUCE UP YOUR CANDLE SELECTION	
EASTER POST	SCENT OF THE WEEK		WHY SOY WAX WEDNESDAY	CANDLE INSPIRATION POST WITH A SCROLL THROUGH OF PICTURES		STOP IN OVER PARENTS WEEKEND POST
STOP IN OVER PARENTS WEEKEND: STORY	SCENT OF THE WEEK	INTERVIEWING CUSTOMERS REEL		NEW PRODUCT POST	CATCH UP & CANDLE MAKING REEL	
	SCENT OF THE WEEK		EARTH DAY POST		MOTHERS DAY GIFT GUIDE GRAPHIC: POST	SPRING SHOPPING SATURDAY POST
	SCENT OF THE WEEK	CANDLE INSPIRATION REEL	WHY SOY WAX WEDNESDAY		MOTHERS DAY GIFT GUIDE: REEL	

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Caption Ideas

We chose photos from a recent candle photoshoot and wrote caption ideas that Danielle can use whenever she needs inspiration.

Post 1: Rainbow Rocks

Caption: "Why enjoy the scent of your favorite cereal only in the mornings? Our Rainbow Rocks Scented candles and soy wax melts will bring back all your favorite sweet memories!"



Post 2: Carousel featuring Lemongrass & Class

Caption: "Lemongrass & class 🌿 ✨ the kind of scent that elevates everything! Order this scent in our wax melts or candles to see for yourself!"

Tip: Use the left photo as the cover



Post 3: Zesty Strawberry in the spring!

Caption: "The perfect springtime scent, Zesty Strawberry. What do you think? 🍓 🍓 "



Post 4: Father's Day gift idea!

Caption: "The perfect Father's Day gift! Make sure to order your dad the perfect scent from Scents Candle Co, Tall, Dark and Zesty 🧔🏻!"



Ready-to-Post Graphics

These graphics are ready to be posted immediately without edits.



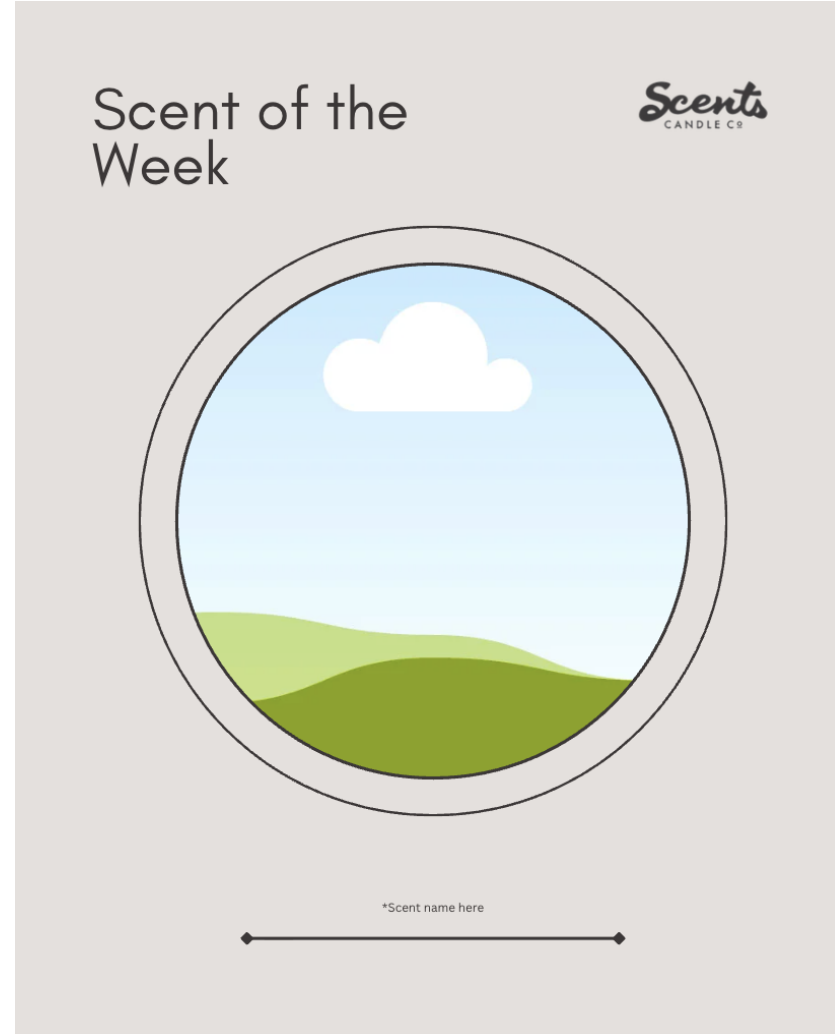
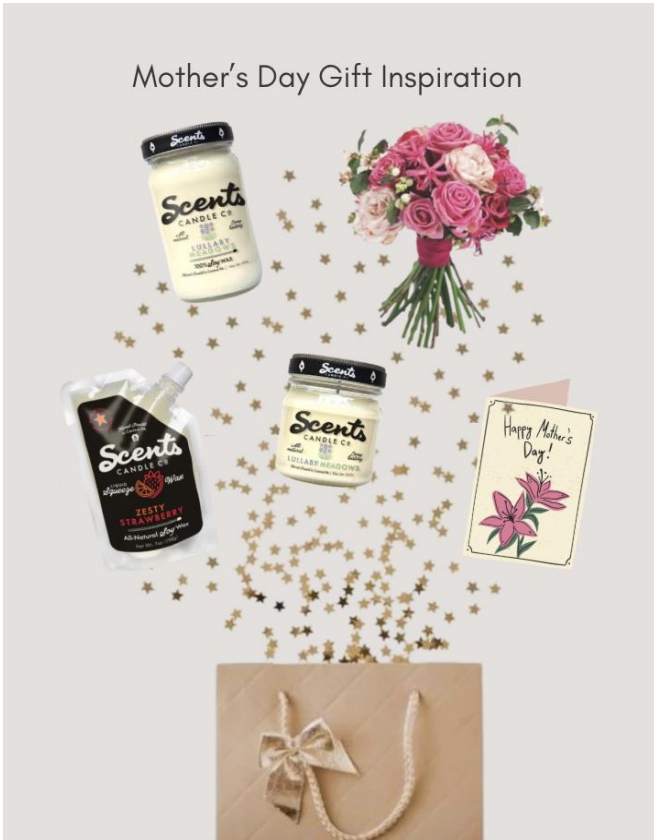
Ready-to-Post Graphics

These graphics are ready to be posted immediately without edits.



Editable Templates

These templates can also be edited for easy posts.



Newsletter

To connect with her customers, Danielle wants to send newsletters with updates.

SCENTSCANDLECO.COM @GETSCENTSCANDLES ON IG

A LITTLE SOMETHING TO BRIGHTEN YOUR WEEK

We hope your week is off to a great start! We wanted to pop into your inbox with a few things we think you will love. Every candle we make is hand poured in small batches right here in Reedsville, PA using clean, all-natural soy wax. Our formulation ensures a longer, cleaner burn and a scent that truly fills your space.

[Read More](#)

Subscribe to our newsletter for more information, time-limited promo, and exclusive content!

[Subscribe Now!](#)



SCENTSCANDLECO.COM @GETSCENTSCANDLES ON IG

NEW THIS WEEK: [COLLECTION OR PRODUCT NAME]

[2-3 sentences describing what is new, what is featured, or what is worth highlighting this week. Could be a restock, a best seller, etc.]

[Read More](#)

LEARN MORE



Wax melts

[Learn More](#)



Scents

[Learn More](#)



Seasonal

[Learn More](#)

Results

The introduction of a Brand Book will ease the transition into a more consistent, branded social presence. Also, the posting calendar and the library of ready-to-go posts will increase the number of posts the Scents social pages can put out each week.

Danielle will also have the opportunity to connect with her clients on a more personal level through the newsletter template that she can personalize and send out for each edition.

Transition Plan

Our team has provided the Scents team with a library of ready-to-post graphics, editable templates and caption ideas for photo-based posts. We also created a newsletter template that can be updated with each edition and keep Scents' community up to date. Finally, the brand book will be paramount in standardizing the digital presence on social media.

Here is the link to the Handover Document that contains all of our team's research and creative execution work throughout the semester:

[Client Handover Document- Scents Candle Co](#)

I am confident that HVC achieved the clients goals of aiding with social media content creation and making a brand book for years to come.



Client Overview

Carter's Table

Carter's Table is a locally owned Mexican American restaurant located in downtown State College. Over the years, it's turned from a small catering venture, into a community staple known for its "worldwide" flavors.



Client Goals:

- ❖ Raise brand awareness
- ❖ Improve social media presence and content

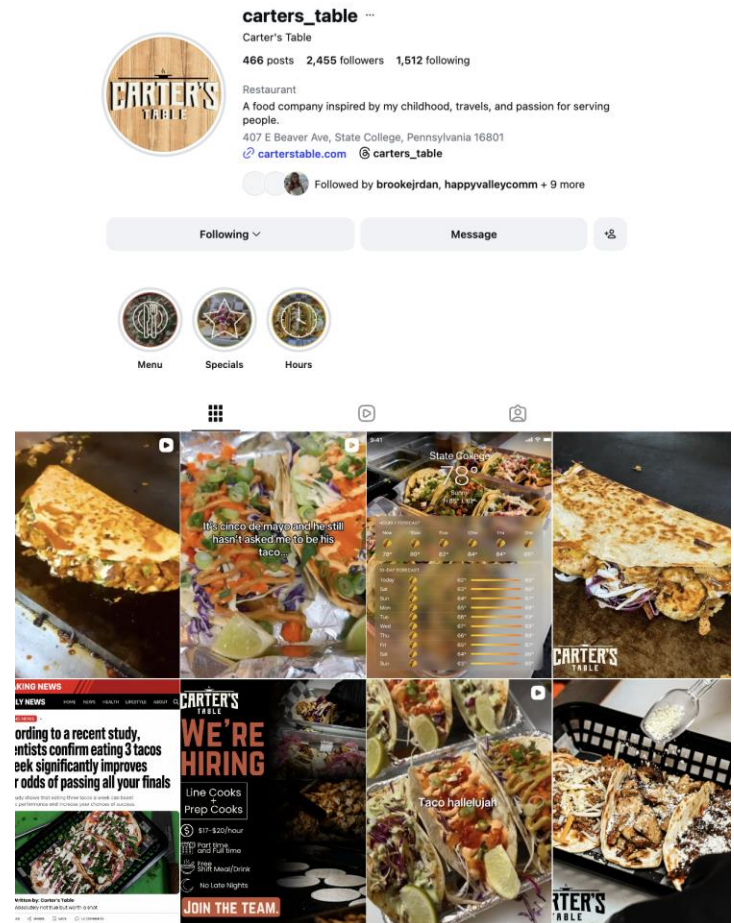
Website Audit

- Strong branding and visuals clearly communicate the restaurant's globally inspired taco concept and community-focused identity.
- Navigation is simple and consistent, but adding a visible Menu tab and improving the "Order Online" experience would make the site easier to use.
- SEO has a solid foundation with descriptive content and frequent updates, but stronger meta tags and structured data could improve search visibility.
- Clean visuals and high-quality imagery create a polished look, but spacing, headline hierarchy, and customer review integration could strengthen the overall design.



Social Media Audit

- Same posts as on Facebook- try to switch that up- offer a differentiation in content
- I like the use of Highlights but we can elevate this by creating specific ones! (EX: UGC/ recommendations, deals, up-close food shots/ cooking)
- Pin or emphasize posts like [this](#)
- Make sure Video content is shot in the daylight as it offers a more appealing look



Situational Analysis

- Carter's Table has extremely strong customer satisfaction across review platforms, maintaining nearly perfect ratings on Yelp, Google, Wanderlog, and Facebook.
- Word-of-mouth, Google search, and prior food truck/farmers market exposure appear to be the restaurant's biggest drivers of discovery and customer traffic.
- Despite strong reviews and search visibility, competitors rank higher in Google results and have a much stronger social media and influencer presence.

SWOT Analysis

Strengths

- Strong reviews across all platforms
- Good organic search visibility
- Strong word-of-mouth referrals

Weaknesses

- Few media mentions on Facebook
- Little to no influencer content/mentions on Instagram or Facebook

Opportunities

- PSU influencer partnerships
- Competitors rank higher in search
- Increase tagged/social content

Threats

- Competitors have larger social followings
- Expand review and creator outreach
- Strong local restaurant competition

Competitor Analysis



Gigi's Southern Table

Likes

- Quotes from customers
- Photo gallery
- Consistent posting & colorful Instagram feed

Dislikes

- Not much engagement
- Need more posts
- Need more partnered events



Pitt St. Station

Likes

- Instagram posts are consistent
- Decent amount of reels on their page

Dislikes

- Website is more confusing to navigate
- Instagram only features food and not people

SEO & Digital Presence

- Carter's Table already has outstanding customer ratings and strong food quality, but increasing online visibility is the biggest opportunity for growth.
- Inconsistent business hours across Google, the website, and third-party platforms create customer confusion and should be corrected across all listings.
- Optimizing the Google Business Profile with updated information, more photos, regular posts, and increased customer reviews can significantly improve search visibility.
- Improving website SEO through consistent business information, stronger taco-related keywords, menu descriptions, and mobile optimization can help attract more local search traffic.

Influencer Contact Research

Outreach list for local influencers to make food review content

Zac Calamita

- Instagram: zac.calamita
- Email: zaccamita@gmail.com
- PSU micro influencer known for food review TikToks featuring Penn State dining spots.

Riley Ruberton

- Instagram: _riley_catharine
- PSU micro influencer who creates lifestyle content centered around student life at Penn State.

Kaitlyn Schaeffer

- Instagram: kaitlynschaeffer_
- Email: kaitlynschaefferr@gmail.com
- PSU micro influencer who shares daily vlogs and authentic lifestyle content.

Charlotte Costich

- Instagram: charlottecostich
- PSU micro influencer known for daily vlogs and TikTok content about Penn State. Creator of the “Charlatte” series reviewing coffee shops around campus.

Hannah Morris

- Instagram: happyvalleyhannah
- Email: hannah@happyvalleyhannah.com
- State College content creator who posts about local events, activities, and places to visit in the area.

Social Media Intern Search

We drafted an email that Shawn and the Carter's Table team can send out to the Bellisario internship team to find a Social Media/Communications intern.

Introduction:

- ❖ Information about Shawn
- ❖ Carter's Table Story
- ❖ Title of the internship
 - Marketing and Social Media Intern

Key Responsibilities:

- ❖ Content creation
- ❖ Photo and video editing
- ❖ Social media management

Position Details:

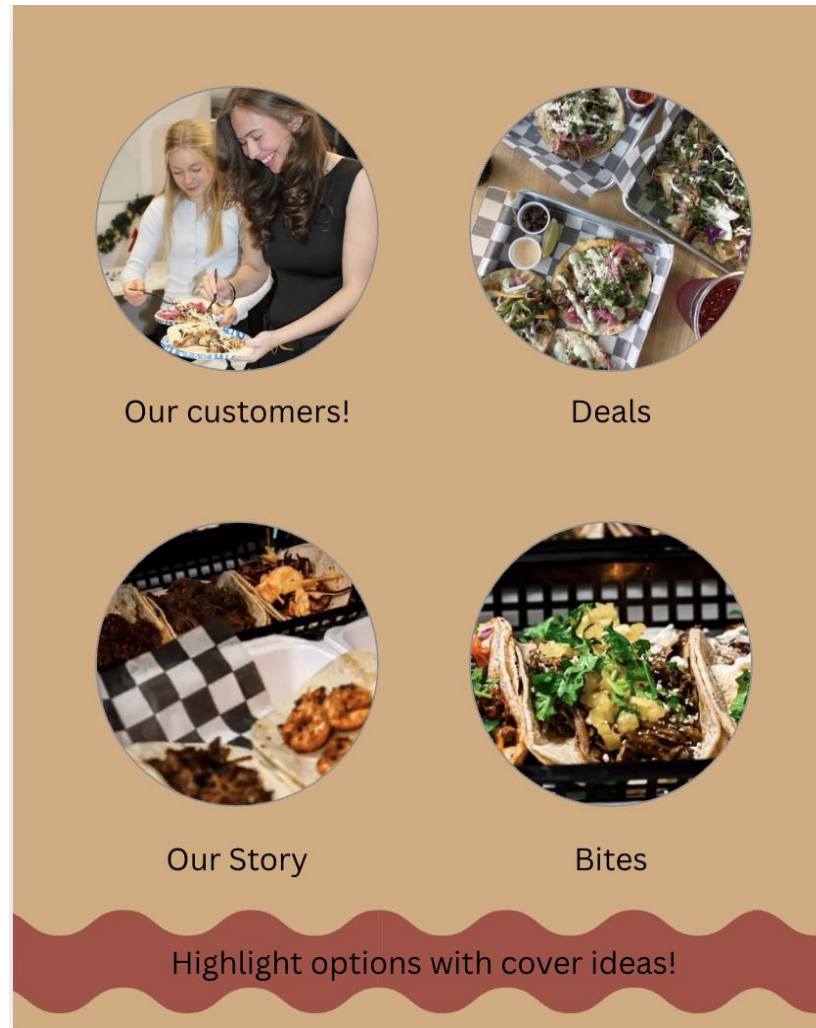
- ❖ 10 hours a week
- ❖ Academic Credit

How to Apply:

- ❖ Resumé
- ❖ Portfolio

Instagram Story Highlight Covers

In order to better organize the Instagram Highlights on the Carter's Table page, we provided suggestion for category titles and cover photos.



Instagram Story Posts

Here are some graphic ideas to promote daily deals, they can either be posted immediately without edits or can be customized to the specific dish.



Instagram Post Graphics

Here are some Instagram graphic posts that can be used to work towards our goal of diversifying the type of content posted on the Instagram.



Media Day Planning

Before our media/content day, we researched trends and planned what type of content we wanted to capture.

TikTok/ Reels Ideas

"This is your sign to..."



"Come with me to try..."



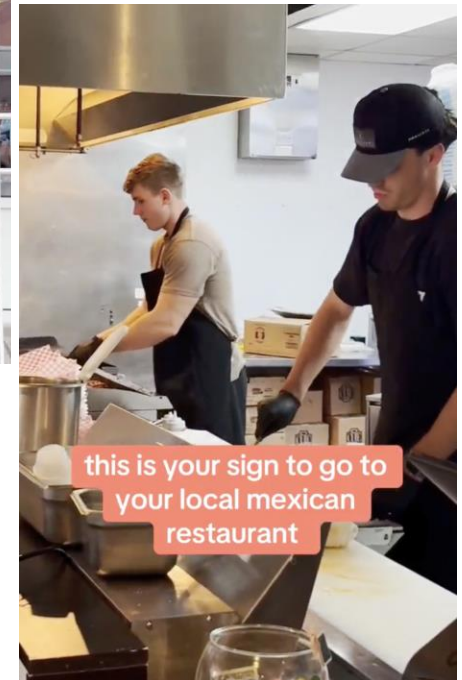
Photography Ideas

- ❖ Food
- ❖ Menu
- ❖ Candid Customer Photos
- ❖ Staff Working



Media Day Results

Our team captured some amazing B-roll footage of the food, location and employees. They then edited the content into short-form videos that can be posted on Instagram Reels or TikTok. Plus, we had so much fun doing it!



Results

We layed out the steps and the resources needed to hire a student social media and communications intern, which we advised would be incredibly helpful to Carter's Table's digital presence.

We also created graphics that can be easily posted to the Instagram feed or Stories in order to break up the food photos and videos on the feed. We had a goal of diversifying the types of content featured on the pages.

Finally, their library of short-form video content increased once we finished editing our content from our Media Day!

Transition Plan

Our team has provided the Carter's Table team with a library of ready-to-post graphics, editable templates and short-form videos that can be posted to Instagram Reels or TikTok. We also researched popular content creators in the State College area and provided a template for collaboration outreach. This could help to draw attention to Carter's Table's TikTok once created. Finally, in an effort to organize the Instagram page a bit, we created Highlight category titles and cover photos.

Here is the link to the Handover Document that contains all of our team's research and creative execution work throughout the semester:

[*Client Handover Document- Carter's Table*](#)

I am confident that HVC achieved the clients goals of aiding with social media content creation and encouraging Shawn to hire an intern that can help Carter's Table grow their digital presence!





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05/08/2026