

Island Fever

Campaign Book Spring 2026



Client Account Team



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Minors: Creative Writing &
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Client Account Team

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Major: Public Relations
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Trends & Analytics



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Client Overview



Island Fever is Penn State's premiere Caribbean dance team. They are committed to showcasing Caribbean culture and dance traditions to the Penn State community through events, showcases, and workshops and make it a priority to collaborate with other dance and POC-focused organizations.

The team also holds various fundraisers and participates in competitions both within and beyond Penn State. They recently were competitively selected to perform in front of thousands of spectators at Penn State's THON™, a dance marathon event held by the largest student-run philanthropy in the world.

Island Fever is working to gain brand visibility and awareness from the larger Penn State community in an effort to both expand their reach and deepen their engagement online.



Situation Analysis

Prior to working with HVC, Island Fever did not have a consistent posting schedule or content calendar in place, leading to sporadic posting on their Instagram page. They also did not have a comprehensive branding guide, which created inconsistency in their online presentation.

While there were a significant number of students who were familiar with the team, Island Fever lacked brand awareness from the general student body and had difficulty gaining traction due to disorganized online information and insufficient student media coverage.

SWOT Analysis

Strengths

- Inclusive and energetic content
- Vibrant color palate
- Mix of photo and video content
- Strong brand identity

Weaknesses

- Lack of branding cohesion in posts
- Consistently low number of shares, likes, and comments on posts
- Lack of brand awareness by general student body
- Lack of coverage by student press

Opportunities

- Many upcoming events to create content at
- Only Caribbean dance team at Penn State creates unique edge
- Collaboration with other groups
- Connection with alumni dancers

Threats

- Other, more well-recognized dance orgs on campus
- Lack of student interest in attending arts performances
- Lack of university funding



Target Personas

Island Fever: Target Persona

Kalani Rivers

Bio:

Kalani is a Penn State student interested in the arts and energetic performances. She is looking for a way to escape the stress of school and enjoy an affordable outlet. She is interested in the arts; however, she is not too positive about how she can be immersed in them. She also has a passion for cultural events.



Goals:

- Eliminate academic stress with fun events
- Enjoy a variety of cultures
- Engage with the campus community

Needs:

- An outlet to enjoy entertainment
- Affordable campus activities
- Clear social media promotion
- Immersion in cultural events

Challenges:

- Finding variation in campus activities
- Finding sources of free entertainment
- Balancing school work and social life as it is
- Does not see events advertised heavily

Values:

- Respect for the arts
- Diversity and inclusion
- Cultural representation
- Uplifting campus community

Where is she?

- Heavily present on social media
- Gets information from campus news and advertisements
- Most active on Instagram and TikTok



Cultured Chloe

About Chloe

Chloe is a freshman at Penn State. She is actively looking for student organizations that exposes her to new cultures and helps her build a strong community since she is new to the college environment. She has always enjoyed dancing casually and learning choreography online but has never formally trained. She wants to join a group that allows her to engage directly with cultural expression while building friendships and developing new skills.

Goals

- Join a cultural student organization she can actively participate in
- Learn new dance styles and improve her skills
- Build meaningful friendships and a sense of belonging



Challenges

- Unsure whether she needs prior dance experience
- May feel intimidated by experienced dancers

Needs

- Clear communication on recruitment and auditions
- Opportunities to meet members
- Consistent practice schedule and expectations

Values

- Cultural appreciation
- Community and teamwork
- Personal growth in dance skills
- Active campus involvement

Where are they?

- Has Instagram and TikTok
- Uses Discover to find campus involvement
- Attends club fairs

Social Media Audit

SOCIAL MEDIA AUDIT

ISLAND FEVER

Name: Julia French
Social Platform: Instagram
Username Handle: @islandfever_psu

1. Metrics:

- a. Number of posts: 469 photos, 144 videos
- b. Number of followers: 1,178
- c. Average Weekly Posting: 2

2. Bio:

- a. "We are 🌴 Island Fever 🌴
The only Caribbean dance team at Penn State UP! 🐾
Experience Caribbean culture & dance with us!"

Pros	Cons
• Consistent Posting • Large amounts of information posted. (dates, times, locations) • All members featured frequently • Variety of post types • Consistency in emojis, "💖🌴🌴!!"	• Lack of consistent brand image • Lack of likes and comments on fundraiser posts • Highlights are not updated • Old links in bio • Busy graphics

Summary:

- Create templates that complement the brand to establish a consistent and recognizable social presence.
- Increase content featuring event footage rather than just a flyer before.
- Incorporate popular trends into their feed to boost engagement.
- Update story highlights with cohesive covers and more recent stories.
- Engage with similar campus organizations' Instagram Posts to build community.



Brand Voice: Island Fever establishes itself as an inclusive, uplifting, high-spirited Caribbean Dance Group. Their high energy and brightly colored brand mesmerize all who get the chance to see them perform. They utilize their tight-knit community to share love and passion with audiences throughout State College.



Competitor Analysis



COMPETITOR ANALYSIS

COMPETITOR : RAM Squad

TOPIC	NOTES
DESCRIPTION	RAM Squad (raw aesthetic movement) hip hop & freestyle dance crew at Penn State
REACH	Instagram: 1,058 followers TikTok: N/A Events: hosts campus "battles" and workshops
DOING WELL:	Consistent visuals Posting pretty actively (1-2 times a week)
DOING POORLY:	limited engagement on posts (< 30 likes & <2 comment average) too focused on event promotion rather than about members not culturally focused like Island Fever (may lack emotional connection for those auditioning)

COMPETITOR 2: Caliente Dance Company

TOPIC	NOTES
DESCRIPTIONS	Latinx and Caribbean rhythms dance group at Penn State (Culturally rooted dance competitor)
REACH	Instagram: 954 followers Tik Tok: 24 followers Events: Campus culture festivals, showcases, collaborations
DOING WELL:	strong messaging in culture/heritage showcases festivals & events showcases members often
DOING POORLY:	inconsistent visuals pretty inconsistent posting schedule

COMPETITOR 3: Afrique Fusion

TOPIC	NOTES
DESCRIPTIONS	Performance dance team under Penn State's African Students Association
REACH	Instagram: 917 followers Tik Tok: 350 followers Events: Campus culture events, showcases, ASA events
DOING WELL:	active posting on TikTok/instagram Shows behind the scenes of group
DOING POORLY:	inconsistent visuals lack of engagement

COMPETITOR ANALYSIS

Competitor Name: Ambitions



President: Robyn Coleman

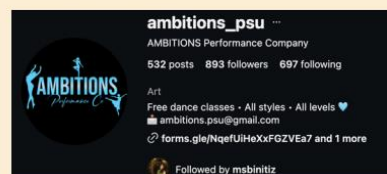
Why are they a competitor?

They are an on campus dance company that stands for inclusivity and unity through dance. They pose a threat because they are a bigger and more involved organization as they host dance classes. They have been established longer. They have also brought in influential dance instructors like 'Big Mojo.' They also have a wider social media presence with a website and YouTube.

What Island Fever does well

- They collabed with Island Fever before on a dance class.
- Have a unique and captivating dance style that showcases their culture.
- Their bake sales and fundraisers allow them to get more involved on campus.
- More consistent with social media.

Social Media



- They are not super consistent.
- Similar posts to Island Fever
- Gain less traction than Island Fever



<https://ambitionspsu.wixsite.com/dance/portfolio>

Island Fever

Fact Sheet



About Us

Island Fever is the only Penn State Caribbean Dance Club. Members perform routines inspired by Caribbean music and dance traditions and represents many different islands.

Performances

Upcoming:

- THON
 - THON Weekend @BJC

Recent:

- P.O.C Pep Rally
- Multicultural Showcases
- Fundraising Events
- Dance Workshop x Afrique Fusion
- PSU Black Caucus
- Miss West Indies Pageants

How to Join

The organization holds 3 days worth of auditions every semester; students must come to all 2/3 to be considered.

- they are affiliated with the Penn State Latino Caucus

Social media

Instagram: @islandfever_psu

- follower count: **1,178**
- post count: **612**

Tik Tok: @Islandfever_psu00

- follower count: **33**
- post count: **5**

Twitter: Islandfever_psu

No pages found for:

- facebook
- LinkedIn

Brand Materials:



Media Coverage Report

Island Fever Media Coverage

Publications

- The Daily Collegian
- Onward State
- PSU website

Tagged Posts

- Penn State Performing Arts Council
- Caribbean Student Association of Penn State
- THON entertainment committee
- Penn State
- Penn State Culture Central
- Dancers/Members
- Photography accounts (@215.drew)

Content

- Dance videos and photos from performances and practices
- Quotes from members on TDC
- Graphics that advertise upcoming events



Portrayal

- Positive, upbeat, cultural dance group
- Media coverage contains colorful graphics
- Photos are action shots of dance performances
- Videos show upbeat music and fast paced dancing
- Exposure from Penn State Culture Central, Caribbean Student Association of Penn State and Penn State Performing Arts Council shows connection to Caribbean culture

Creative Executions

BRANDING GUIDE

This branding guide includes colors and heading, subheading, and body fonts to be used for all social media content, as well as a brand voice guide and strategized hashtag examples to create a more cohesive online image.

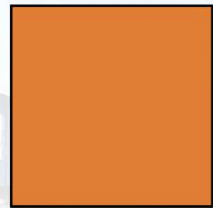
HEADING FONTS

BEBAS NEUE **Impact**
CINZEL DECORATIVE
HORIZON

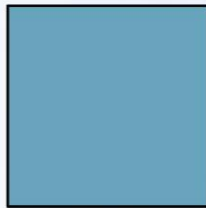
HASHTAGS

- #IslandFever
- #IslandFeverPSU
- #FeverFam
- #FeelTheFever
- #CaribbeanDance
- #PSUDancers

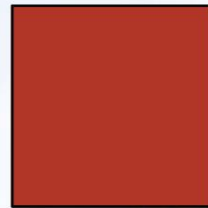
COLORS



#ef7817



#52a7bf



#c2261c

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CONTENT CALENDAR

This strategized content calendar features weekly and monthly story posts to deepen engagement by highlighting member involvement, as well as dedicated grid posts to advertise events and fundraisers.

APRIL  2026 LOGO KEY:  REGULAR CONSISTENT POSTS  BIRTHDAYS  SHOWCASES  FUNDRAISERS  NATIONAL HOLIDAYS						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28/29  SEBASTIEN LUNDY'S BIRTHDAY  AMBITIONS SHOWCASE	30  MEMBER ADVICE MONDAY (ADVICE FOR BEGINNER DANCERS OR THOSE LOOKING TO JOIN A COMMUNITY)	31	01  WEDNESDAY WORKDAY (MEMBER INVOLVEMENT IN THE COMMUNITY)	02	03  FEVER FRIDAY	04
05	06	07	08	09	10  FEVER FRIDAY	11
12  EXPERIENCE	13	14	15	16  CHIPOTLE FUNDRAISER	17  FEVER FRIDAY	18
19  ANEAUS SMITH'S BIRTHDAY	20  NATIONAL DANCE WEEK (DATES UNSURE)	21  WORLD CREATIVITY AND INNOVATION DAY (SHOWCASE A PERFORMANCE)	22	23  POC PEP RALLY  WORLD BOOK DAY (STORYTELLING THROUGH DANCE)	24  FEVER FRIDAY	25  BLUE & WHITE BAKE SALE
26  BLUE & WHITE BAKE SALE	27	28	29	30		

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POST TEMPLATES

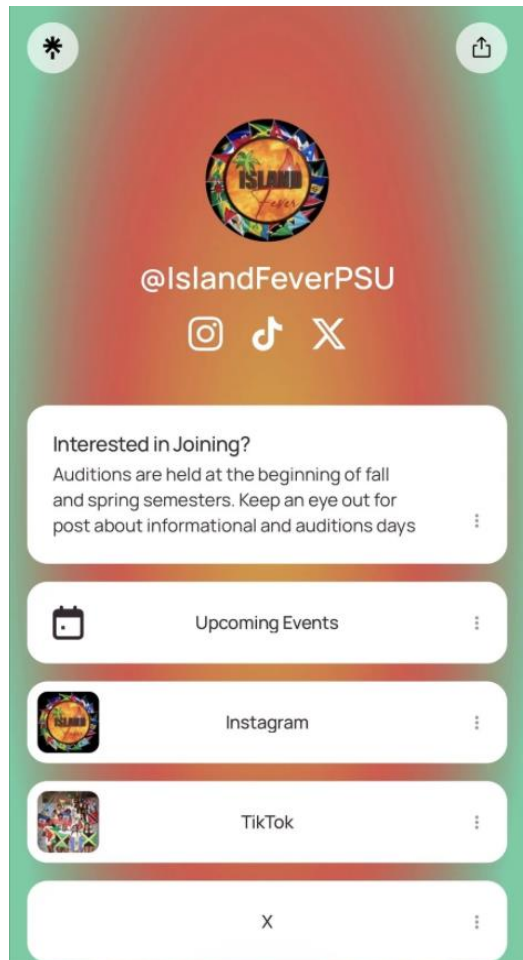
These story and grid post templates are customizable and branded, allowing Island Fever's team to insert information and easily post more consistently.



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LINKTREE & EVENT WEBSITE PAGE

This Linktree houses all of Island Fever's social media pages and important information in one place. The event page features a schedule of all upcoming events as well as accessible ticket links to drive attendance.



ISLAND FEVER UPCOMING EVENTS		
APRIL 12	EXPERIENCE ALUMINI HALL 6PM	Get Tickets Here
APRIL 16	CHIPOTLE FUNDRAISER	
APRIL 23	POC PEP RALLY HUB STAIRS 6PM	
APRIL 25	BLUE & WHITE BAKE SALE	
APRIL 26	WEST FEST 2:30 AT WEST QUAD	



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FUNDRAISER GRAPHIC TEMPLATES

Fundraiser graphics were created with branding and customization in mind so that the team could easily add information and use for social media posting or printed flyers to increase brand awareness and fundraiser success.



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VIDEO CONTENT

Our team attended Island Fever's performances at THON™ and the Eminence Modeling Troupe's showcase to capture and edit brand-focused video content that Island Fever can post on Instagram Reels and TikTok.



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MEDIA PITCHES

Our team carefully researched student journalists and developed media pitches for two writers at The Daily Collegian and Onward State, two high-profile student news publications at Penn State, to attend Island Fever's showcase. This led to a new awareness of Island Fever's work and opportunities for future coverage.

ams12258@psu.edu

Dear Alli Satterfield,

The arts are a vibrant and essential part of the Penn State University community, with student organizations showcasing the creativity and cultural diversity of our campus. Your thoughtful storytelling and recent feature on the Urban Dance Troupe captured this spirit of Penn State.

To showcase these talents, the Experience Showcase will be held on April 11, 2026. Those passionate about the arts and cultural diversity are encouraged to attend. Featured groups will include, but are not limited to, Black Elites and Island Fever. Each year, the showcase also features a surprise Caribbean artist. In addition to the performances, the event will include a fashion show inspired by the theme, Jewels of the Islands, where participants will proudly wear streetwear, bathing suits, and traditional Carnival clothes to represent their culture.

Hosted by the Caribbean Student Association, the Experience Showcase will take place in Alumni Hall at the HUB. The event will run from 6:00 PM to 10:00 PM, with doors opening at 5:45 PM. Dinner will be provided with the purchase of a ticket.

We admire the important work that you do to tell the diverse, vibrant story of the arts of Penn State. We would be honored to have you attend the Experience Showcase and share our community's story with your readers.

Please don't hesitate to reach out if you have questions or need additional information. We would love to connect.

Email: emc5928@psu.edu

Dear Ella Cofone,

You have consistently highlighted stories that show what makes Penn State student life so dynamic and unique. Island Fever, Penn State's only Caribbean dance team, brings a positive and upbeat presence to the performing arts of Penn State.

I am a part of a team at Happy Valley Communications (HVC) that works with Island Fever on their brand and social media presence. Island Fever is performing at the Experience Showcase 6-10pm. on Saturday, April 11, and we would love for you to be there to cover it. The showcase is put on by the Caribbean Student Association and will highlight streetwear, as well as traditional carnival clothes from different Caribbean countries. The event is in Alumni Hall (inside the HUB), and dinner will be provided.

We appreciate the work that you have done for Onward State, and how you uncover the stories behind the entertainment and student life on Penn State's campus. We would be honored for you to attend the Experience Showcase and extend the work of Island Fever to your readers.

Please do not hesitate to reach out to me at ecf5300@psu.edu with any questions! I look forward to hearing from you and thank you for your time.

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HIGHLIGHT COVERS

These thoughtful, branded designs were created to make Island Fever's library of posted content accessible for viewers and improve the cohesion of the team's Instagram page.



FEVER FRIDAY



FEVER FAM



INFORMATION



PERFORMANCE



THON

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STICKER & MERCH DESIGNS

These sticker and merch designs were created with Island Fever's brand personality in mind, giving them a variety of options to increase brand awareness on campus.



Results

With the help of HVC, Island Fever has been able to solidify their brand, gain increased awareness online, develop a more organized posting schedule, and build a library of evergreen content to use consistently.

One showcase reel gained:

- 72 likes
- 4 shares
- 1 repost

One "Fever Friday" post gained:

- 45 likes
- 6 comments
- 4 shares
- 1 repost

Transition Plan

HVC has provided Island Fever with a complete branding guide, a comprehensive content calendar for the next three months, customizable graphics to use for events and fundraisers, templates to highlight member participation and deepen engagement, various brand-focused content to add to their library, and merchandise ideation to produce in the future.

Island Fever's communication has been improved in that they now have clear cohesion in their online brand, opportunities for consistent posting, and increased brand awareness.

Island Fever's goals were to implement a consistent posting schedule, increase brand visibility and awareness on campus, and develop unique, branded content. HVC helped accomplish these goals by creating a comprehensive branding guide, conducting media outreach, and ideating and executing creative, brand-focused social media content.

Handover Document: [Island Fever Handover Doc.docx](#)



