

One Acre West

Campaign Book Spring 2025



Client Account Team



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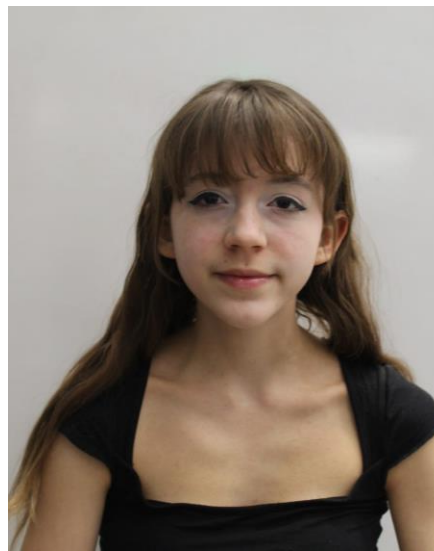
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Client Overview

One Acre West



One Acre West is an Americana/country band consisting of husband and wife Steve and Kristi Jean Branstetter. After years of performing across the western United States, Steve and Kristi Jean stepped away from music altogether before ultimately finding their way back with renewed focus. They firmly believe in authenticity and the power of experiences. They just recorded their debut album in Austin, Texas, with a range of songs that explore love, loss, and the quiet turning points that shape everyday lives.

Research Phase

Situation Analysis

When we began working with One Acre West, we were provided with a comprehensive set of foundational materials. This included a brand guide, target personas, and additional elements such as a developed brand voice. These resources proved extremely valuable, allowing us to move quickly into the execution phase, with our primary focus being the analysis of existing social media channels.

SWOT Analysis

Strengths

- Strong and consistent branding across platforms
- Effective hashtag use and links
- Clear understanding of audience

Weaknesses

- Low engagement on posts
- Inconsistent digital strategy
- Searchability issues

Opportunities

- Increase engagement through collaborations, reposts, fan ratings, and stronger storytelling
- Enhance visuals and brand appeal

Threats

- Saturated music market
- Low engagement growth
- Demographic platform mismatch

Instagram Audit

Pros	Cons
- Their bio clearly includes their location, helping define their identity. - They consistently promote new music, especially their upcoming single, through posts, highlights, and the link in their bio. - The profile picture features the duo, making the account feel personal and recognizable. - They have a solid following and include their website link for easy access. - The use of hashtags helps increase visibility and reach.	- The posting schedule is inconsistent - Story highlights are not well organized and more intentional. - The profile picture could be stronger as a band logo o to create a more brand identity. - Reels should include cohesive cover photos to maintain a polished feed aesthetic. - The bio contains too much information and could be streamlined for clarity. - “Live Stuff” is vague wording and could be renamed to something more professional



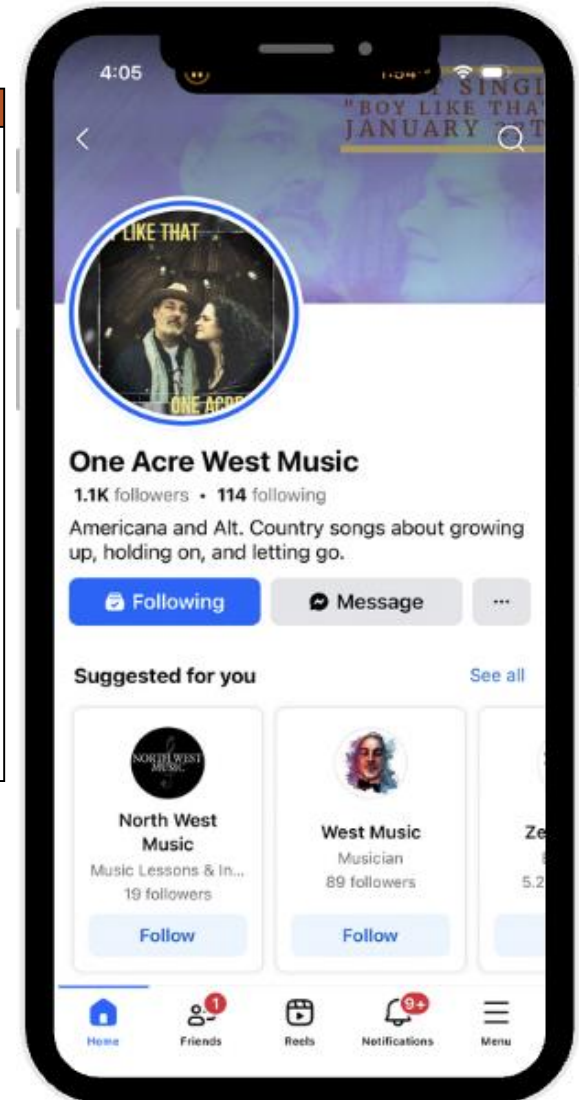
Brand Voice: Warm, welcoming, and enjoyable; family- and friend-oriented, creating a friendly and inviting vibe.

Summary: One Acre West’s Instagram performs best with intentional, music-focused content. The page would benefit from a more consistent aesthetic, posting schedule, and strategic organization of bio, highlights, and key posts. Cleaner visuals and a focus on impactful content would significantly elevate their presence.

Facebook Audit

Pros	Cons
- Strong visual presence with an effective banner and a distinct profile picture that adds variety. - Clear contact information, website link, and category listing make the band easy to reach and professionally positioned. - Promotional videos are consistently featured, helping showcase their work. - Content is updated regularly, keeping fans informed about recent performances. - A solid following and a friendly, down-to-earth tone make the page feel authentic and accessible.	- The bio is too short and vague. - Some post captions could be more polished and intentional. The current tone (especially the “Facebook mom” style humor) doesn’t always land and may weaken their brand. - Reels are inconsistent and not very engaging. They rely heavily on static images instead of dynamic video, lack hashtags, and don’t seem targeted to a specific audience. - There are no ratings on Facebook, which removes an opportunity for social proof.

Summary: One Acre West’s Facebook is their strongest platform, consistently updated with promo videos, links, and recent performances, generating more engagement than Instagram. While the page shows effort, polishing the bio, refining captions, using relevant hashtags, and ensuring on-brand content would improve consistency and reach. Overall, with clearer branding and cleaner presentation, their Facebook presence has strong potential to make a bigger impact.



Website Audit



The website has a strong foundation, highlighting the new single and music video while maintaining consistent branding and useful content like photos, events, and show info. However, the layout is cluttered and navigation could be clearer, with improvements like larger fonts, more distinct headings, a streamlined menu, and reorganized tabs for Music, Shows, and Merch. Enhancing readability, structure, and visual engagement would make the site more accessible, user-friendly, and appealing.

Secondary Research

Best Posting Windows

- Post midweek during lunch hours
- Focus on Tues-Thurs for engagement
- Use weekends for TikTok growth
- 3-5 times per week

Event Marketing Strategies

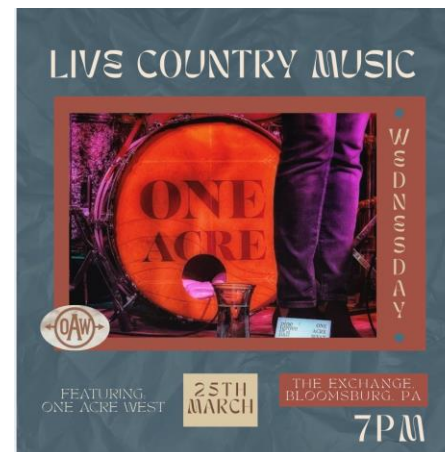
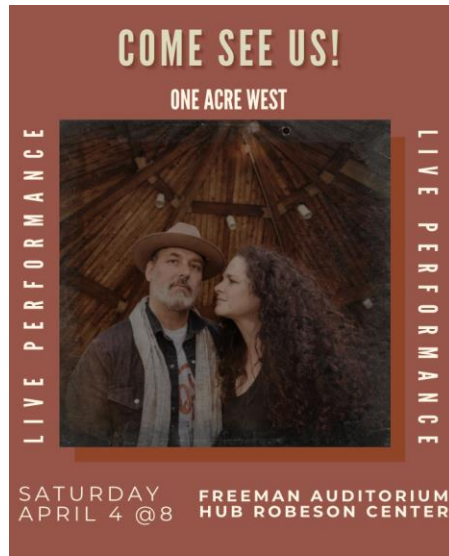
- Sell the experience, not songs
- Highlight crowd, scenery, atmosphere
- Create country-themed community events
- Build FOMO through social proof

Music Growth Opportunities

- Submit to niche curated playlists
- Create Bandcamp for direct sales
- Increase accessibility across platforms

Creative Executions

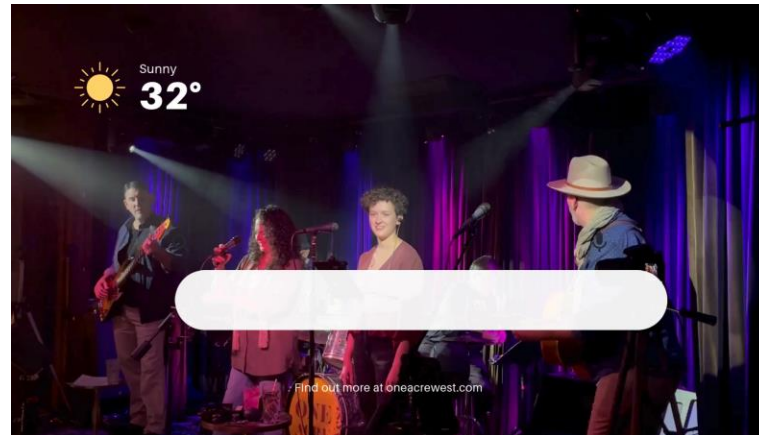
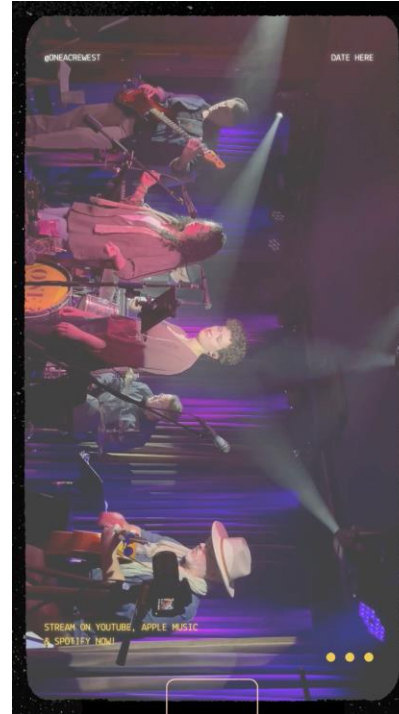
Social Assets



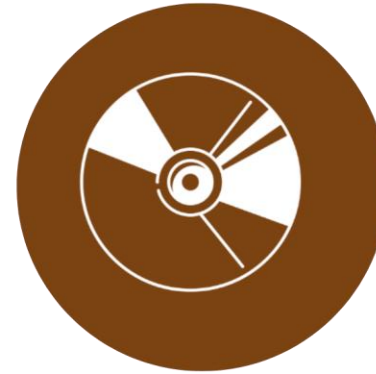
Social Assets Continued



Video Assets



Highlight Covers



We curated highlight covers for the Instagram to promote: BTS, Live Performances, Song Highlights, Merch, Live Shows, and New Singles

Content Calendar

2026 March						
[Add Text]						
SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	1	2	 3	 4	5	6
7	8	9	10	 11	 12	13
14	15	16	 17	 18	19	First Day of Spring! 20
21	22	23	24	 25	 26	27
28	29	30	31			

We were able to provide One Acre West with a content calendar in which each logo was linked to a post-able graphic. As they begin to post, we wanted to keep things manageable; in later months, the number of posts per week will increase

Merch Design



Press Release

One Acre West Releases “Bayou Man,” A Warm Reflection on Love, Memory, and Living in the Moment

State College, PA

On March 20, State College based duo One Acre West released their newest single, “Bayou Man,” a bright, accordion driven song rooted in themes of love, companionship, and appreciating life as it happens. Drawing from the dancehall traditions of southwest Louisiana, the track blends lively accordion melodies, rich vocal harmonies, and a steady rhythmic pulse that reflects both joy and nostalgia.

“Bayou Man” was produced by Bradley Kopp, whose Texas roots complement the duo’s sound and storytelling. The recording features accordion by Joél Guzman and fiddle by Richard Bowden, adding depth and authenticity to a song that feels both classic and fresh.

One Acre West is the musical partnership of Kristi Jean and Steven Branstetter, whose work is shaped as much by their shared life as by their musical influences. With roots stretching from the foothills of Boulder, Colorado to small town Texas, their sound reflects a deep appreciation for traditional countries and Americana. After years of performing in cover bands, the pair turned their focus to original music, creating songs that explore love, loss, and personal growth with sincerity and care.

With “Bayou Man,” One Acre West offers a reminder that resonates across generations. As summer approaches and familiar moments return, the song encourages listeners to slow down, reflect, and value time spent with others. It is grounded in the belief that life’s most meaningful experiences are often the ones closest to home.

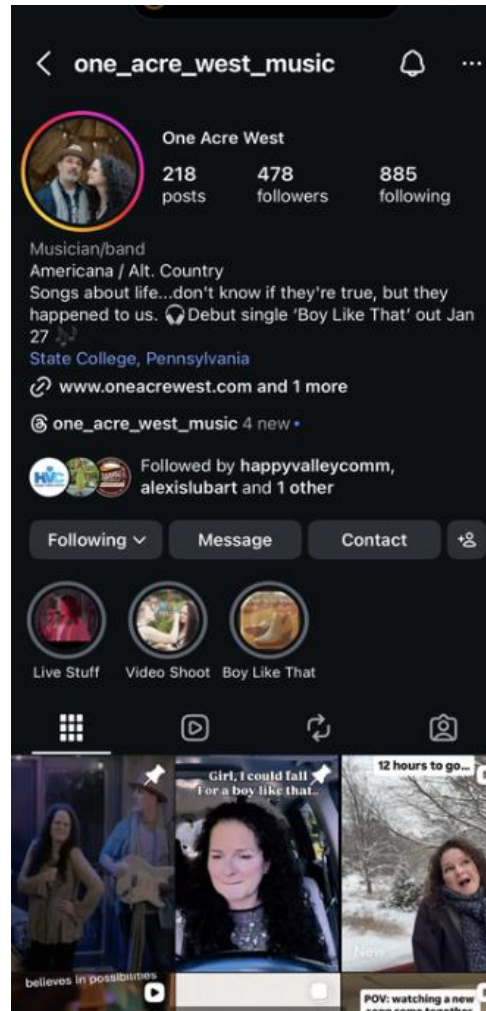
“Bayou Man” is now available on all major streaming platforms.

This specific press release highlights the newest single, *Bayou Man*, but can be adapted to reflect any future promotions. It serves as a useful template both now and going forward, and can be utilized for placement in local or national publications.

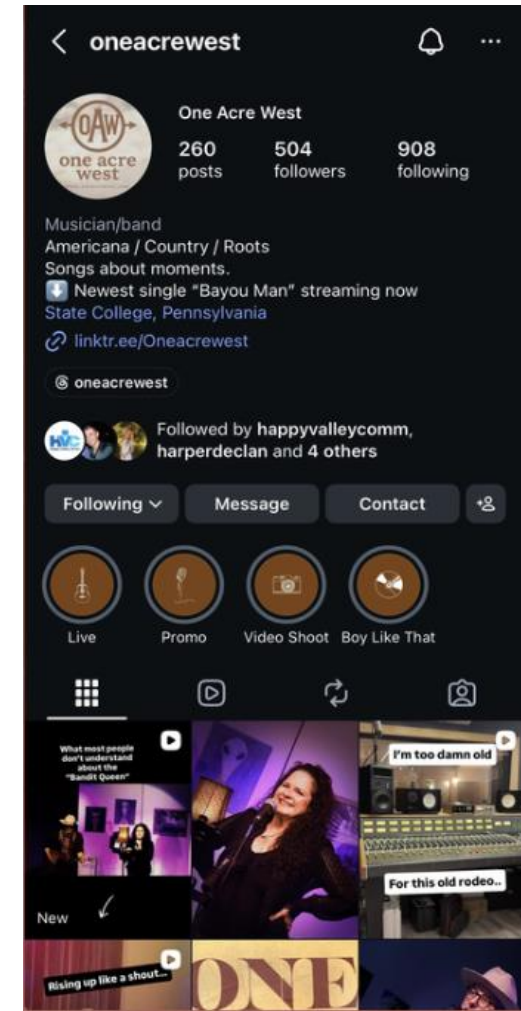


Instagram Results

After weeks of execution, we were able to create an overall stronger profile with a tightened bio, including a link-tree, highlight covers and a profile picture change. Even though we were only able to see a gain of 25 followers, we are sure with future use of our graphics it will continue to grow



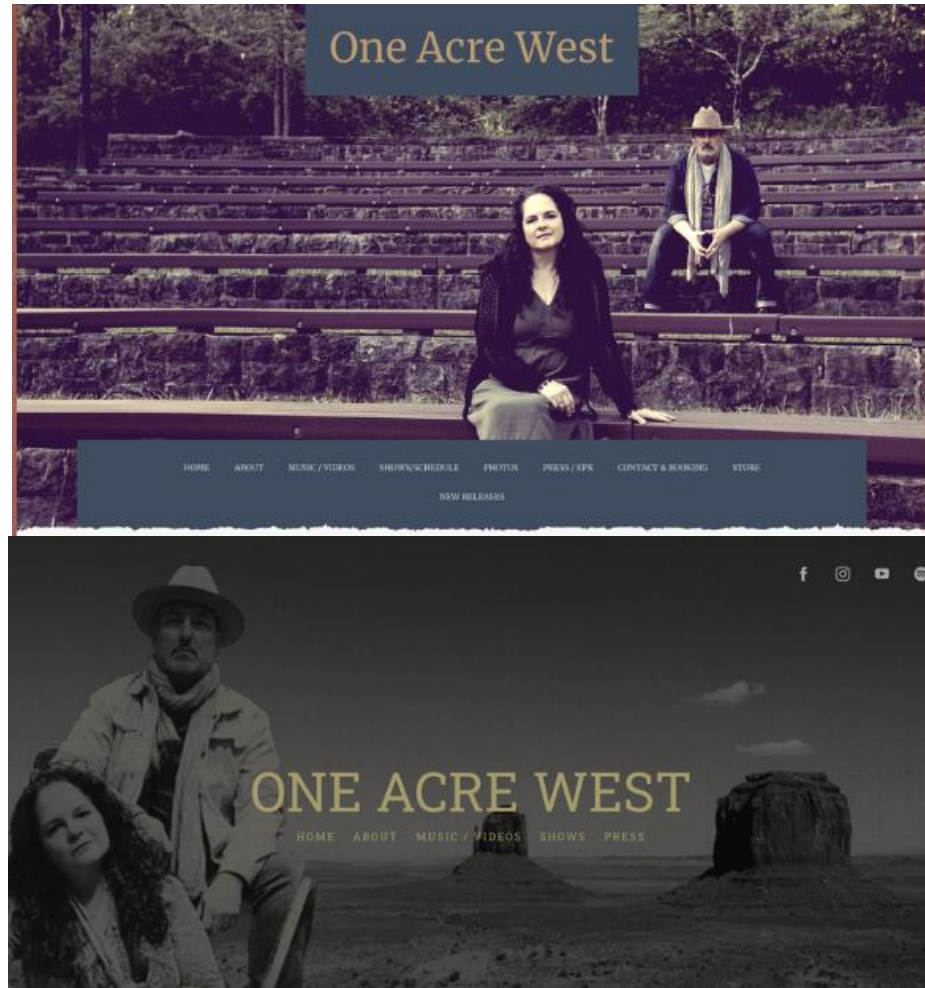
Before



After

Website Results

Through our research phase, we were able to identify weaknesses on their website such as color imbalances, typography, and difficult navigation. The new website is more modern as well as engaging with song promotion and current brand guide.



Before

After

Transition Plan

Looking ahead, we have provided One Acre West with a variety of assets, including photos and videos, to support future promotional efforts.

HVC has helped evolve One Acre West's visual identity from a more traditional style to a modern, trend-conscious presence, with a focus on content that is more likely to drive engagement.

All handover materials can be accessed here: [One Acre West Client Handover Doc.docx](#)

Overall, our team successfully achieved our goals this semester by helping One Acre West develop a more cohesive brand presence and a clear, consistent voice across social media.





(05/04/2026)