

Smith & Front

Campaign Book Spring 2026



Client Account Team



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Fourth Year

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First Year
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Client Overview

Smith & Front is an independent gift shop located in the heart of historic Bellefonte. The shop features hard to find houseplants sourced from a Pennsylvania greenhouse + artists and crafters from the Pennsylvania area and beyond. All items are handcrafted + designed by individual artists, makers or small production studios.

The goal is to offer customers a wide range of affordable and quality products and support a thriving handmade + small business community.



Campaign Goals:

- Focus on community engagement through strategic communications planning
- Create regular store programming and class offerings
- Pitch to local media

Situation Analysis

Prior to HVC, our client Smith & Front had a decent following on social media, planned a few smaller events, and had cultivated an aesthetic storefront in downtown Bellefonte.

The goals outlined at the beginning of the semester included community outreach, digital media efforts, event planning, and media pitching. These goals all align with our campaign theme of becoming "15 mile famous".

SWOT Analysis

Strengths

- Owner is very knowledgeable of products and gives great suggestions
- Wide range of products including specialty plants and novelty items
- Low prices
- 1,800+ newsletter subscribers
- Great branding

Weaknesses

- 15-20 minutes outside State College
- Only meter parking close to storefront

Opportunities

- Classes & other programming
- Social media is bringing in customers (great following)
- Most products are low maintenance

Threats

- Multiple other gift shops within 2-3 blocks
- Google Maps & Apple Maps have the incorrect address for storefront

Target Personas



Ashley Holmes

Penn State Senior

Age

21 years old

Location:

University Park, PA

Major

Environmental Science



Background & Lifestyle:

- Very interested in preservation of the environment
- Passionate about plants and floral design
- Likes to shop locally/support small businesses
- Originally from Los Angeles, California



Goals & Motivations

- Getting involved in environmental clubs on campus
- Making friends that are environmentally conscious
- Find unique gifts for her friends and home decor
- Make a lasting impact on Penn State when she graduates



Pain Points & Challenges

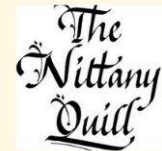
- Overwhelmed by consumerism and trends
- Disappointed by the quality of products on the market
- Concerned with how current shopping culture is hurting the environment



Shopping & Buying Behavior

- Prefers word of mouth recommendations
- Buys from brands that give back to charities
- Makes purchasing decisions based on how unique the products are that are being offered

Favorite Local Businesses



Target Personas



Mrs Sandra Smith

Local Penn State Mom

Age
43

Location:
University Park, PA

Job
Arboretum Tour Guide



Background & Lifestyle:

- Interested in the preservation of the environment
- Enjoys spending time with her 3 children
- Works part time at the arboretum
- She is interested in yoga and meditation



Goals & Motivations

- Spread awareness about the arboretum to students
- Ensure that PSU is environmentally sustainable
- Meet more people that are passionate about the environment
- Learn about house plants



Pain Points & Challenges

- Dissatisfied in big box stores
- Wants to find somewhere that will help her shop for items for her kids and where employees are personable
- Wants to make sure she is being money conscious



Shopping & Buying Behavior

- Only wants to buy from clean and sustainable brands
- Only likes to shop in person
- Shops at local farmers markets on the weekends
- Likes to browse around a store and talk to employees

Favorite Local Businesses



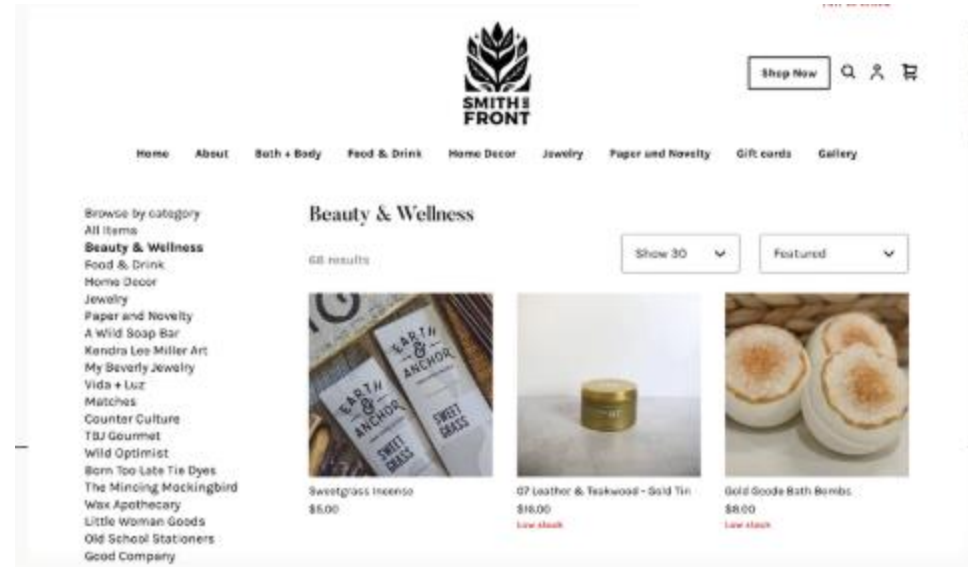
Social Media Audit

- 6,160 Instagram followers, 2.3k Facebook followers
- Accounts linked
- Branding is clear and concise across platforms
- Posts are 1-3 times weekly with featured info posted on stories
- Store location & hours are listed in bios on both platforms



Website Audit

- Website runs well overall, purchasing things and all links worked the way they were supposed to
- Strong identity to reflect curated experience
- Clean layout
- Adding direct Instagram links would be helpful
- Potentially make shopping section more organized



Competitor Analysis

BELLE MERCANTILE

Belle Mercantile is a Bellefonte based gift store and artisan marketplace that host a large array of popular local vendors, Including artwork, jewelry, food, music peraphenlia, Infant wear, etc.

Strengths:

- Large store front to host variety of items
- Large space to home vendors
- Locally renowned and destination spot
- Numerous accolades

Weaknesses:

- Poor social media presence
 - Not an established branded look
- Located adjacently from the main street in Bellefonte, easy to go undetected



COMPETITOR ANALYSIS

Smith and Front Is a Bellefonte based plant and handmade gifts hop ranging from bath & body, food & drinks, home decor, and jewelry. In this analysis, competitors will be those in the surrounding Bellefonte area.



EVERY SEASON HOME & LIVING

Every Season is a Bellefonte based, family owned home goods store that promotes the comfortability of our living spaces. They sell home decor, fragrances, and accessories.

Strengths:

- Cohesive Instagram feed and branding
- Offers affordable homegood products

Weaknesses:

- Not much engagement or followers on the Instagram
- Nothing Incredibly unique about the store or products that could provide a "wow factor"

Fact Sheet

- Located in Bellefonte, PA
- Independent gift shop focused on house plants
- Goal is to “offer customers a wide range of affordable and quality products & support a thriving handmade + small business community”
- Products consist of plants, bath and body products, home decor, jewelry, paper goods, kitchen items, art/pottery
- Goods curated by owner, Staci Egan
- Storefront opened in early 2020

Media List

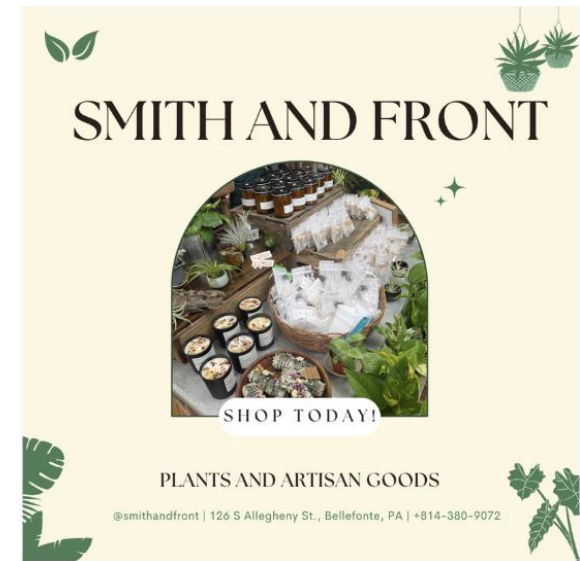
Name	News Outlet	Email
Russel Frank	StateCollege.com	rbf5@psu.edu
Llyod Rodgers	Centre County Gazette	rogersb@dlcga.com
Abby Rice	VALLEY Magazine	alr6551@psu.edu
Beyla Holbrook	VALLEY Magazine	bsh5410@psu.edu
Nishita Bhanushali	VALLEY Magazine	npb5588@psu.edu
Farrel Duffy	VALLEY Magazine	fad5190@psu.edu
Ashley Dunnet	VALLEY Magazine	abg6103@psu.edu
Arabella Speir	VALLEY Magazine	afs6737@psu.edu
Garbiella Vitabile	VALLEY Magazine	gpv5082@psu.edu
Kathryn Pierce	VALLEY Magazine	kdp5408@psu.edu
Taila Rittenhouse	Daily Collegian	tfr5355@psu.edu
Skyar Williamson	Daily Collegian	sgw5218@psu.edu
Lily Dorf	Daily Collegian	lbd5368@psu.edu
Ashlyn Kafer	Daily Collegian	ank5761@psu.edu
Veronica Figg	Daily Collegian	vmf5184@psu.edu
Brennan Kramp	Daily Collegian	bck5264@psu.edu
Amelia Houck	Daily Collegian	alh6635@psu.edu
Ella Cofone	Onward State	emc5928@psu.edu
Maggie Alderisio	Onward State	mra5745@psu.edu
Ally Eaton	Onward State	allyson@onwardstate.com
Lily Mogk	Onward State	lam7016@psu.edu

Digital Media

Throughout the semester we created a variety of digital media graphics that can be utilized for any purpose or announcement.



Social Media



Throughout the semester we created a variety of social media graphics that can be utilized for any purpose or announcement.

Event Planning

One of our main goals was to create planning materials for course offerings that will happen on a regular basis. We created a course catalog in multiple formats for ease of use.

rooted in community



Smith & Front
Course Catalog

Metalwork Class - Stamping + Texture

Join us for an afternoon of crafting and accessorizing. Participants get to be their own personal blacksmith for the day, metal stamping and texturizing hand-made earrings, bracelets or rings. All tools, materials, and step-by-step instructions are included. You'll leave feeling chic and fabulously adorned!

Price: Date:

Botanical Design Cyanotype Make + Take

Lead by our friend Michael Randall, join us for a day of guided cyanotype printing, a technique that uses sunlight to create beautiful cyan-blue botanical prints. Participants have the choice to design and create either a tote bag (\$20) or a set of two greeting cards (\$10) using natural plant materials, all provided in class.

Price: Date:

Terrarium Class (BYOB for 21 +)

Whether its just you or some friends, our Terrarium Class steps into the multiple layers of the eco system, and is an escape from the stresses of life. Participants explore topics such as soil health, the water cycle, and how sunlight affects tropical plants, while creating beautiful reservoir-style terrariums. All plants, terrarium materials, and a hanging rope are provided, but you may also bring in small accessories to customize your work. Join us for a night of bonding and learning!

Price: Date:

Location and Hours

126 S Allegheny St
Belleville, Pennsylvania 16823
(814) 380-9072
smithandfront@gmail.com

Monday	Closed
Tuesday	10am-4pm
Wednesday	10am-5pm
Thursday	10am-5pm
Friday	10am-5pm
Saturday	10am-5pm
Sunday	11am-4pm

*All classes require pre-registration due to limited supplies and seating. Schedule classes at smithandfront.com for more details.



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Course Catalog

SMITH AND FRONT



SMITH AND FRONT



Content Planning

One task that was key to our social and digital media goals was creating a content calendar. This calendar highlights important days and holidays to keep track of for improved media planning.

May 2026						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	29	30	1	2	3
				May Day		First in the Fonte
4	5	6	7	8	9	10
	Plant of the week			Fast Fact Friday Post		PSU Graduation
	Cinco de Mayo			PSU Graduation	PSU Graduation	Mother's Day
11	12	13	14	15	16	17
	Plant of the week		Local artist spotlight post			
					Love a Tree Day	
18	19	20	21	22	23	24
	Plant of the week			Fast Fact Friday Post		
	Plant Something Day					
25	26	27	28	29	30	31
	Plant of the week		Local artist spotlight post			
Memorial Day					Water a Flower Day	

May Focus Points

May is a month with lots of small holidays which are great opportunities to make posts about these days like a quick acknowledgement of the holiday and then a promotion of the store, for example something along the lines of "celebrate plant something day by joining our plant making class" Highlighting graduation would also be a nice and easy way to bring positivity to the store.

Local artist spotlight

Post highlighting local artist who's products are sold in store

Fast Fact Friday Post

Quick post with a fun plant fact or tip on plant health - include relevant picture of plant or pot

Plant of the Week Post

Post highlighting a plant from the store and giving a fun fact like where it is from or something else creative

Community Outreach

For community outreach we created a list of student orgs at Penn State for potential collaborations.

TikTok or Reel Ideas:

- Vlogs during classes
 - "Come to ___ class with me" type of vlogs
- Rating things I made/did during my ___ class
- Gift ideas for ___
 - Birthdays, Valentines, Christmas
 - Showcase different products from Smith & Front
- "The Cutest Gift Shop in Bellefonte"
 - Short clips showing off different products and overall aesthetic of Smith & Front
- Showing off what makes Smith & Front and their products unique

Many of these can be achieved through Smith & Front's media channels, but potentially referring to media list for some further exposure and visibility making videos like those above would be helpful.

References for inspiration:

<https://www.tiktok.com/t/ZP8bqxV1v/>

<https://www.tiktok.com/t/ZP8bqg2fr/>

<https://www.tiktok.com/t/ZP8bqS2BU/>

<https://www.tiktok.com/t/ZP8bqCsDP/>

<https://www.tiktok.com/t/ZP8bqUgpe/>

<https://www.tiktok.com/t/ZP8bqg223/>

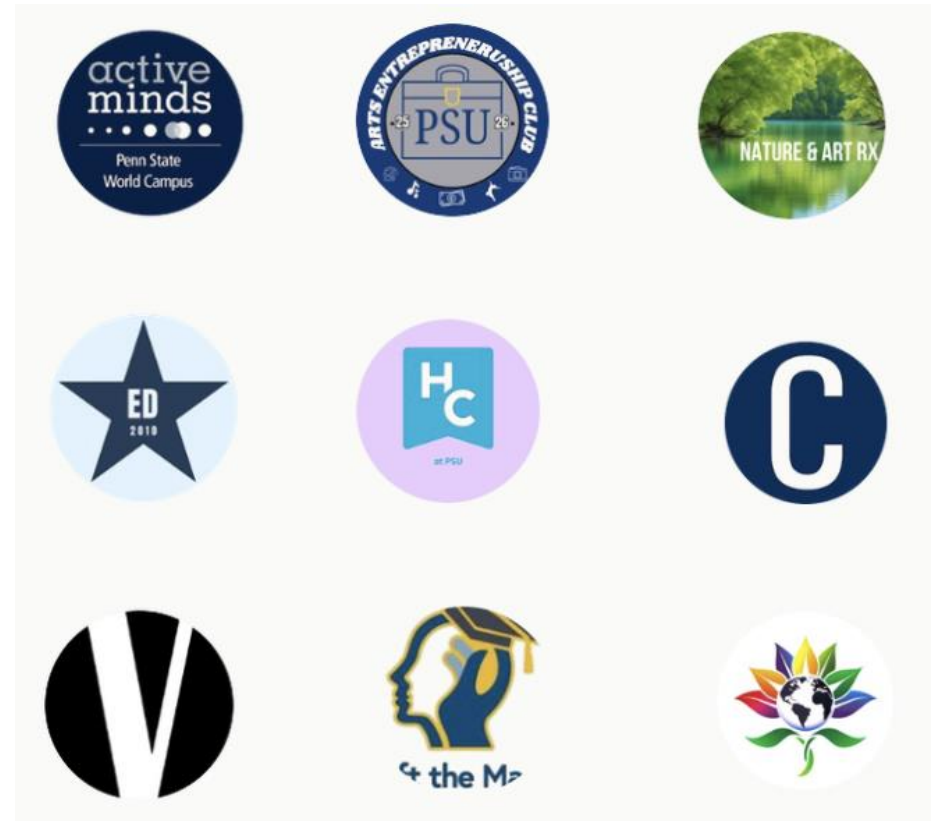
<https://www.tiktok.com/t/ZP8bqDN1C/>

<https://www.tiktok.com/t/ZP8bqHekN/>

<https://www.tiktok.com/t/ZP8bqabWH/>

<https://www.tiktok.com/t/ZP8bq9TKV/>

<https://www.tiktok.com/t/ZP8bqy4a3/>



Pitching

As a final piece of our campaign we pitched to local media about the storefront and the First in the Fonte.

BELLEFONTE, Pa. - Applications are currently open for Bellefonte's "First in the Fonte," a new upscale farmers market experience led by Smith & Front, aiming to highlight the creativity and energy of the historic town of Bellefonte with local vendors and community members. The event will feature a mix of outdoor experiences and indoor pop-ups, including live music, various food options, and local vendors selling handmade goods.

First in the Fonte is designed to highlight creativity and community, while supporting local collaboration that showcases what downtown Bellefonte has to offer. The monthly event will build on Smith & Front's "Sunday Funday," initiative, expanding into a larger downtown series that will encourage participation from local businesses and residents alike.

Local merchants are invited to get involved for their valued community through sidewalk sales, hosting their own pop-ups and are encouraged to contribute their own creative ideas to enhance the event.

Participating businesses already include: Smith and Front, The Great Mish Mosh, Every Season Home and Living, Monarch Salon, Belle Mercantile, The Governor's Pub, Elisabeth Joseph Jewelers, The Print Factory, Helen Fox, Shaky Hands and Lizzy's Toy Box.

[Downtown Bellefonte Inc.](#), [Historic Bellefonte Inc.](#) and [Happy Valley Adventure Bureau](#) will be sponsoring the event, with their support reinforcing the shared commitment to driving foot traffic and showing how great a place Bellefonte is.

Additional details, including event dates and vendor announcements, will be released in the coming weeks. Interested vendors can apply and follow Smith & Front on social media for updates.

Context: I wrote this pitch to get the word out about Smith and Front and to get clubs/journalists/news organizations to write about Smith and Front

Smith and Front

smithandfront.com

April 14, 2026

To: Organizations interested in covering Smith and Front

Subject: Why Smith and Front is unique and a great place to shop

Dear Organization,

Looking for a new succulent for the windowsill? A handmade, ceramic mug to gift to a friend? A mini terrarium for your bookshelf? Smith and Front has it all! Smith and Front is a unique store located in Bellefonte, PA that has a wide variety of house plants and artisan goods. Smith and Front offers a warm and welcoming environment the moment you walk in. Employees are always willing to help you find exactly what you're looking for or to guide you in discovering something new!

At Smith and Front, we believe that all of our products should be affordable and great quality. We want to give our customers a positive experience every time they walk into the store or shop online. That's why our team is determined to assist any customer in finding something that fits their needs. We want every customer to have a positive experience with us no matter the reason they stopped by. Smith and Front offers more than just plants and handmade items. We offer a warm and inviting energy that customers can take with them even after they visit us in Bellefonte. So whether you're looking to purchase something new and unique or just to claim some positive energy, Smith and Front is the store for you.

We invite you to come in and explore our space at 126 S Allegheny St, Bellefonte, PA 16823 or visit us online at smithandfront.com. Please reach out and let us know if you would be interested in covering Smith and Front or talking to any of our team members. You can reach us at 814-380-9072. We look forward to hearing from you!

Sincerely,

The Smith and Front Team

Pitch to VALLEY Writers

[Subject Line]: Local Tropical Plant Shop With Curated Finds

Dear [Name],

I hope you are well. I'm reaching out with a proposed story idea on behalf of Smith and Front, a small tropical plant and curated gift shop. Located in Bellefonte, just 20 minutes from campus, Smith and Front offers a wide variety of rare tropical plants and assortments that can add a pop of life to any room. For those who don't have a green thumb, Smith and Front also features an array of selected handmade artisan gifts from local vendors. For those interested in getting their hands dirty, Smith and Front hosts Terrarium Building classes leaving guests with a new center piece.

Whether shopping for honey and preserves or wanting to learn more about tropical plants, a day at Smith and Front would be a fun and interactive story angle for your articles - simultaneously spotlighting a small business while giving day trip ideas to readers.

For more information, reach out to Smith and Front's owner Staci Egan or contact Happy Valley Comm @happyvalleycomm@gmail.com to set up a meeting.

Thank you and have a great day!

Best,
Brooke

Staci's Contact Info:
(814) 380-9072
smithandfront@gmail.com



Results

The campaign for Smith & Front was focused in creating a portfolio of social media content, community outreach, and planning efforts.

Throughout the semester these goals were accomplished through creating digital graphics, newspaper ads, outreach documents, content planning, course catalogs, and pitching. As a result of our efforts Smith & Front is ahead in their goal of becoming 15 mile famous in central PA.

Transition Plan

HVC has provided Smith & Front with all deliverables and research conducted throughout the semester through a handover document and previous communication.

HVC has boosted the goal of becoming "15 mile famous" through our initiatives of community outreach, digital media, and event planning.

All Final Deliverables: [Deliverables](#)

HVC achieved all client goals throughout the campaign.



(05/01/2026)