



PAID MEDIA PROPOSAL

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ANALYTICS DASHBOARD

All Time (Jun 26, 2014 - Aug 10, 2026)

Graphic Description (Units Sold)

Metric	Value
Vamos Gators	183
Mama	118
Abuela	116
Cafecito Hat	90
Papa	89
Abuelo	82
Gator Outline	58
Latina Alumni	34
Hoodie	28

All Time (Jun 26, 2014 - Aug 10, 2026)

Graphic Description (Units Sold)

Metric	Value
Women Blue SST	17
Womens SST White	14
HHM Shirt	12
Female Gator Hat	10
Female Gator Crewneck	6

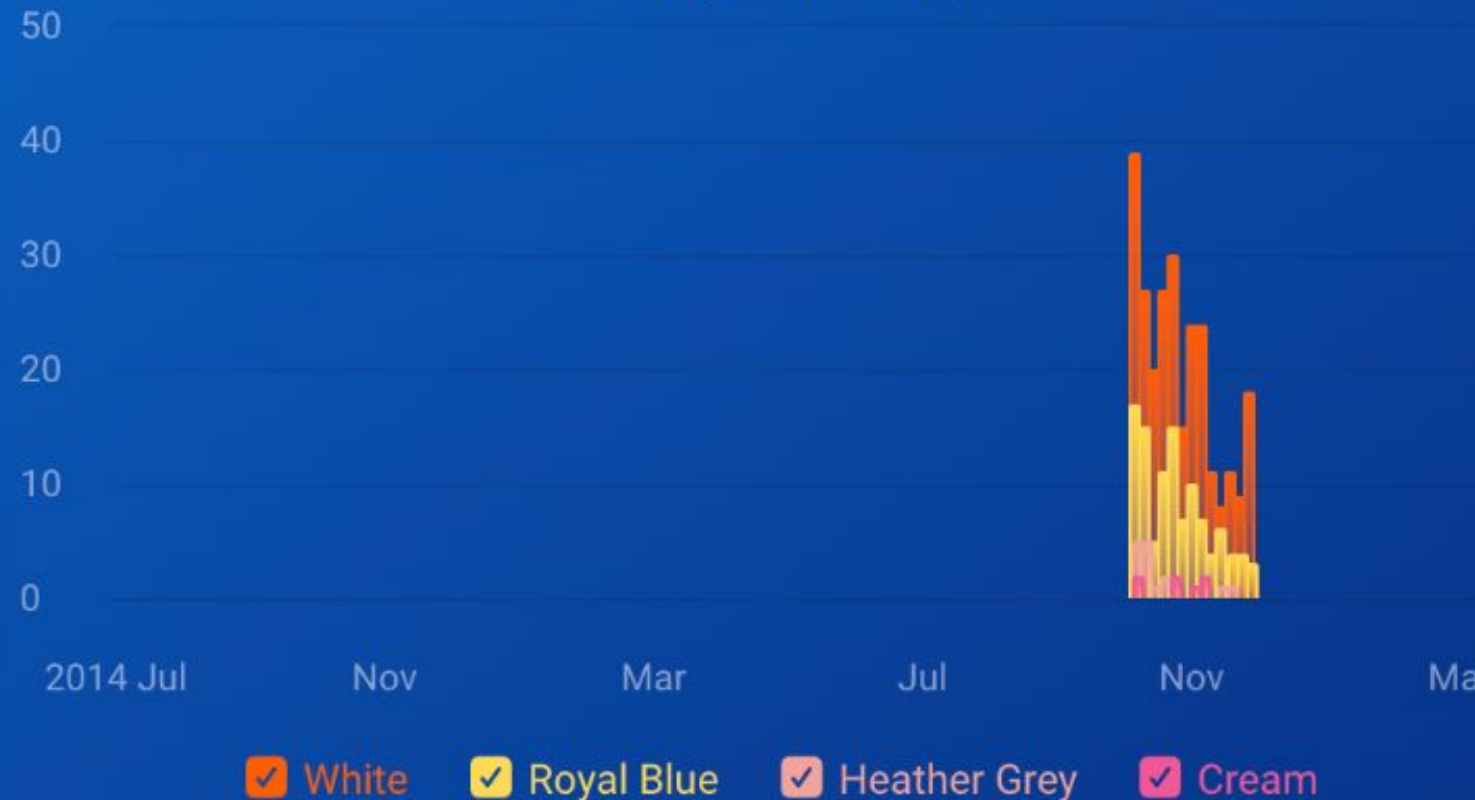
All Time (Mar 21, 2014 - Dec 2, 2026)

Size (Units Sold)



All Time (2014 Jul - 2026 Jul)

Color (Units Sold)



All Time (Jun 26, 2014 - Aug 10, 2026)

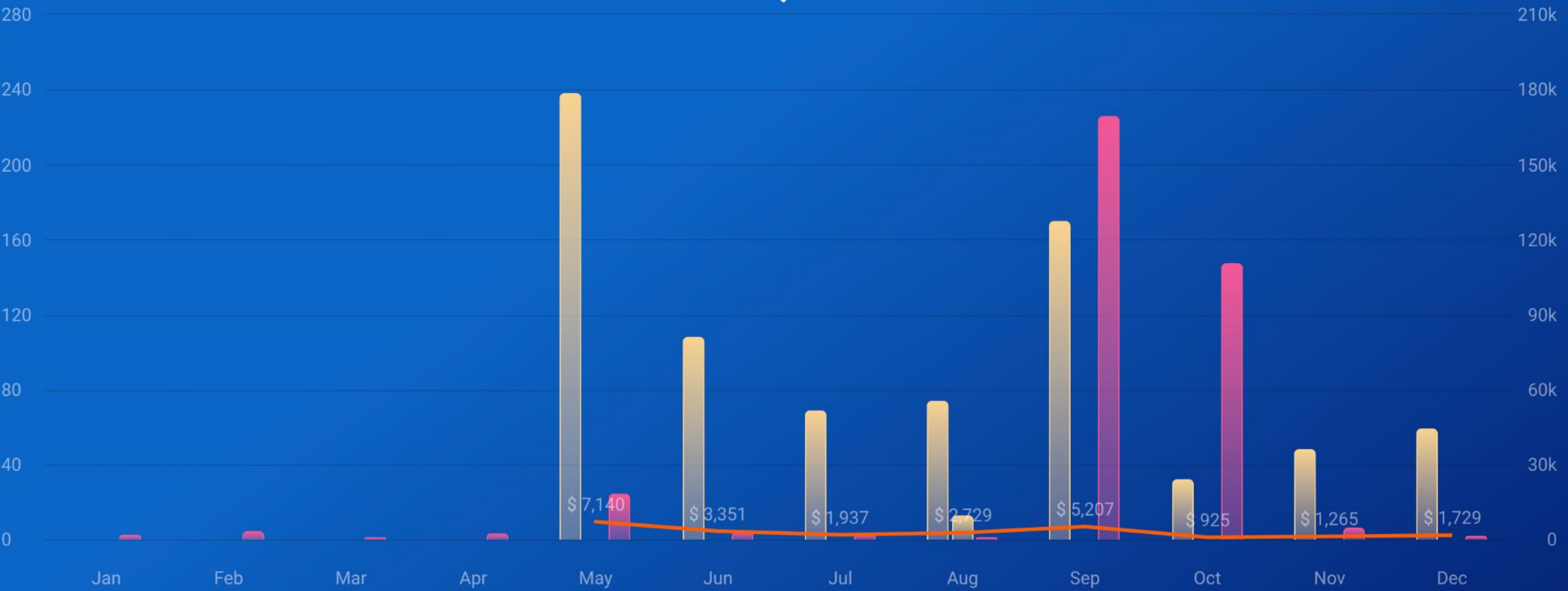
Total Revenue

\$ 28,720

Last Year (Jan - Dec)

Total Sold (Unit Sold)

\$ 24,283



- Total Sold
- Total Sold
- Impressions
- MSRP

Edit



Date Range Last Year

Reset

20 min ago

Refresh

PAID MEDIA RECOMMENDATIONS

Streaming Ahead



Everyone is streaming...

90%

of Americans 13-54 actively stream

42%

of US 18+ viewers share that streaming has replaced traditional TV



...consuming a lot of content...

Consumption on CTV surpassed

10 billion hours

in January 2022, nearly doubling over 3 years



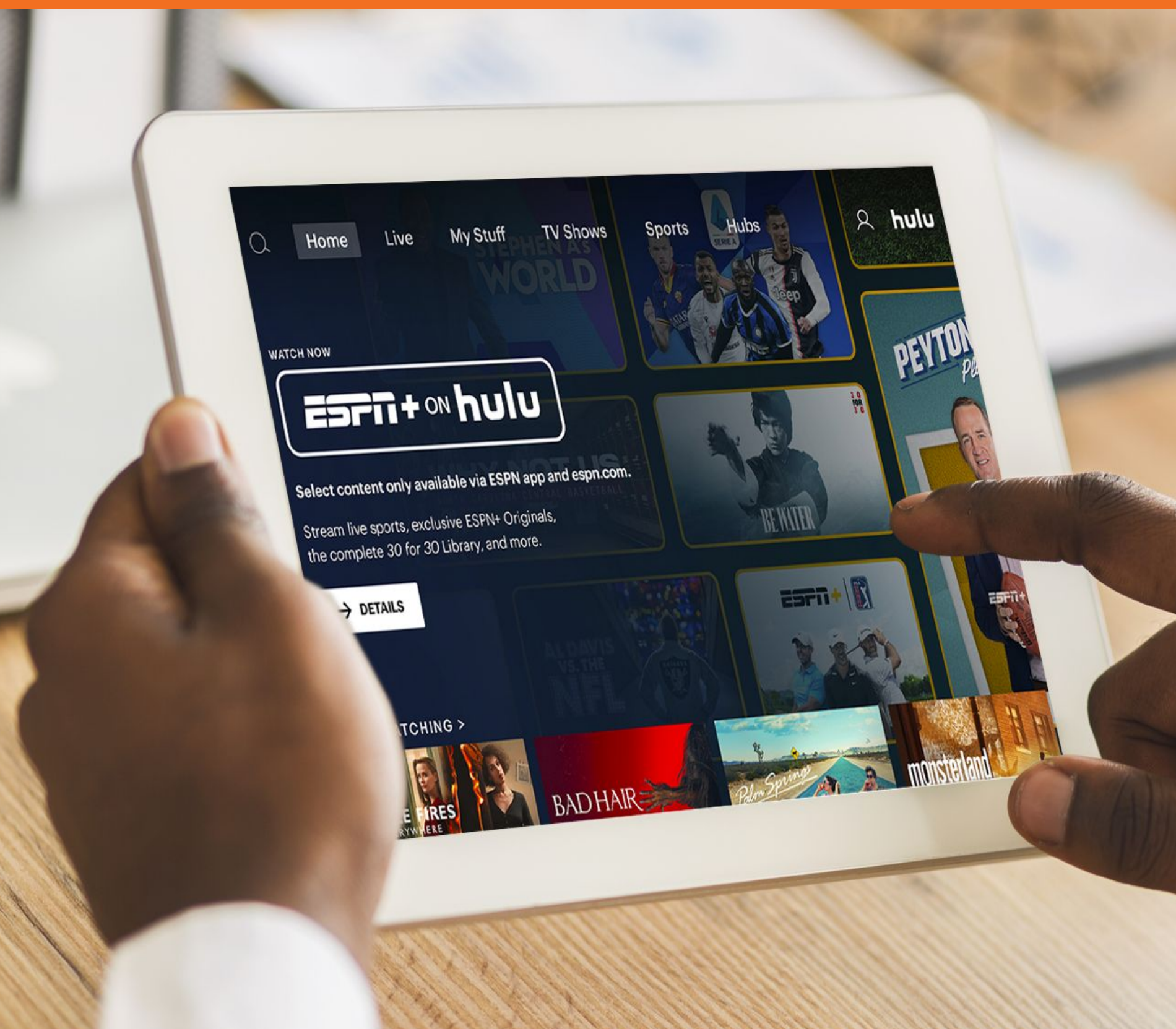
...and they love it!

91%

of streamers would give up the following before their streaming service:

- ▶ Streaming Music
- ▶ Favorite brands
- ▶ Social media

Where & How Fans Stream



ESPN+ ESPN.COM hulu hulu + LIVE TV

All Devices



CTVs

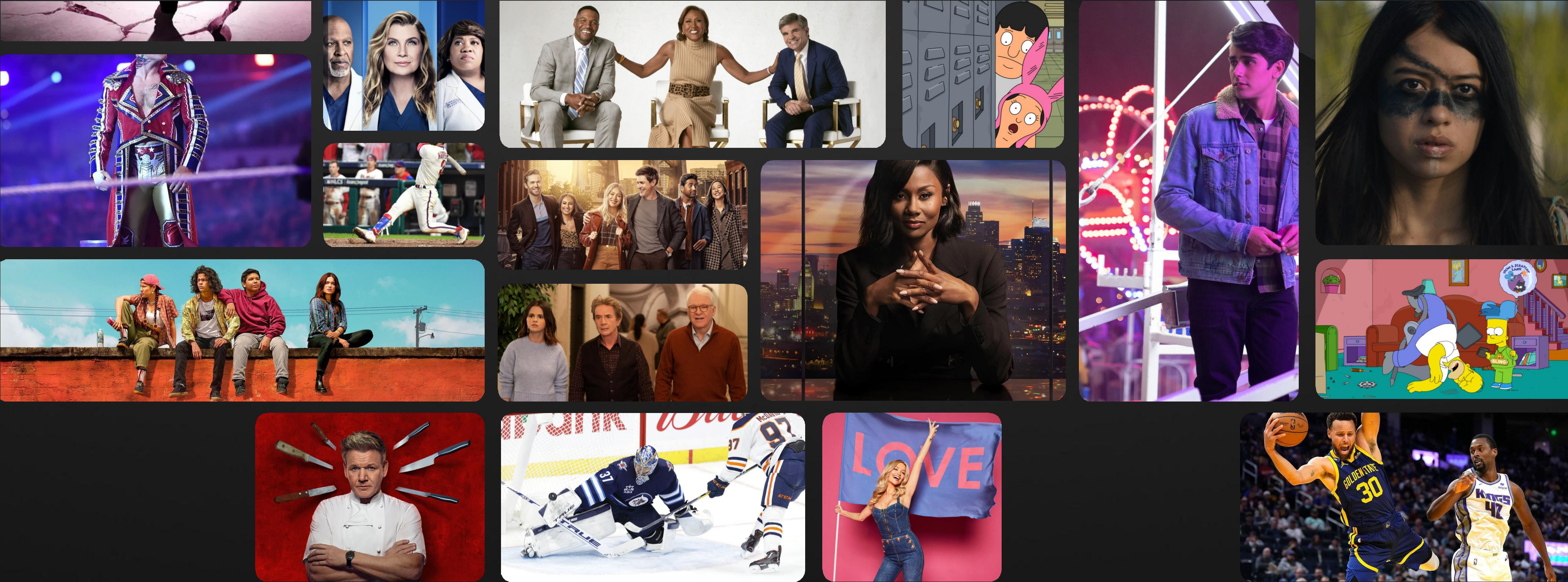


Paid TV

HULU + LIVE TV



Any authenticated streaming via MVPD or DMVPD provider



**HULU HAS THE LARGEST
AD-SUPPORTED REACH**

115 MILLION
ad-supported viewers

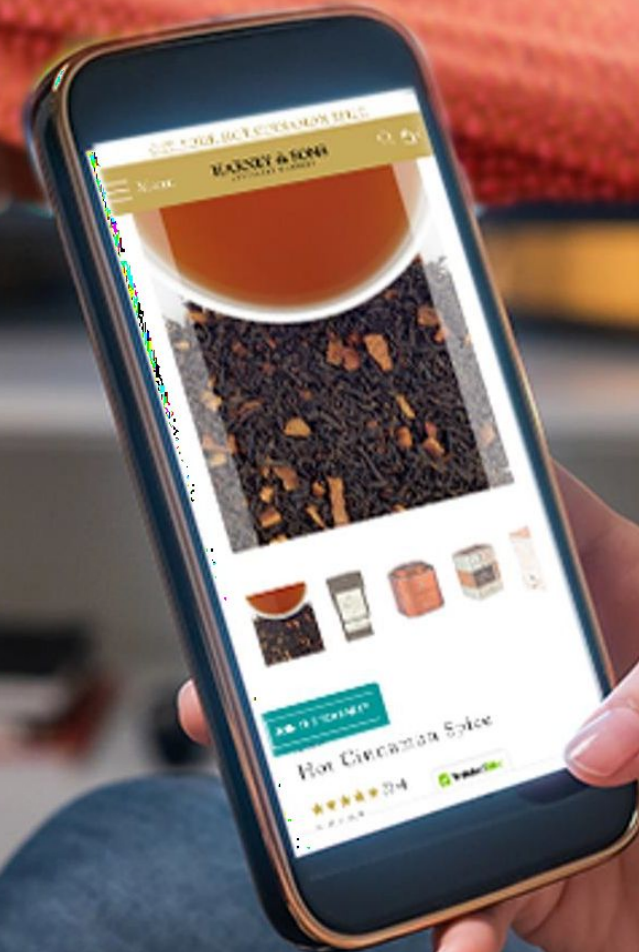
+59%
increase over 2 years

71%

look up information
on a digital device
while watching TV

35%

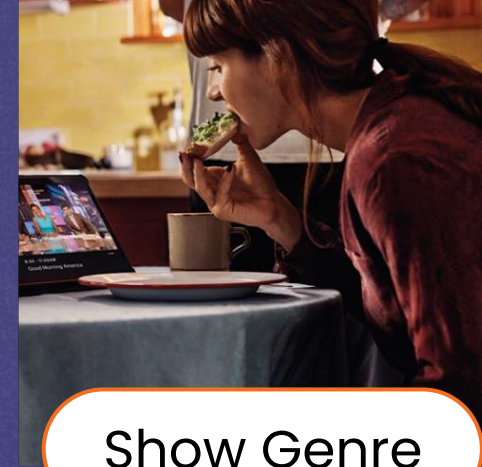
use digital device to
shop products being
advertised



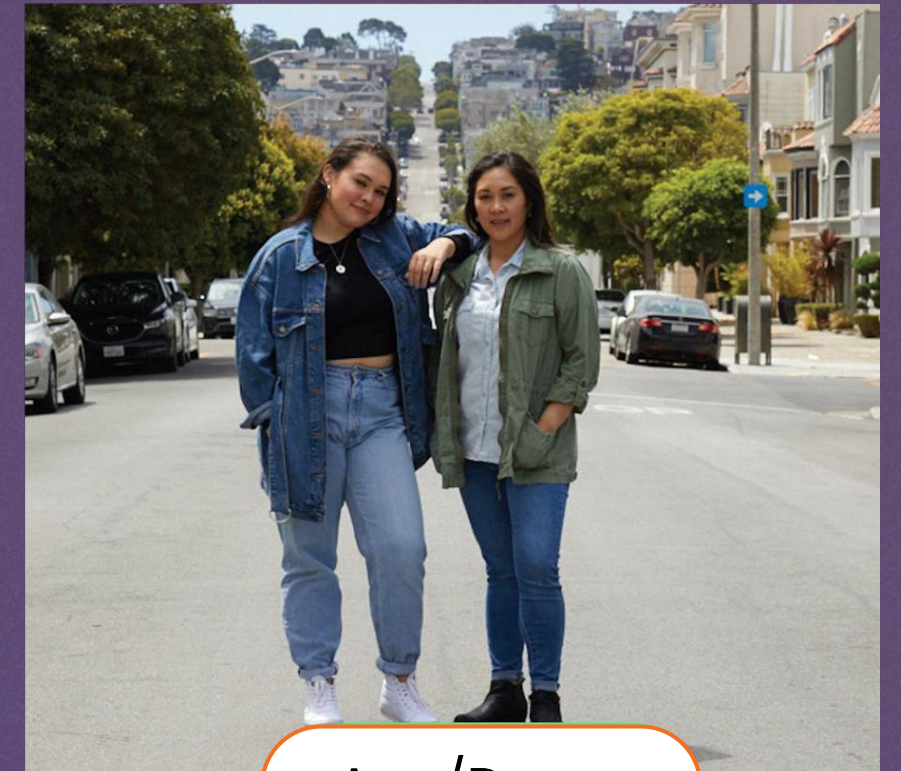
FLEXIBLE TARGETING PARAMETERS

to reach your ideal consumer

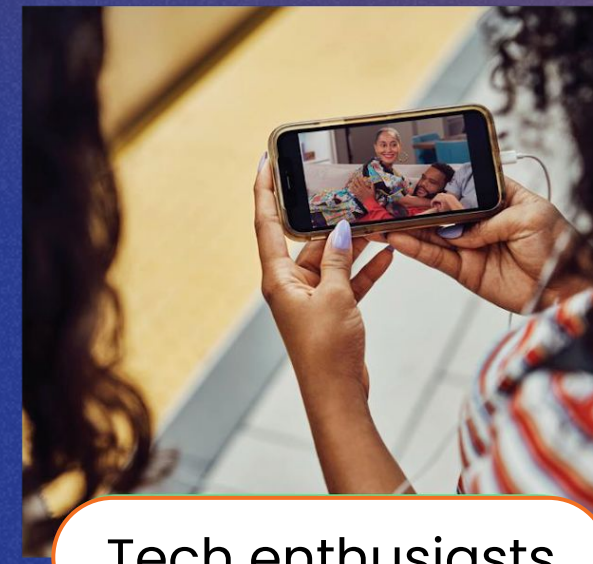
Comprehensive targeting metrics across demographics, behaviors, interests, and ownership to reach your ideal consumer.



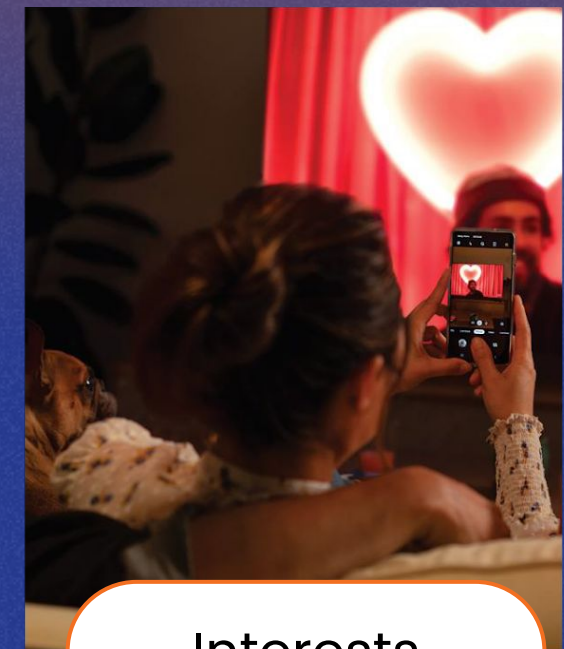
Show Genre



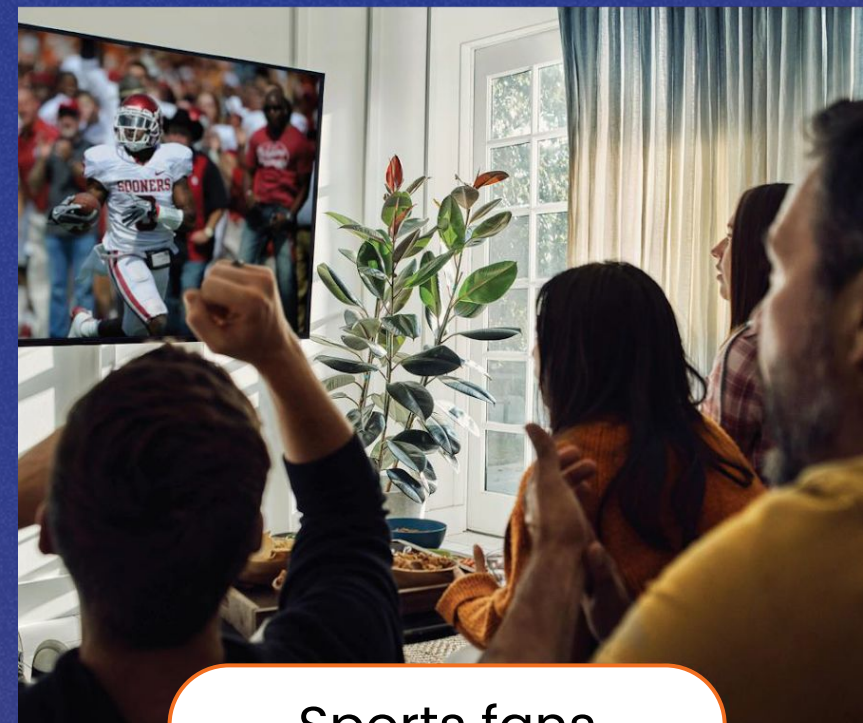
Age/Demo



Tech enthusiasts



Interests



Sports fans



The State of Sports & Streaming

Most Fans Are Streamers

6 of
10

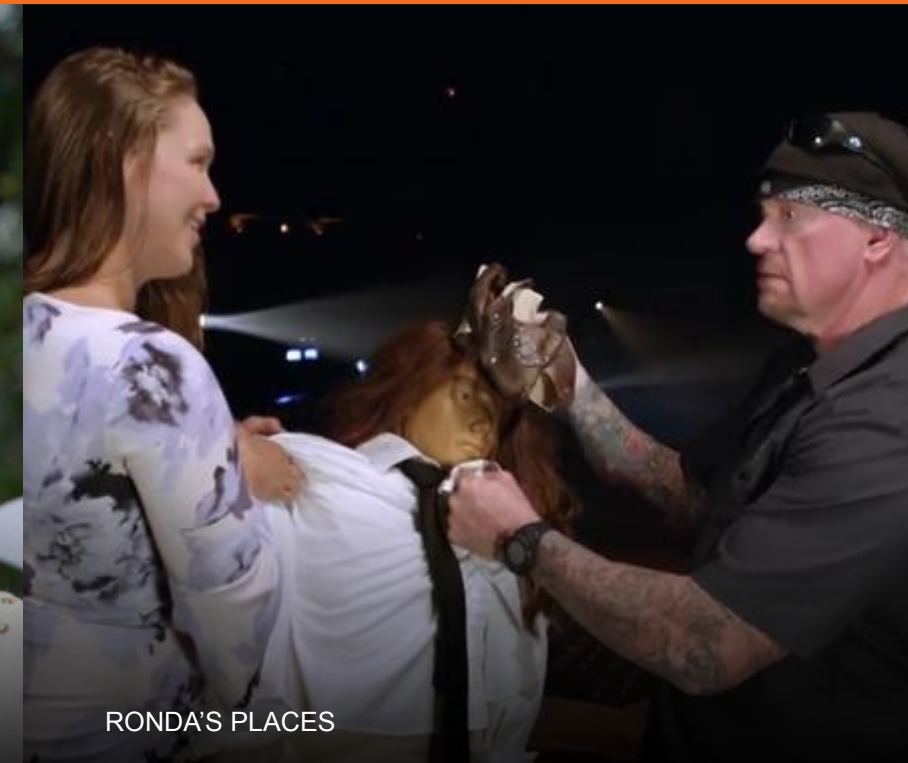
Young sports fans (under 35) say they now watch at least one live game a week on a TV streaming service.



ELI'S
PLACES



PEYTON'S
PLACES



RONDA'S PLACES

73%

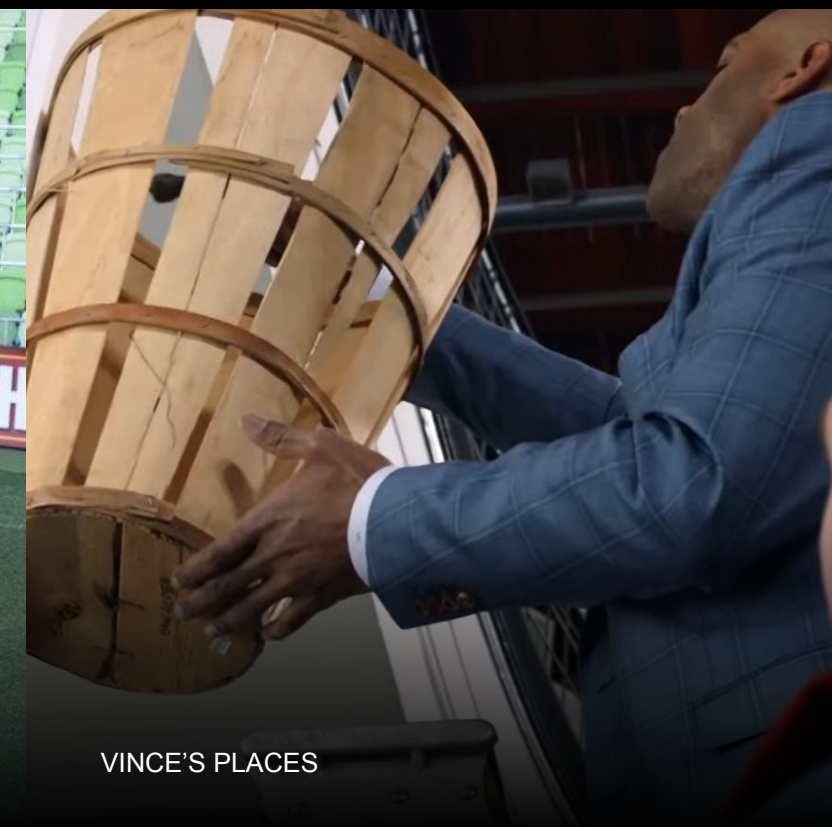
Of sports streaming service subscribers have cut the cord



BIG PAPI'S PLACES



ABBY'S
PLACES



VINCE'S PLACES

Instagram where
nearly half of people
say they shop, weekly

23%

growth in the global social commerce
market predicted between 2020 and 2028,
reaching \$585 billion.

SHOP COLLECTIONS

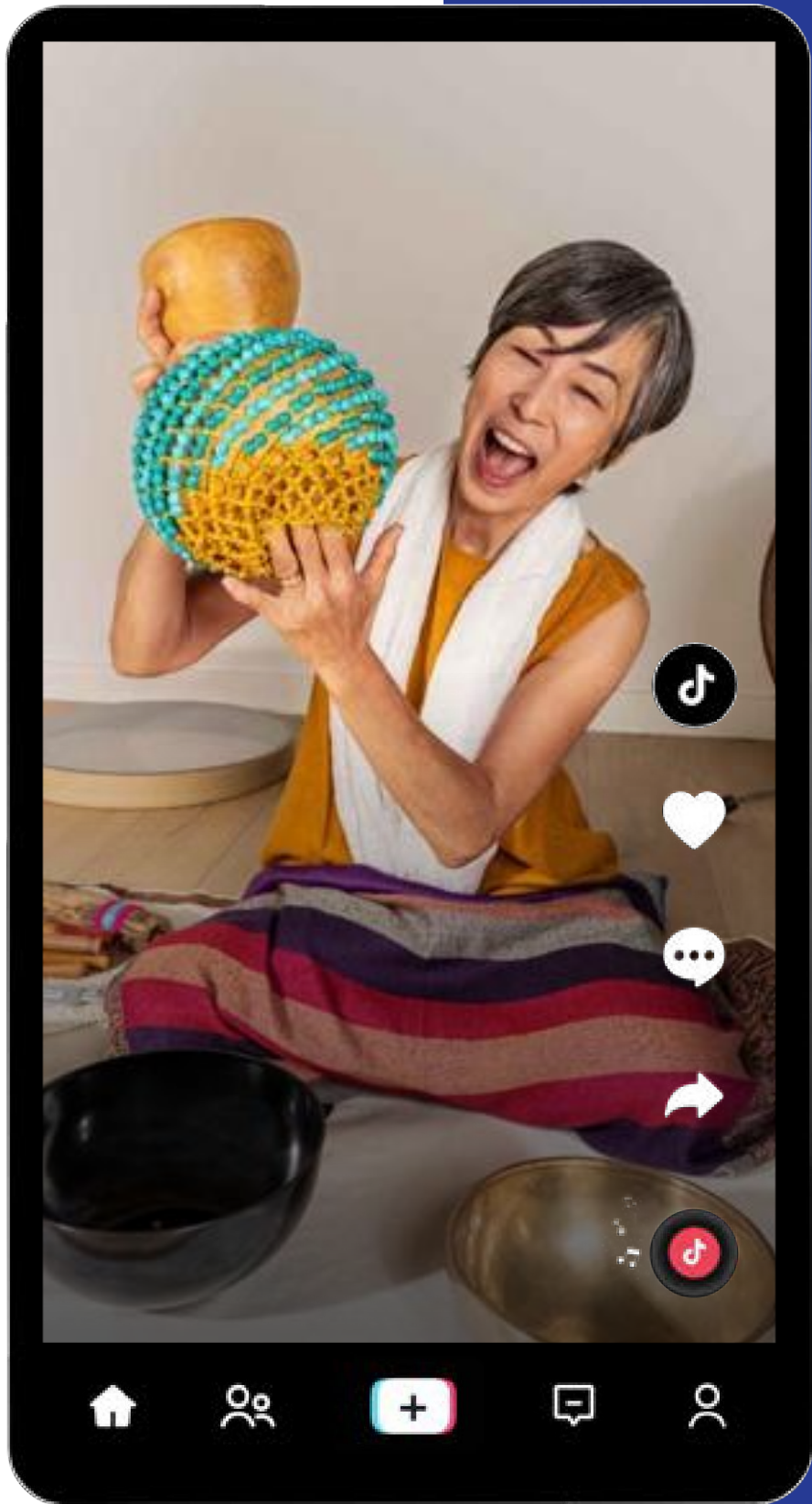


TikTok is where entertainment meets commerce

Personalized Discovery

Authentic Interactions

Entertaining Creative



73%

of social or video platform users consider TikTok a place for **entertainment**

56%

of TikTok users say that **ads** on TikTok lead them to **discover** new products or brands

48

% of TikTok users are interested in making a **purchase** on or from TikTok in the next 3 months

And where the attention of your clients' customers is all on them

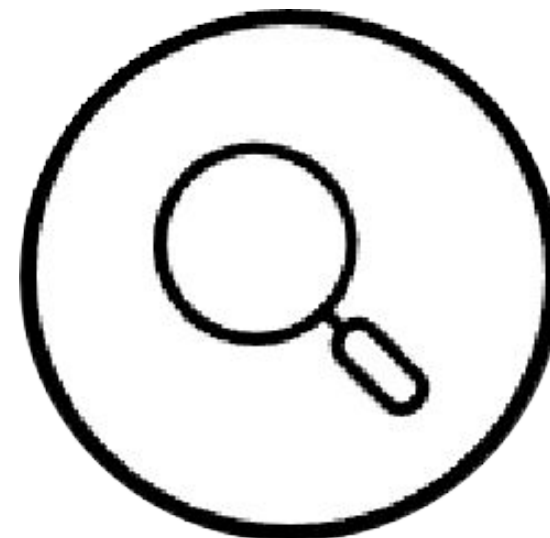
99%

TikTok users are focused on their screen 99% of the time when an ad is playing compared to 76% of the time on other platforms



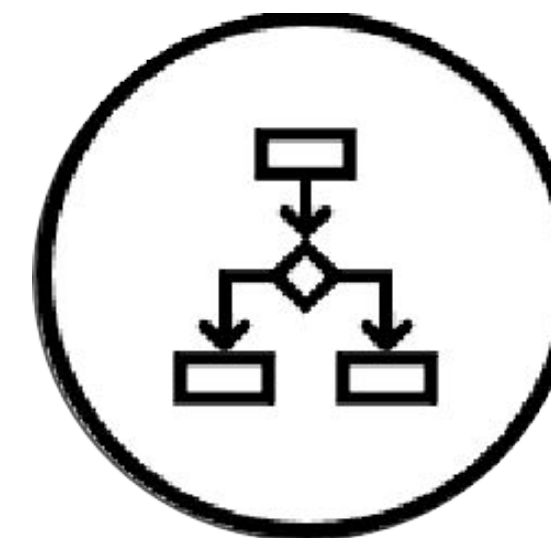
Full-funnel:

You can build your client's **entire strategy** because TikTok supports every marketing need



Awareness

72% of SMBs say that advertising on TikTok has helped them to reach new customers



Consideration

90% of TikTok users say that they have a better perception of an SMB that they see on TikTok

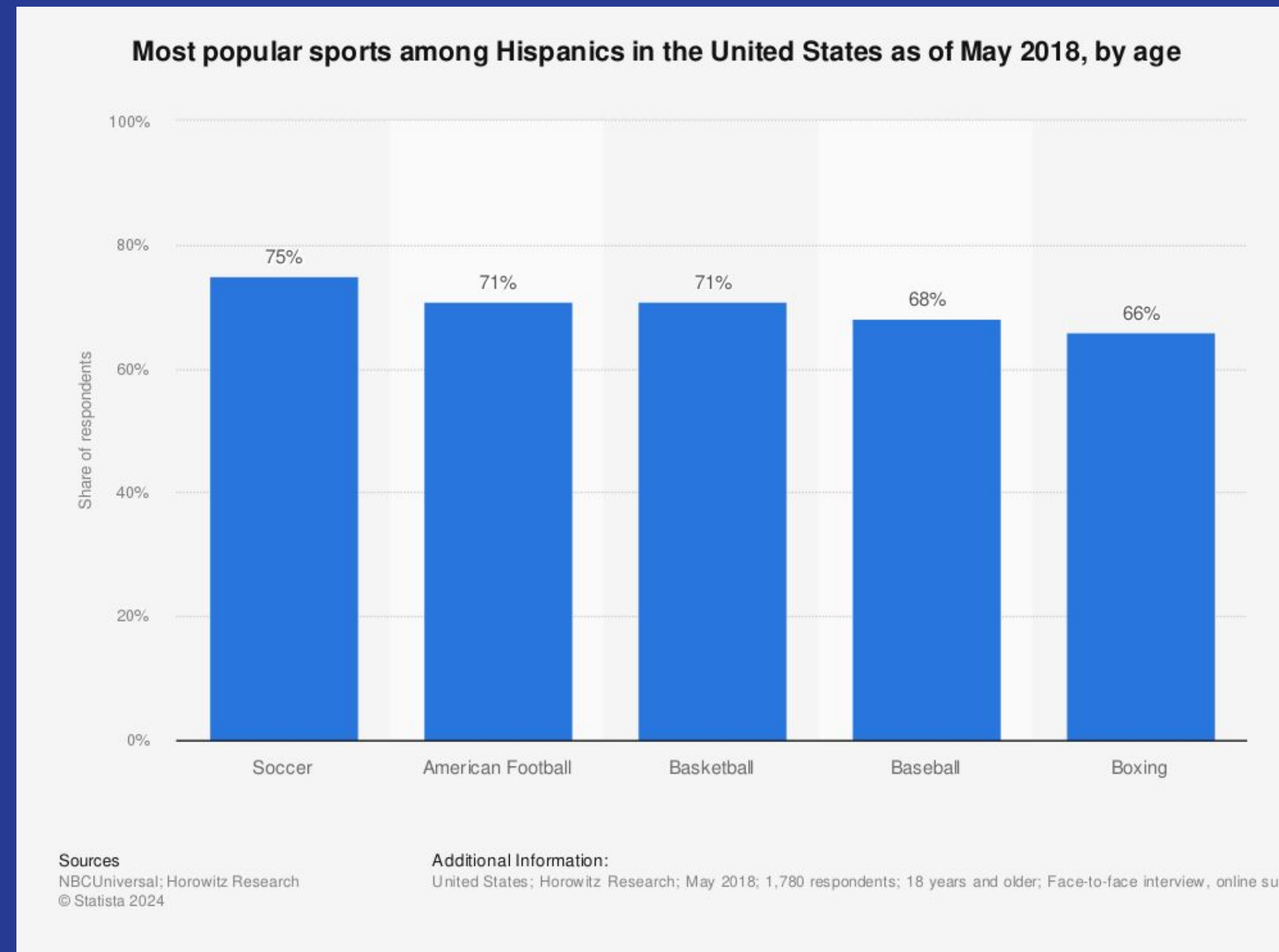


Conversion

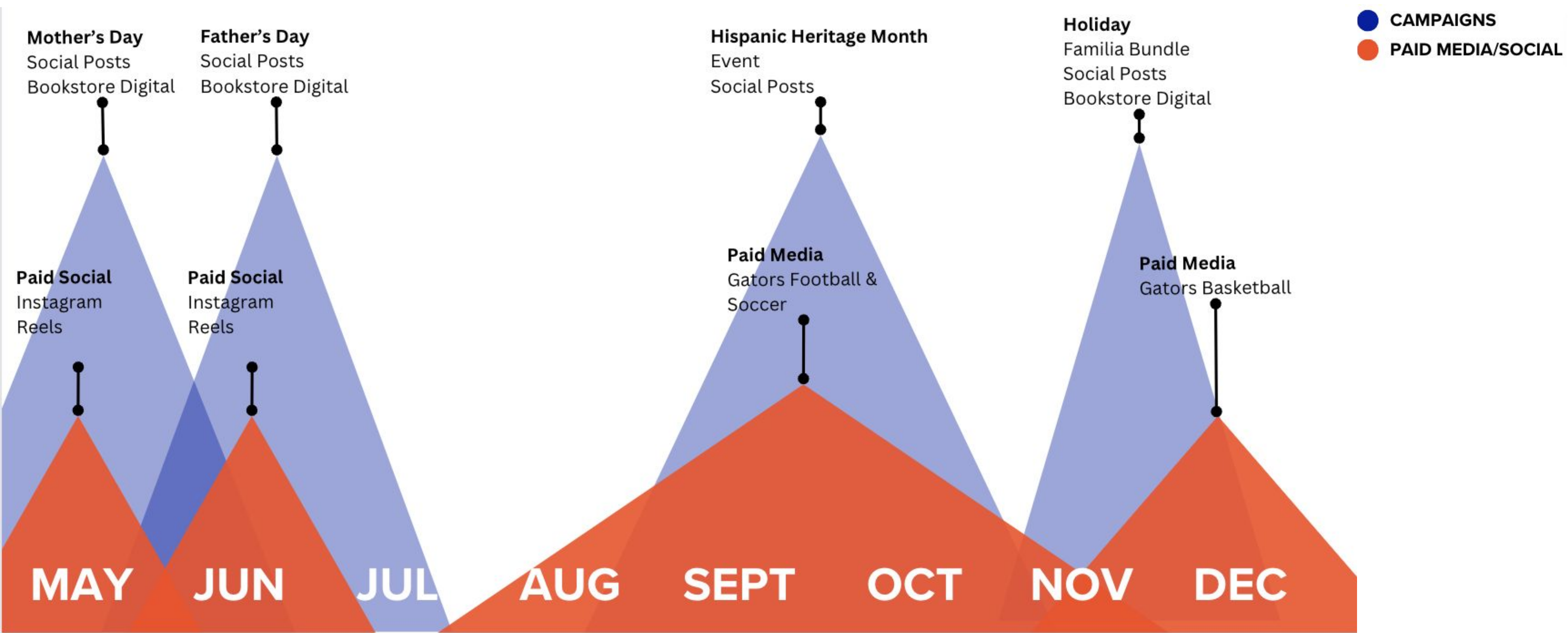
52% of TikTok users that have come across SMB content on TikTok have gone on to make a purchase

Streaming Recommendations

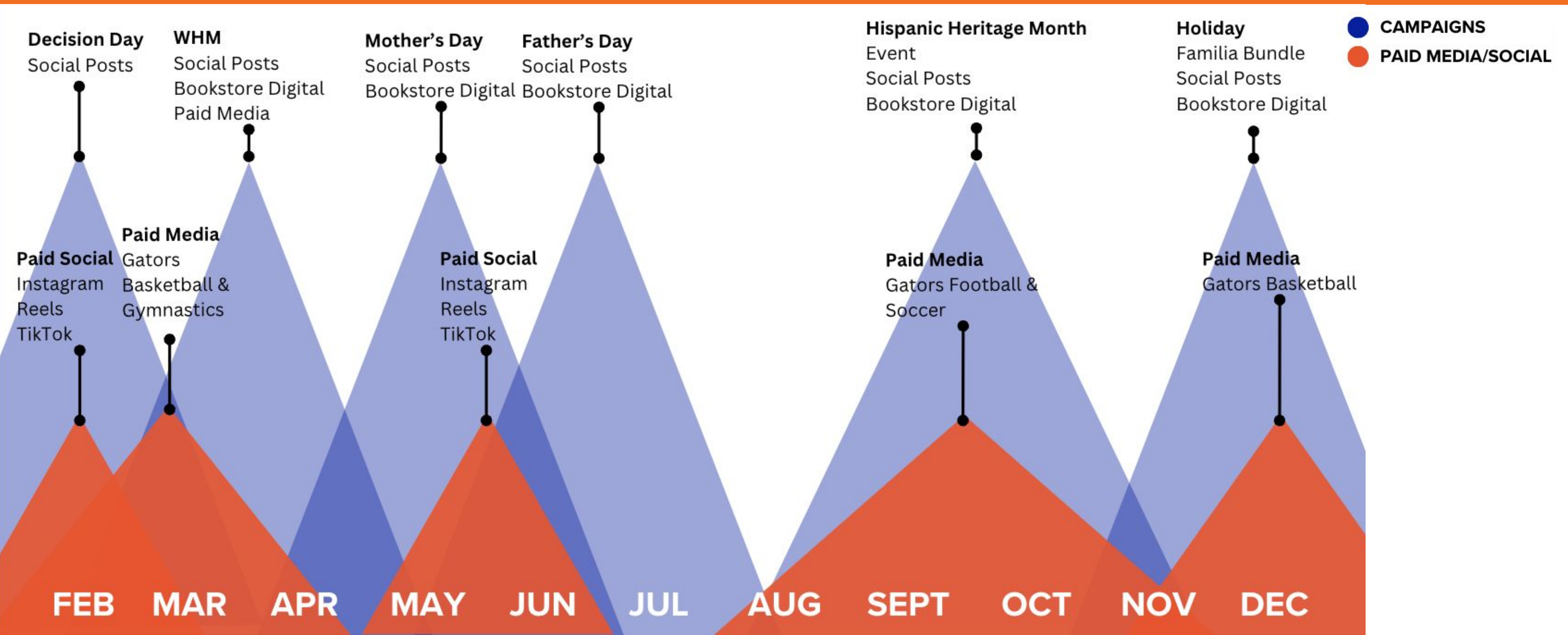
Based on most popular sports



'24 Campaign Calendar/Roll-Out



'25 Campaign Calendar/Roll-Out



Hulu Media Plan

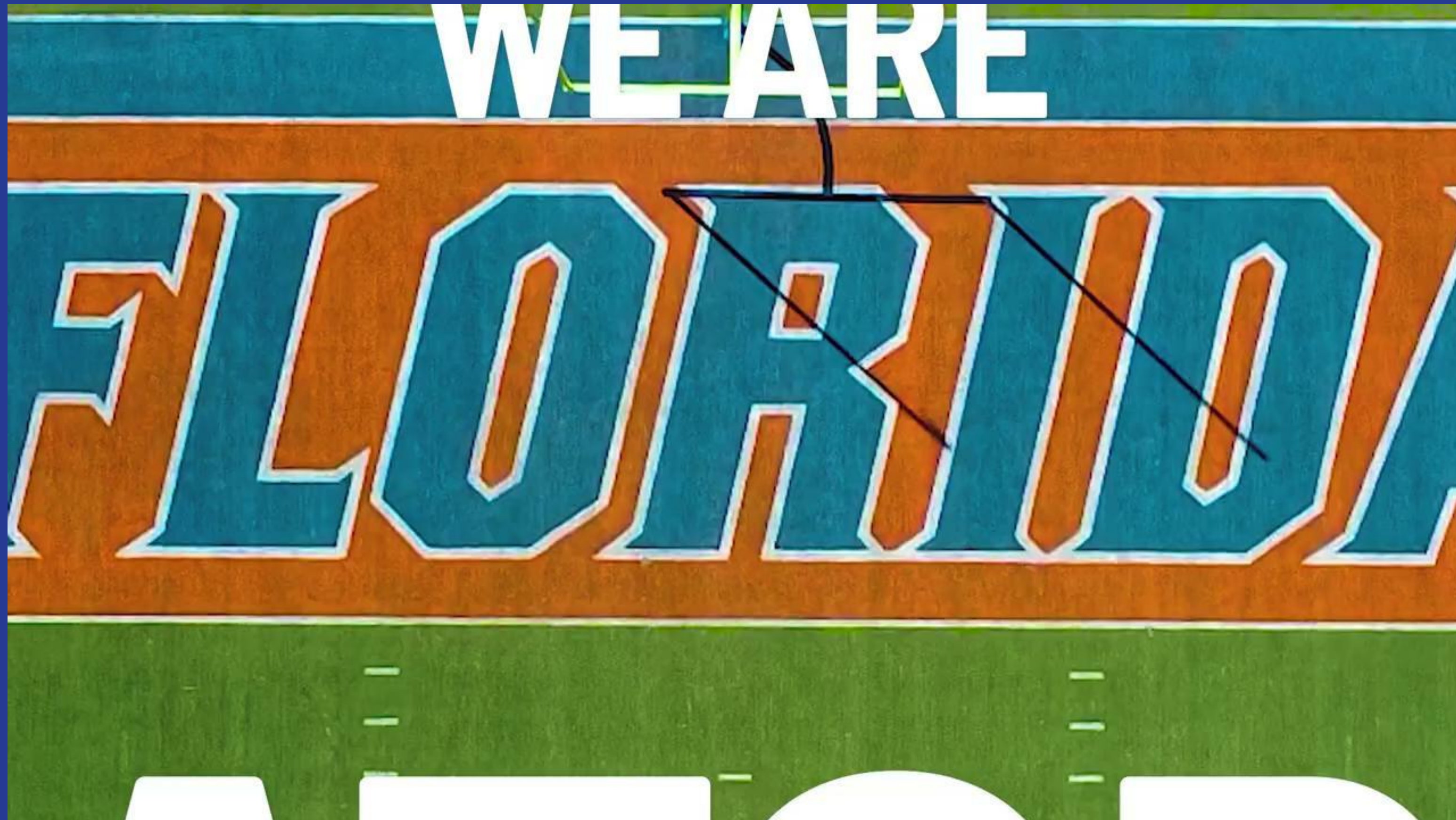
September–October

Campaign Overview:

- **Platform:** Hulu and ESPN+
- **Advertising Format:** 30-second video ads
- **Budget:** \$5,000
- **Target Audience:** Latin individuals of all ages, specifically University of Florida (UF) fans.
- Using parameters to target fans of NCAA football, we are able to pretty much guarantee it plays.

The Hulu logo is displayed in a bright green, lowercase, sans-serif font.The ESPN+ logo is displayed in a white, bold, italicized, sans-serif font, with a yellow plus sign to its right.

Hispanic Heritage Month



Paid Media Plan

Paid Media Monthly Budget Planning and Reporting Template				August				
Business Goal	Increase sales					Only fill in numbers for cells that have a border around them.		
Monthly Budget	\$2,666.00							
Total Spent	\$2,666.00							
Remaining Budget	\$0.00							
Type	Date(s)	Name of Platform, Site, or Publication	Description	Spend	Clicks/Impressions/Acquisitions	CPC/CPM/CPA	Revenue	
Radio & TV				\$0.00	0	#DIV/0!	\$0.00	
Display				\$0.00	0	#DIV/0!	\$0.00	
Search				\$0.00	0	#DIV/0!	\$0.00	
Video (Online)	8/1 - 10/31	Hulu/ESPN	Gator Sports Games	\$1,666.00	55,096	\$0.03024	\$0.00	
Video (Online)	8/1 - 10/31	TikTok	Apparel purchase behavior	\$1,000.00	510,000	\$0.00196	\$0.00	
Direct Mail				\$0.00	0	#DIV/0!	\$0.00	
SMS/Mobile				\$0.00	0	#DIV/0!	\$0.00	
Newspaper				\$0.00	0	#DIV/0!	\$0.00	
Magazine				\$0.00	0	#DIV/0!	\$0.00	
Billboard				\$0.00	0	#DIV/0!	\$0.00	
Transit				\$0.00	0	#DIV/0!	\$0.00	
Influencer				\$0.00	0	#DIV/0!	\$0.00	
Other				\$0.00	0	#DIV/0!	\$0.00	

Ad Scheduling

Dates: September 1st – October 31st

Times

- Weekday Primetime: 7:00 PM – 11:00 PM EST
 - This timeframe covers the evening hours when many people, including families and working adults, are likely to be streaming content on Hulu.
- Weekend Primetime: 6:00 PM – 11:00 PM EST
 - Weekends tend to have higher viewership as people have more leisure time available.

Estimated impressions/reach based on the budget

165,289 estimated targeted impressions and cost per view to be **\$0.0303.**

- **Campaign date range: August - November**
- **Location targeting: Florida**
- **Ages: 18-34**
- **Audience targeting-**
 - **Category: Characteristics**
 - **Type: Retail & Apparel**
 - **Parameter: Clothing shopper**

Football Advertisement Recommendations

UF vs U Miami Game

Date: August 31th
Time: 3:30 PM



UF vs Texas A&M Game

Date: September 14th
Time: 3:30 PM



UF vs UCF Game

Date: October 5th
Time: Flex (6 – 8 PM)



Football Game Integration

Targeting Strategy:

- Utilize flexible parameters on Hulu to reach college football fans
- Aim for mid-game ad placement
- Note: Specific timeslot selection unavailable

UMiami: 3:30 PM to 7:00 PM

Texas A&M: 3:30 PM to 7:00 PM

UCF: Flex (6-8 PM) to Flex (9-11 PM)

UMiami Game Integration

Event: UMiami game

Date: August 31th

Time: 3:30 PM

Pre-game ad

- A 30-second ad will be played on Hulu right before the UMiami game, targeting viewers who are likely to watch the game live.

Ad Delivery Time: 3:00 PM - 3:30 PM

Halftime ad

- Another 30-second ad will be played during the halftime break of the UMiami game, capitalizing on the active viewership during the game.

Estimated Halftime: Around 5:00 PM - 5:30 PM (exact timing may vary)

This would be a prime opportunity and times as it is peak viewership. Also, if the ads are running, you could choose to run them midway through 2nd and 3rd quarter on TV time breaks. This is the part of the game in which fans are most engaged and paying attention to the game.

Texas A&M Game Integration

Event: Texas A&M game
Date: September 14th
Time: 3:30 PM

University of Florida Family
Weekend

Pre-game ad

- A 30-second ad will be played on Hulu right before the Texas A&M game, targeting viewers who are likely to watch the game live.

Ad Delivery Time: 3:00 PM - 3:30 PM

Halftime ad

- Another 30-second ad will be played during the halftime break of the Texas A&M game, capitalizing on the active viewership during the game.

Estimated Halftime: Around 5:00 PM - 5:30 PM (exact timing may vary)

This would be a prime opportunity and times as it is peak viewership. Also, if the ads are running, you could choose to run them midway through 2nd and 3rd quarter on TV time breaks. This is the part of the game in which fans are most engaged and paying attention to the game.

University of Central Florida Game Integration

Event: UCF vs UF Game

Date: October 5th

Time: Flex (6-8pm)

University of Florida Family
Weekend

Pre-game ad

- A 30-second ad will be played on Hulu right before the UCF game, targeting viewers who are likely to watch the game live.

Ad Delivery Time: FLEX (5:45-6:00 or 7:45-8:00)

Halftime ad

- Another 30-second ad will be played during the halftime break of the UCF game, capitalizing on the active viewership during the game.

Estimated Halftime: Around 7:00 - 7:30pm (exact timing may vary)

This would be a prime opportunity and times as it is peak viewership. Also, if the ads are running, you could choose to run them midway through 2nd and 3rd quarter on TV time breaks. This is the part of the game in which fans are most engaged and paying attention to the game.

TikTok Media Plan

September–December

Campaign Overview:

- **Platform:** Tiktok
- **Advertising Format:** Sponsored videos, hashtag challenges, and influencer collaborations
- **Budget:** \$3,000
- **Target Audience:** Latin individuals of all ages, specifically University of Florida (UF) fans.



Ad Scheduling

Dates: September 1st – December 31st

Times

- Weekday Evenings: 6:00 PM – 10:00 PM EST
 - Many users, including students and working adults, tend to be active on TikTok during evening hours after school or work.
- Weekend Mornings and Afternoons: 10:00 AM – 4:00 PM EST
 - Weekends often see increased engagement on social media platforms, with people having more free time to browse and interact with content.
- Late Nights: 10:00 PM – 12:00 AM EST
 - Younger audiences, such as college students and young professionals, may be more active on TikTok during late-night hours.

Boosting Strategy

Products to Boost:

- T-shirts and apparel
- Accessories with Spanish or Latin-inspired designs (e.g., hats, bags, phone cases)



Boosting Strategy

Cultural Relevance and Representation

- Large Latin audience engagement among younger generations.
- Resonance of target audience's cultural values and traditions, and their identity and pride.
- Celebration of family and heritage



Boosting Strategy

User-Generated Content Potential

- An ideal space for showcasing products in creative and relatable ways.
- Organic amplification and increased brand awareness within the Latin community.

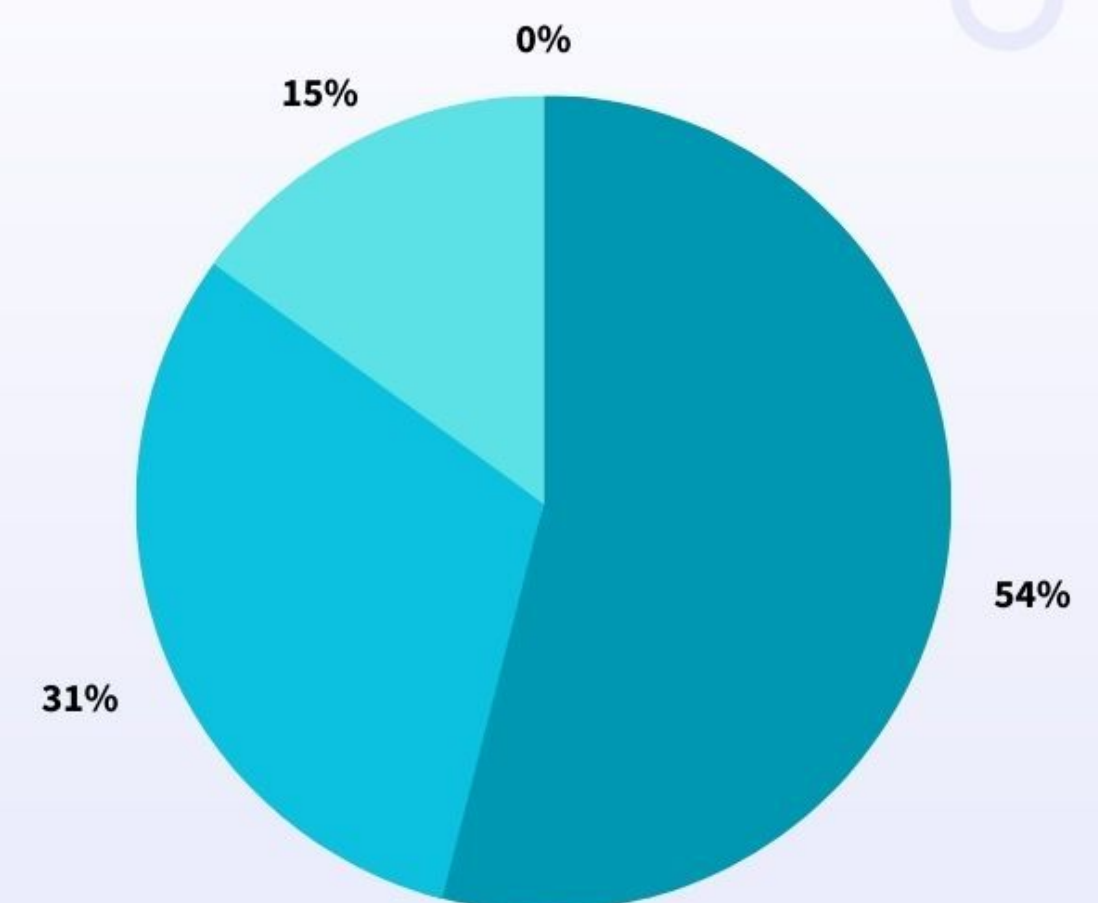
Influencer Marketing Opportunities

- Partnering with Latin UF students, athletes, gator fans, and/or content creators
- Share personal connections to the product and resonating with their audience.

The most engaging content on social media



- User-generated content
- Influencer content
- Brand content
- Stock content



Boosting Strategy

Trend Alignment

- Revolve around cultural expressions and identity
- Positions Gators Unidos to align with relevant trends

Community Building

- Celebrating family values and traditions through the products
- Increased brand loyalty, positive sentiment, and potential for long-term customer relationships.



Content Strategy

Types of Content

Hashtag Challenges

Influencer Collaborations

Sponsored Videos

All content will be user-generated content. Merchandise will be provided.



Hashtag Challenges

Different hashtags can be used to encourage users on TikTok to embrace their hispanic roots and embrace who they are by using the main hashtag:

#EmbraceYourLatinoHeritage

The following hashtag will be utilized for a different category of posting:

#LatinoConnect

The **#LatinConnect** hashtag is for users to use to submit video content to share their story as a Latino and share their connection to the brand Gators Unidos. This will help build a community for the brand as well as to connect with other hispanic communities. Incorporating hispanic celebrities and influencers into this hashtag will help boost its usage.

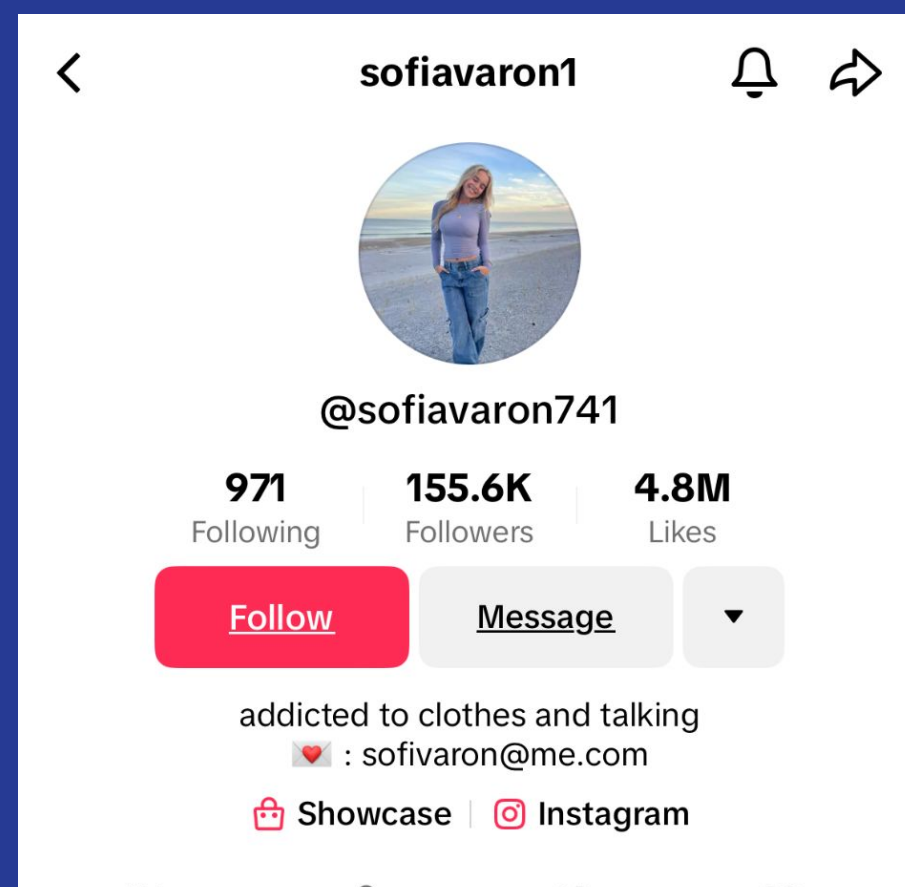
The main hashtag would be combined with the connection hashtag increasing the online awareness, recognition, and algorithm reach amongst videos.

Influencer Collaboration

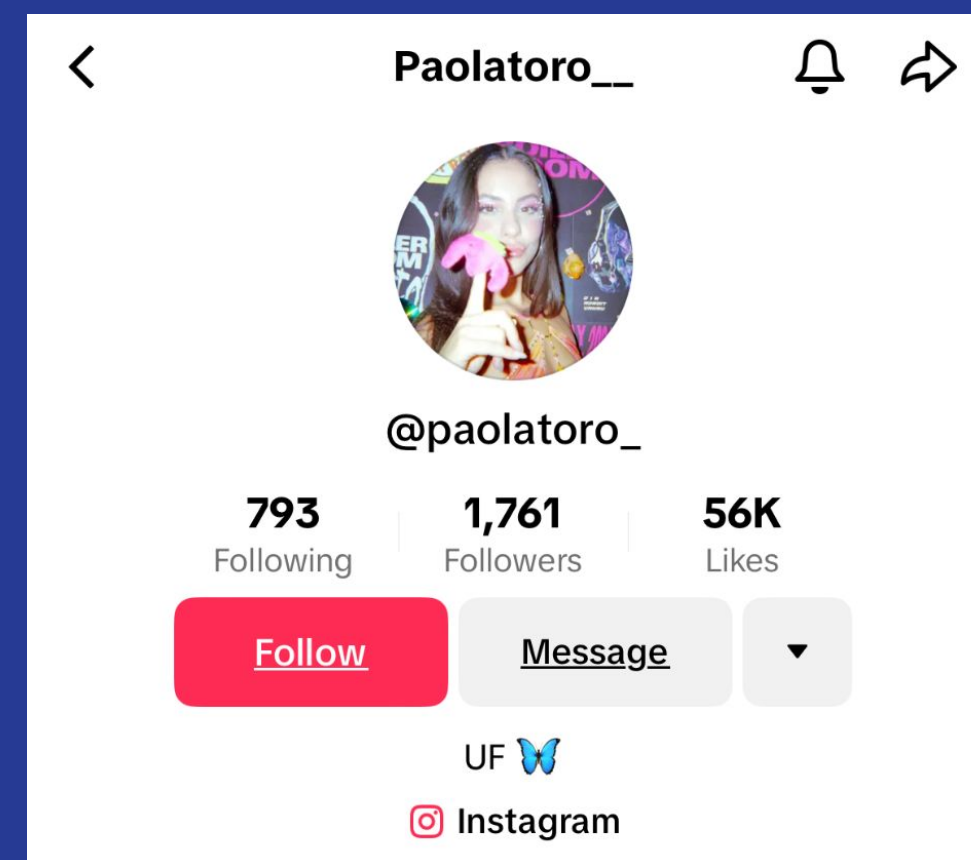
Partnering with Hispanic influencers (a plus if they went to or go to UF) on the app in a paid collaboration could use their platform to promote the boosted products in a video or two.

- Providing the influencers with compensation will encourage the influencers to participate in this collaboration.
- A chance to embrace their hispanic roots on the app and encourage others to do the same through the promotion of the boosted products.

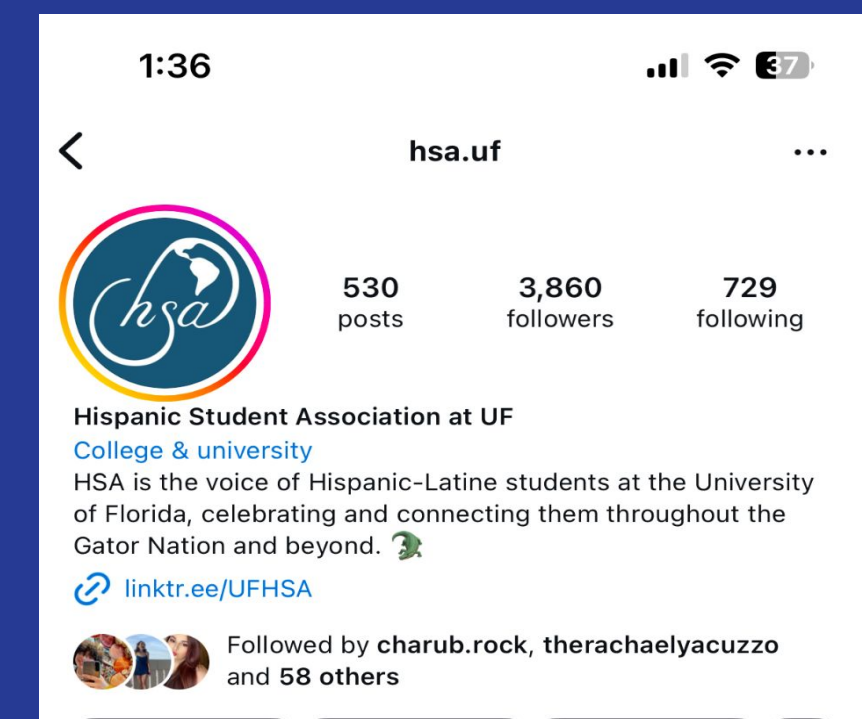
Sofia Varon



Paola Toro



UF Hispanic Student Association

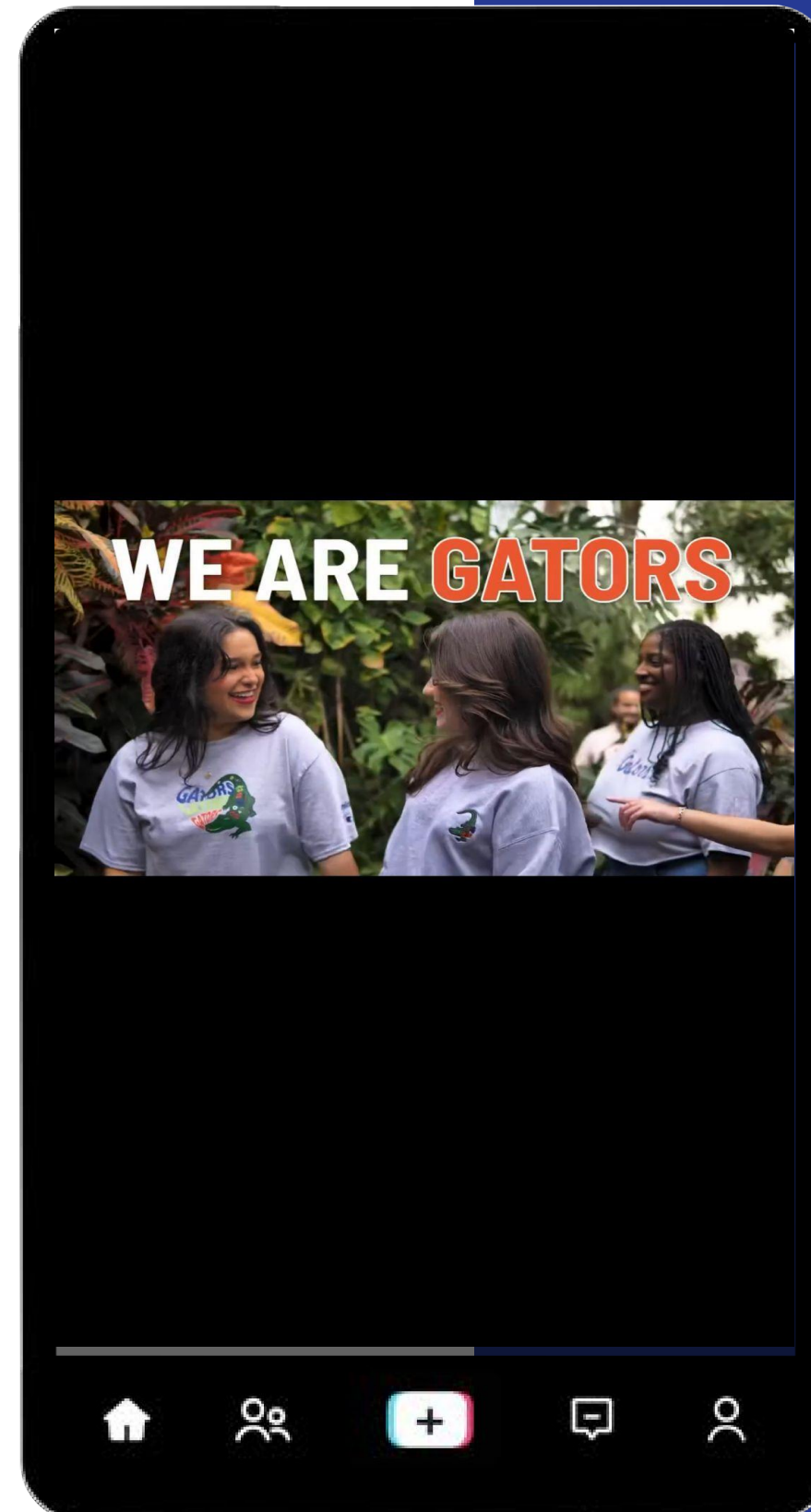


Sponsored Video

Influencer Content

Celebrity Content

GU Content



DIGITAL

30% OFF BLACK SHOES FOR BLACK FRIDAY

Save 30% on the Black Avoli VOL I Low

Enter promo code: **30OFF**

[SHOP NOW](#)



The Avoli VOL I Low features VoliVent to keep your feet cool and breathing, OctoLug traction for better floor grip, and the VoliCush system that softens every landing.

[SHOP NOW](#)



#BECAUSEVOLLEYBALL

AVOLI



STUFF YOUR STOCKING!

Free Knee Pads with \$100 Purchase

(\$40 VALUE) Enter promo code: **KNEEPADS**

MORE SUPPORT

[SHOP THE MIDS](#)



MORE CUSHIONING
MORE CUSHIONING
MORE CUSHIONING

[SHOP THE LOW](#)



#BECAUSEVOLLEYBALL

AVOLI



AVOLI



INTO THE NEW YEAR

FREE SLIDES with \$100 Purchase
Enter Promo Code: **SLIDES**

Relax and recover between matches or after practice with Avoli Slides. A textured feel with arch support to cradle your feet while walking.

[SHOP NOW](#)



#BECAUSEVOLLEYBALL



Bookstore digital Recommendations

Email Marketing

Bookstore digital recommendations

SMS Text Messages: Garnier examples

Black History Month V2 –

Happy Black History Month! (*heart hands emoji*) This month, we're acknowledging inspirational strength, resilience, and some of our favorite black-owned businesses. So, I had to get y'all some goodies! Celebrate with us with a 🌟 GIVEAWAY 📌 Click the link to enter :)

April Fool's Day

v1

- Morning besties! just checking in on a totally normal day, nothing weird or silly about it... Anyways, check out our new and definitely real Garnier merch!
- (link)

V2

- Good morning, silly geeses! Today is a day full of pranks, shenanigans, and tomfoolery, but there will be none of that here (🤪) In other news, we've launched new Garnier merch! Click here for the goods:
- (link)

Bookstore digital recommendations

Digital Banners: Gators Unidos Examples

Banner Homepage



The banner features a photograph of a young woman with dark, curly hair, smiling and wearing a light blue sweatshirt with a small gator logo. She is standing outdoors in front of a wooden railing and lush greenery. The text 'GATOR WOMEN ON THE RISE' is overlaid on the image in white, bold, uppercase letters. To the left of the woman is a stylized graphic of hibiscus flowers in white, blue, and orange. The background of the banner is dark blue with a white dashed line curving across it. On the right side, the text 'INTRODUCING THE WOMEN'S HISTORY MONTH COLLECTION' is displayed in large, bold, white and orange uppercase letters. Below this, in smaller orange text, it says 'powered by Gators Unidos & the UF bookstore'. At the bottom right, there is a white rounded rectangular button with the text 'SHOP NOW →' in dark blue.

GATOR WOMEN ON THE RISE












**INTRODUCING THE
WOMEN'S HISTORY
MONTH COLLECTION**

powered by Gators Unidos & the UF bookstore

SHOP NOW →

UF Sports x Gators Unidos

UF Sports Calendar & Streaming

AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
											
											
											
											
											
											
											
											

Selling Recommendations

Football:

August 31 – Hispanic Alumni Weekend
September 14 – Parents' Weekend
October 19 – Homecoming



Volleyball:

August 24 – Fan Day!
September 6 – UF vs USF
September 17 – UF vs FSU



Women's Soccer:

September 9 – UF vs FSU
October 13 – UF vs UGA
October 18 – UF vs Vanderbilt (Homecoming Week)



**HOLIDAY “FAMILIA BUNDLE” FLASH
SALE**

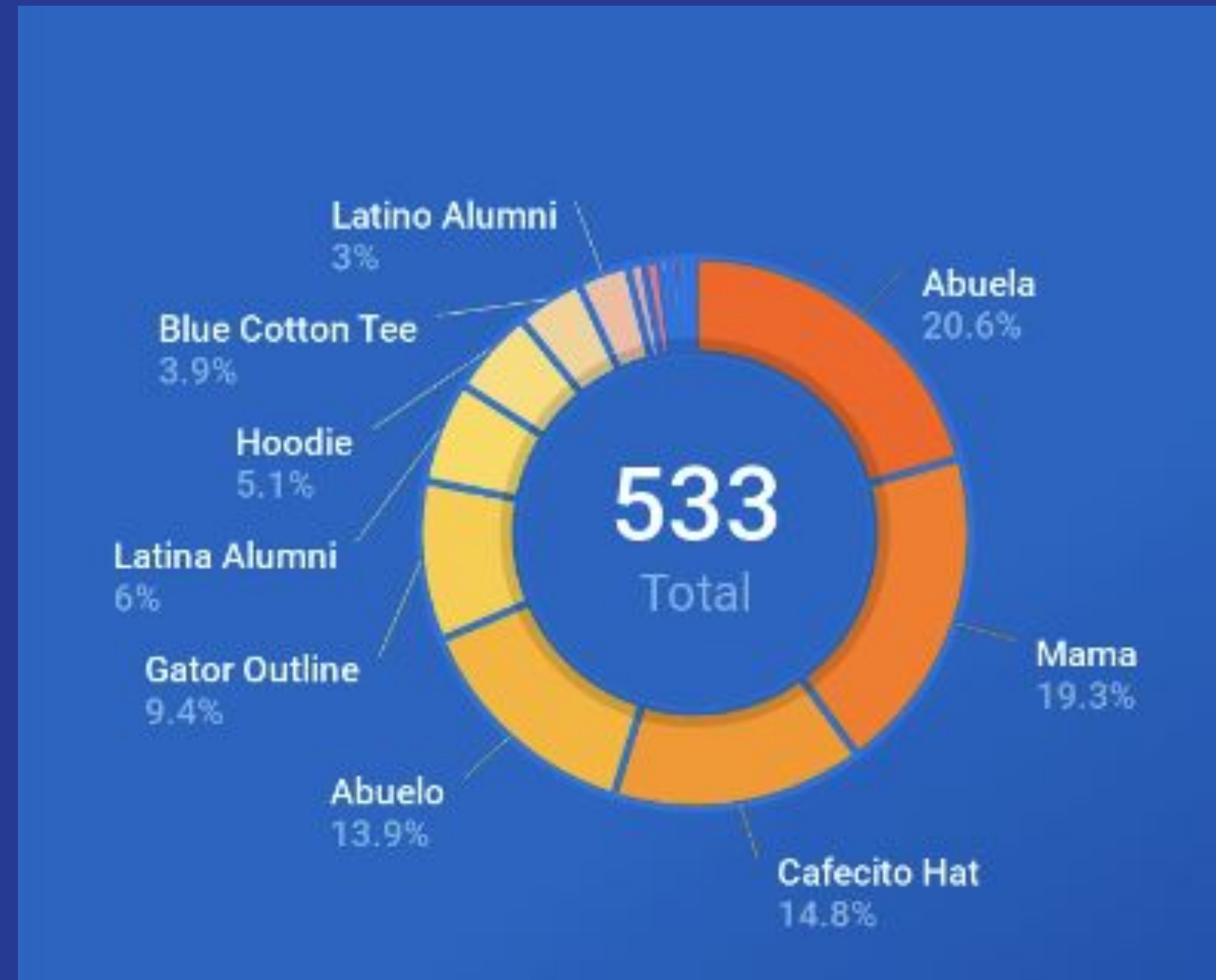
Familia Bundle Strategy

Dashboard Analysis

- Most popular line is the Familia line
- Strong response to items representing Hispanic culture
- The holidays are a huge part of Hispanic culture and put an emphasis on family

Our Response

- Having a Buy One, Get One at a discounted price deal available to stimulate demand
- Mix and match items from the line to fit customer's family



Organic Content Strategy

Types of Content

Celebrate your "Familia" this Holiday! Post

AR Filters

Sponsored Videos



CASE STUDIES



CLIENT OBJECTIVES

- Drive awareness for the new brand and several new product launches
- Reach niche athletes via targeted women's volleyball matches



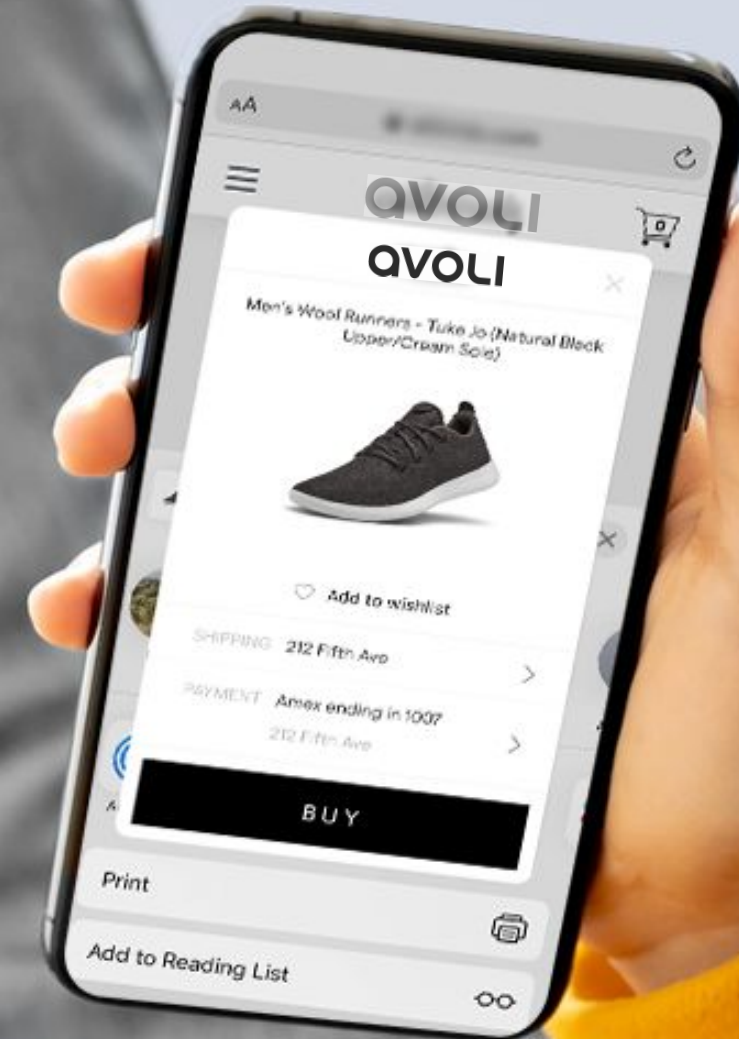
CAMPAIGN OVERVIEW

- :30 and :60 video creative on Hulu and ESPN+
- Hyper niche audiences - women volleyball players 8 - 30 years old and their parents
- Device targeting: CTV and Mobile
- 70% increase in first-time buyers with 45% of those turning into repeat customers



PERFORMANCE SUCCESS

- Return On Ad Spend (ROAS) of 4 within the first 3 months
- Average purchase \$90+ per conversion
- 23% audience impressions became loyal customers by following Avoli on social media
- Repeat purchases increased 30% since the campaign started
- Real time dashboard to monitor ad data, conversions, and sales data
- Optimized to the better performing creative (testing :30 and :60)



**The College of Veterinary Medicine
at the University of Florida**

VET MED

**Teaching an Old Dog
New Marketing Tricks**



OPPORTUNITY

Working on academic advertising campaigns can feel like you're stuck in the dog days. But when Vet Med gave us the reins on a campaign promoting its new courses, we found exciting ways to break traditional molds.

The College of Veterinary Medicine at the University of Florida needed an out-of-the-box strategy to elevate its marketing plan. Our natural inclination as student professionals was to move away from the dullness of most academic videos. Instead, we marketed the courses in a way that excited and informed students through online engagement.

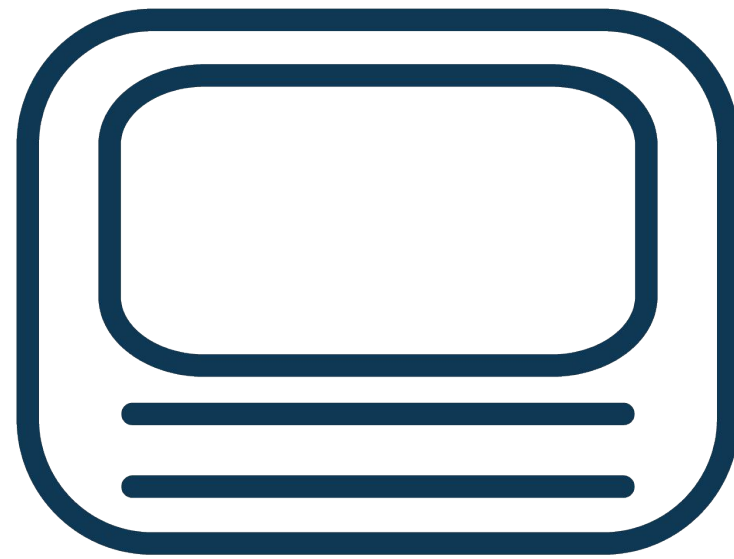


SOLUTION

Our team found the most effective ways to capture the attention of college students both domestically and abroad, as these courses were 100% online and open to any undergraduate student in the world. We used market research and our own existing insights to release an out-of-the-box performance marketing campaign for academia and fostered an inspiring connection between the courses and thousands of students. To deepen this connection, we turned away from traditional academic-style videos and created modern, attention-grabbing promos. In addition, we developed eye-catching Google, Facebook and Instagram ads that we optimized on a weekly basis.



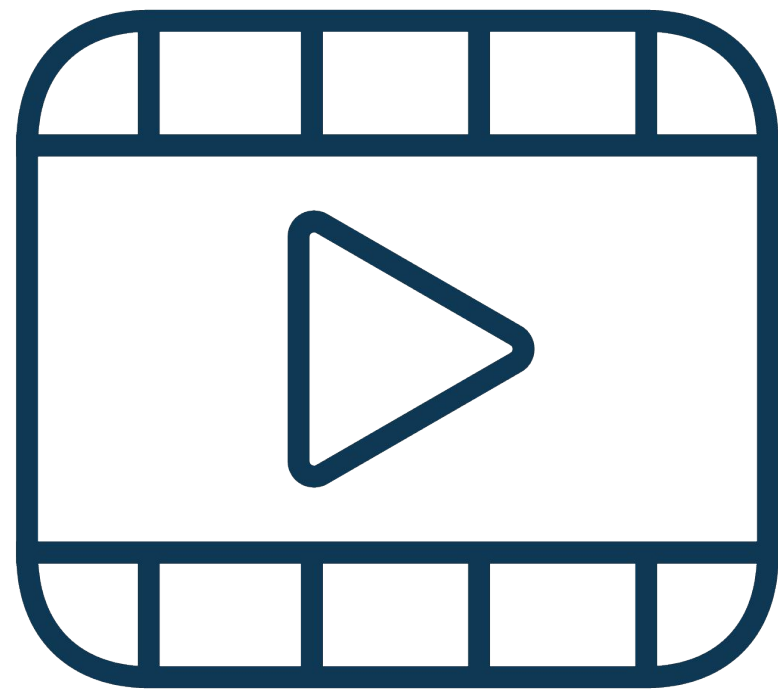
SOLUTION



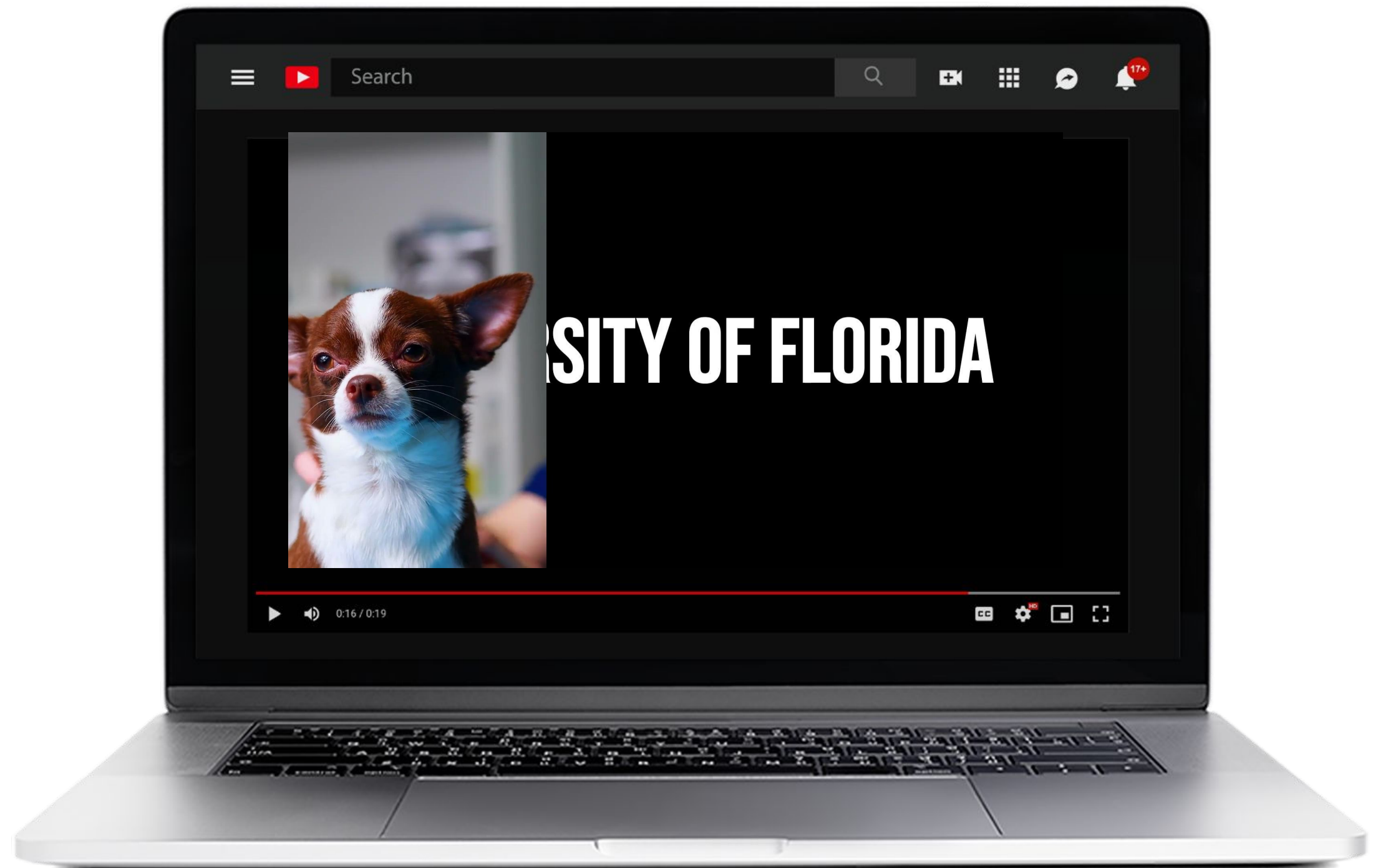
SIXTEEN
OUT-OF-THE-BOX
GRAPHIC ADS



SOLUTION



THREE INNOVATIVE
INTEREST VIDEOS



IMPACT



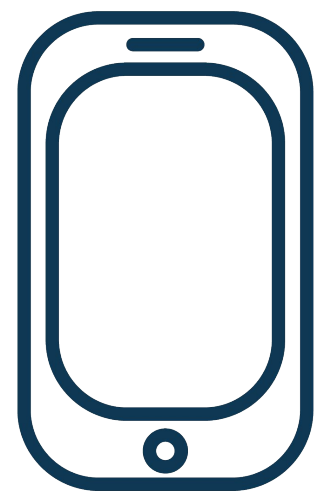
IN ONLY THREE MONTHS

Student registration increased **16.7%**

*Registration for The Horse course increased **55.9%***

OUR SOCIAL MEDIA POSTS GARNERED

OUR TEXT ADS HAD



700,000 impressions

320,000 reaches

8,000 link clicks

3.43 return on ad spend for Google ads

3.78% click through rate for search ads — industry standard **0.73% CTR**

2.53% click through rate for display ads — industry standard **0.53% CTR**

Hulu Streaming

Case Study: New York Institute of Technology



They ran **limited** advertising and achieved **success**.

Hulu contributed to the **success** of their event with being able to **drill down** on location, age groups, interest, and viewing preferences.

“Being able to make **changes** on the **fly**, to **launch campaigns quickly**- with **total control**- was huge.”

Tiktok Ads

Case Study: HolySmile

30%

Decrease in CPC:
Cost per Click

2x

increase in ROAS

50%

decrease in CPA:
Cost Per Action



TikTok has **helped** them **grow ten times in size**, transforming them from **a start-up** into a **well-known company** across Belgium and the Netherlands.

Budget

\$8k for 2 month test period spend (September and October 2024)

- \$5k for Hulu/ESPN
- \$3k for TikTok

Show ROAS after the 2 month period for opportunity to discuss increase in budget with performance

The Agency at UF manages the ads, ad spend, and optimization

Main section

Subheading

Text here

SECTION TITLE

**SECTION
TITLE W/
DESCRIPTION**

New York Institute of Technology

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