

creative brief

#MYIOWAHOME

who

The primary target audience is Realtor® members in the state of Iowa. Secondary audience is home owners/buyers. Both between the ages of 25-55.

what

Instagram contest; however, other social media platforms will be used to increase awareness of our Instagram page and increase number of users.

when

2015-2016 in 4 rounds correlating with Benchmark deadlines for print. Round 1: Dec1-Feb1, Round 2: Feb2 - April15, Round 3: April16-July15, Round 4: July 16-Oct1 2016.

why

- 1: To expand our Instagram reach and increase the number of followers/interactions with @iowarealtors.
2. To increase REALTORS® use of Instagram and show how valuable the platform can be for their business.
3. Celebrate the Associations 100 year anniversary an collect photos from across the state for a year end photo book.

how

Email newsletters, Benchmark - Ad and Round winners, T-shirts, Blog Posts with winners and different submissions, embed flickr album on website, graphics with submissions for flyers, website and all social platforms, Social ad campaign, Weekly social "challenges" - tshirt to winner. Letter and email to CVB Marketing/Communications Directors - follow up with shirt.

S
Iowa is very photogenic. With open parameters, the # can be used lots of different ways.

O
Increase interactions on Instagram and post more often. Reach a new set of Realtors®

W
Not a large presence on Instagram to begin with. Also, not as many Realtors® use the platform.

t
Other contests - #ia365 and others, Photographers use and not Realtors®

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Front of T-Shirt



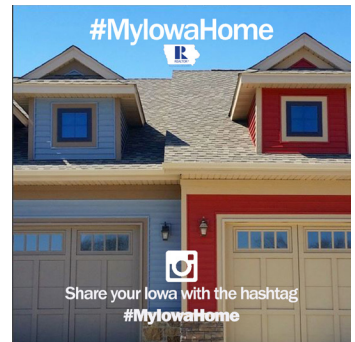
Back of T-Shirt



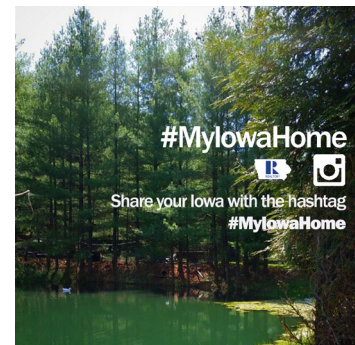
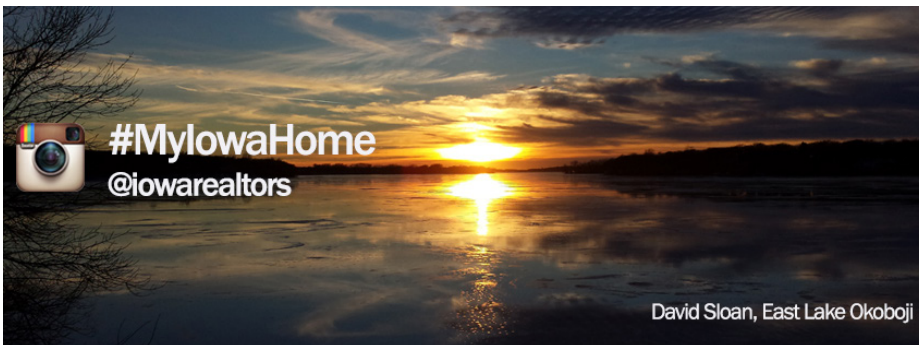
Ads
Facebook/Instagram



Website Main Page Banner



Facebook Cover Photo



Blog Post Announcing Contest:

<http://iowarealtors.com/posts/iar-news/2015/12/01/-myiowahome-photo-contest>

Round 1 Winners Blog Post:

<http://iowarealtors.com/posts/iar-news/2016/03/09/insta-iowa-round-1-winners-of-myiowahome>