

MSPA Best Integrated Marketing Campaign Category

“Signatures and Snowcones”

By: Oxford High School Flashback Yearbook Staff, lead by
Editor-In-Chief Mattie Beauchamp and co-editor Ali Hewitt



Campaign Logo

Personal Narrative

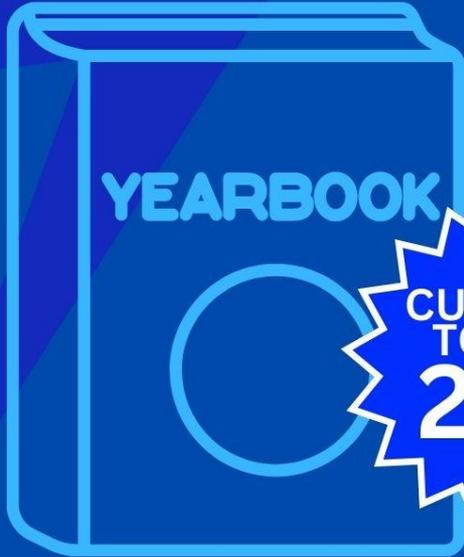
Reaching our sales goal for yearbooks is one of our main priorities when it comes to marketing. The money we raise off of books and ads goes towards expenses for our future learning opportunities in journalism such as SIPA and MSPA conferences. This year, we launched the "Signatures and Snowcones" sales campaign with Sno Biz of Oxford, Mississippi. If we met our sales goal of 420 books, then every student who purchased a yearbook this year would receive a snow cone from Sno Biz during the school day in May, and would get to participate in a "signing party" , where students could sign each others' books. We collaborated with the OHS PTO to share all of our marketing content which included social media updates, personal text messages and emails, and in-person sales at school events. I created all the graphic design work for this campaign. With three weeks left to go in our campaign, I am happy to report that we are one-hundred and fifty books away from our sales goal, already selling fifty more books than we did last year.

Where did we market our campaign?

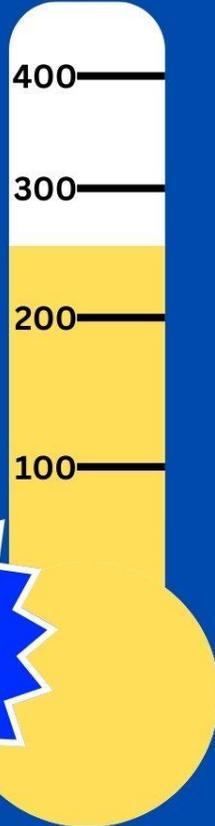
- Instagram: @the_oxford_flashback
(https://instagram.com/the_oxford_flashback/)
 - @ohs_pto
 - @osd.ohs
- Schoology: Our advisor and administration posted updates about the campaign on “Charger Nation” our entire student body group where announcements are shared
- Word of Mouth: GroupMe, personal emails and text messages sent out by staff members, yard signs placed around school
- School Events: Open House, Fall Festival, Senior Informational Night

HELP US
MEET OUR
SALES GOAL
FOR 2022!

420
YEARBOOKS



CURRENT
TOTAL:
245



REMINDER

★ SENIOR ADS ARE DUE
JANUARY 27TH
(STARTING AT \$75 ON JOSTENS.COM)

★ YEARBOOKS MUST BE
ORDERED BY **MARCH 3RD**
(\$80 CASH OR CHECK TO A219 OR ORDER ON
JOSTENS.COM)

Graphics created by editor-in-chief to send reminders and updates on sales.

**COME SEE US IN THE AUX GYM TO
BUY YOUR YEARBOOKS**

REMINDER:

**BUY YOUR
YEARBOOK
BEFORE THE
EARLY BIRD
SPECIAL ENDS
ON SEPTEMBER
30TH!**

\$60 CASH OR CHECK



Engagement with fellow classmates was one of the biggest parts of success in this campaign. We found that personally asking a friend or peer to buy their yearbook would make them say yes more than texting them would.