



Grace Dayton

Portfolio

Table of Contents

Standard Operating Procedures	3-5
Project Needs Analysis and Video Project Processes	6-9
Marketing Plan for Philz Coffee	10-33
Written Video Project Proposal	34-36
Breakdown Sheets for Production Shoot	37-39
Production Rates and Equipment Rental Logs	40-41
Shoot Schedule and Call Sheets	42-45
Client Communications	46-47
Film Festival Sponsor Communication	48-52
Written Job Postings	53-54

SOP for Marketing and Communications Video Projects

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1. Market Research

Our procedure for conducting market research to understand target audiences and market trends corresponds directly with university and client needs. While analyzing competing university strategies and market demand, our team puts together project proposals after initial intake meetings with client and prospective partners.

1. Keep up to date with current trends in undergraduate and graduate university marketing efforts and what is working in our region.
 - How and why are these tactics successful? What can we do to make these methods benefit Ball State even more?
2. Collect data.
 - What numbers do these videos and campaigns do on YouTube, TikTok, college webpages, and the Foundation campaign page? What is the ratio of visits, to clicks, to actions taken? When do people stop watching videos and how do we revise our strategies to meet market tendencies?
3. Interpret data to inform future video marketing strategies.

2. Marketing Strategy Development

Development of comprehensive marketing strategies to achieve business goals. Strategies are based on market research insights and target audience analysis.

1. Set clear marketing objectives aligned with business goals
 - Promote Ball State University to high school and undergraduate students in the Midwest and beyond
 - Tell the Ball State and Muncie story through video by showing students in class, on projects, socializing, taking part in campus traditions, and volunteering in the community
 - Highlight the important work students, faculty, and staff are doing to better their Ball State and local communities
2. Develop actionable plans for YouTube channel and marketing webpages
3. Allocate budget and resources for the video team (and web team when needed)

3. Campaign Planning and Execution

Steps to plan and execute marketing campaigns, from concept to execution. Our current capital campaign is in year 2 with new ideas forming every fall around the event to show the different ways our community demonstrates beneficence and its' impact on students, faculty, staff, and the world.

1. Develop creative concepts and campaign themes
 - Our Call to Beneficence
 - Identify those with a call to beneficence (past presidents, current and former students, current and retired faculty, community members involved in Ball State activities, annual donors, and donor's legacy family members)
 - The Power of Beneficence
 - Student stories; how are students impacted by the beneficence of others?
 - Community stories; how is Muncie impacted by the beneficence of the Ball State community?

- Faculty and staff stories; how are our employees impacted by the beneficence of the Ball State community?
- 2. Choose appropriate channels for campaign distribution for each video
 - YouTube
 - TikTok
 - Website and appropriate webpages
 - Instagram
 - Email newsletters
- 3. Monitor and adjust campaigns based on performance.

4. Content Creation Calendar and Management

Create engaging content across various platforms.

1. Create a content calendar around events, specifically the campaign, and the greater ebbs and flows of the school year.
 - August
 - Student move-in
 - Muncie annual festival
 - Classes begin
 - October
 - Homecoming activities
 - Football game
 - Air Jam
 - Bed races
 - Campaign dinner and surrounding events
 - December
 - Holiday festivities
 - Holiday break
 - Days of Beneficence
 - April
 - Admitted Student Day
 - One Ball State Day
 - May
 - Commencement
 - July
 - New Student Orientation
2. Create high-quality, engaging content tailored to each social platform and their audience according to the calendar.
3. Regularly update content to ensure relevance and engagement.

5. Digital Marketing

DIGITAL TEAM – Manage digital marketing activities, including SEO, social media, email marketing, and on-line advertising.

1. Implement SEO strategies for online channels.
2. Engage audiences through social media.
3. Conduct email marketing campaigns.

6. Performance Analysis and Reporting

Continue analyzing marketing efforts to measure effectiveness and ROI.

7. Continuous Improvement

Regular review of marketing strategies for optimization and improvement. Seek feedback and stay updated with marketing trends.

1. Hold weekly team meetings for feedback and suggestions from the team and the intel they receive from the community.
2. Update marketing strategies based on performance analytics (views, saves, likes, clicks, interactions).
3. Stay informed about new marketing tools and best practices.

Project Needs Analysis

What is the nature of your project?

What is the problem that you hope this video will help solve?

Which of these goals best describes your project?

To inform
To persuade
To entertain
To recruit
To motivate
To teach
To inspire
To fundraise
To impress
To encourage
To educate

If specifically a department video:

To increase website traffic
To increase applicants/visits
To increase awareness
To develop trust
To build relationships with prospective families
To help the audience connect with the brand
To communicate brand values
To get the word out on what the brand offers

After viewing, what should the audience...

- know/think?
- feel?
- do?

Who is your primary audience?

Sex and age:
Occupation:
Audience's current knowledge of this subject:
Audience's current attitude toward this subject:

Is there a secondary audience?

Sex and age:

Occupation:

Audience's current knowledge of this subject:

Audience's current attitude toward this subject:

What perception does my audience have before watching the video? Am I trying to change perceptions or reinforce existing perceptions?

Will the video be used in conjunction with other materials such as a website, print materials, or live presentations?

In what contexts do you imagine using this video?

Is this project part of something bigger?

Have you had any thoughts about what "feeling" or "tone" you want the project to have? Do you imagine it upbeat, heartwarming, serious, lighthearted, youthful, etc?

Have you seen any other video that impressed you or that you'd like us to consider to get us thinking?

Will you supervise the project or is there someone else who will give approvals at various stages?

Are there other sources of information about this topic that we should know about beyond your website?

Do you have any ideas what locations we'll need to shoot at?

Anything else we should know?

Marketing Video Project Process

WHAT?

The process is producing a video for _____. It's purpose is to _____ and it's scope is to _____. The desired outcome of this process is _____. Resources necessary include _____.

HOW?

1. Meet with people/group requesting the video
 2. Fill out Project Needs Analysis together and determine project scope
 3. Ask about preferred timeline/give realistic timeline
 4. Discuss needs not in the PNA (do we want students talking, faculty/staff talking? Are we doing interviews or voiceover? Is this mostly b-roll? What kind of video are we making?)
 5. Begin preproduction and, if applicable, loop in outside contractor
 6. Ask desired talent/subjects if they are willing to participate in on-camera activities/interviews
 7. Plan shoot dates and interviews keeping events and schedules in mind
 8. Make time for reshoots if necessary
 9. Prepare for interviews by writing questions, which are approved by the client and given to the talent 2 days ahead of interviews
 10. Get to shoots early to set up and get comfortable. Perform interview/shoot b-roll and tear down leaving things as they were found
 11. Review footage within the next 5 business days and assess if reshoots are necessary
 12. Look for music and get client approval
 13. Begin piecing together a timeline. Cut something rough, without color, audio, or tight cuts to get a feeling for the project and get it approved. Is this what the client was looking for? Also, now is a good time to check and see how they want the piece delivered. YouTube? OneDrive? WeTransfer? Private Link? Physical?
 14. Once approved, continue editing to a fine cut. Deliver to client and approve content before moving into color, audio, and graphic edits. Get approval from VP.
 15. Get final approval for project from client and VP. Export and deliver to client, giving all assets that were requested
- Questions to ask/address if working with outside contractor: What happens next? Who does this? And how do you know when it's done?

WHO?

Involved in the process of making this video is Grace Dayton, as well as First Name Last Name (role) and [dependent on project].

Outside contractor _____ is involved in filming, editing, and delivery.

WHEN?

The client understands that final completion of a project may take up to 6 months from when the project was requested, according to the team's workload. Projects are to be completed within 2-3 months of PNA completion and initial meetings, possibly sooner.

EXCEPTIONS

With the nature of this project, _____ exceptions are needed. To address these exceptions, we take these steps: _____

RISK MANAGEMENT

In the process of this project, risks could occur, such as _____. We plan to prevent/address these risks by _____. After dealing with said risk, measurements will be taken to determine effectiveness for future reference.

REVIEW

Once complete, everyone involved will review this document and verify these steps were taken and followed to the best of the team's ability. Check if anything has been missed.

REFERENCES

Links

NOTES

Anything not already touched on

Company Description and Business Mission

Philz Coffee is an American coffeehouse chain that is known for their premium coffee and customer care. It was founded in 2002 in San Francisco by Phil Jaber and later got passed down to Phil's son who became the CEO. Philz Coffee currently has 57 locations mainly stationed on the West Coast with a plan to expand to the Midwest and, eventually, across the country. Philz coffee takes pride in their green coffee as well as their efforts to stay environmentally friendly, requiring all of their coffee to be traceable to reassure that their products are socially responsible and safe. The company's third point of emphasis is an active commitment to social values (Mersch, 2018).

Our mission is to "Better Peoples Day." We have the opportunity to make a positive impact in every person's day by unifying our communities, increase productivity for improved performance, and put a smile on your face (more smiles = happiness = better health!) ("The Philz Story", n.d.).

Situation Analysis

Internal Strengths

Philz Coffee has a variety of incredible internal strengths, including physical location of storefronts, production costs, financial resources, and company and brand image. According to CrimsonCup.com (2018, para. 7), "in a good location, you can expect about 1.5 percent of cars [that pass by a storefront to stop in and buy something]". The majority of Philz Coffee shops are located in high-traffic areas, such as San Francisco, Los Angeles, San Diego, Washington D.C., and now Chicago, so 1.5 percent of cars will produce great revenue for the business ("Let's Do

Coffee”, n.d.). The statistic is even greater for on-foot shoppers, increasing to 5% (“How to Calculate Coffeeshop Startup Costs”, 2018).

Production costs have the power to negatively affect a business, but Philz focuses primarily on the most important ingredients when it comes to making the perfect cup of coffee: coffee beans, milk, and syrups. Because they funnel their resources into training their staff and crafting a friendly and welcoming community, the necessary ingredients for the business’ main product don’t control the overall income of the business. This fact also aids in developing the desired company and brand image of “better[ing] the days of everyone who walk[s] in” (“The Philz Story”, n.d., para. 1).

Founder Phil Jaber previously owned and operated a liquor and convenience store in San Francisco where he tested coffee blends for 25 years (“Phil Jaber: The Man Behind Philz Coffee”, 2014). This provided him with a financial backing before starting his now successful business, adding yet another internal strength for the foundation of Philz Coffee.

Internal Weaknesses

There are two major weaknesses that Philz Coffee needs to overcome. First, their whole-bean coffee lacks the brand recognition of large roasters like Starbucks, Dunkin, or Bigby’s, and also lags behind specialty coffee roasters like Madcap, Blue Bottle, and Counter Culture Coffee. Second, Philz lacks the same sustainability transparency and quality that other independent coffee roasters possess.

Brand recognition will be an important weakness, especially considering the consequences of COVID-19. For example, in a time where consumers will be more frugal, it is

not the time for an unknown luxury product. Since Philz is only operating in five major geographical locations, it lacks the brick-and-mortar presence of other stores, and because of its high price, as compared to a typical bag of coffee, it will certainly suffer sales, profit margins, or both in this time. It lags behind capital-rich companies like Blue Bottle who had hundreds of stores and cash to work through the COVID-19 slump (Lurie, 2018). While customers will continue to buy from brands they trust, the independent coffee roasters without an extensive brick-and-mortar presence will suffer.

In addition, Philz lacks sustainability and supply chain transparency in comparison to their competitors. For example, Counter Culture Coffee dedicates content, jobs, and webpages to transparency of sustainability practices (Coffee Sustainability, n.d.). On the other hand, Philz lacks any sort of concrete evidence in this area. As an independent coffee roaster, it may lose sales if sustainability-conscious consumers drift to other, more transparent roasters. The Specialty Coffee Association reports the connection between sustainability and profits per pound, and without proper supply chain and sustainability practices in place, Philz coffee could miss out.

External Opportunities

An opportunity exists in offering a new loyalty program for the dedicated connoisseur. These programs provide monetary benefits (e.g. through direct discounts or rewards) and/or more soft benefits by focusing on creating commitment to the firm among customers through excellent service or giving special treatment to customers (Verhoef & Bijmolt, 2017).

Using Philz Coffee's intense and personalized customer service model, adding a component of a loyalty program may add value to being a part of the Philz brand as a customer advocate. Designating tiers or levels of customer loyalty may be a mode of transforming the casual customer into a loyal Philz Coffee enthusiast.

The global specialty coffee market was valued at a revenue of USD 35,867.5 million and volume of 973,999 in 2018, illustrating the dynamic growth of the industry (Adroit, 2019). This growing trend regarding the burgeoning specialty coffee consumption is tailor made for Philz Coffee expansion.

Considering all of the data surrounding specifics with target markets, the cities Philz already services, the goals of the Philz coffee chain, and the idea of bettering the days of everyone we come into contact with, planting Philz Coffee locations in airports around the world could substantially spread the influence of the company as well as brighten the days of millions of busy, traveling members of all sorts of markets. On the average day that the world isn't plagued with pandemic, the FAA states that service is provided to "more than 2.7 million airline passengers" (n.d., para. 1).

External Threats

Philz Coffee may face multiple threats as they plan to expand to the Midwest. There will be competition with other coffee chains that are already established and familiar to the Midwest community. Starbucks and Dunkin are the top two competitors and together already account for 66% of the US coffee shop market share (Johnston, 2020). Also, the possibility for an economic

downturn, such as the one we are currently in, can cause a threat due to the fact that consumers will not have the luxury to spend money on fancier coffee. Lastly, Philz Coffee is based on the current trend of consumers loving coffee; therefore, social media can pose a threat to the business. Social media is the outlet for our social culture and has a huge effect on trends and consumer decisions. Philz Coffee relies on our current social culture and if that changes, they will have to learn how to adapt or it can quickly become a threat to their business.

Market Objectives

Philz Coffee's main objective is to maximize customer satisfaction. The company strives to find ways to please customers and help them have the best experience possible. Philz Coffee states, "When you visit a Philz store, you'll see that we do things differently. Our baristas grind your beans and make each cup to your taste, poured over slow, with lots of care and attention. It's love served in a cup" ("The Philz Story", n.d., para. 5).

Currently, Philz is focusing on expanding into the Midwest, putting their efforts into bigger cities such as Chicago and Washington, D.C. With the objective to make themselves stand out among their competitors, Philz prioritizes their product and clientele service (Groupil, 2012). Their products come from sources that practice environmental and social responsibility, provide plausible assurance that they are protecting and preserving the earth, and that their suppliers care about and actively practice social responsibility (The Philz Story, n.d.). Overall, Philz' objectives are on the ambiguous side and not listed in any hierarchical order; however, they can still be measured through the satisfaction of their customers.

Philz Coffee's mission statement is translated into operation by delivering a product and service different from other chains. Every component of the supply side, from raw materials to the delivery of the finished product to the consumer, is evoked by the companies' mission statement. Americans are drinking more coffee than ever, constituting the highest rates in 6 years, and there has been a 20% increase in specialty coffee consumption (Sethi, 2017). Specialty coffee purchasing accounts for 8% of the \$18 billion/year coffee sales (Hamilton Beach, 2018). These statistics highlight the need for Philz' product in the ever-changing market, stressing that their business plan of producing specialty drip coffee meets those needs.

Because of the nature of Philz Coffee being primarily sourced in densely-populated Californian cities, geographically, market members are homogeneous for the most part. However, because the cities with locations are highly-trafficked, Philz probably gets a lot of business from tourists who aren't familiar with the name. In regards to sociodemographic factors, it's safe to assume Philz' customers seem to be predominantly young and rather diverse ethnically and socioeconomically because of their location in big, modern cities with opportunity to thrive.

A clearly stated objective of Philz is to "do coffee differently". They effectively lead to specific marketing objectives because they prioritize quality. The objectives are entirely customer focused, almost at the expense of sales. By limiting their menu, they decrease their market size, however, they work feverishly to satisfy the customers that they do attract.

Market Strategies

Philz operates in a way different than their competitors, attracting young trendsetters who value the experience of going to a coffee shop. Now more than ever, the food industry is looking for ways to improve their product while speeding up their delivery, reflecting the modern stress placed on productivity and multitasking. In turn, Philz Coffee is surely doing their best to provide for the needs of the busy, working American. Other trends in the coffee industry today include interest in specialty drinks and vegan substitutes for coffee add-ins, as well as sustainability: how coffee is grown and how the business is doing the most to be sustainable with distribution and packaging. While Philz places importance on drip coffee blends rather than specialty drinks, they offer almond, soy, and oat milk substitutes without any extra charge, an unheard of service in the food industry (Yum, 2020). They also control the entire “chain of production, from bean to cup” and offer \$1 off for refills when customers use the same cup (Jain, 2015). Finally, although Philz Coffee was founded in San Francisco, 33 of their storefronts and their only food truck are located in the San Francisco area, and a sizable amount of the remaining locations reside in Southern California, hindering a chance of growth across the entire nation (“Let’s Do Coffee, n.d.). With the effort of broadening to Washington D.C. and Chicago, however, Philz may have the opportunity to spread to other largely-populated cities like Houston, Dallas, and Philadelphia, competing with big-name competitors like Starbucks and Dunkin’ Donuts. A great way to implement expansion would be through airports. Every day, FAA's Air Traffic Organization (ATO) provides service to more than 44,000 flights and 2.7 million airline passengers across more than 29 million square miles of airspace (n.d., para.1). Based on this

statistic alone, Philz Coffee will be exposed to many different people across the country daily, boosting sales and spreading the name of the company.

Green Marketing-cooperative effort is the platform by which Philz Coffee operates, from field to cup, providing coffee drinkers with a perfect cup of environmentally friendly coffee. Development and involvement of employees, customers, fans, and friends through an Insider's group and worker safety throughout the entire supply chain has also been highlighted throughout the company's publications. Discerning customers wanting to experience an original cup of coffee are the typical customer of Philz (The Philz Story, n.d.). They usually consist of walk-ups, WOM, and loyalty made with a customer relation market (CRM) type service. Based on the somewhat exclusive pricing of Philz Coffee, specialty coffee as well as the experience surrounding it is intended to be the desired product by the discerning consumer.

The three most important segments for Philz Coffee are traceability, worker safety and the environment, and social values. We require every supplier to share pricing paid at each transactional stage and to provide access to information around every party's business practices, specifically in terms of environmental and social responsibility (Mersch, 2018). When it comes to safety, Philz Coffee insists that for the health of the earth, coffee pickers, and ultimately our customers, we are committed to purchasing only from sources that prove they do not use chemicals on the Sustainable Agriculture Network banned chemical list (Mersch, 2018). The last opportunity segment provides that we care about social values, including housing, education, child labor, health care, worker safety, and women's issues, among many others (Mersch, 2018).

It's no secret that America is crazy about their coffee. According to Harvard Public Health, 62% of Americans drink coffee everyday which would put a majority of users as heavy users. The remaining population would qualify as either light users or nonusers. Philz's business model is conducive to repeat customers and new business and because coffee is a good that is used and needs to be replaced, they can meet the needs of these customers effectively regardless of their prior experience with Philz. The nearly 215 million people that are heavy users is a large enough market for Philz to enter, and by using product differentiation, they'll continue to position themselves well with customers and against competition.

Strategies Based on Location

Philz is currently mainly located in California and could add to their success by expanding to more states across the country. Some competitors of theirs, like Starbucks and Dunkin Donuts, are located all over the U.S. Philz not expanding their products to the Midwest could affect their business and product. If they continue to stay in one area and location, they could miss out on a possible increase of revenue. With the company being so loved by their existing clientele, they could easily be just as loved and memorable in other locations, creating a positive and beneficial change.

Airport expansion for Philz has the opportunity to radically increase sales and recognition for the company. The millions of daily passengers entering and exiting different airports consist of those that are focused on their end goal of getting to wherever they need to go and then there are passengers who are flexible with time and money. Of these passengers there are deeper categories: anxious flyers needing something to ground them in reality, businesspeople focused

on the job and whatever can stimulate them, children who want a tasty drink, and passengers excited to waste time on whatever presents itself in the airport as they wait for their flight. Because of these factors, beginning in 1991, Starbucks partnered with HMSHost, an airport dining industry leader, in order to allow for “valuable visibility as it was expanding across the U.S. and around the world”. However, in January of 2020, HMSHost and Starbucks amicably decided to end their agreement with Starbucks currently holding 400 airport locations across the country, allowing for HMSHost to partner with independent businesses and Starbucks to experiment with their product more freely. With this opening, now is the perfect time for Philz to expand their business into United States airports and, eventually, airports around the world. Local coffee companies are starting to implement themselves into their surrounding airports as seen in Denver International Airport with Dazbog Coffee and Detroit with Zingerman’s Coffee at its “airport outlet” (Maynard, 2020).

Philz Coffee also has a great chance of proving successful in Michigan. Detroit is among the top ten cities for economic growth potential. It has the talent, resources, and international infrastructure to help new and existing businesses thrive (Why Detroit, n.d). Their business-friendly environment makes the decision easy for Philz to expand there. Also, Detroit Metropolitan is one of the largest U.S. airports in the U.S., so if Philz chooses to start there, they would have a successful consumer flow. Grand Rapids is another city for Philz Coffee to consider due to their ranking second for best place for a new small business by Lending Tree (Grand Rapids, 2018). Although Philz is already an established business, it would be considered

new in Michigan for many people who have not yet heard of it. These cities in Michigan are great places for Philz Coffee to grow and make their reputation known in the Midwest.

Another city worth expanding to would be Columbus, Ohio. The capital city of Ohio separates itself from Cincinnati and Cleveland because it's median income is significantly higher. In addition, Columbus's population is almost two times bigger than Cleveland and almost three times bigger than Cincinnati. Philz would be wise to target Columbus because of its international airport. By focusing on a target market with a higher median income, Philz can use their marketing budget more effectively than in other cities in Ohio.

Philz Coffee would also benefit from expanding to Indianapolis and Bloomington, Indiana. Indianapolis is the capital of Indiana and is where the largest Indiana airport is located. There are many colleges in the Indy area, a large conference center, and three major league teams and one minor league team in the area. Bloomington, Indiana would be a great place for expansion as well due to being a large college town. The most frequent customers at Philz are the college-age group who love new coffee shops and places to hang out with free wifi. Philz would be a great addition for Bloomington and their business would boom.

Jordan Mac Consulting Group's above recommendations for pursuing expansion to the Midwest can be quantified into categories involving timing and market share. Timing for the expansion must consist of coordination of the airport locations as well as brick mortar storefronts, which should be accomplished within a six-month time frame. Capturing a four percent market share six months after grand openings would be the goal that would show Philz

Coffee has accomplished an initial market penetration. These measurables will be accounted for by conducting surveys in the cities and airports where Philz has opened new storefronts.

The Marketing Mix

Product

Specialty drip coffee is the uniquely crafted product offered at Philz. Because Philz doesn't take advantage of selling food products or elaborate lattes, cappuccinos, or macchiatos, unlike Starbucks and other competitors, it doesn't take research to figure out what they're known for. Even the logo for Philz has a warm cup of black coffee in the center with their slogan "One Cup at a Time", immediately letting customers know that coffee is their thing (The Philz Story, n.d.). They take pride in their green coffee and the way they are taking care of the environment in the process. The next product they sell on a daily basis is their customer satisfaction. These two products complement each other nicely. The fact that Philz wants to make sure their coffee is green and traceable shows they will also go to great lengths to satisfy the needs of their customers.

The benefits of Philz expanding to the Midwest allows more business for the company. The Midwest is considered to be filled with the kindest people in the United States. They would benefit from expanding to the Midwest by simply increasing their profit and finding new places to make more money. The people of the Midwest are generally known to be friendly and accepting of new people and places. With Philz prioritizing their customers, people from the Midwest will surely appreciate the kindness and hospitality shown to them. Philz tracking down how their coffee is made allows the customer to know exactly where it has been, leaving no

room for doubt or fear of where the product is coming from, further bettering the relationship between customer and product as well as customer and employee. Philz desire to satisfy the customer's every need is a benefit in itself, demonstrating care and value for the customer, which would be especially refreshing for the average Midwesterner.

Place

The location and how well a business distributes their products correlate with the level of their success. Philz Coffee cafes will be the perfect places for their customers to stay to work or catch up with friends while they continue to consume Philz products. Jordan Mac suggests that Philz use the appeal of being a welcoming place for their customers to stay as long as they need to their advantage. Philz Coffee expanding to airports in the Midwest also makes sense using this appeal due to people often having to wait for extended periods of time in airports. The experience at Philz goes along with the purchasing of the product and also encourages future purchases. However, in the busy modern age, not everyone has time to sit down at a café. For these customers, Philz also offers delivery through services such as DoorDash or UberEats. This service is great to offer in the larger cities and is often in high demand, and Jordan Mac encourages Philz to continue to use it to their advantage. Additionally, with only 59 cafe locations, Philz still finds a way to reach out to customers all over the country by offering to ship their products. Any customer can buy multiple blends, merchandise, or gift cards online.

Promotion

Philz gets the majority of its publicity through magazines and websites focusing on the beverage industry as a whole and highlighting unique and highly rated coffee companies like

Philz. Big names like Forbes and Business Insider have reported on the customer experience-oriented coffee shop, and Philz promotion strategies of emphasizing experience and high-quality coffee attract the customer with a sophisticated palette as well as the customer who is pinching pennies (Press, n.d., para. 13 & 18). The target market for Philz being young adult coffee lovers in bustling American cities is met through their advertising in big-name websites and independent blogs alike, a traveling food truck displaying their name and logo, and now even a mobile app that allows customers to order ahead. The wants and needs of any market seeking out specialty coffee drinks are evolving as the American climate changes with innovation, speed, and respect in manufacturing, service, and sale of the final product. Philz takes every step into account, highlighting the benefit of bettering days with one-of-a-kind coffee. However, because the majority of Philz promotion comes through magazines, blogs, and the news, target markets don't immediately have an understanding of what Philz really values and upholds besides crafting the perfect cup: environmentally friendly commitments, customer-based employee training, and equality.

Awareness could easily be implemented with billboards in cities where Philz is nearby, promotion of Philz partnerships on the side of their food truck, or fundraising programs that give a percentage of sales from each cup to the businesses and charities they work closely with. One problem with Philz promotion efforts may be their lack of advertising. It is unclear how Philz could measure effectiveness of promotional efforts when there doesn't seem to be a budget for it besides unique storefronts of the business itself.

Philz takes full advantage of social media platforms Facebook, Instagram, and Twitter, posting almost daily, hash tagging posts with Philz-specific phrases like #HowToPhilz, #PhilzatHome, and #LifeatPhilz, allowing customers to get directly involved with the business' online endeavors (Philz Coffee, n.d.). These platforms along with their highly personalized website and app give their target market an opportunity to contact and be engaged with Philz as a whole. Social media is also a free tool to operate and access, costing the business nothing to promote their product. The cost incurred by Philz current advertising strategies is miniscule in comparison to the cost of sourcing, production, and expansion. Because Philz has control over their own media and they are highly rated in every single article that Jordan Mac came across, customers are met with a positive and warm outlook on Philz and their aspirations.

Promotion is communication by marketers that informs, persuades, and reminds potential buyers of a product in order to influence an opinion or elicit a response (MKTG¹², 2018). Setting the tone for an advertising campaign comes from the marketing department with contributions from the sales team, public relations, and owners/management. Philz Coffee has used an overarching business model of delivering a perfect cup of coffee personalized to each and every individual customer. Through this method of interaction with the customer, Philz uses a pull method strategy for promotion. The campaign to expand Philz to the Midwest will need to include several pull method strategies.

The development of expansion into the Midwest specifically in the airport setting should be to set up as a kiosk run by a handful of employees. Jordan Mac recommends this approach to reduce start-up costs versus a long-term lease with the airport and create more exposure; for

example, the operation of several kiosks per airport instead of one larger storefront. This will allow more potential customers to see the company. The other benefit to this approach allows Philz to use finances to expand into the brick and mortar setting in the cities where these airports are located.

Expanding Philz Coffee to Midwest airports will need to include several mediums to expose the benefits of Philz to potential customers. Jordan Mac recommends the use of airport advertising to promote the experience of drinking Philz Coffee. The first method of advertising will be banners placed strategically along walkways that are in close proximity to the airport store/kiosk. Second, during the course of the grand opening week of each airport, store/kiosk samples will be handed out to people waiting for their flights. Use of this promotion has been used by another coffee company, Big Shoulders, at the Midway Airport in Chicago (Lazare, 2019). Thirdly, Jordan Mac recommends sponsoring in-flight Wi-Fi service for the passengers who fly out of any Midwest target city. This promotion enables Philz to garner email addresses for the use of the “free” Wi-Fi service. Finally, Philz coffee will be the only complimentary coffee served in-flight for the grand opening month.

Publicity can be generated through the exposure of Philz’s relationship with Food 4 Farmers organization. Philz has partnered with this organization since 2017, with contributions of over \$100K (Mersch, 2018). Highlighting a story of the impact on one of the recipients of these funds would be a great public relations extension. Getting the story on video to be

displayed in-store and on their website would be a beneficial tool to make the public aware of Philz's commitment to the underserved community of coffee farmers.

In the digital age, where the customer uses their mobile devices to play games, watch TV, pay bills, and order food, Jordan Mac insists its customers have an app and website that drives customers to be aware of their product offerings. Through the use of contests, rewards, and promotions, Philz could garner exposure to their products. The customer becomes aware of these incentives to buy through the exposure to the app or website. The use of contests is not a new phenomenon, but if not run properly they can annoy or bother the customer. The contest can be to find the customer's favorite flavor or blend of Philz Coffee. The "catch" is that they have to download the mobile app and give their email; the customer will then be guaranteed a prize. The prize can be a free refill, Philz Coffee mug, or anything that gives the customer a reward for signing up. Contests can be a very effective way to garner a loyal customer (Koeverden, 2019).

Jordan Mac has found that through the use of a well developed mobile app, customers feel a sense of belonging and the benefits received through the app keep customers coming back to the store. Retailers covet so-called loyal shoppers, or frequent customers, because they account for an out-sized share of spending (Holmes, 2012). Rewards can be given through the app as the customer purchases coffee. These rewards can then be redeemed by the customer or given to a friend through the app.

In summary, the promotion of Philz Coffee must take on a multi-faceted and multi-dimensional advertising plan. The use of free samples, hosting Wi-Fi services, airport

banners, and highlighting philanthropic endeavors gives Philz the exposure necessary to expand into the Midwest marketplace. Once customers experience the product offerings of Philz, the reminders begin to flow to the customers through the mobile app and email campaigns.

Furthermore, continued interest in Philz products can be attained through contests and rewards.

Jordan Mac recommends this multi-pronged approach to generate buzz for any start-up or expansion project.

Price

Finding a price point that values profitability while maintaining competition is extremely important for Philz Coffee and their customers. Almost all of Philz one-pound bags of coffee are priced at \$18. Compared to the independent coffee companies, this is a competitive price. For example, Madcap, Blue Bottle, and Counter Culture Coffee, leaders in the independent coffee world, charge \$22, \$21, and \$18.50-\$20 for single origin coffee respectively. This means Philz is priced competitively compared to the similar businesses. However, specialty coffee is certainly priced much higher than a simple bag of coffee from Starbucks or Dunkin. For example, a one-pound bag of coffee from Starbucks can be purchased online for \$11.50 from Amazon. Philz will need to make sure they market their quality, the most important factor separating them from their competitors.

According to the Specialty Coffee Association, the average margin of coffee has dropped from \$2.50 in 2017 to \$1 per pound. With this in mind, Philz should maintain the same competitive price point as long as its margins don't drop below \$1 per pound. In addition, if Philz maintains a strong profit margin (\$2+), then it should consider lowering its price point even

further so that it can further separate itself from competitors. If they can gain market share while being profitable, it will allow them to focus on long-term growth and find other ways to increase profitability with a larger customer base.

Implementation, Evaluation, and Control

Marketing Research

For Philz Coffee to expand to the Midwest, comprehensive market research would need to be conducted on two major areas. First, Philz will need to conduct market research on Indianapolis, Bloomington, Grand Rapids, Detroit, and Columbus. This would be a phase-by-phase analysis with modeling to corroborate that each city is as promising as our recommendation suggests. This would include certain benchmarks for success that can be derived from current successful coffee shops.

Second, Philz would need to run the cost-benefit-analysis of an advertising campaign on a large scale in airports of these cities. This can be done by piloting a marketing campaign in one airport on a smaller scale and evaluating the results to understand how to best proceed with this type of marketing. If Philz conducts both of these market research initiatives, it will set itself up for success to effectively enter these markets with a data-driven approach, and the result will be increased market share in the Midwest coffee market.

Organizational Structure & Plan

The organizational structure will be particularly important to manage in light of COVID-19. It will be particularly important to balance staff loyalty with financial feasibility. The execution of this organizational plan will be two-fold. First, it must consider the essential tasks

that need to be done in light of the COVID carry out environment, then, Philz needs to figure out the balance of maintaining a healthy cash flow and the personnel to execute those tasks.

Second, Philz will need to have a long-term approach to both hiring and any sort of second wave of social distancing in the future. Although no one is an expert in restructuring because of COVID, Philz Coffee should prioritize committing to maintaining quality employees, long-term profitability, and an amazing customer experience.

Financial Projections

The financial objective is for Philz Coffee to gain market share and increase sales in the Midwest market.

Objective Metric: 4% market share increase by end of 2021

5% total sales from Midwest market by end of 2021

Maintain positive cash flow throughout expansion

Implementation Timetable

2020

- Philz will conduct comprehensive market research on five Midwest cities and airports, and it will pilot small-scale proof-of-concept marketing initiatives in those airports by the end of 2020.

2021

- Philz will have taken actionable steps towards acquiring market share in those five Midwest cities by opening at least one shop in each city along with a corresponding marketing campaign inside that city's airport.

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Theme

Providing small classes of students with next-level education in interior design with expertise from internationally recognized faculty, the master's program provides real-world application in the form of creative projects, theses, test-simulation, and research projects, equipping students with necessary knowledge to operate as competitive career designers in the commercial or residential sectors.

Footage needed:

Interview with Dr. Shireen Kanakri

*Preexisting broll that may be used:

- Augmented reality demo with students and Jake Son
- Community Partner presentations
- Dr. Shireen Kanakri's class
- Russ Richey's class
- Students in materials room
- Footage of student interviewee

Video Outline and Main Points:

Intro:

1. Introduction to Ball State's Interior Design program – what is the program like?
 - a. This section of the video will have sound bites from Dr. Kanakri's interview on screen as well as voiceover while we show broll.

Ball State:

2. Interior Design at Ball State – what makes BSU's program unique and unlike any other schools?
 - a. Mention the specifics of the degree/coursework/internships that may differ from other programs. Show classroom/student and professor footage. This could be from Sarah's interview and from the student interview, depending on how the question is answered by both.
3. Expert Faculty from Diverse Backgrounds – why does Ball State have the best faculty for the job?
 - a. Here we can highlight some of the faculty that you had mentioned earlier, Sarah, and some specifics on their unique teaching/work/research through your interview sound bites. This can also talk about the student to faculty ratio (17:1). Show students and faculty working together and specific faculty points of interest.
 - b. Student sound bite of their experience with faculty at Ball State.

Outcomes:

4. Student Internships/Opportunities – what does BSU provide its' students?
 - a. Here we will have some sound bites from both the student and Sarah, answering questions about student internships and opportunities they are given through the program. Talk about real-world projects with real clients and the hands-on experience students receive. Show students working on projects or meeting with groups outside of class onscreen.
5. Industry Connections – what kinds of connections does BSU have to ID outside of the BSU community?

- a. Here we will have more sound bites from both the student and Sarah, answering questions about the industry connections the program has and can provide to students. This could mention guest speakers or visiting faculty, connections that provide jobs, outreach projects in the community; anything that gets the students involved in the ID world outside of the Ball State environment (and how that sets students up for success). This may be more generic broll or the student/Sarah on screen talking.

Success of the Program:

6. Specific program outcomes – what percentage of students are placed within 6 months of graduation? How many students pass their exams or registrations? (NCIDQ, RID)
 - a. 90-100% placement within 6 months of graduation was mentioned in our meeting, I believe.
 - b. Show Sarah with students onscreen.

Call to action:

7. Generic sound bite that excites the viewer about the excellent education they can receive at Ball State. This allows the video to serve multiple purposes if we keep it a bit open-ended. We can end with an animation of Ball State's logo, or the BSU ID unit mark.

Sarah Angne Alfaro Interview

Location: Sarah's office if big enough or another appealing location

Questions:

1. Describe the Interior Design Program at BSU.
2. What does the internship process look like for an ID student?
3. What careers does this field typically lead to? How does Ball State prepare students for those careers?
4. How is Interior Design a discipline unique from the rest of ECAP?
5. What makes this program different than another school's ID program?
6. What are some exciting things the faculty in ID have been working on? How does their work/research benefit the students within ECAP?
7. How does the ratio of students to faculty (17:1) benefit the students?
8. What would you say to someone looking at coming to BSU for the Interior Design program?
9. Do you have anything else you would like to share?

ID Student Interview

Location: Classroom, UDC, or Materials Room

Questions:

1. Describe the Interior Design Program at BSU.
2. Tell us about your internship experience. What did you learn and why is an internship valuable to students?
3. How does Ball State prepare students for their future careers in the Interior Design space?
4. How do you as an Interior Design student interact with the rest of ECAP?
5. What makes this program different than another school's ID program?
6. How does the active work/research of professors benefit your experience as a student? What kinds of projects have you been able to work on because of the diverse faculty at BSU?

7. How does the ratio of students to faculty (17:1) benefit the students?
8. What has been your favorite part of studying Interior Design here? (This can be about classes, projects, professor relationships, opportunities, internships, etc)
9. What would you say to someone looking at coming to BSU for the Interior Design program?
10. Do you have anything else you would like to share?

BREAKDOWN SHEET

Breakdown Page # 2

Scene # 2 Page # 1

Project Title Something New

Location/Studio Muncie, Voss'House Set Moore House

Int/Ext Day/Night

Scene Description Mason brings Maggie her morning coffee and they talk with Mrs. Moore about their plans for the day

Cast	Extras/Background	Stand-Ins
Bailey Hunt - Mason Holly Webb — Holly Nancy Dayton – Mom/Nancy	N/A	N/A
	Stunts N/A	Wardrobe Mason: navy shirt, striped white and blue button up, green pants, white socks, navy Vans, and a brown watch Holly: light denim jacket, tan button-front long sleeve shirt, light denim jeans, hair scarf, black socks, and black low-top Converse Mom: black crewneck, light green pants, black socks, grey heather shoes, wedding ring, and silver hoop earrings
Props/Set Dressing	Hair/Make-Up	Wranglers/Animals
Mason's car and car keys, Moore home, engagement ring and green velvet ring box, coffee in travel Yeti, garlic bread and pan, spaghetti, stirring spoon, saucepan, pill bottles and box, pills, picnic basket, blanket, and picnic food	N/A	N/A
Cameras	Special Equipment	Music/Audio/Sound EFX
RED Helium	Jib/dolly	Steps, doors opening and closing, opening music comes to a close
Transportation	Other	Production Notes
Evan's car, Sophie's car, Grace D's car, and Grace Z's car	N/A	

Prepared by Grace Dayton

Date 5/3/2022

BREAKDOWN SHEET

Breakdown Page # 3

Scene # 3 Page # 1

Project Title Something New

Location/Studio Muncie, Minnetrista Set Park Engagement

Int/Ext Day/Night

Scene Description Mason and Maggie's picnic engagement at the park

Cast	Extras/Background	Stand-Ins
Bailey Hunt -- Mason Holly Webb -- Maggie	N/A	N/A
	Stunts N/A	Wardrobe Mason: navy shirt, striped white and blue button up, green pants, white socks, navy Vans, and a brown watch Holly: light denim jacket, tan button-front long sleeve shirt, light denim jeans, hair scarf, black socks, and black low-top Converse
Props/Set Dressing	Hair/Make-Up	Wranglers/Animals
Charcuterie board, two bars of chocolate, cheese, crackers, grapes, almonds, picnic basket, blanket, engagement ring and green velvet ring box, and coffee in travel Yeti	N/A	N/A
Cameras	Special Equipment	Music/Audio/Sound EFX
RED Helium	Jib	Piece of music under proposal
Transportation	Other	Production Notes
Evan's car, Sophie's car, Grace D's car, and Grace Z's car	N/A	

Prepared by Grace Dayton Date 5/3/2022

BREAKDOWN SHEET

Breakdown Page # 7

Scene # 7 Page # 1

Project Title Something New

Location/Studio Muncie, Voss' House/ Upland, Grace Z's apartment Set Moore House

Int/Ext Day/Night

Scene Description Maggie comes home to flowers, Nancy, Maggie, and Mason talk over ice cream

Cast	Extras/Background	Stand-Ins
Bailey Hunt – Mason Holly Webb – Maggie Nancy Dayton – Nancy	N/A	N/A
	Stunts	Wardrobe
	N/A	Mason: navy shirt, striped white and blue button up, green pants, white socks, navy Vans, and a brown watch Mom: black crewneck, light green pants, black socks, grey heather shoes, wedding ring, and silver hoop earrings Holly: light denim jacket, tan button-front long sleeve shirt, light denim jeans, hair scarf, black socks, and black low-top Converse
Props/Set Dressing	Hair/Make-Up	Wranglers/Animals
Lots of flowers, lots of vases, written note from Mason, ice cream, ice cream scoop, bowls, box with pill bottles, trash can, engagement ring, and green velvet ring box	N/A	N/A
Cameras	Special Equipment	Music/Audio/Sound EFX
RED Helium	Jib	Steps, sweeping pills into trash can, dishes, music under flower reveal, ends with a new piece of music
Transportation	Other	Production Notes
Evan's car, Sophie's car, Grace D's car, and Grace Z's car	N/A	

Prepared by Grace Dayton

Date 5/3/2022

	Talent	Hour Log	Amount	Crew	Hour Log	Amount		Shoot Dates	Equipment			
4/23 Shoot (S1)	Bailey	9-12	\$650	Grace Zander (Director/Writer)	8am-1pm	\$600		4/29-5/1	Red Weapon (Body, LCD, EVF, EVF Mount, Short Cables (2), Long Cable, Handle, Mounting Poles, Broken Arm)		\$1,530	
				Justin Meininger (Cinematographer)	8am-1pm	\$500			6 Zeiss CP2 lens kit (18, 25, 35, 50, 85, 100mm)		\$726	
				Grace Dayton (Producer)	8am-1pm	\$500			512 GB RED Mini Mags (10), Batteries (5)		\$1,271	
				Sophie Olson (Editor)	8am-1pm	\$200			Tilta Nucleus-M Wireless Lens Control System		\$205	
				Evan Doty (Sound)	8am-1pm	\$400			Tilta Matte Box		\$125	
				Aiden Merck (Lighting)	8am-1pm	\$50			Tiffen ND Filter Kit		\$75	
				Caleb Couvion (Sound Assist.)	8am-1pm	\$50			Teradek Wireless and Small HD Monitor package		\$230	
				Patrick Marsh (2nd AD)	8am-1pm	\$50			O'Connor 2065 head and 60L tripod		\$900	
				Chloe Gard (BTS)	8am-1pm	\$50			Seven Jib Compact XL		\$1,200	
				Mel Bostick (BTS)	8am-1pm	\$50			Matthews Dolly, track, and Centipede Wheels (includes ratchet straps)		\$300	
4/29 Shoot (S4.1/6)	Bailey	7-10	\$650	Grace Zander (Director/Writer)	3pm-12am	\$600			Aputure 300X Kit		\$200	
	Holly	7-10	\$650	Justin Meininger (Cinematographer)	3pm-12am	\$500			Arri Softbank Kit (3 available)		\$330	
	Nancy	8-10	\$650	Grace Dayton (Producer)	8pm-12am	\$500			C-Stand w grip arm & 15lb sandbag (x5)		\$300	
				Sophie Olson (Editor)	8pm-12am	\$160			Sony UWP-V1 wireless system (lav plus transmitter) (x3)		\$402	
				Evan Doty (Sound)	3pm-12am	\$400			Rode NTG-3 mic/boom pole (x3)		\$258	
				Aiden Merck (Lighting)	3pm-12am	\$90			Zoom 8 Channel Field Recorder		\$67	
				Mel Bostick (BTS)	3pm-12am	\$90			Small Flag Kit		\$80	
4/30 Shoot (S2/7)	Bailey	6-10	\$650	Grace Zander (Director/Writer)	3pm-12am	\$600					Total	\$8,199
	Holly	6-10	\$650	Justin Meininger (Cinematographer)	3pm-12am	\$500						
	Nancy	6-10	\$650	Grace Dayton (Producer)	3pm-12am	\$500		4/23	Red Weapon (Body, LCD, EVF, EVF Mount, Short Cables (2), Long Cable, Handle, Mounting Poles, Broken Arm)		\$1,530	
				Sophie Olson (Editor)	3-7:30pm	\$180			6 Zeiss CP2 lens kit (18, 25, 35, 50, 85, 100mm)		\$726	
				Evan Doty (Sound)	3pm-12am	\$400			512 GB RED Mini Mags (10), Batteries (5)		\$1,271	
				Natalie Baker (Grip)	4pm-8pm	\$40			Tilta Nucleus-M Wireless Lens Control System		\$205	
				Mel Bostick (BTS)	3-7:30pm	\$45			Tilta Matte Box		\$125	
5/1 Shoot (S3/4.2)	Bailey	4-9pm	\$650	Grace Zander (Director/Writer)	1-10pm	\$600			Tiffen ND Filter Kit		\$75	
	Holly	4-10pm	\$650	Justin Meininger (Cinematographer)	1-10pm	\$500			Teradek Wireless and Small HD Monitor package		\$230	
	Nancy	4-10pm	\$650	Grace Dayton (Producer)	1-10pm	\$500			O'Connor 2065 head and 60L tripod		\$900	
				Sophie Olson (Editor)	1-10pm	\$360			Matthews Dolly, track, and Centipede Wheels (includes ratchet straps)		\$300	
				Evan Doty (Sound)	1-10pm	\$400			Aputure 300X Kit		\$200	
				Michael Carroll (Sound)	2-5pm	\$30			Arri Softbank Kit (3 available)		\$330	
				Patrick Marsh (2nd AD)	2-6pm	\$40			C-Stand w grip arm & 15lb sandbag (x5)		\$300	
5/4 Shoot (S5)	Bailey	7:30-10pm	\$650	Grace Zander (Director/Writer)	6pm-12am	\$600			Sony UWP-V1 wireless system (lav plus transmitter) (x3)		\$402	
	Holly	11pm-12am	\$650	Justin Meininger (Cinematographer)	6pm-12am	\$500			Rode NTG-3 mic/boom pole (x3)		\$258	
	Nancy	7:30-10pm	\$650	Evan Doty (Sound)	6pm-12am	\$400			Zoom 8 Channel Field Recorder		\$67	
				Sophie Olson (Editor)	11pm-12am	\$40			Small Flag Kit		\$80	
					Total	\$11,025					Total	\$6,999
								5/4	Red Weapon (Body, LCD, EVF, EVF Mount, Short Cables (2), Long Cable, Handle, Mounting Poles, Broken Arm)		\$1,530	
									6 Zeiss CP2 lens kit (18, 25, 35, 50, 85, 100mm)		\$726	
									512 GB RED Mini Mags (10), Batteries (5)		\$1,271	
									Tilta Nucleus-M Wireless Lens Control System		\$205	
									Tilta Matte Box		\$125	
									Tiffen ND Filter Kit		\$75	
									Teradek Wireless and Small HD Monitor package		\$230	
									O'Connor 2065 head and 60L tripod		\$900	
									Aputure 300X Kit		\$200	
									C-Stand w grip arm & 15lb sandbag (x5)		\$300	
									Sony UWP-V1 wireless system (lav plus transmitter) (x3)		\$402	
									Rode NTG-3 mic/boom pole (x3)		\$258	
									Zoom 8 Channel Field Recorder		\$67	
									Small Flag Kit		\$80	
					Total	\$32,592					Total	\$6,369

EQUIPMENT
RENTAL
LOG

Narrative	Project
5/8/22	Date

Date	Rental Company	Equipment Description	Qty.	Rate	Dept.	Rental Dates Start - End
4/23	Taylor University	Red Weapon (Body, LCD, EVF, EVF Mount, Short Cables (2), Long Cable, Handle, Mounting Poles, Broken Arm)	1	\$510		4/23-4/23
		6 Zeiss CP2 lens kit (18, 25, 35, 50, 85, 100mm)	1	\$242		4/23-4/23
		512 GB RED Mini Mags (10), Batteries (5)	1	\$424		4/23-4/23
		Tilta Nucleus-M Wireless Lens Control System	1	\$68		4/23-4/23
		Tilta Matte Box	1	\$42		4/23-4/23
		Tiffen ND Filter Kit	1	\$25		4/23-4/23
		Teradek Wireless and Small HD Monitor	1	\$77		4/23-4/23
		O'Connor 2065 head and 60L tripod	1	\$300		4/23-4/23
		Matthews Dolly, track, and Centipede Wheels (includes ratchet straps)	1	\$100		4/23-4/23
		Aputure 300X Kit	1	\$67		4/23-4/23
		Arri Softbank Kit (3 available)	1	\$110		4/23-4/23
		C-Stand w grip arm & 15lb sandbag	5	\$20 (100)		4/23-4/23
		Sony UWP-V1 wireless system (lav plus transmitter)	3	\$45 (\$135)		4/23-4/23
		Rode NTG-3 mic/boom pole	3	\$29 (\$87)		4/23-4/23
		Zoom 8 Channel Field Recorder	1	\$22		4/23-4/23
		Small Flag Kit	1	\$27		4/23-4/23

5/8/22	Date
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EQUIPMENT
RENTAL
LOG

Date	Rental Company	Equipment Description	Qty.	Rate	Dept.	Rental Dates Start - End
4/29-5/1	Taylor University	Red Weapon (Body, LCD, EVF, EVF Mount, Short Cables (2), Long Cable, Handle, Mounting Poles, Broken Arm)	1	\$1,530		4/29-5/1
		6 Zeiss CP2 lens kit (18, 25, 35, 50, 85, 100mm)	1	\$726		4/29-5/1
		512 GB RED Mini Mags (10), Batteries (5)	1	\$1,271		4/29-5/1
		Tilta Nucleus-M Wireless Lens Control System	1	\$205		4/29-5/1
		Tilta Matte Box	1	\$125		4/29-5/1
		Tiffen ND Filter Kit	1	\$75		4/29-5/1
		Teradek Wireless and Small HD Monitor	1	\$230		4/29-5/1
		O'Connor 2065 head and 60L tripod	1	\$900		4/29-5/1
		Seven Jib Compact XL	1	\$1,200		4/29-5/1
		Matthews Dolly, track, and Centipede Wheels (includes ratchet straps)	1	\$300		4/29-5/1
		Aputure 300X Kit	1	\$200		4/29-5/1
		Arri Softbank Kit (3 available)	1	\$330		4/29-5/1
		C-Stand w grip arm & 15lb sandbag	5	\$60 (\$300)		4/29-5/1
		Sony UWP-V1 wireless system (lav plus transmitter)	3	\$134 (\$402)		4/29-5/1
		Rode NTG-3 mic/boom pole	3	\$86 (\$258)		4/29-5/1
		Zoom 8 Channel Field Recorder	1	\$67		4/29-5/1
		Small Flag Kit	1	\$80		4/29-5/1

February				March				April					May		
30-5	6-12	13-19	20-26	27-5	6-12	13-19	20-26	27-2	3-9	10-16	17-23	24-30	1-7	8-14	15-21
Pre-Production										Production		Pro/Post-Pro	Post-Production		
Treatment Writing and Revisions															
				Script Writing and Revisions											
					Casting										
								Scheduling and Start of Production							
										Filming					
										Editing, Sound, and Color					
													Finishing and Delivery		

Treatment Writing and Revisions	February - March 5th: Evan, Grace Z, and Justin wrote and rewrote treatments, the team discussed ideas together, and we settled on a story.
Script Writing and Revisions	March 6th - April 9th: Grace Z wrote and rewrote the script according to team ideas.
Casting	March 13th - April 9th: Grace D began casting. The team searched IndianaActors.com before it was taken down, scoured Facebook, posted casting calls, and held many Zoom and in-person casting meetings.
Scheduling and Start of Production	April 10th - April 23rd: Grace D finalized casting choices and figured out schedules with the team and the cast. We settled on final dates, had a table read, and discussed how it would look to work on set.
Filming	April 23rd - May 4th: Filming began with Bailey on April 23rd and continued on the weekend of April 29th-May 1st with the entire cast. Shooting wrapped on May 4th.
Editing, Sound, and Color	April 25th - May 14th: Sophie began to edit on April 25th following our first shoot and continued throughout the shooting process until we picture locked on May 11th. Justin and Evan began coloring and sweetening audio on May 12th.
Finishing and Delivery	May 14th - May 18th: The edit sequence was consolidated with the sweetened audio and corrected and graded color files. We exported the final file to get to Josh for the screening.

Prod	Grace Dayton	1-765-661-6120	Untitled Narrative	SUNRISE	6:49 am
Dir	Grace Zander	1-630-240-1903		SUNSET	8:27 pm
3rd	Sophie Olson	1-574-376-9344		WEATHER	81°-61°, Cloudy

LOCATION	8:45am Saturday 23 April 2022 Day 1 of 4/5	ADDITIONAL NOTES
1442 S. 1st Street Upland, IN 46989		coffee coffee maker travel mug wedding ring and box sugar oat milk photo of a girl w coffee on phone spoon to stir coffee

SCENE	SET & DESCRIPTION	CAST	NOTES
1	Mason's House	Bailey	9:30am-12am
	Mason morning coffee		

CAST MEMBER	CHARACTER	CALL TIME	SPECIAL INSTRUCTIONS
Holly	Maggie	N/A	—
Bailey	Mason	8:15 am	8:15am to 9am: equipment set up and rehearsal time 9:30am to 12pm: shooting mason's apartment
Nancy	Mom	N/A	—

CREW MEMBER	TITLE	CALL TIME
Grace Zander	Writer/Director	7:30 am
Justin Meininger	DP	7:30 am
Grace Dayton	Producer	7:30 am
Sophie Olson	Editor	7:30 am
Evan Doty	Sound	7:30 am

Prod	Grace Dayton	1-765-661-6120	Untitled Narrative	SUNRISE	N/A
Dir	Grace Zander	1-630-240-1903		SUNSET	8:35pm
3rd	Sophie Olson	1-574-376-9344		WEATHER	73/61°F, Showers

LOCATION		PROPS	PROPS CONT'D
1419 E. Main St, Muncie, IN (Voss House)	<div>6pm</div> <div>Saturday 30</div> <div>April 2022</div> <div>Day 3 of 4</div>	mason's car and keys wedding ring and box coffee in travel mug garlic bread pasta spoon pill bottles pills box for pills picnic basket blanket	book for nancy to read jacket for maggie lots of flowers vases water bottles plastic containers note from mason ice cream bowls ice cream scoop trash can

SCENE	SET & DESCRIPTION	CAST	NOTES
2	INT. Voss House, Nancy cooks dinner when Mason arrives	Holly Nancy Bailey	6pm-7:30pm
	Discussion between all		
7	INT./EXT. Maggie returning and ascending stairs	Nancy Bailey Holly	8:30pm-10pm
	Mason and Maggie discuss the engagement		

CAST MEMBER	CHARACTER	CALL TIME	SPECIAL INSTRUCTIONS
Holly	Maggie	6pm	Bring a jacket! Wear same clothes as yesterday
Bailey	Mason	6pm	Wear same clothes as yesterday
Nancy	Nancy	6pm	Wear same clothes as yesterday

CREW MEMBER	TITLE	CALL TIME
Grace Zander	Writer/Director	Rupp @ 3pm
Justin Meiningner	DP	Rupp @ 3pm
Grace Dayton	Producer	Rupp @ 3pm
Sophie Olson	Editor	Rupp @ 3pm
Evan Doty	Sound	Rupp @ 3pm

Prod	Grace Dayton	1-765-661-6120	Untitled Narrative	SUNRISE	N/A
Dir	Grace Zander	1-630-240-1903		SUNSET	8:36pm
3rd	Sophie Olson	1-574-376-9344		WEATHER	71/50°F, AM showers

LOCATIONS		PROPS
1419 E. Main St, Muncie, IN (Voss House)	<div>4pm</div> <div>Sunday 1 May 2022</div> <div>Day 4 of 4</div>	travel mug with coffee
1200 N Minnetrista Pkwy, Muncie, IN (park engagement)		charcuterie board
		chocolate
		cheeses
		fruits (grapes)
		nuts
		picnic basket
		blanket
		wedding ring and box
		jacket for maggie
		book for nancy to read
		picnic basket with leftovers and blanket

SCENE	SET & DESCRIPTION	CAST	NOTES
4.2	INT. Voss house, Maggie/Nancy argument Gotta make it look like it's later than the engagement scene somehow ;(Holly Nancy	4pm~6pm
3	EXT. Park, day to night (engagement)	Bailey Holly	7pm-9pm

CAST MEMBER	CHARACTER	CALL TIME	SPECIAL INSTRUCTIONS
Holly	Maggie	4pm~9pm	Bring same jacket!!
Bailey	Mason	6pm~9pm	Wear same clothes as before
Nancy	Mom	4pm~6pm	Wear same clothes as before

CREW MEMBER	TITLE	CALL TIME
Grace Zander	Writer/Director	Rupp @ 1pm
Justin Meininger	DP	Rupp @ 1pm
Grace Dayton	Producer	Rupp @ 1pm
Sophie Olson	Editor	Rupp @ 1pm
Evan Doty	Sound	Rupp @ 1pm

From: Grace Dayton
Sent: Tuesday, April 19, 2022 6:04:55 PM
To: Bailey Hunt; Holly Webb; Nancy Dayton
Cc: Sophie Olson; Grace Zander; Justin Meininger; Evan Doty
Subject: Preliminary Schedule

Hello again everyone!

I will send out a Zoom link this evening for a table read tomorrow at 8pm. Thanks for your replies!

I thought I would email you three the schedule the team put together this afternoon. It's a little bit confusing because of everyone's availability, and I will email a detailed breakdown later this evening or tomorrow, but essentially, this is how we are breaking it up:

Saturday, April 23rd: Bailey morning shoot, times approximately 9am-12pm.

Monday, April 25th: Bailey, Holly, and Nancy shoot in Muncie (we can provide transportation if need be), approximately 6-10pm. Holly is only needed for half of this shoot, which will be determined in the more detailed schedule.

Wednesday, April 27th: Bailey and Holly shoot in Muncie approximately 6-9pm (transportation can again be provided).

Friday, April 29th: Bailey, Holly, and Nancy shoot in Muncie, Bailey only needed for half of the shoot, details to come. Approximately 4ish-6:30pm, depending on when people can arrive. Transportation can again be provided.

Finally, we need one last date to shoot in the morning/daylight. It's complicated to come up with a date for this since we all have prior responsibilities during the daytime and Holly is busy this weekend and Bailey is busy the following. Here are our options for the last shoot, which is again in Muncie:

Sunday, May 1st, approximately 10am-12pm if Bailey can make this possible. If not, Monday, May 2nd from around 5ish-7:30ish would be our next pick.

I know this is a lot of information, but we really hope these dates work. I appreciate all of the communication from the three of you on availability. Some of these times may be flexible by an hour here or there, but as the due date of our project is May 12th, we want at least a bit over a week of edit time, so things get hard to move around. Let me know if there are any issues.

Thanks again. We look forward to shooting with you!
Grace

Good afternoon everyone!

Here is a bit of an updated schedule based on Holly and Bailey's conflict for Wednesday, April 27th and Bailey's conflict on Monday, April 25th!

We're hoping to keep the following dates the same:

Saturday, April 23rd: Bailey morning shoot, times approximately 9am-12pm. Shooting scene 1. Call sheet will be sent upon confirmation.

Friday, April 29th: Bailey, Holly, and Nancy shoot scene 2 in Muncie. Approximately 4ish-6:30pm, depending on when people can arrive. Transportation can again be provided. Call sheet will be sent upon confirmation.

We're hoping to add the following shoots:

Saturday, April 30th:

Bailey, Holly, and Nancy shoot in Muncie (we can provide transportation if need be), approximately 4-10pm. Shooting scenes 4-8. Bailey is only needed for scenes 6-8, so IWU graduation shouldn't be interrupted :). Call sheet will be sent upon confirmation.

Sunday, May 1st:

Bailey and Holly shoot scene 3 (engagement) in Muncie approximately 5-8pm (transportation can again be provided). Call sheet will be sent upon confirmation.

I want to reiterate: I appreciate all of the communication from the three of you on availability. Some of these times may be flexible by an hour here or there, but as the due date of our project is May 12th, we want at least a bit over a week of edit time, so things get hard to move around. Let me know if there are any issues!!

Thanks again. We look forward to shooting with you!
Grace

Envision Sponsors 2022

Subject: Taylor University's Envision Film Festival Sponsorship Opportunity

2021 Version

Dear ,

Thank you so much for your past support of Taylor University's Envision Film Festival. We are once again looking for people to partner with us in this exciting event. Without the support of sponsors like you, the event would not be possible. We are excited to use your gift toward prizes for our hard-working student filmmakers as well as event expenses. Both the Envision Film Festival staff and the filmmakers greatly appreciate your contribution.

The COVID-19 pandemic largely affects events held on college campuses, but we are excited to continue the tradition of the Envision Film Festival. For the first time, the festival screening, as well as the award ceremony and multiple student workshops, will be available virtually. While this changes how the festival will operate, your support is appreciated all the same! By sponsoring, your name and logo will be proudly displayed once again during the program and on our website.

I would also like to extend a virtual invitation to attend the screening and awards ceremony on March 12th at 7 pm. The event will take place online, with more information about attending on the Envision website:
<http://www.envisionfilmfestival.com/>.

Please let me know if you are willing to support us again

Sincerely,

Grace Dayton
Producer, Envision Film Festival
Taylor University

2022 Version

Dear ,

Thank you so much for your past support of Taylor University's Envision Film Festival. We are once again looking for people to partner with us in this exciting event. Without the support of sponsors like you, the event would not be possible. We are excited to use your gift toward prizes for our hard-working student filmmakers as well as event expenses. Both the Envision Film Festival staff and the filmmakers greatly appreciate your contribution.

Your name and logo will be proudly displayed once again in a program insert and on print materials during the festival.

I would also like to extend an invitation to attend the screening and awards ceremony on March 12th. You will be able to find more information about attending on the Envision website as we get closer to the event:
<http://www.envisionfilmfestival.com/>.

Please let me know if you are willing to support us again.

Sincerely,

Grace Dayton
Producer, Envision Film Festival
Taylor University

NEW SPONSOR EMAIL TEMPLATE:

Dear ,

We are once again looking for people to partner with us for the Envision Film Festival, Taylor University's exciting event highlighting the achievements our students and teams have made in film this year. Our submissions are from individual students, student teams, international student trips, and high schoolers around the nation and, without the support of sponsors like you, the event would not be possible. We are excited to use your gift toward prizes for our hard-working student filmmakers as well as event expenses. Both the Envision Film Festival staff and the filmmakers greatly appreciate your contribution.

Your name and logo will be proudly displayed in a program insert and on print materials during the festival.

You are also welcome to attend the screening and awards ceremony on March 6th at 7pm. The event will take place in Rediger Chapel. I will set aside a ticket for you and a guest if you'd like to attend and let us know beforehand.

Please let me know if you are willing to support us.

Sincerely,

Grace Dayton and the Taylor Envision team

2022 THANK YOU EMAIL

Dear ,

Thank you so much for your continued support of the Envision Film Festival. Without sponsors like you, we wouldn't have been able to reward our talented student filmmakers, or cover all the costs of producing an event showcasing their work.

We sincerely appreciate your generosity and hope you join us in celebrating our growing department and ever-evolving program in years to come.

Attached is a photo of our festival hosts, Kim and Evan, highlighting our sponsors during the event!

The Envision Film Festival Team

John Bruner, Kathy Bruner, Josh Taylor, Steve Bailey, Matt Butler, Lincoln Reed, Judy Kirkwood, Grace Dayton, Sophie Olson, Brandon Smith, Carolyn Davis, Aiden Merck, Evan Melloh, Faith Marsh, Kim Ferrell, and Evan Wardell

NEW SPONSOR EMAIL TEMPLATE 2022:

Dear ,

We are once again looking for people to partner with us for the Envision Film Festival, Taylor University's exciting event highlighting the achievements our students and teams have made in film this year. Our submissions are from individual students, student teams, international student trips, and high schoolers around the nation and, without the support of sponsors like you, the event would not be possible. We are excited to use your gift toward prizes for our hard-working student filmmakers as well as event expenses. Both the Envision Film Festival staff and the filmmakers greatly appreciate your contribution.

Your name and logo will be proudly displayed in a program insert and on print materials during the festival.

I would also like to extend an invitation to attend the screening and awards ceremony on March 12th. You will be able to find more information about attending on the Envision website as we get closer to the event:

<http://www.envisionfilmfestival.com/>.

Please let me know if you are willing to support us.

Sincerely,

Grace Dayton
Producer, Envision Film Festival
Taylor University

QUESTIONS TO ASK:

What is the amount you will be donating?

How would you like to be acknowledged? We can list your name(s) or a company name if you would prefer.

CHECK INFORMATION:

Make checks payable to Taylor University with Envision Film Festival in the memo. Checks may be mailed to:

Steve [REDACTED]
Taylor University
236 W. Reade Avenue
Upland, IN 46989

POSSIBLE SPONSORS

Atlas Foundry, Bill [REDACTED], [REDACTED]
(\$100)

[REDACTED]

Grant County Convention and Visitors Bureau, John [REDACTED]
(\$200)

Tim and Mary
(\$125)

Michael Kinder & Sons
Jill
(\$125)

Greeks Pizza
(765) 998-8005

Tom
(\$100)
[@msn.com](#)

Sweetwater
Heather
4 Gift Cards (\$125 each)
[@sweetwater.com](#)

Design Collaborative
(Architect for new building)
Ron
[@designcollaborative.com](#)

The Royal Group (producing for clients client)
Simeon
[@teamtrg.com](#)

CIE (producing for clients client)
Ryan
[@cie.us](#)

Grant Co. Visitors
HABS
Sutherlands
Windrider Institute

Grains and Grill

The Bridge
Upland Tire
Paynes

AVID
1 Media Composer Software License
1 ProTools Software License

OWC
1 Hard Drive

Final Draft
1 Final Draft Software License

B&H Photo Video
? - Gift Cards they should confirm this week

Alpha Video
\$100 Cash Money

Job Description:

Taylor University's student vloggers (2) are responsible for representing the university through 2-3 minute-long vlogs that will be posted on Taylor's main YouTube channel.

Job Requirements:

- Applicants must be full-time Taylor students enrolled for the fall 2023 semester
- This is a part-time, paid position, August through December 2023, with Taylor University Marketing.

Duties:

- Brainstorm ways to illustrate student life at Taylor through a fresh, creative perspective
- Develop original video content that will be shared on social media platforms
- Shoot and edit two vlogs throughout the semester (there will be two vlogs created by two different students, so that September, October, November, and December will each have a vlog to post)
- Demonstrate strong skills in organization, time management, and ability to work in a fast-paced creative production environment
- Proficient in the use of Adobe Premiere Pro video editing software
- Develop engaging content about events both on and off campus
- Work with our social media manager and video project and production manager, as well as our director of marketing, to promote the videos you create for our YouTube
- Participate in weekly check-in planning meetings with the social media manager and video project and production manager
- Ability to work occasional nights and/or weekends

Responsibilities to Taylor:

The employee must carry out their responsibilities with regard to the Life Together Covenant. The duties may vary without changing their general character or level of responsibility.

- Represent your faculty, course, or subject area well and accurately when producing any content or acting as a representative of Taylor on social channels
- Talk about all aspects of higher education life and tell your TU story (and share top tips) through authentic video content in a positive and engaging way
- Provide accurate and up-to-date information and support to prospective students and their influencers (and know to ask someone else if you aren't sure)
- Balancing academic and vlogger duties through good time management and effective communication/liaison with the supervisor

To apply for this position, tell us why you'd be a good fit! Wherever possible, please give details of previous work experience, volunteering, or discipleship experience on your resume. Feel free to share your socials; you will become a recognizable face on the YouTube channel!

Interviewees will be contacted _____. And don't forget the deadline is September 7, 2023.

Here are some example ideas; get excited!

- Tips for surviving your first semester
- What to pack and how to set up your dorm room
- PAD walkthrough
- Preparing for an Open House
- Things every student should know about TU
- Your TU bucket list
- Favorite Upland/Grant County hidden gems
- What to do on and off campus
- Favorite campus spots
- Countdown to graduation
- Day in the life of a film major on set (documentary or narrative; an advanced class)
- Day in the life of an environmental science major (garden, another activity outside)
- Day in the life of a ____ major's trip to the Chicago Institute (Art field trip)
- Day in the life of a ____ major studying abroad in _____
- Day in the life of a pre-nursing major
- Day in the life of a PR major building a case/campaign
- Day in the life of an ed major during JUMP or student teaching
- Or anything else you want to talk about!

