

Thrivent Financial

San Antonio // Buen Camino with DoStuff

Timing of program

July - December 2018

Our Understanding of The Program

Thrivent Financial is looking to develop relationships with a local hispanic market audience in San Antonio, and generate awareness within the community as Thrivent expands into the market.

You're looking for Dostuff to:

- Build awareness and brand connection with target consumers through custom content that resonates on the local level
- Leverage the content we create to drive engagement with the brand and local affinity
- Educate users about Thrivent services and capabilities in unique and engaging ways
- Build a custom data set for Latinworks and Thrivent to use post-campaign for retargeting messages

What We'll Do:

1. DoStuff will create a series of custom editorial features centered around relevant holidays aligned with Thrivent's target audience, and we'll integrate the brand's message and information within the content. We'll work with our team on the ground and Latinworks to create compelling content that resonates with the Do210 audience, and Thrivent's target demographic.
2. We'll utilize a portion of the campaign budget to guarantee reach and engagement with locals within Thrivent's target audience in San Antonio.
3. We'll build a custom audience set along the way, and re-target engaged users with each new editorial feature published in sequence throughout the campaign.
4. Then, (*\$75k commitment only*) we'll enlist a group of popular local artists to create commissioned pieces of art that fall in line with the themes of our custom content, and we'll deploy targeted Instagram campaigns to highlight the artwork and Thrivent's involvement in its creation. We have a few ideas on how to ensure the artwork can engage locals off-line, but we'd like to work with you to determine the right way to maximize the potential of the program component. Here's a few ideas:
 - As we generate awareness around the custom artwork, we host a sweepstakes to let locals enter to win the piece, thanks to Thrivent
 - We leverage local Thrivent offices - giving THEM access to use the artwork to extend their marketing efforts on the local level. Whether that be letting them run a sweepstakes, gifting the piece to a friend in need, or simply hanging it in their office, we'll let the Thrivent team on the ground determine the best way to maximize the piece for their efforts.

Here's How We'll Do It:

Option One ([media plan here](#))

4 x Thrivent Sponsored Editorial Features:

- 1 x The Best Ways to Celebrate Labor Day in San Antonio
- 1 x Mexican Independence Day in San Antonio (Your Guide to Events + history in the city)
- 1 x How to do Dia De Los Muertos in San Antonio
- 1 x Christmas local shopping guide & how to give back to the community

A media package on Do210 that will promote the campaign through:

- Highlighting the content we create together within our Daily Emails
- Endorse Thrivent Financial and generate engagement towards our content through our social channels
- Generate awareness on our web, mobile and app through a custom display campaign highlighting our content

Total Program Investment: \$50,000

Option Two ([media plan here](#))

4 x Thrivent Sponsored Editorial Features:

- 1 x The Best Ways to Celebrate Labor Day in San Antonio
- 1 x Mexican Independence Day in San Antonio (Your Guide to Events + history in the city)
- 1 x How to do Dia De Los Muertos in San Antonio
- 1 x Christmas local shopping guide & how to give back to the community

2 x custom commissioned art pieces by local craters

- We'll tap the vibrant local scene to create custom works inspired by the season that goes along with our content initiatives, and brings the "Buen Camino" mentality to life through imagery

4 x Instagram Targeted Posts // supporting commissioned art initiative

- Highlighting the work, the artist, the message, and Thrivent's role in bringing the community together.

A media package on Do210 that will promote the campaign through:

- Highlighting the content we create together within our Daily Emails
- Endorse Thrivent Financial and generate engagement towards our content through our social channels
- Generate awareness on our web, mobile and app through a custom display campaign highlighting our content

Total Program Investment: \$75,000

