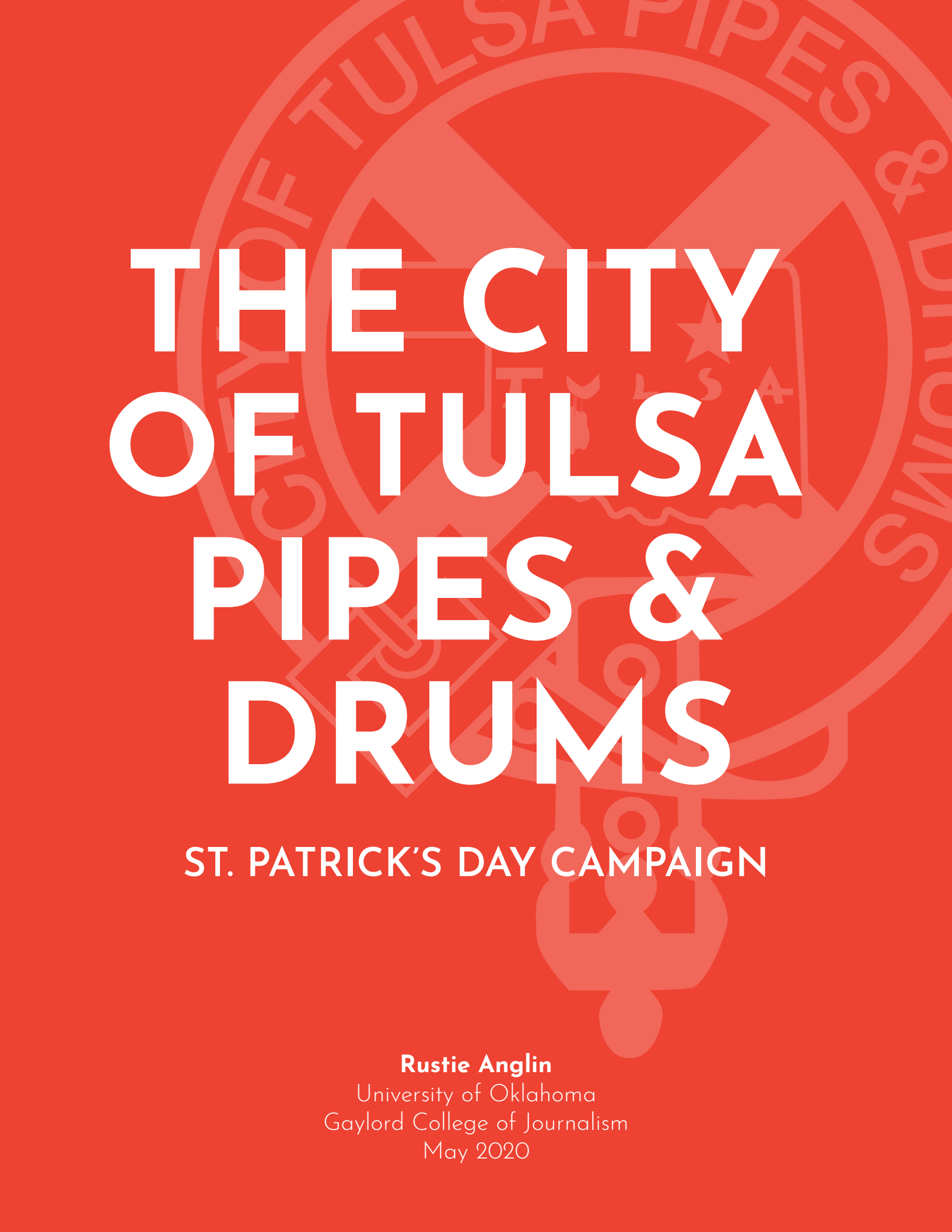




THE CITY OF TULSA PIPES & DRUMS

ST. PATRICK'S DAY CAMPAIGN

Rustie Anglin
University of Oklahoma
Gaylord College of Journalism
May 2020

CITY OF TULSA PIPES & DRUMS PROJECT

**Rustie Anglin
University of Oklahoma
Gaylord College of Journalism
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INTRODUCTION

1

EXECUTIVE SUMMARY

This project is a St. Patrick's Day campaign for the City of Tulsa Pipes and Drums, a Scottish bagpipe band in Tulsa. St. Patrick's Day was chosen due to the fact that it is the band's biggest event of the year.

This campaign completed secondary and primary research. Secondary research was done on theories and tactics used in this campaign. Primary research was conducted via an online Qualtrics survey.

This project aimed to increase awareness of the band in the Tulsa area. Specific goals include raising social followers by 10% and making content for their newly formed YouTube channel. Another goal would be to increase money earned during the event.

We did this through strategically chosen boosted posts on Facebook, or Facebook advertisements. This campaign will also use different headlines and graphics in order to catch audiences' attention.

Although the St. Patrick's Day events were canceled due to the outbreak of COVID-19, this campaign still managed to have several positive outcomes and meet several goals set before the beginning of the campaign. The Facebook page managed to increase followers by almost 30% while the Instagram increased by 6%. We gained four new email subscribers and increased website viewers to 92.6%.

Although the band was not able to make as much money in the past due to the cancellation of events, they did sell 4 t-shirts for \$57.

Lastly, they were able to add one video to their YouTube during the quarantine and have plans to add a second focusing on their St. Patrick's Day set once the quarantine has ended. This video had 79 views and 43 unique viewers on YouTube and gained the band three new subscribers.

PROBLEM STATEMENT

One problem we faced is the algorithms among the social media sites. Algorithms are constantly changing, which many users dislike based on misunderstandings of the algorithms both before and after the changes are made (Devito, Gergle, & Birnholtz, 2017). Instagram, the bands strongest platform, announced in 2016 that they would begin using an algorithm (Cotter, 2019). The bands second strongest platform, Facebook, uses the algorithm to anticipate what you will like and click on (Lazer, 2015). The algorithms will rank posts in order to show the user what it thinks they wants to see (Cotter, 2019). The ever-changing algorithms will have to be taken into account when using the bands social media pages.

One focus of this project is better utilization of their social media pages in order to advertise events. While their online audience has grown considerably since 2017, the band needs a more consistent posting

schedule, and to have advertisements placed around high volume events to continue to grow their audience. Since the creation of their social media pages, the band has received 232 Facebook likes, 303 Instagram followers, and 12 Twitter followers. Their YouTube channel is still in its infancy but it is used to catalogue videos from events. The band wants to work on growing their YouTube channel and could branch out into instructional videos, and informational videos.

The main focus of this project is a campaign based around the bands biggest event of the year, St. Patrick's Day. The band does multiple events for this holiday including performing at a St. Patrick's Day run, and several half-hour shows at different pubs in town. A well-done campaign based around this holiday could increase awareness of the band more effectively than past years and bring more people to the events.

ABOUT THE BAND

The City of Tulsa Pipes and Drums is a nonprofit Scottish band which has been performing in the Tulsa and surrounding areas since 1976 (City of Tulsa Pipes and Drums, 2017). The band is under the directorship of Pipe Major William Tetrick, who has been piping for over 25 years (City of Tulsa Pipes and Drums, 2017).

The band performs for various events in Oklahoma, including but not limited to, commencement ceremonies, Tulsa ScotFest, parades, St Patrick's day events and various veterans' and other holiday events (City of Tulsa Pipes and Drums, 2017).

The band annually performs a St. Patrick Day pub crawl, which will be the center of this project. In past years, they have gone to Mercury Lounge and Fat Daddy's

Bar and Grille. Two years ago they added Cheerz Pub to their list of locations and Scooters South 40 may become one of their permanent location as well. They typically charge the location for playing and also ask for donations from the location guests.

In 2017, I began working with the City of Tulsa Pipes and Drums on a volunteer basis upgrading and managing their website and creating and managing their Facebook, Instagram, Twitter, and most recently YouTube channel. When I am able to attend their events, I photograph them performing and then edit and upload the pictures to their social media sites.

I believe this campaign will better help them in their goals of attract clients and increase awareness of the band as a whole.

RESEARCH

2

RESEARCH OBJECTIVE

I conducted secondary research and primary research for this project. The secondary research revolves around the theories and tactics used in this project. Primary research conducted in order to gather information and to better gauge audience interest.

The secondary research conducted focused on theories such as word-of-mouth and social presence theory. Tactics such as social media for non-profits/small organization, social media marketing, traditional advertising, brand awareness/

experience and influencer's as a social media tactic were also researched.

A survey was conducted for the primary research. The survey focused on current and potential audience members in order to understand their interest in the bands St. Patrick's day events. The survey helped to discover the best way to market to the audience.

The survey was distributed via the City of Tulsa Pipes and Drums social media pages and was sent to, Tulsa ScotFest, the Scot Club of Tulsa and the Irish Club of Tulsa.



SECONDARY RESEARCH

THEORETICAL FRAMEWORK

Social Presence Theory

Social presence theory is defined as “the degree of salience of the other person in the interaction and the consequent salience of the interpersonal relationships” (Short et al., 1976, p.65). It is also defined as an awareness of being with others in a mediated setting (Biocca & Harms, 2002). The theory can be understood as the understanding between two communicating participants and include the nonverbal and verbal cues (Rice, 1993). Research suggests that communicating individuals who participate in a virtual social networking sites can communicate similarly to those communicating face-to-face (Cheung, Chiu, & Lee, 2010).

Durlak (1987) suggested three dimensions of social presence: potential of immediate, two-way exchange, the ability to convey non-verbal cues and

ability to convey the context. Social presence is influenced by a medium’s characteristics and a user’s perceptions (Tu & Mclsaac, 2000). It was found that “social presence involves both the quality of media and the user’s perception” (Cui et al, 2013, p. 680). Tu and Mclsaac (2000) suggested an updated three dimensions with a focus on online environments: social context, online communication, and interactivity.

Social contexts contribute to the degree of social presence, and how the different settings and purposes can affect it (Tu & Mclsaac, 2000). Online communication focuses on the language used online and how it used online (Tu & Mclsaac, 2000). Lastly, interactivity focuses on how users engage and communicate. Immediacy and asynchronous communication are important

to interactivity due to the online nature of communicating (Tue & McIsaac, 2000).

This theory, specifically Tu and McIsaac's (2000) three dimensions will help lead to better understanding of how people communicate online and can better pave the way for this project's campaign.

Word-of-Mouth

Word-of-mouth is the process through which consumer-to-consumer interactions occur (Ozcan, 2004). Dye (2000) refers to word-of-mouth as buzz, while Ferrell (1998) explains that word of mouth spreads like a "bee colony sharing information" (p.24). Word-of-mouth needs at least an existence of a social relationship with consumers (Ozcan, 2004). He explains that "dialogue emerges as a theoretical basis for word-of-mouth and individual choice" (Ozcan, 2004, p. 12). Firms use word-of-

mouth through the influencer strategy by giving away free or discounted goods to opinion leaders (Mohr, 2001). Word-of-mouth could help build brand awareness and image if a company participates in the online environment (Mason, 2008). Mohr (2001) explained that viral marketing could increase the spread of word-of mouth.

Walton (1998) lists several forms of dialogue including persuasion, inquiry, negotiation, information seeking, deliberation, and eristic. Ozcan (2004) argues that a word-of-mouth construct should be made more central to marketing, and that consumer to consumer interactions should be integral to marketing phenomena due to the more active role it is becoming.

This campaign hopes to utilize the word-of-mouth theory as a tactic to bring awareness to the band and its St. Patrick's day events.

LITERATURE REVIEW

Social Media and Non-Profits/Small Organizations

Ahmed, Ahmed, and Bakar (2017) use word-of-mouth theory, viral marketing techniques and social presence theory to study small and medium sized organizations when they adopt social media. They also look at how the adoption impacts their performance outcomes. Social media offers these small or medium organizations a way to market or advertise their services as well as build brand awareness (Ahmed et al, 2017).

Social media is the perfect platform for consumers to review services and share

their stories (Ahmed et al, 2017). Through this social media can increase an organizations customer base (Ahmed et al, 2017). Long-term relationships or relationship marketing should be implemented due to its successful nature (Arnett et al, 2003). Social media also provides organizations the opportunity to communicate with their customers showing them that the organization cares about them (Ahmed et al, 2017).

Non-profit-donor relationships mostly involve social exchanges (Arnett et al, 2003). If organizations want long-term relationships then they should take social structures into

account and donors should be encouraged to develop relevant identities (Arnett et al, 2003). Social media can help non-profit organizations communicate more effectively and they could grow their reach through basic costing and predicting data (Raman, 2016).

Most non-profit organizations are using dialogue, community building, promotion and mobilization in their social media efforts (Lovejoy & Saxton, 2011). Most nonprofits use twitter as a information dumping ground from their websites, but they should use it as a community building and mobilization tool (Lovejoy& Saxton, 2011).

Social Media Marketing

Alves et al (2016) defines social media marketing as marketing concepts applied to social media. "Advertisers are enthusiastically integrating social media into their advertising programs to drive digital engagement" (Hilde et al, 2018, p. 36). Social media can also be used to direct traffic to websites (Kanuri et al, 2018).

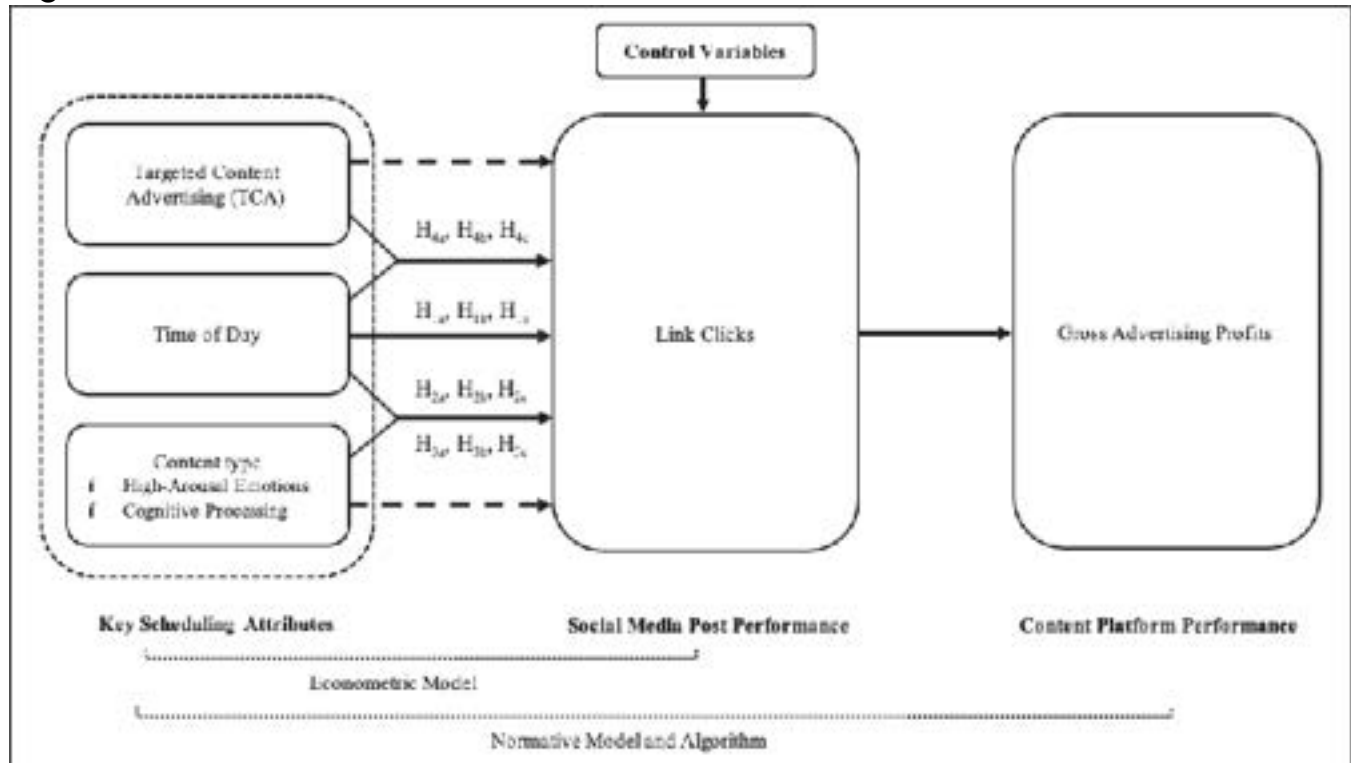
Alalwan (2018) identified six factors related to marketing advertisements and social media including performance, expectancy, hedonic motivation, habit, interactivity, informativeness and perceived relevance. Kanuri et al (2018) found three steps to maximize content scheduling: Build on literature to determine time of day you should be posting, use the model they provide in figure two to determine when to post; and lastly utilize the decision support tool to assist social media managers in profit-maximizing.

Social networks, micro-blogs, blogs and video sharing were the most commonly used channels and Facebook was the most favored social network

(Ashley& Tutton, 2015). Most brands discover unique content for their social channels, while some recycle their existing campaigns on their social media pages (Ashley, Tutton, 2015). It was also found that most brands invited consumers to share their own content with the brand to share on social pages (Ashley, Tutton, 2015). Ashley and Tutton (2015) found that brands who issued the most tweets in the span of a week and had the most social channels had the most followers. Brands tend to go where the consumers are and develop their strategies around that (Ashley, Tutton, 2015).

Cotter (2018) describes the algorithm as a computer program that operates on data to produce specific outcomes. The algorithm can classify a user and then decide what information or products to show that user (Cotter, 2018). Carah (2015) stated that brands use the algorithms to categorize and target consumers as well as form relationships. Brands have helped form these platforms and are able to develop strategies for them (Carah, 2015). Some platforms will hide what their algorithms do, making it harder for organizations, business and influencer's to use the platforms in the way they would like to (Cotter, 2018). They explain that the 'like' systems were created for the audiences and that it enables the expansion of the audience qualities (Carah, 2015). Cotter (2018) explains that influencer's and organizations need to learn how to play the visibility game in order to effectively navigate the algorithms. High engagement and high follower count can be tools that reward you with exposure through the algorithm (Cotter, 2018). Roy et al (2017) found that trust in advertising is extremely important and therefore developed

Figure 2



the Trust Scores in Social Media Algorithm which takes into account the quantity of incoming links and the quality of sources of incoming links.

YouTube, Instagram, and Facebook are mostly used for entertainment purposes (Hilde, 2018). Instagram and Facebook are used the most to fill empty moments, while Facebook and YouTube were suitable for sharing with others (Hilde, 2018). Hilde et al (2018) found that most social platforms offer quick up to date information.

Social media users are "exposed to multiple sources of influence when surfing the web, including institutionally authored messages as well as peer information sources" (Knoll, 2016, p. 294). As long as the customers feel the ads are related to their own preferences or interests, they will be more inclined to buy from those ads (Alalwan, 2018). Many people tend to be annoyed by advertisements on YouTube,

Facebook and Twitter (Hilde et al, 2018). They also found that customers who find the advertising beneficial are more likely to purchase from the advertisement (Alalwan, 2018). Alves et al (2016) found that they should only need to deploy a single strategy and that opinion leaders share the most information and should be the ones at the center of the marketing strategy.

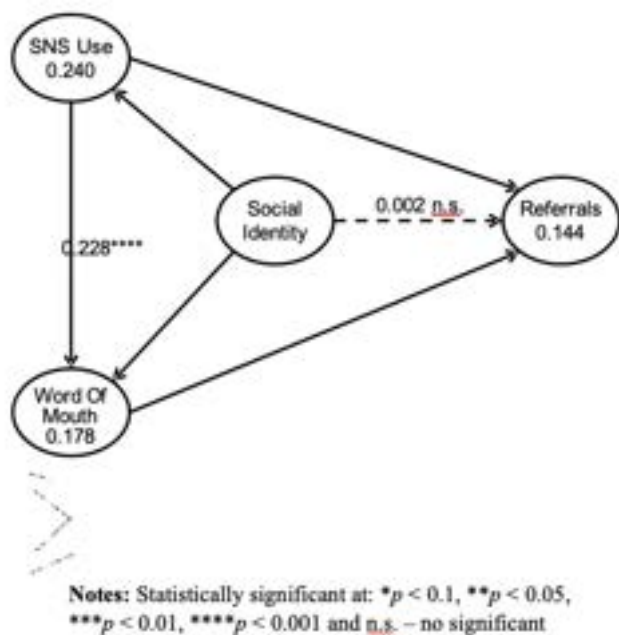
We are entering the post-digital world of marketing, where marketers no longer need to split their practice into traditional and digital, but digital is just marketing now (Lamberton & Stephen, 2016). Customers tend to rely on interpersonal communications rather than traditional marketing (Langner et al, 2013). Social media can be an inexpensive and easy way to establish and maintain community (Nolan & Dane, 2018). However, inequality due to technology makes it easier for large companies to market, while smaller organizations struggle to use

anything, but the free tools provided by Facebook and twitter (Nolan, Dane, 2018).

Traditional Advertising

Arenas-Gaitan, Rondan-Cataluna (2013) came up with a structural model shown below in figure 1. "Paths loading indicate the strengths of the relationships between the independent variable and the independent variable, while R2 values measure the predictive power of the structural models" (Arenas-Gaitan, Rondan-Cataluna, 2013, p. 1157). It also shows a significant relationship between word of mouth and social network services use as well as a strong relationship of referrals obtained through the social networking sites (Arenas-Gaitan, Rondan-Cataluna, 2013).

Figure 2



Word of mouth is an effective tool in complex environments like non-profit social media marketing (Mason, 2008). Ozcan (2004) discusses word-of-mouth theory in relation to social media advertising. They

discuss that online communications have gone from one-way/one-mode to two-way/multi-mode (Ozcan, 2004). Consumer communities can become integral to the creation process for organizations (Ozcan, 2004).

Brand Awareness/Experience

Brand alliances are common in today's landscape, for example McDonald's McFlurry features Oreo's (Kupfer et al, 2018) and most recently Oreo's partnership with Game of Thrones for the final season (Meyer, 2019). Kupfer et al (2018) use the conceptual model in figure 3 to understand the concepts: Power potential, power exertion and power outcome.

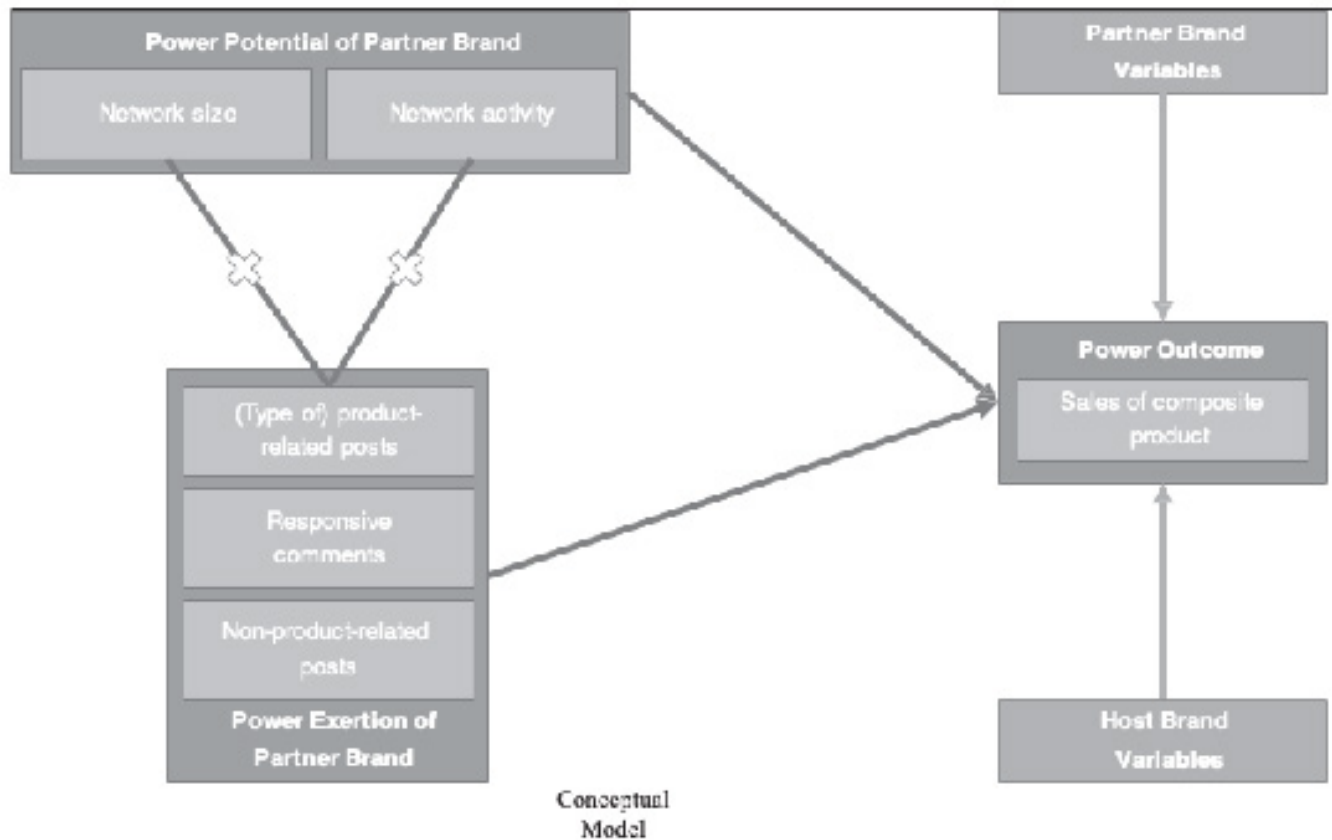
Influencer's as a Social Media Tactic

While the band is not an influencer type of account, they could use the same tools social media influencer's use in order to gain traction on the various social media platforms.

Social media influencer's were best seen when they were verbal, smart, ambitious, productive, and poised, and the worst when they were self-pitying, indecisive, easily frustrated, self-defeating, and lacking meaning in life (Freberg et al, 2011).

Most people follow influencer's on Instagram, Facebook and YouTube with Generation Z using Instagram the most and then YouTube; Generation Y used Facebook the most and then YouTube (Kadekova & Holiencinova, 2018). This information is useful in determining which social platforms the City of Tulsa Pipes and Drums should proactively use. Generation Y followed influencer's for inspiration and reviews, while Generation Z for fun, inspiration and to relax (Kadekova, Holiencinova, 2018).

Figure 3



"The specifics of brand evolution depend in most cases on the person or group that develops it, transfers their personality and value to it, but also on the reaction and specifics of the community where it exists and develops, achieving symbolic dimensions" (Nechita, 2018, p.107).



PRIMARY RESEARCH

A survey was conducted in order to gather information from current and potential audience members in order to understand their interest in the bands St. Patrick's day events. The survey helped to discover the best way to market to the audience.

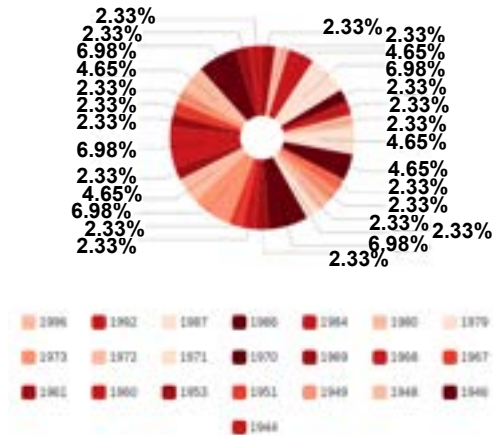
The survey was distributed via the City of Tulsa Pipes and Drums social media pages and was sent to, Tulsa ScotFest, the Scot Club of Tulsa and the Irish Club of Tulsa. These sources were beneficial due to their interest in Scottish and Irish heritage and traditions.



51 SURVEY RESPONSES

Age

18-76



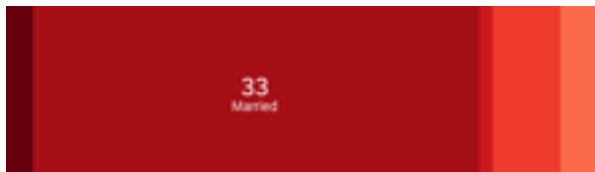
Gender

51% Female



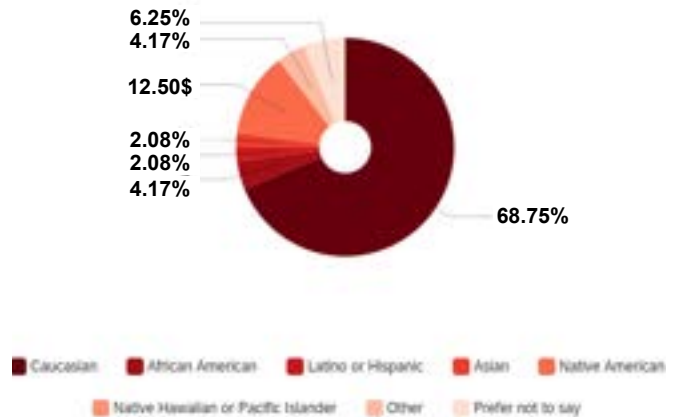
Marital Status

73% Married



Ethnicity

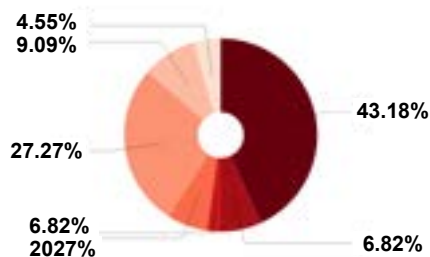
68% Caucasian



Employment

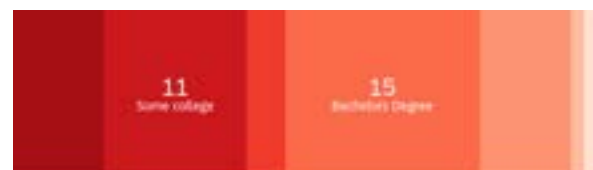
43% Full Time

27% Retired



Education

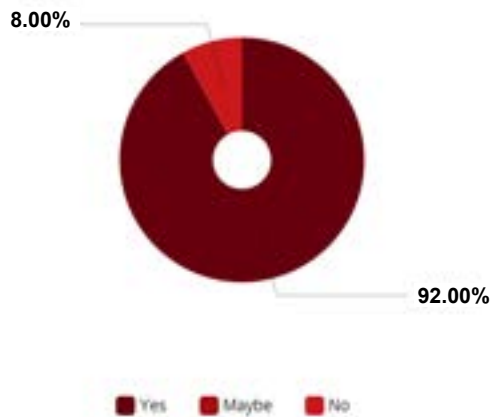
33% Bachelors



BAGPIPE BANDS

Had Heard a Band

92%



CITY OF TULSA PIPES AND DRUMS

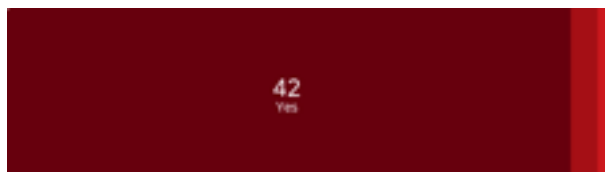
Had heard of them

69% Had



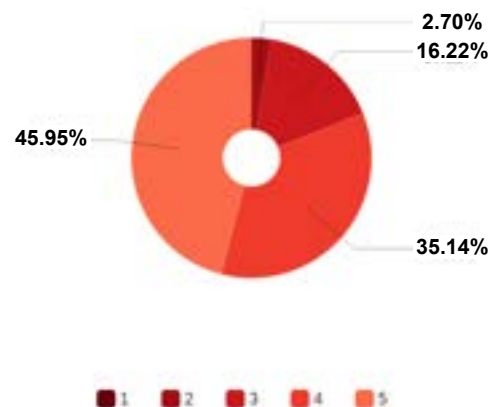
Enjoyed Bagpipes

93%



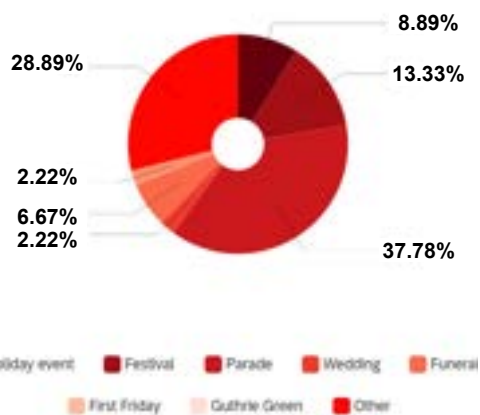
Enjoyed Them

45%



First hear one at:

37% Parade

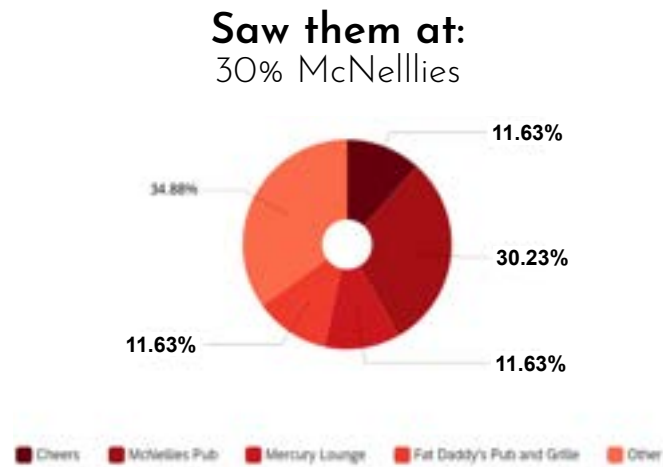
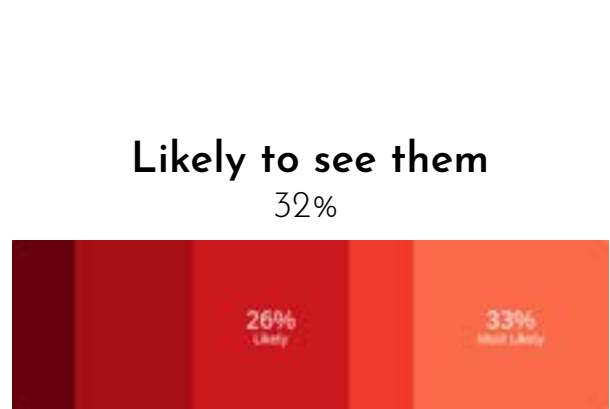
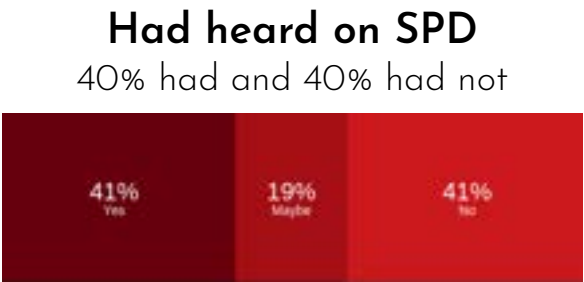
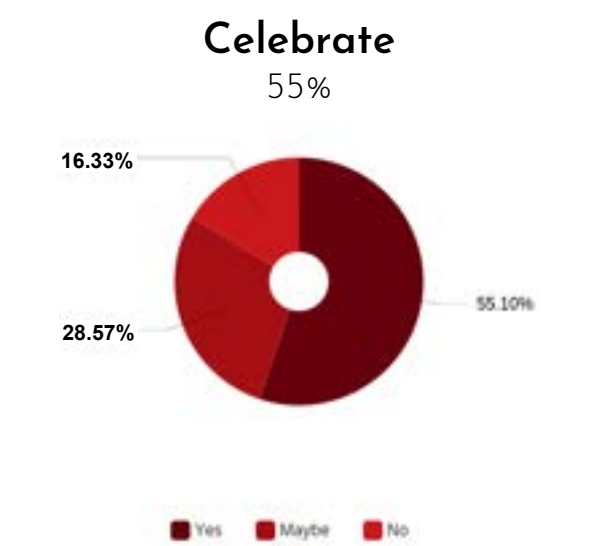


First hear one at:

30% Parade

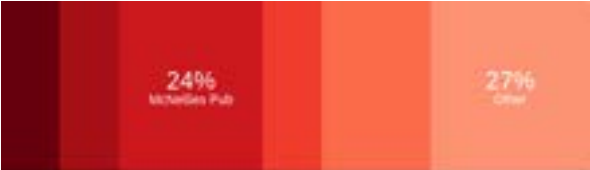


ST. PATRICK'S DAY



Where they want to hear them

23% McNellies



MAJOR TAKEAWAYS



Major takeaways from the primary research was information we received on our audience and potential audiences thoughts and feelings on St. Patrick's Day. Information like where the surveyors had heard the band before on St. Patrick's Day and where they wanted to hear the band perform again.

One takeaway was the fact that some of the surveyors did not attend the St. Patrick's Day events in the past due to lack of advertising on the bands part.

Another takeaway from the research was that many survey takers had heard the band at a parade or Scottish or Irish event for the first time. This meant that we could potentially grab first time audience members at our events on St. Patrick's Day.

COMPETITIVE ANALYSIS

The City of Tulsa Pipes and Drums has one direct competitor in Tulsa, which is Tulsa Metro Pipe Band. The band was established in 2012 from former members of the Anderson Pipe Band.

Metro offers many similar services as the City of Tulsa Pipes and Drums, like holiday events, religious occasions, and memorial holidays and commemorations. Metro offers free lessons for beginners as well as info on joining the band if you already play the pipes.

What products they do sell, like their most recent St. Patrick's Day Shirt, they market on their social channels.

Metro is active on their Facebook, Instagram, and Twitter, while also uploading to their YouTube every few years.

They mostly use their social channels to share upcoming events and re-share from other events or Scottish related content.

While they have over 400 followers on their Instagram, they don't seem to get much engagement on their posts, their Facebook has over 1200 page likes and their twitter has over 800 followers and both see about the same engagement that their Instagram does.

S

Years Performing
in Tulsa

Gives back to the
community through
volunteering for
events

Invited to many
of the popular
Scottish or Irish
events in Tulsa

Invited to many
popular holiday or
events in Tulsa

W

Cannot always
get the full band
together for events

Has two websites
up due to confusion
over who owns the
other website



Social Media Growth

**Have the ability to
do more like CD's,
YouTube videos
and more**

**Not first to come up
on search for Tulsa
Pipe Band, but is on
the first page**

**Could sell more
merchandise**

**Tulsa Metro Pipe
Band**

Canceled events

MESSAGING

3

OBJECTIVE AND AUDIENCE

The goal of this campaign is to attract more people to the St. Patrick's Day events through social media advertisements and increase their donations during the event and their social media page followers by 10%. This campaign hopes to increase overall awareness of the band in the Tulsa and surrounding areas, as well as attract new and potential clients to the band's website through the events.

The target audience is male or females between the ages of 21 and 74, interested in St. Patrick's day celebrations and Scottish or Irish traditions. They should also be located in the Tulsa and surrounding areas due to the locations of the events. The age of the target audience was chosen due to the location of the events as they take place at bars and pubs. The older age range

of the audience was chosen due to our audience mostly being made up of 30's to 50's according to our social media analytics.

Due to the outbreak of COVID-19 the state shut down all restaurants and bars before St. Patrick's Day and therefore canceled all St. Patrick's Day event. This led to a rework of this campaign in order to take into account the inability to play as regularly scheduled. This is reflected in the Campaign messaging below.

After the outbreak, the objective mostly remained the same, however they switched tactics from attracting potential clients to events, to telling them about the video they will do instead. e still directed audiences to the website and other social channels to keep up with the band.

CAMPAIGN MESSAGING

STRATEGY

The strategy of this campaign is to show that the City of Tulsa Pipes and Drums plays "Music for Your Soul." We will do that through three different headlines that talk about bringing together lovers of bagpipes and drums for St. Patrick's Day.

COPYWRITING

The overall slogan for the campaign was "Music for your Soul." There were four sub messages in the campaign, the first was "Beer for your ears," the second was, "Pipe Nerds Unite," the third was "When One Pipe or Drum isn't Enough," and the last was for the St. Patrick's Day Run asking the audience to "Come out and support the Special Olympics."

VISUALS

There are three visuals for the campaign messaging. There were photo based visuals, illustrated visuals, and text based visuals. These three visual types will bring a variety to their social channels.

PLATFORMS

Platforms used in this campaign were Facebook, Instagram and YouTube. Flyer's were also put up at each location the band intended to play at.

Facebook and Instagram are the bands most popular platforms and all social posts and schedules for the St. Patrick's Day events will be posted to those pages to inform their followers and remind them about the events as the dates draw closer.

YouTube will be utilized after the St. Patrick's Day events. All performances from St. Patrick's Day will be posted to the bands YouTube channel. The band has just started using their YouTube and hopes this will bring more awareness to them.

Lastly, flyer's will be placed in all locations they play at in order to inform those who may go into the bars before the events.

POST COVID-19 MESSAGING

STRATEGY

Due to the outbreak of COVID-19 the strategy for this campaign changed slightly to now focus on safety by canceling events, but to also switch to how the bands audience can support them due to the cancellation of events.

COPYWRITING

The overall slogan for the campaign was still "Music for your Soul." However copy focused on telling people about the St. Patrick's Day Video the band would be doing after the end of the quarantine and how to support the band due to the cancellation of St. Patrick's Day events.

VISUALS

Visuals mostly stayed the same utilizing the same photo and text based visuals. Visuals also included the logo faded in the background, as well as the green coloring included in all other St. Patrick's Day posts.

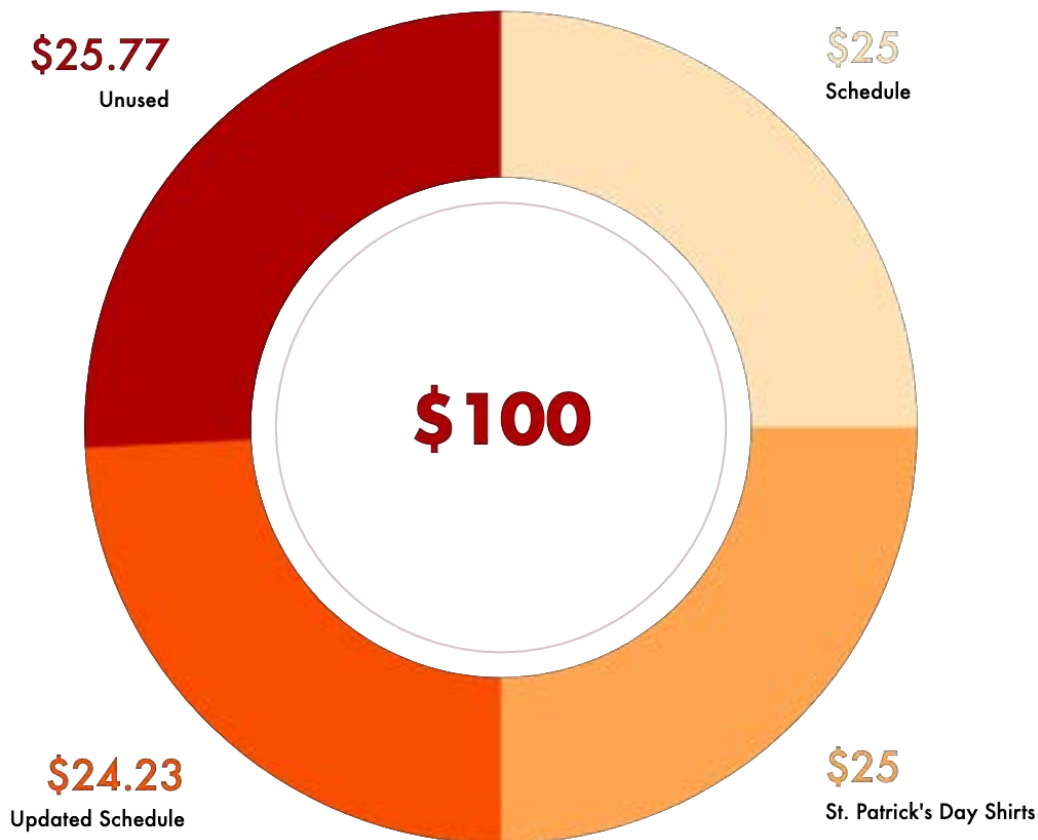
PLATFORMS

Platforms used in this campaign, as before COVID-19, were Facebook, Instagram and YouTube.

Facebook and Instagram were already being utilized and therefore were where we kept followers notified about event cancellations and what the band would be doing instead. These social channels were also used to remind followers about the video the band would be doing instead.

The band did a quarantine video which they posted to YouTube. The band also plans on doing a St. Patrick's Day video after the quarantine ends and will post that on YouTube.

MEDIA BUDGET



The band had a budget of \$100 for Facebook advertising. We boosted three posts for \$25 each, with the last one being canceled and not finishing for a total use of \$74.23 of the budget. Due to the cancellation of events, we did not run any more ads.

Due to the limited nature of the budget, I chose to focus the project budget on Facebook advertising in order to reach as many people as possible. The posts were chosen strategically. The first ad was the schedule in order to let as many people know

about the event as possible. The second ad was the t-shirt post, which was chosen in order to attempt to sell more shirts. The last post was the updated schedule in order to try and let people know we would still be performing and then updated to reflect the cancellation of the event and what would be happening due to the cancellation.

Before COVID-19 I was planning on boosting one of the video posts after the event and a post that would lead to their website and ask for email sign ups.

DELIVERABLES

4

ADVERTISEMENTS AND MOCK-UPS



1. INITIAL SCHEDULE

The first post we wanted to post was the schedule. We boosted this post in order to reach as many people as possible and get as many eyes on the schedule as possible.

The schedule was designed to easily convey when and where we would be performing on St. Patrick's Day. The tagline was featured at the bottom to connect all the graphics. We also featured the logo in the background.



City of Tulsa Pipes and Drums

March 1 · 🌐

Check us out on St. Patrick's Day! We will be at the following pub locations:

- 5:30 p.m. - Mercury Lounge Tulsa
- 6:30 p.m. - Cheerz Pub
- 7:45 p.m. - Scooters South 40
- 9:00 p.m. - Fat Daddy's Pub & Grille

#tulsapipeband #cityoftulsapipesanddrums
#stpatricksdays #stpatricksdays2020
#musicforyoursoul #mercurylounge #cheerzpub
#scooterssouth40pubandgrill
#fatdaddyspubandgrille

ST. PATRICK'S DAY SCHEDULE

MARCH 17, 2020

- 5:30 P.M. - MERCURY LOUNGE
- 6:30 P.M. - CHEERZ PUB
- 7:45 P.M. - SCOOTERS SOUTH 40
BAR & GRILL
- 9:00 P.M. - FAT DADDY'S
PUB & GRILLE

MUSIC FOR YOUR SOUL

14 Comments · 47 Shares

185



2. COUNTDOWN POST

Everyday we featured a countdown post to countdown the days until St. Patrick's Day and therefore our pub crawl event. This post featured a clover to connect back to St. Patrick's Day and the logo, slightly opaque, to connect back to the other graphics.



3. BEER FOR EARS

Next we posted an image based graphic featuring green beer for St. Patrick's Day. This graphic featured the headline "Like Beer For Your Ears" signifying the City of Tulsa Pipes and Drums music was like beer but for your ears. This post like others, also featured the logo faintly in the background and the tagline, "Music for Your Soul."



4. ST. PATRICK'S DAY RUN

This post was also image based and featured the logo faintly in the background as well as the tagline "Music for Your Soul." This post focused on letting people know about the St. Patrick's Day run and inviting people to join us in celebrating the Special Olympics. The run was the weekend before St. Patrick's Day and we included that in the post caption.

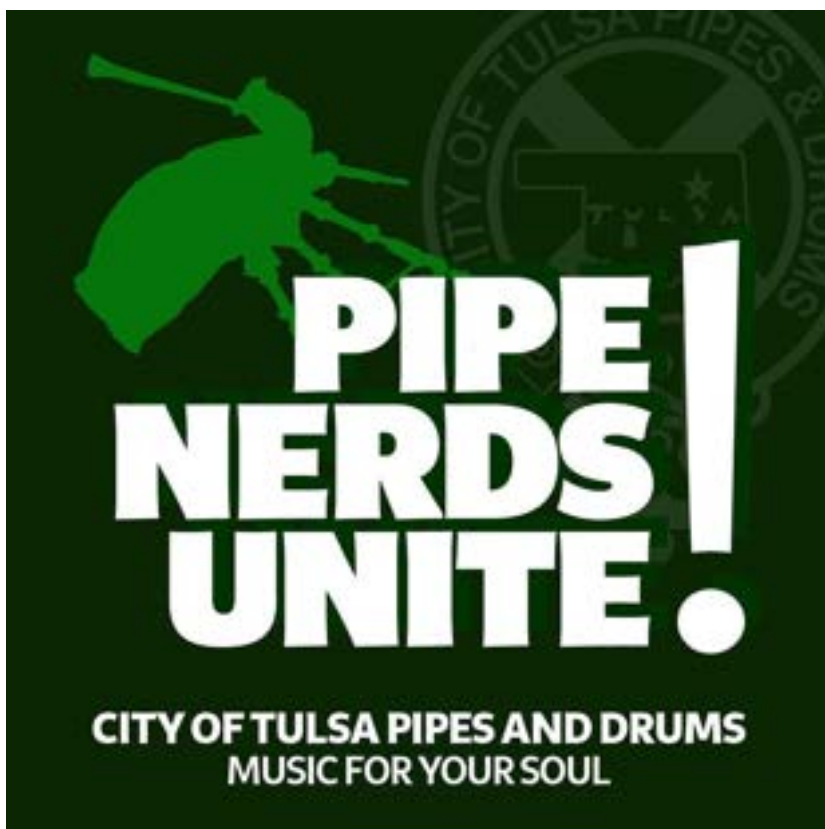




5. T-SHIRT POST

The t-shirt post featured a mock-up of the t-shirts we designed as well as prices. This post was boosted in order to try and get more sales.





6. PIPE NERDS UNITE

This post was our first text based post. It featured the logo faintly in the background as well as the tagline "Music for Your Soul." The line "Pipe Nerds Unite" was created in order to try and unite fans and audience members alike to come to St. Patrick's Day events. This was demonstrated in the caption of the social posts on Facebook and Instagram. The text based post included single color set of bagpipes. The single color was chosen so it wouldn't distract from the rest of the graphic.



7. WHEN ONE PIPE OR DRUM JUST ISN'T ENOUGH

This post was our first illustration based post. It featured the logo faintly in the background as well as the tagline “Music for Your Soul.” The line “Just One Pipe or Drum Isn’t Enough” was created in order to appeal to those who wanted to hear more bagpipes. If one pipe or drum isn’t enough for you join us for St. Patrick’s Day to hear a whole band! For this line we chose two illustrated bagpipers to connect to the line.



8. ST. PATRICK'S DAY RUN

This was a text based post for the run. It served as a reminder for those who had already seen the post, and an announcement for those who had not seen the original post. It featured the logo faintly in the background as well as the tagline “Music for Your Soul. It, like the text based post before it, included a digitally shoe.

9. LIKE BEER FOR YOUR EARS

This was an illustration based post for the St. Patrick's Day pub crawl. This was around when the beginning of COVID-19 when many events started to cancel. In our caption we urged followers and non-followers to follow our page to keep up to date on the events. It also featured the logo faintly in the background as well as the tagline "Music for Your Soul."



10. PIPE NERDS UNITE

This was an image based post for "Pipe Nerds Unite." Although the graphic asks for unity, the caption for this post urged those who felt sick to stay home and watch our live stream instead. It featured the logo faintly in the background as well as the tagline "Music for Your Soul."



11. IMPORTANT ANNOUNCEMENT

This graphic was used twice in order to quickly let followers know about important information. The first explaining we may cancel events but we will do a video instead as soon as quarantine lifted and a second explaining events had been canceled and reminding followers about the video. It featured the logo faintly in the background to connect it to other posts.





12. UPDATED SCHEDULE

This was the graphic we used to let followers know about the updated schedule. We boosted this post in order to try to let as many people know we would still be playing but under different circumstances. This post was later updated after the cancellation of the event to let people know that it was canceled! It featured the same layout as the first schedule to keep consistency.



13. CANCELED EVENT

This was what we used in order to clearly let everyone know that the event was canceled if they missed any of the update posts. It was our original schedule featuring a giant red canceled bar over it.



14. HAPPY ST. PATRICK'S DAY

This was the last of our countdown posts wishing everyone a Happy St. Patrick's Day despite the fact that the events were canceled. We utilized the same layout as the countdown posts, we just switched out the numbering for letters and made the font smaller. We also took away the bottom line that read "until St. Patrick's Day."



15. RESHARE OF PAST VIDEO

Since we couldn't play on St. Patrick's Day, we re-shared one of our past St. Patrick's Day performances on the holiday. This was in effort to give everyone some St. Patrick's Day tunes if they still were celebrating at home.



16. ST. PATRICK'S DAY VIDEO

This text based post reminded our followers to look out for the St. Patrick's Day video we would be doing after the quarantine ended. It, much like the text based posts before it, included the faint logo in the background and a digitally drawn related object to the post.

17. SHIPPING T-SHIRT POST

This post was just to remind everyone about the t-shirts and let everyone know that we would be willing to ship t-shirts out to anyone who wanted one. It utilized the same layout as before and we just took out the information about picking up at the event and put the shipping prices on the graphic.





18. OTHER WAYS TO SUPPORT

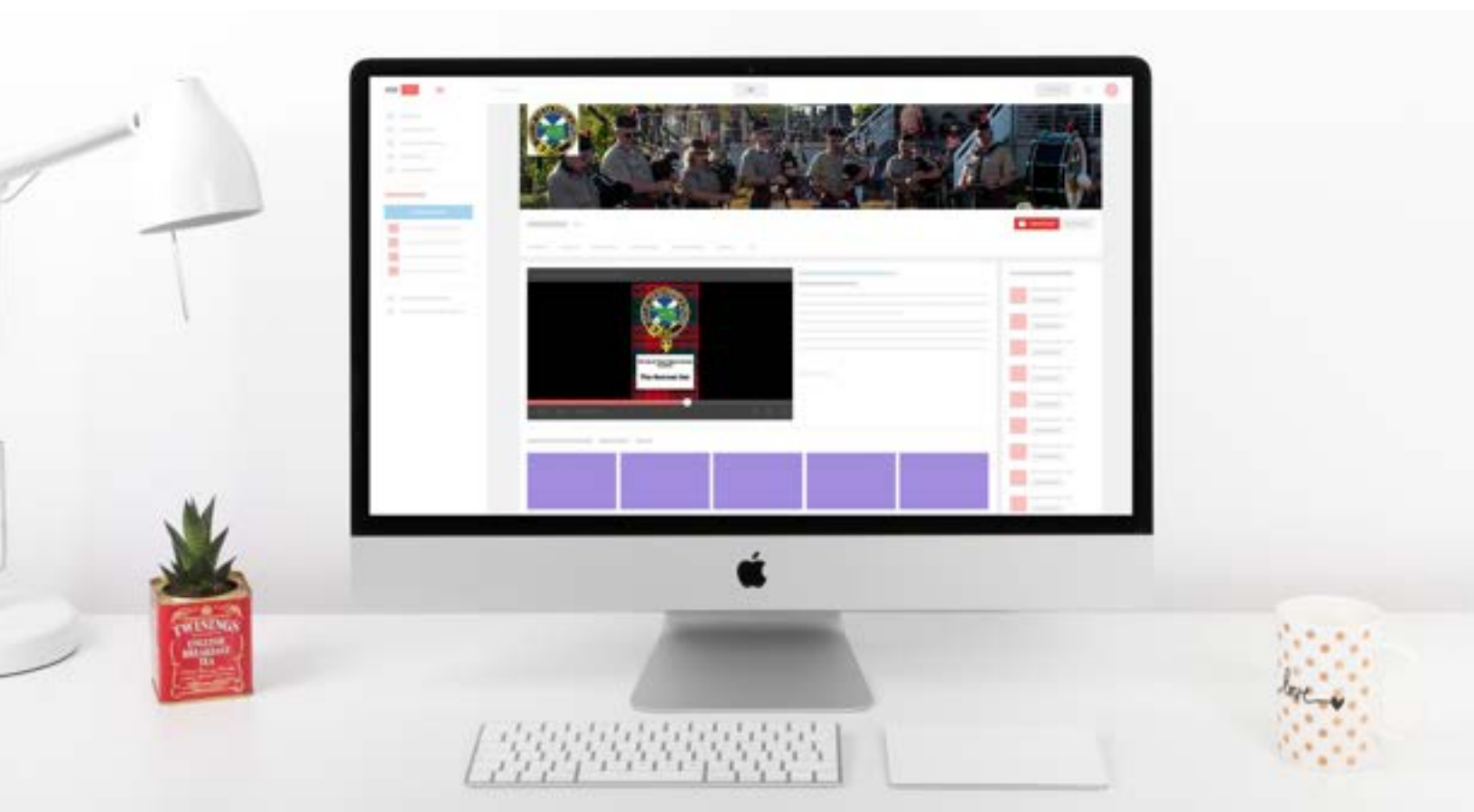
This simple text posts was to demonstrate to followers other ways they could support the band since we were unable to play on St. Patrick's Day. It again asked

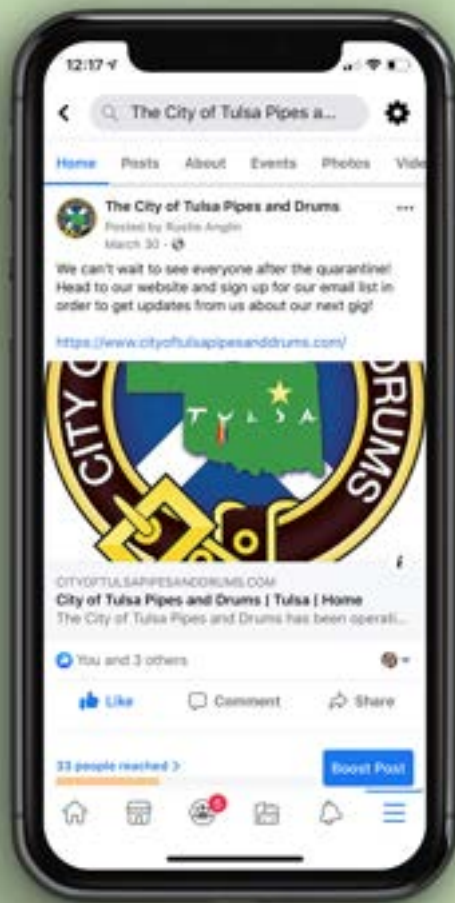
followers to look out for our future St. Patrick's Day video, but it also asked for more post interaction, subscriptions to our email and donations.



19. QUARANTINE RETREAT SET VIDEO

After the end of the campaign we decided to put together a quarantine video, or a compiled set of videos of the entire band playing one song. The Retreat Set was chosen in order to signify the battle (with COVID-19 and the quarantine) was nearly over. We also decided to release this on National Tartan Day in order to wish everyone a happy tartan day. This video was posted to YouTube, Facebook and Instagram's IGTV.





20. SUBSCRIBE!

We featured two posts on our toward the end of our campaign asking followers to go and subscribe to our email list on our website in order to find out when we would be playing for the public after the quarantine lifted. These posts only featured links to our website in order to use the link tool in Facebook that makes your links large in the post, as you can see in the mock-up to the side and below.





ST. PATRICK'S DAY PUB CRAWL!

**Join the City of Tulsa
Pipes and Drums at
Mercury Lounge at
5:30 p.m. to celebrate
St. Patrick's Day!**

21. FLYERS

Before the campaign we made flyers that we sent out to each location we would be playing at. Locations placed them on their announcement boards so their customers could see what they had planned for

St. Patrick's Day. The flyers included the locations name and the time we would be playing. They were designed similarly to the other graphics in this campaign, with the faded logo in the background. We decided to use the white background to conserve ink.

CAMPAIGN RESULTS

5

SUCCESS MEASURES

To measure the success of this campaign we tracked our social channel likes, engagement and follows. We also tracked new and returning visitors to the website via Google Analytics, as well as new email sign-ups for the band. Money made during the St. Patrick's Day events was also to be tracked and compared to last year's numbers although due to event cancellation we did not look at these number in the end.

The Facebook page started with 240 page likes at the beginning of this campaign, while the Instagram had 323 followers. The Facebook hit the 10% goal by March 9th and ended the campaign with 311 page likes and 328 followers. The Instagram ended the campaign with 348 followers. Over all the Facebook's page likes increased by about 29% and the Instagram followers increased by about 8%.

According to their Google Analytics, the

bands website had 104 viewers during the campaign which was an increase of 92.6%, 93 of these users were new visitors. They also had 122 sessions on their website which was an increase of 29.8%.

We had four new email sign-ups for the website, bringing the total number of email sign ups to 27.

Due to the outbreak of COVID-19, the closure of restaurants and many events during this time, the band was unable to perform and therefore did not make money this year. The band did sell four shirts for a total of \$57.

The band made a video during quarantine of everyone playing the Retreat Set, to signify the battle was almost over. Their video got 79 views on YouTube, they gained 3 new subscribers, and had 43 unique viewers. This video was also posted to their Facebook page.

APPENDIX

6

A. SURVEY



Default Question Block

Hello, you are invited to take part in this survey for the City of Tulsa Pipes and Drums. The City of Tulsa Pipes and Drums is a nonprofit Scottish pipe band that has been performing in the Tulsa area since 1976. This survey will help gather insights on the band's audience and potential audience as well as gauge general interest in the band and their upcoming St. Patrick's Day event.

If you agree to participate, you will complete this online survey. You may choose to stop participating anytime during this survey for any reason. This survey will take approximately 10 minutes. There is no risk or benefits. Your participation is voluntary, and your responses will be anonymous and confidential. We will not share your data or use it in future research projects.

Data will be collected via an online survey system with its own privacy and security policies for keeping your information confidential. No assurance can be made as to their use of the data you provide.

If you have questions about this research, contact Rustie Anglin at rustie.anglin@ou.edu or Dr. Doyle Yoon at dyoon@ou.edu.

You can also contact the University of Oklahoma – Norman Campus Institutional Review Board at 405-325-8110 or irb@ou.edu with questions, concerns or complaints about your rights as a research participant, or if you wish to talk to someone other than the researcher or if you cannot reach the researcher.

Please print this document for your records. By providing information to the researcher(s), I am agreeing to participate in this research.

Are you 18 years or older?

- ☐ Yes
☐ No

Bagpipe bands

Have you ever heard a bagpipe band play?

- ☐ Yes
- ☐ Maybe
- ☐ No

Are you interested in hearing a bagpipe band play?

- ☐ Yes
- ☐ Maybe
- ☐ No

On a scale from 1 to 5 with 1 being the least likely and 5 being the most likely, how likely are you to go see a bagpipe band play?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Do you enjoy hearing bagpipe bands perform?

- ☐ Yes
- ☐ Maybe
- ☐ No

On a scale from 1-5 with 1 being do not enjoy and 5 being enjoy a great deal, how much do you enjoy hearing bagpipe bands play?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Where did you first hear a bagpipe band play at?

- ☐ Scottish/Irish holiday event
- ☐ Festival
- ☐ Parade
- ☐ Wedding
- ☐ Funeral
- ☐ Holiday
- ☐ First Friday
- ☐ Guthrie Green
- ☐ Other

What events would you/do you enjoy hearing bagpipe bands at? (Select all that apply)

- ☐ Scottish/Irish holidays event
- ☐ Festivals
- ☐ Parades
- ☐ Weddings
- ☐ Funerals
- ☐ Holidays
- ☐ First Friday
- ☐ Guthrie Green
- ☐ Other

St patty's day

Do you celebrate St. Patricks Day?

- ☐ Yes
- ☐ Maybe
- ☐ No

Have you ever heard of the City of Tulsa Pipes and Drums before this survey?

- ☐ Yes
- ☐ Maybe
- ☐ No

On a scale from 1-5 with 1 being do not enjoy and 5 being enjoy, how much do you enjoy hearing The City of Tulsa Pipes and Drums play?



Where did you first hear The City of Tulsa Pipes and Drums?

- ☐ Scottish/Irish holiday event
- ☐ Festival
- ☐ Parade
- ☐ Wedding
- ☐ Funeral
- ☐ Holiday event
- ☐ First Friday
- ☐ Guthrie Green
- ☐ Other

Have you ever heard The City of Tulsa Pipes and Drums play on St. Patrick's Day?

- ☐ Yes
☐ Maybe
☐ No

Where did you hear The City of Tulsa Pipes and Drums play on St. Patrick's Day? (Select all that apply)

- ☐ Cheers
☐ McNellies Pub
☐ Mercury Lounge
☐ Fat Daddy's Pub and Grille
☐ Other

On a scale from 1-5 with 1 being do not enjoy and 5 being enjoy, how much do you enjoy hearing band play on St. Patrick's Day?



Why haven't you seen them play on St. Patrick's Day? What kept you from attending?

On a scale from 1-5 with 1 being the least likely amount and 5 being the most likely, how likely are you to go see The City of Tulsa Pipes and Drums play on St. Patrick's Day?



Where would you be interested in hearing The City of Tulsa Pipes and Drums play on St. Patrick's Day? (Select all that apply)

- ☐ Cheers
☐ J Farley's Pub
☐ McNellies Pub
☐ Mercury Lounge
☐ Fat Daddy's Pub and Grille
☐ Other

Would you be interested in live streams of the events if you cannot make it?

- ☐ Yes
- ☐ Maybe
- ☐ No

Why would you not be interested in live streams?

Would you be interested in high quality videos on YouTube if you cannot make it?

- ☐ Yes
- ☐ Maybe
- ☐ No

Why would you not be interested in YouTube videos?

Website

Did You know the City of Tulsa Pipes and Drums has a website?

- ☐ Yes
- ☐ Maybe
- ☐ No

Have you ever visited the bands website?

- ☐ Yes
- ☐ Maybe
- ☐ No

Why have you not visited the website?

Why did you go to The City of Tulsa Pipes and Drums website?
(Select all that apply)

- ☐ To learn more about the band
- ☐ To look up band members
- ☐ To hire the band
- ☐ To learn how to join the band
- ☐ Other

On a scale from 1-5 with 1 being not interested and 5 being very interested, how interested would you be in a newsletter from the City of Tulsa Pipes and Drums?



Demographics

What gender do you identify as?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to answer

What year were you born?

Please specify your ethnicity?

- ☐ Caucasian
- ☐ African American
- ☐ Latino or Hispanic
- ☐ Asian
- ☐ Native American
- ☐ Native Hawaiian or Pacific Islander
- ☐ Other
- ☐ Prefer not to say

What is the highest degree or level of education you have completed?

- ☐ Less than a high school diploma
- ☐ High school degree or equivalent
- ☐ Some college
- ☐ Associates degree
- ☐ Bachelors Degree
- ☐ Masters degree
- ☐ Doctorate
- ☐ Other

What is your current employment status?

- ☐ Employed full time (40+ hours a week)
- ☐ Employed part time (less than 40 hours a week)
- ☐ Unemployed (Currently looking for work)
- ☐ Unemployed (Not currently looking for work)
- ☐ Student
- ☐ Retired
- ☐ Self-employed
- ☐ Unable to work

What is your marital status?

- ☐ Single (never married)
- ☐ Married
- ☐ In a domestic partnership
- ☐ Divorced
- ☐ Widowed

What is your household income?

- ☐ \$10,000 and below
- ☐ \$10,001–\$50,000
- ☐ \$50,001–\$100,000
- ☐ \$100,001–\$150,000
- ☐ \$150,001 and over

B. ALTERNATE T-SHIRT DESIGN



EVERYONE IS IRISH ON
ST. PATRICK'S DAY



ST. PATRICK'S DAY RUN
J. FARLEY'S IRISH PUB
CHEERS PUB
MERCURY LOUNGE
JAMES E. MCNELLIES PUB
FAT DADDY'S PUB & GRILLE

C. WHITE LOGO REMAKE



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