

01

ALIE
ANDREW
SETH

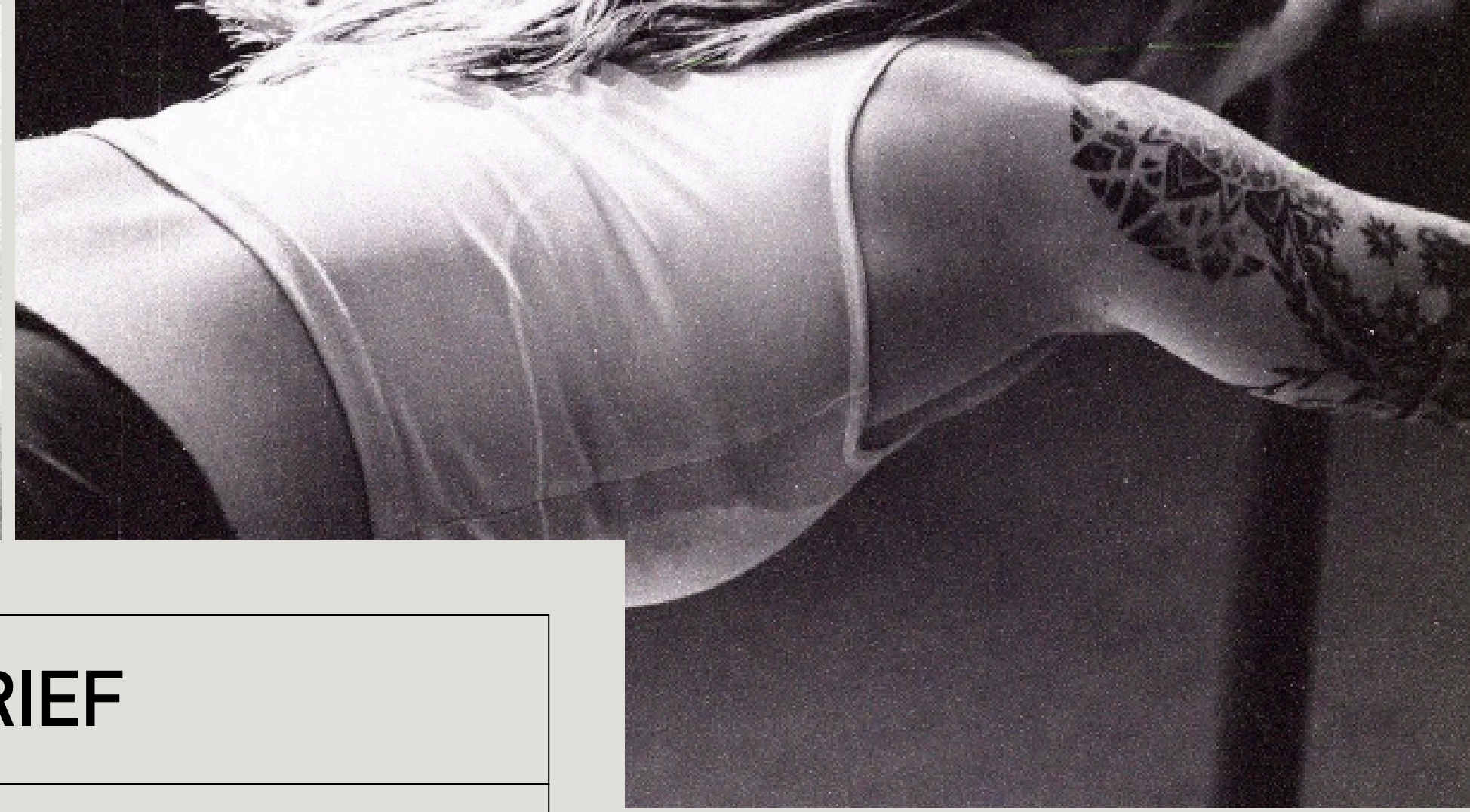
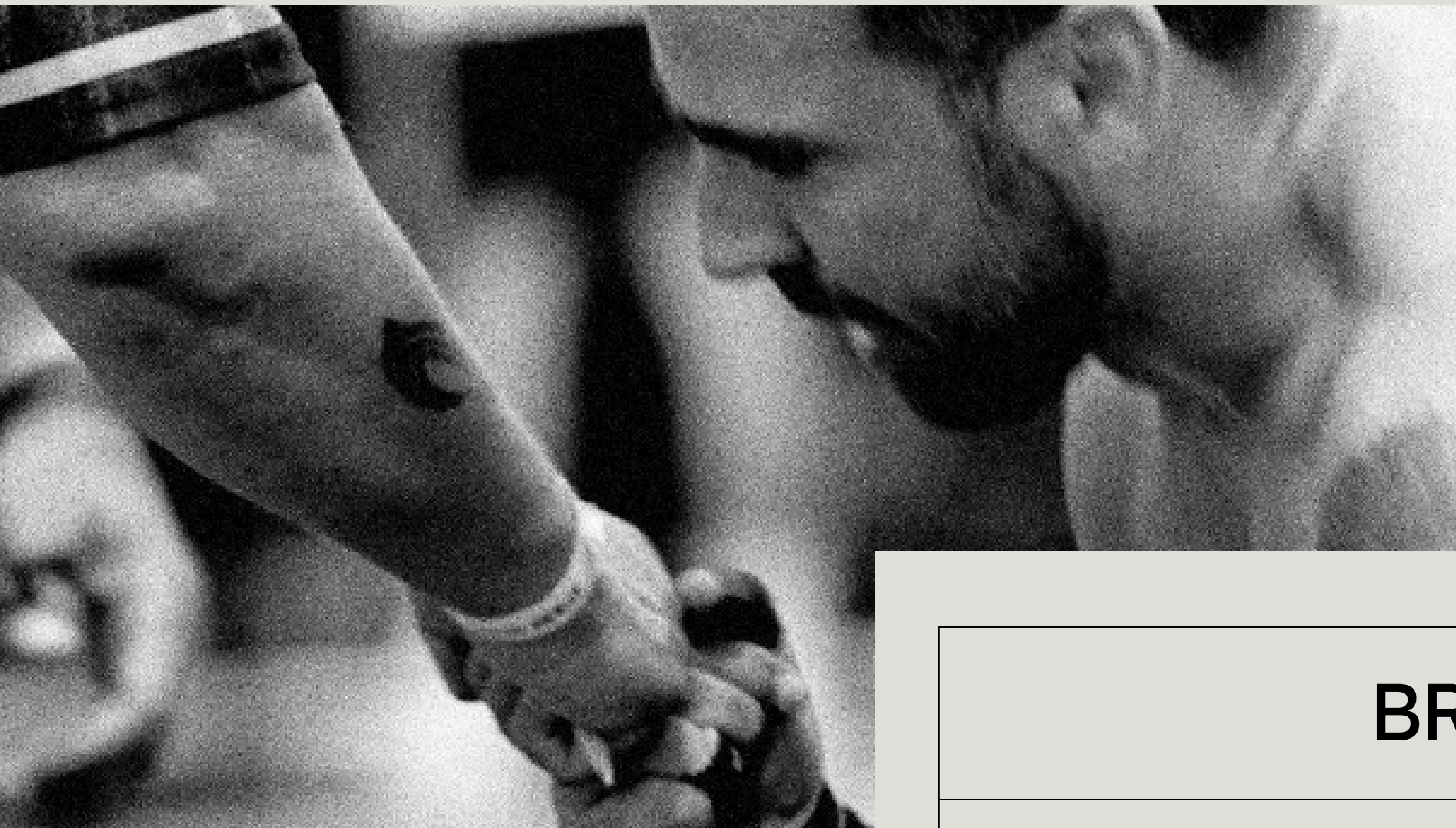
10TH PLANET JIU JITSU

2024 Q1 SOCIAL MEDIA OVERVIEW



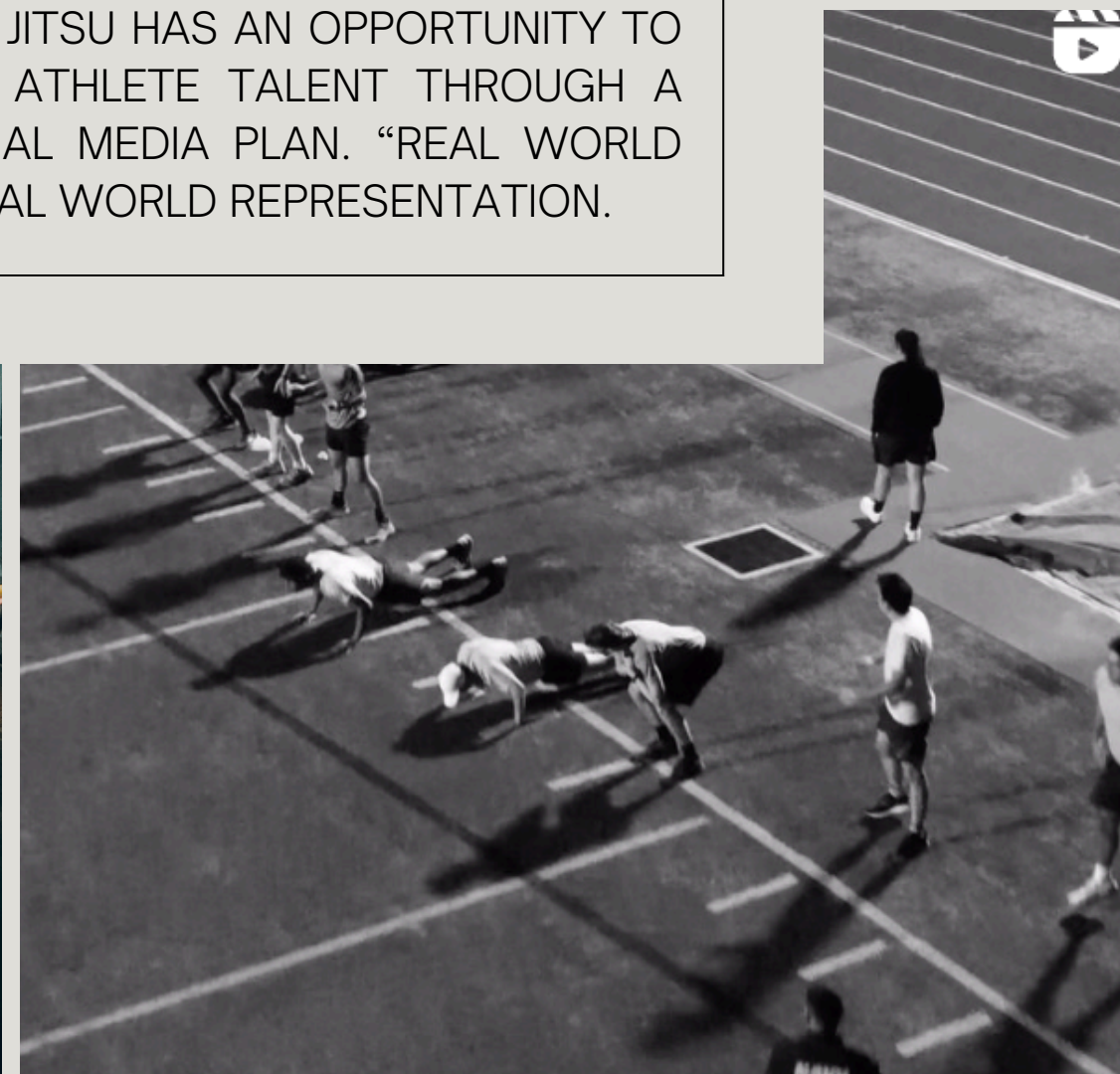
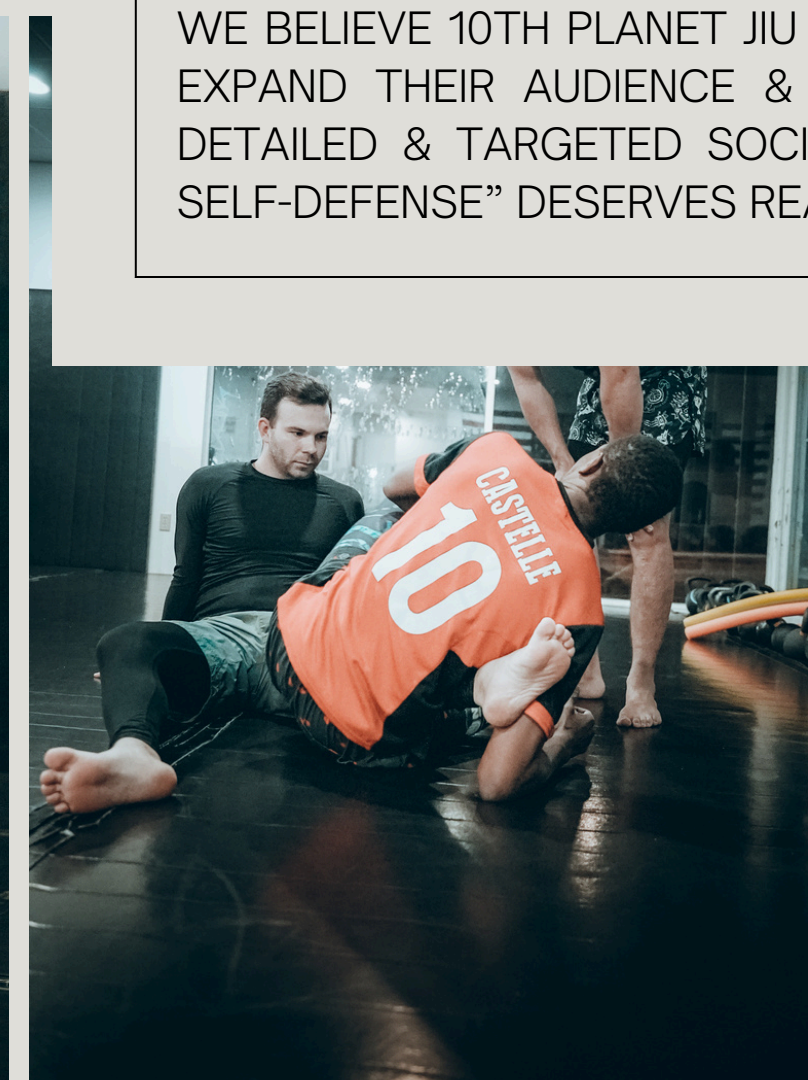
DIVING IN..

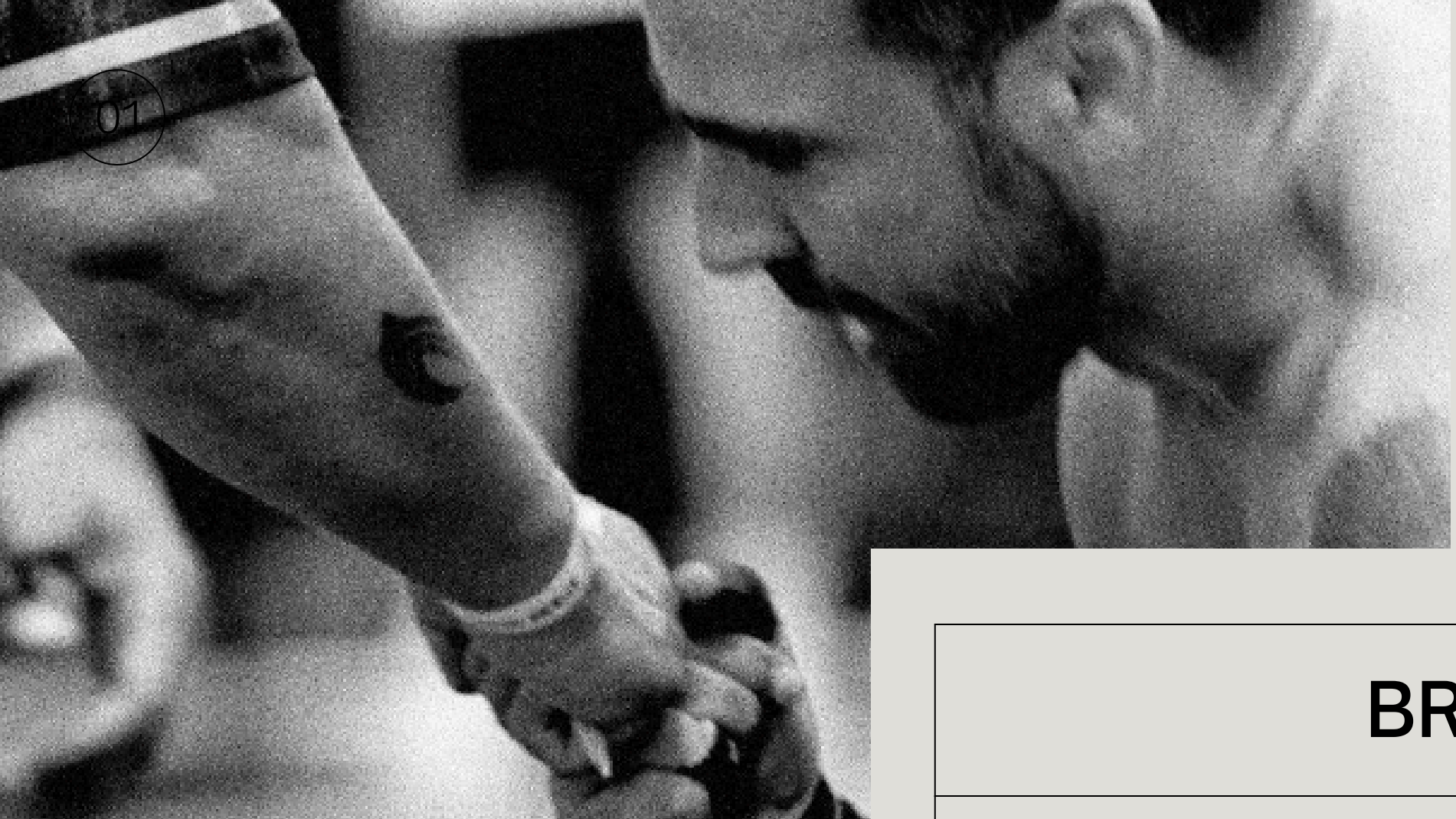
- 01 BRIEF
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- 04 AUDIENCE
- 05 VISUAL DIRECTION
- 06 SAMPLE FEED
- 07 COLLABORATORS
- 08 PLATFORMS
- 09 CAMPAIGN



BRIEF

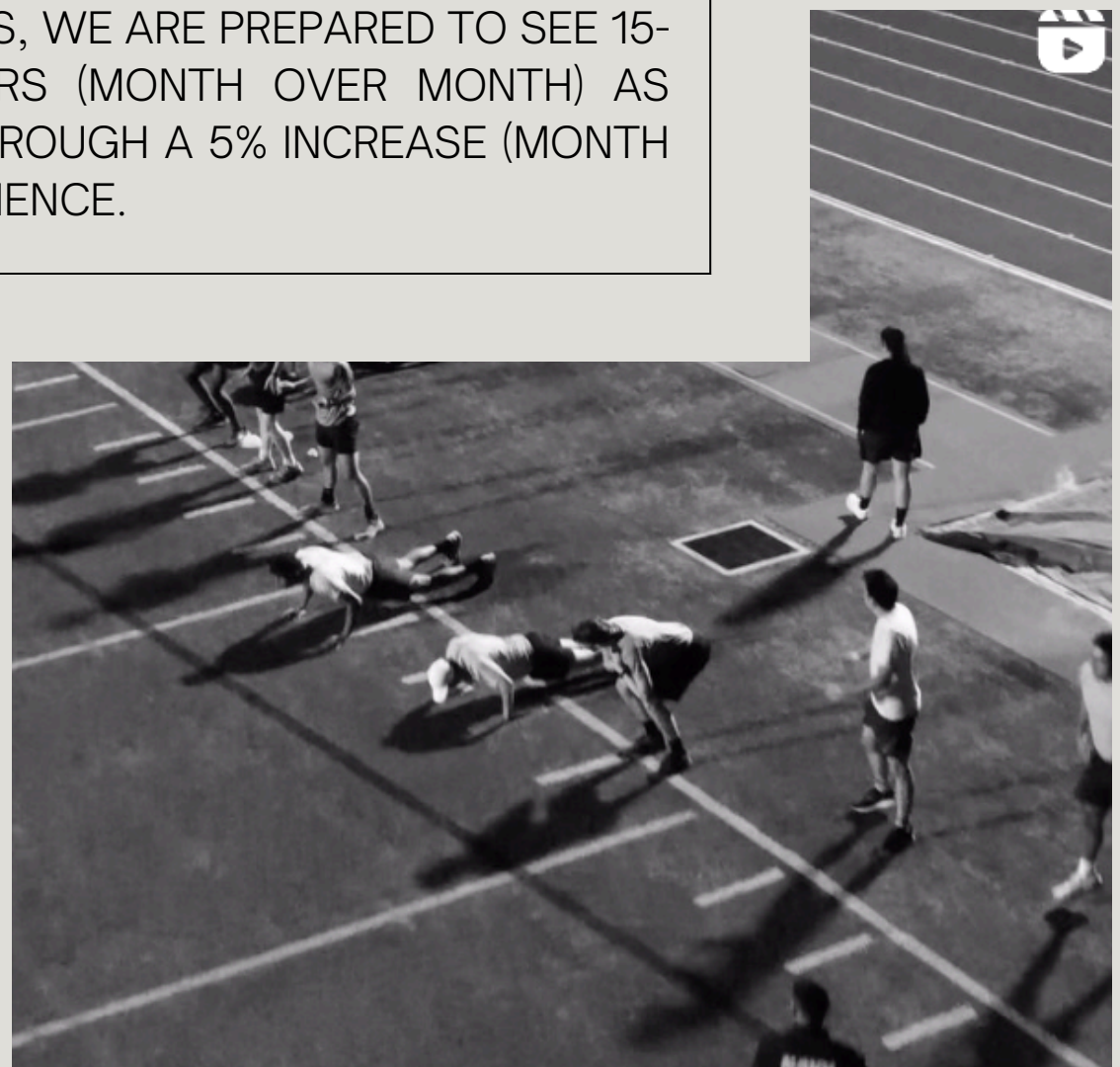
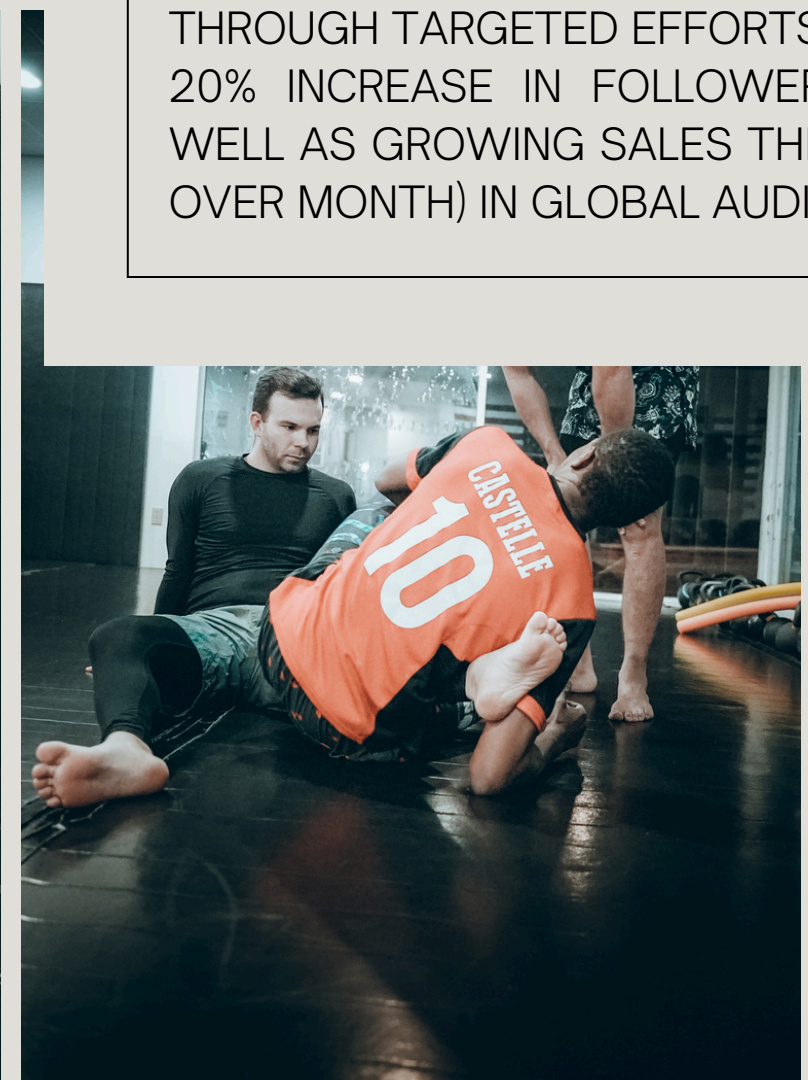
WE BELIEVE 10TH PLANET JIU JITSU HAS AN OPPORTUNITY TO EXPAND THEIR AUDIENCE & ATHLETE TALENT THROUGH A DETAILED & TARGETED SOCIAL MEDIA PLAN. "REAL WORLD SELF-DEFENSE" DESERVES REAL WORLD REPRESENTATION.





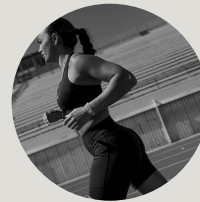
BRIEF

THROUGH TARGETED EFFORTS, WE ARE PREPARED TO SEE 15-20% INCREASE IN FOLLOWERS (MONTH OVER MONTH) AS WELL AS GROWING SALES THROUGH A 5% INCREASE (MONTH OVER MONTH) IN GLOBAL AUDIENCE.





TEAM BIOS



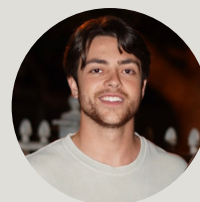
Alie Urquhart
@alieurquhart

ALIE URQUHART IS AN ATHLETE AND TRAINER BASED IN LOS ANGELES, CA. SHE HAS BEEN IN THE HEALTH, FITNESS & SOCIAL MEDIA FIELD FOR OVER 5 YEARS, AND HAS A PASSION FOR BRINGING BRAND'S CREATIVE VISIONS TO LIFE TO PROMOTE GROWTH AND BRAND IDENTITY. SHE WILL SERVE AS THE MAIN CONTACT FOR GYM PARTNERSHIPS, CAMPAIGNS, AND GROWTH.



Andrew Mendez
@andrewxmendez

FILMMAKER, PHOTOGRAPHER, & CONTENT STRATEGIST SPECIALIZING IN ACTION SPORTS, AUTOMOTIVE, LIFESTYLE, AND TRAVEL CONTENT.



Seth Abal
@sethabal

I LOVE JUJITSU, SURFING AND HELPING BUSINESSES MAKE THE MOST OUT OF THEIR MARKETING CAMPAIGNS. I ENSURE YOU GET THE RESULTS WHILST ALLOCATING RESOURCES RESPONSIBLY.



STORYLINES

ATHLETE SPOTLIGHT

COACH'S STORY

MOVE'S STORY

COMMUNITY EVENTS



TARGET AUDIENCE

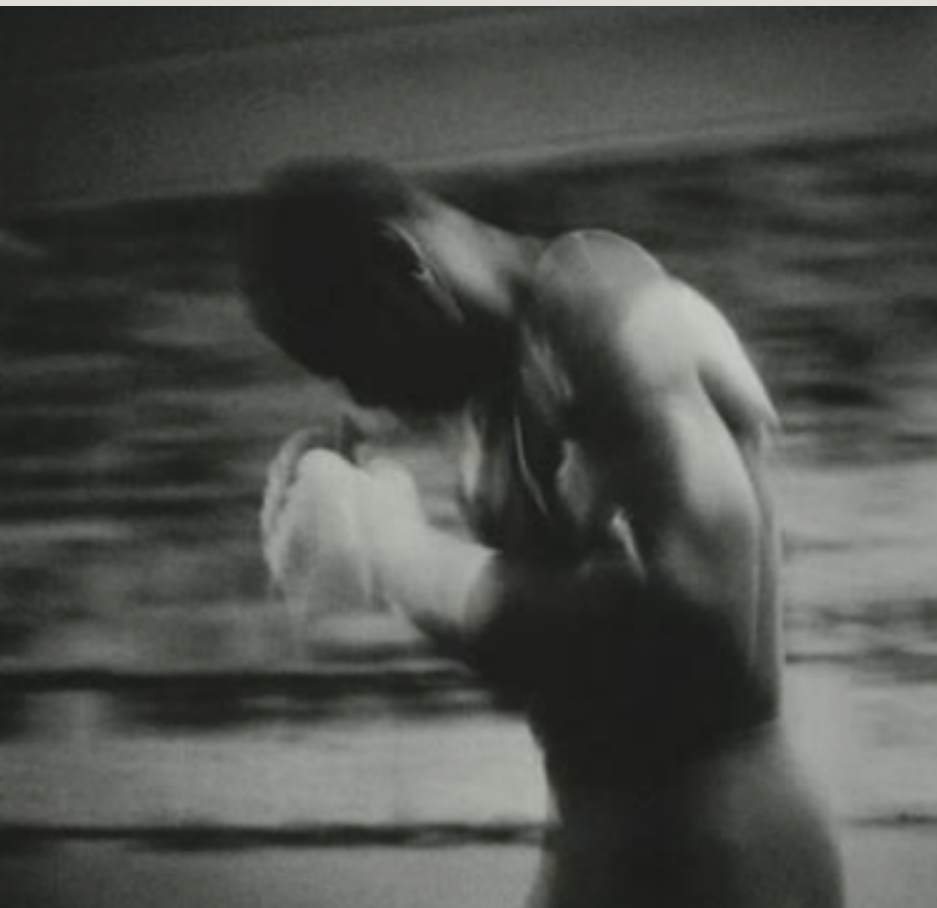
PRIMARY

LOS ANGELES RESIDENTS

ATHLETES

GEN Z/MILLENNIALS

HEALTH FANATICS



SECONDARY

WORLDWIDE RESIDENTS

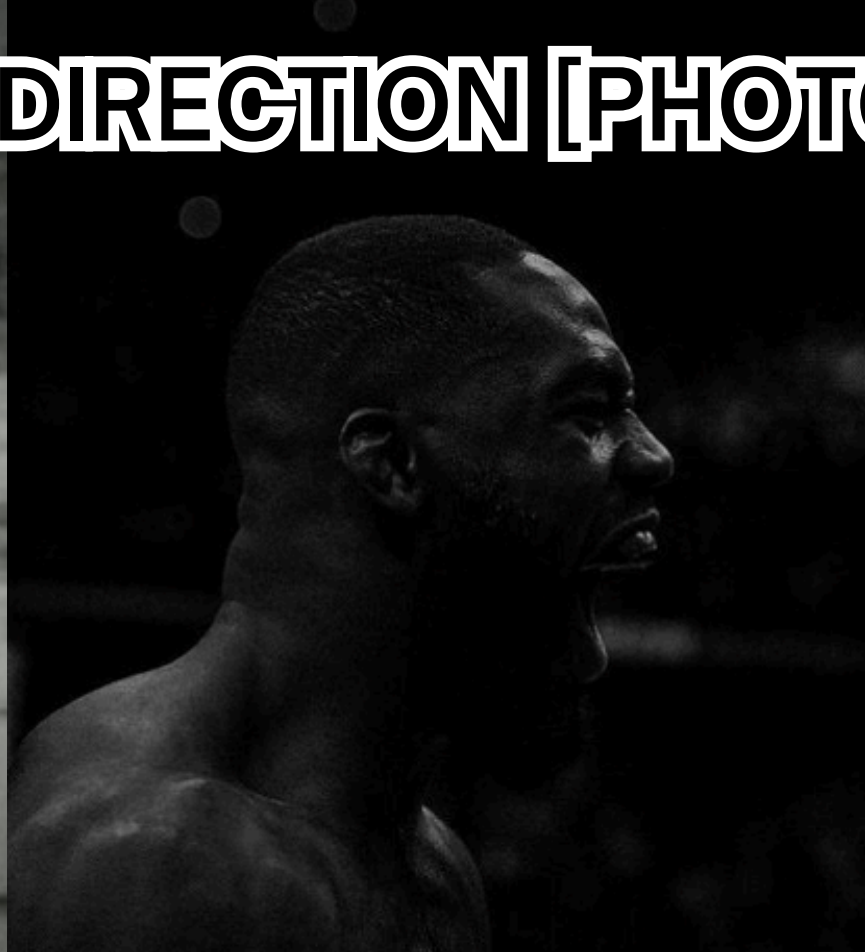
REGULAR GYM-GOERS

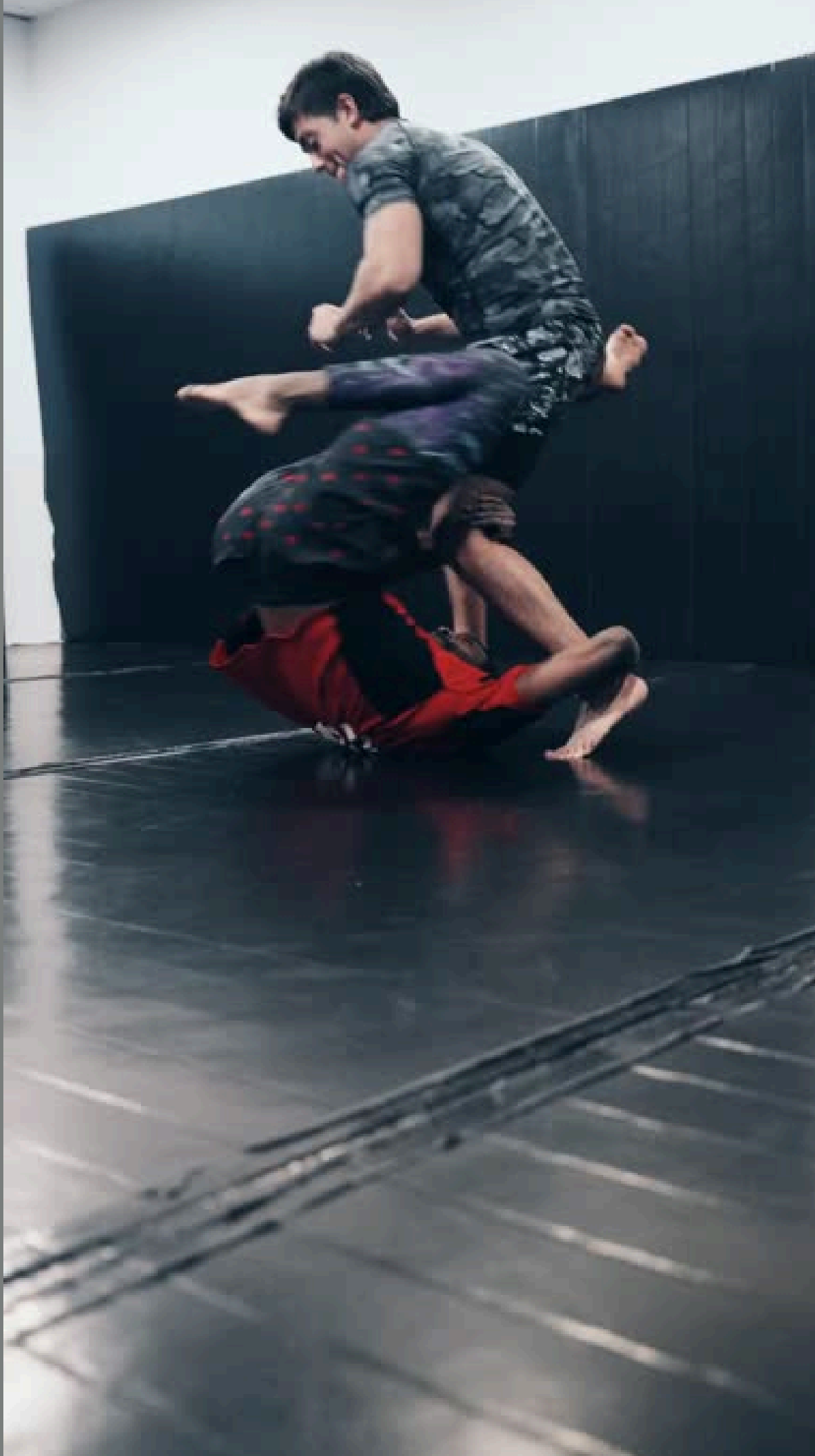




GROWTH GROWTH GROWTH GROWTH GROWTH GROWTH GROWTH GROWTH

VISUAL DIRECTION [PHOTOGRAPHY]



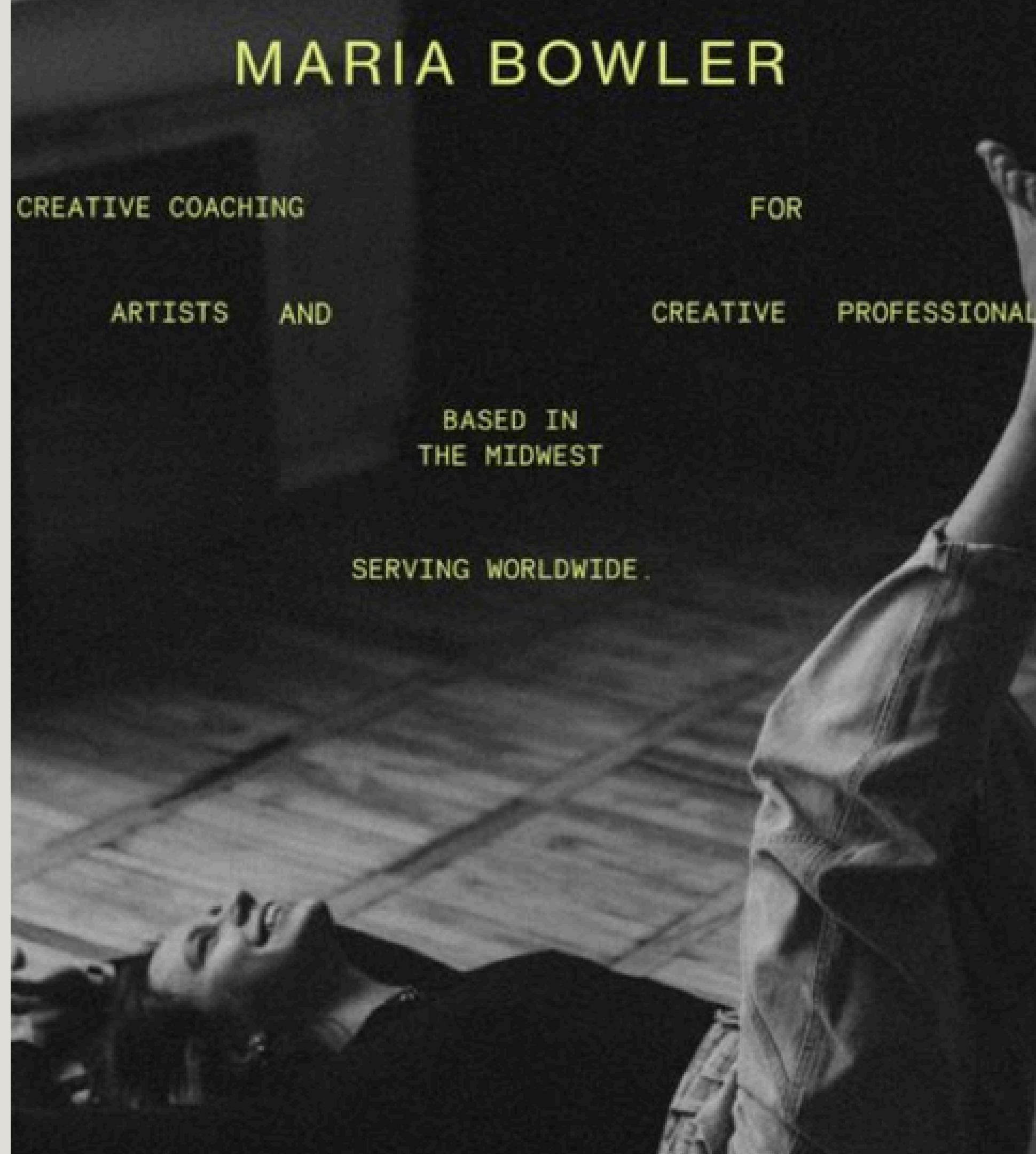


VISUAL DIRECTION
[VIDEO]



MARVIN CASTELLE

VISUAL DIRECTION
[GRAPHIC DESIGN]
“ATHLETE SPOTLIGHT”



MARIA BOWLER

CREATIVE COACHING

FOR

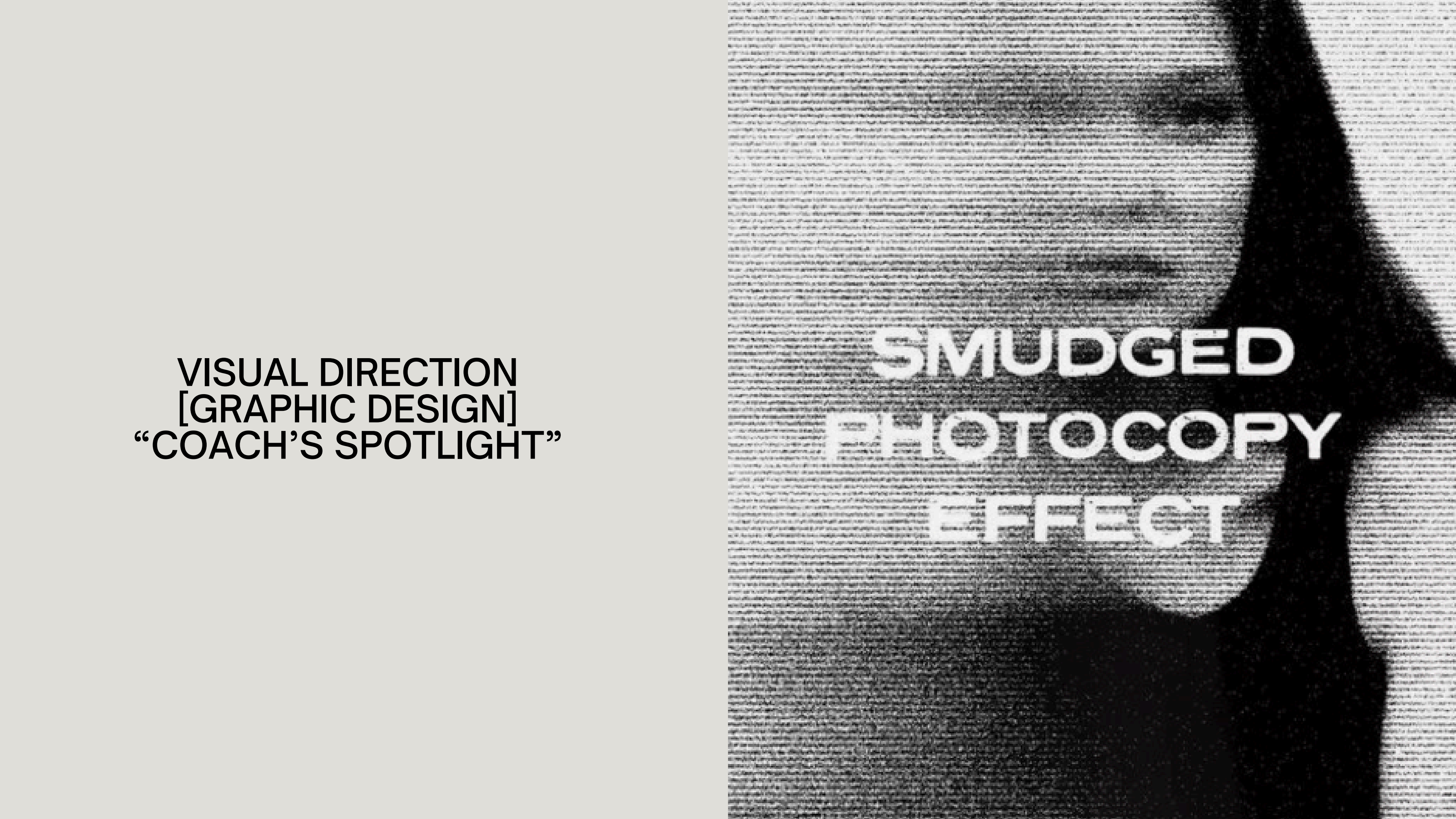
ARTISTS AND

CREATIVE PROFESSIONALS

BASED IN
THE MIDWEST

SERVING WORLDWIDE.

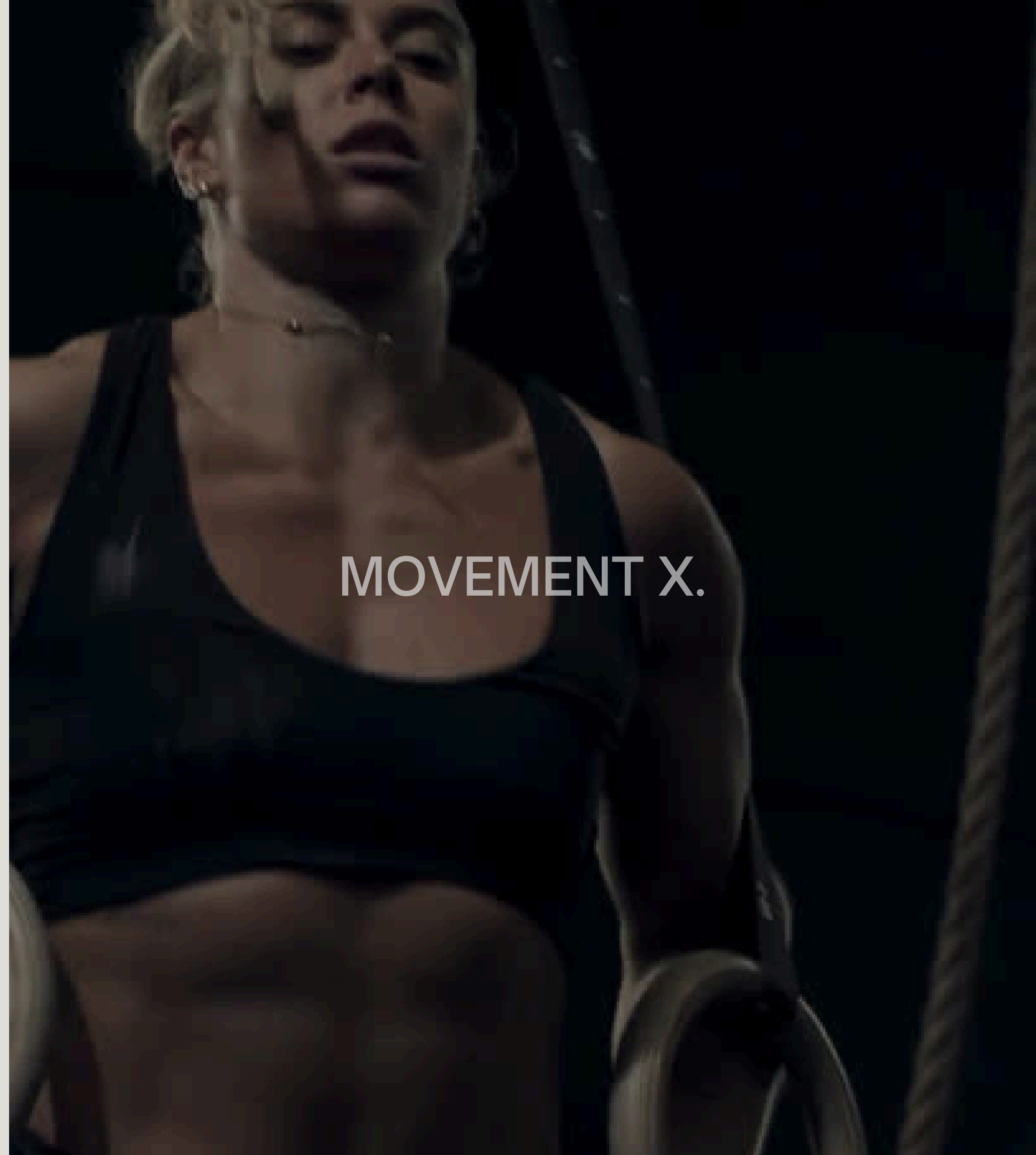
VISUAL DIRECTION
[GRAPHIC DESIGN]
“COACH’S SPOTLIGHT”



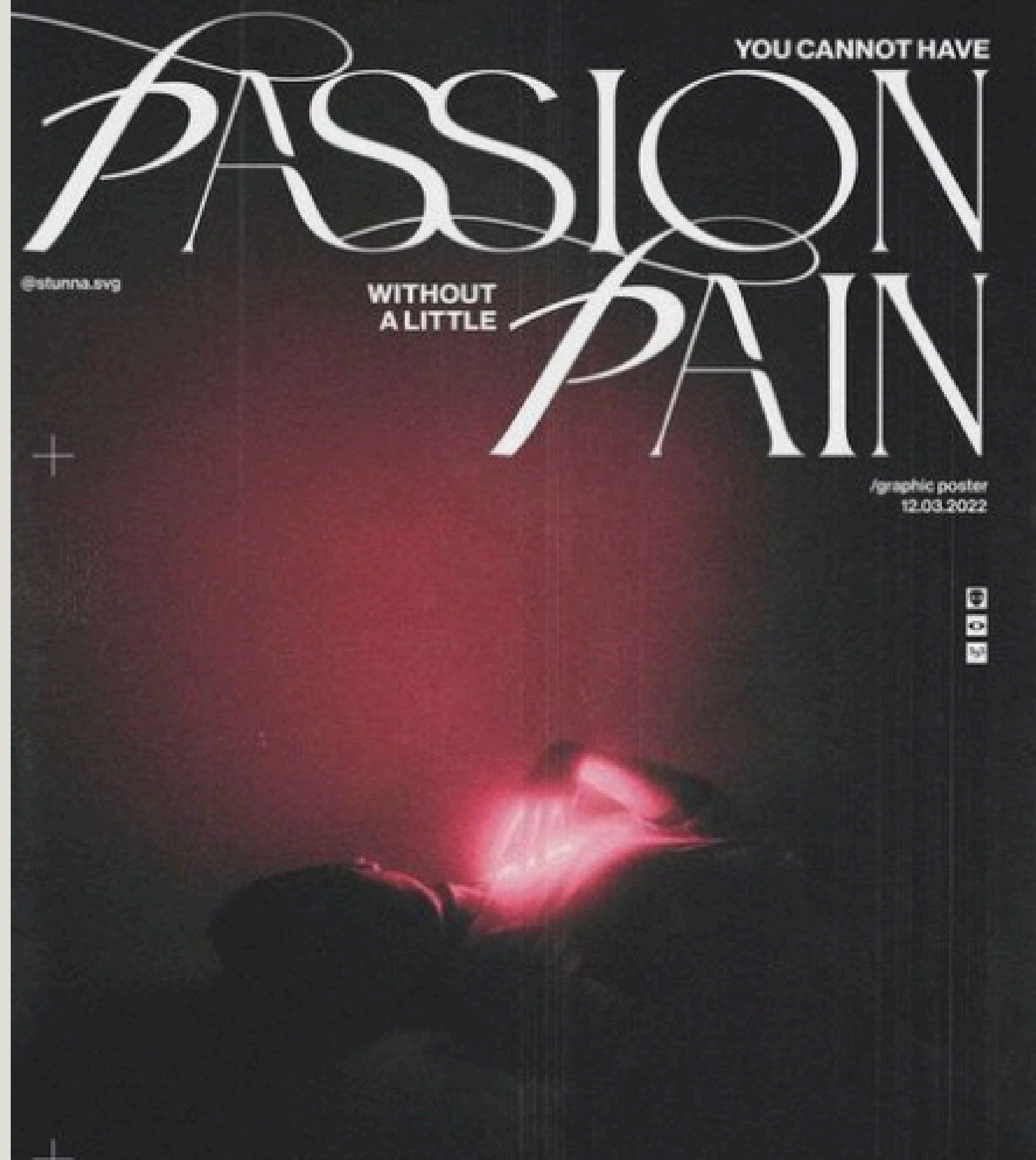
SMUDGED
PHOTOCOPY
EFFECT

VISUAL DIRECTION
[GRAPHIC DESIGN]
“MOVE’S STORY”

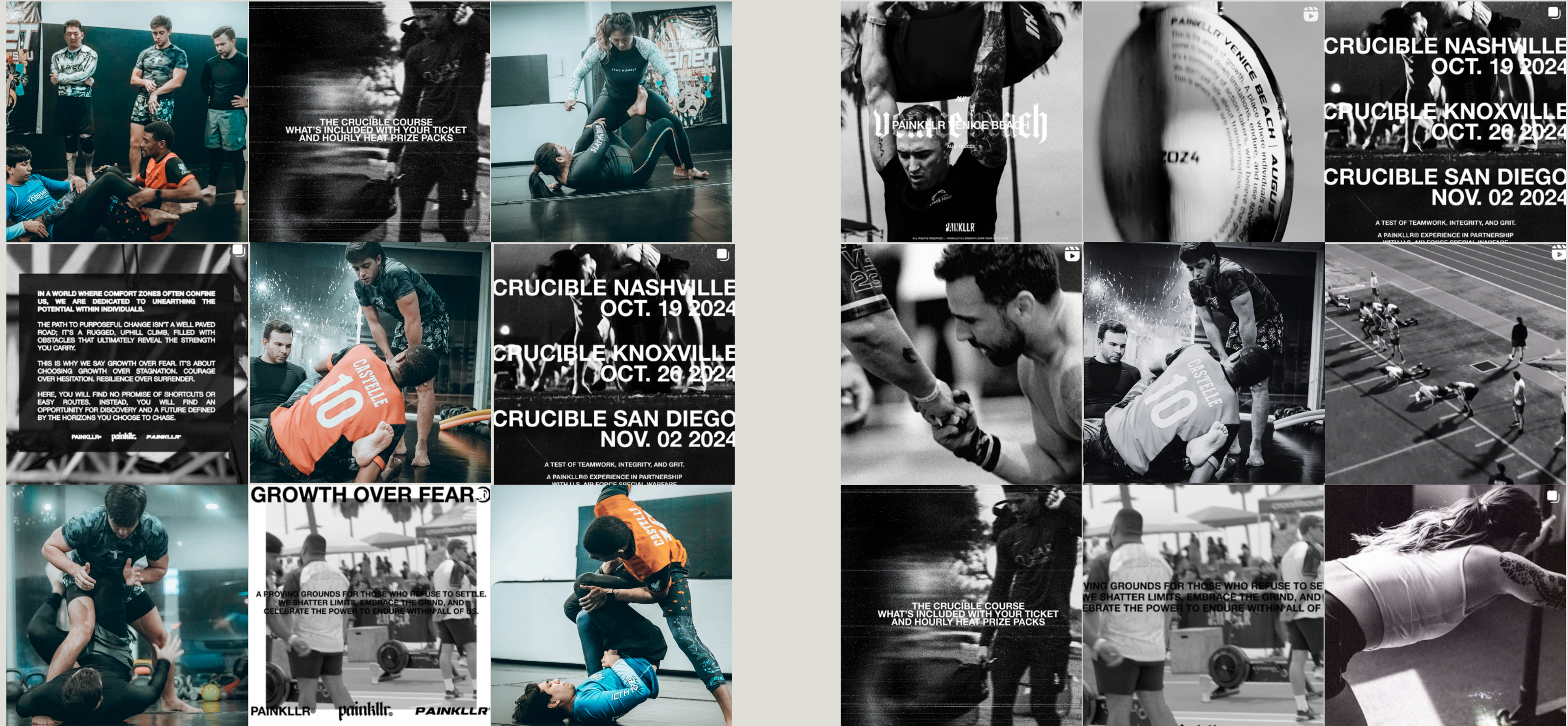
MOVEMENT X.



VISUAL DIRECTION
[GRAPHIC DESIGN]
“COMMUNITY EVENTS”



SAMPLE FEED



IN HOUSE // BRAND // LOCAL
VISION

ENERGY // INTENTION // GOAL
VISION



RECOMMENDED COLLABORATORS

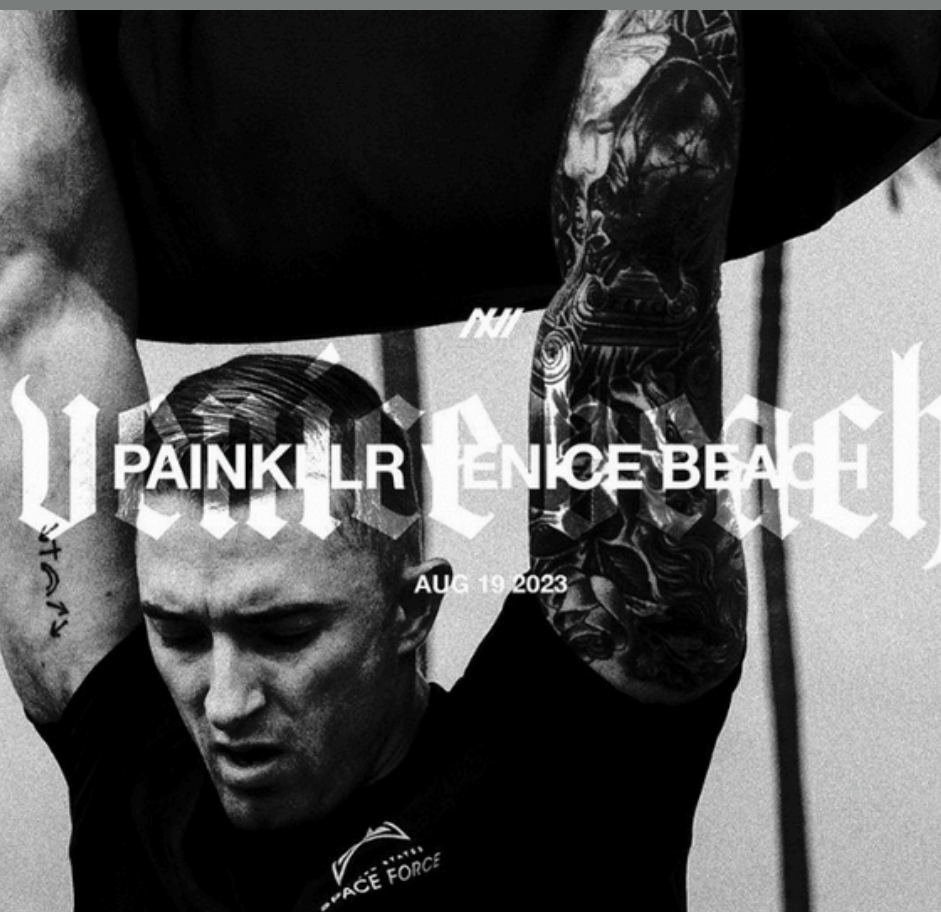
PRIMARY

VENUM

UFC FIGHTERS

BPM SUPPLEMENTS

PAINKLLR



PLATFORMS // FREQUENCY

INSTAGRAM

4-5 DAYS // WEEK
FOLLOWING STORYLINES
HIGHLIGHTING UPCOMING EVENTS
RECAPPING OLD EVENTS

TIKTOK


2-3 DAYS // WEEK
CASUAL IN HOUSE CONTENT
LESS EDITING & STRUCTURE
SHOWS ATMOSPHERE OF GYM

YOUTUBE

FULL LENGTH COACH'S STORY
FULL LENGTH MOVE'S STORY
FULL LENGTH ATHLETE'S STORY
DAY IN THE LIFE STYLE HIGHLIGHTING TRAINING &
THE SURROUNDING HOURS

X

QUOTES, MOTIVATION, AND GRIT STYLE
CONVERSATIONS FROM THE HEAD COACH // OWNER



SAMPLE CAMPAIGN [TO THE TENTH]

[TO THE TENTH] IS A CAMPAIGN IN PARTNERSHIP WITH “BPM SUPPLEMENTS.” THE CAMPAIGN BRINGS A NEW AUDIENCE AND TYPE OF ATHLETE TO BPM, AS WELL AS A NEW ANGLE FOR TENTH PLANET. IT BRINGS FOCUS TO WHAT TAKES YOU TO THE TENTH LEVEL - THE ULTIMATE LEVEL - WHICH IS NUTRITION. ALTHOUGH HIGHLIGHTED IN OTHER SPORTS AND CAREERS, TENTH PLANET WOULD BE ONE OF THE FIRST JUI JITSU BRANDS TO HAVE A SPECIFIC NUTRITION CAMPAIGN. THIS WILL INCLUDE A NEW NUTRITION PLAN FOR ATHLETES, CUSTOMIZED WITH BPM’S PRODUCTS. IT WILL ALSO CONSIST OF ONLINE WEBINARS WITH COACH’S ON BOTH TENTH PLANET AND BPM’S TEAM TO GIVE DETAILED INFORMATION ON FUELING FOR TRAINING. A LARGE GIVEAWAY WILL KICK OFF THE CAMPAIGN, FOLLOWED BY AN IN HOUSE EVENT, WELCOMING OUTSIDE ATHLETES, AS WELL AS THE GYM’S COMMUNITY.