REBRANDING A WEDDING VIDEOGRAPHY SMALL BUSINESS THROUGH A PUBLIC
RELATIONS CAMPAIGN

by

Alita White

A Senior Honors Project Presented to the

Honors College

East Carolina University

In Partial Fulfillment of the

Requirements for

Graduation with Honors

by

Alita White

Greenville, NC

April 29, 2021

Approved by:

Dr. Erika Johnson

School of Communication

Table of Contents

1. Executive Summary

I planned and executed aspects of a rebranding campaign for my wedding videography business Ali White Media through the duration of the 2020-2021 school year. The main focus of the campaign was to restructure the business website and brand image through designing a new logo and color scheme. The secondary focus of the campaign is to set up social media posts that align with the brand image and campaign goals. My strategy to begin the campaign was to conduct background research about the organization and identify key publics for the campaign. My primary goal was to give Ali White Media more visibility within eastern NC while also increasing online engagement and to successfully book more clients through the Ali White Media website.

Potential publics involved with this campaign included engaged couples, women ages 18-35, residents of eastern North Carolina, residents of Kinston, NC, dating couples, and people with a high income. My key public profiles were engaged couples, women ages 18-35, and residents of eastern North Carolina. To reach my key publics, I began restructuring and redesigning the visuals on the business website. I took into consideration the mission, vision, and values of the business, which culminate to the fact that Ali White Media is about delivering beautiful wedding videos to clients.

Next steps for this project include structuring social media posts outlined in a prepared social media schedule and sending out a website feedback survey to potential consumers. Overall, I was able to successfully rebrand the business and redesign the website to increase online engagement for Ali White Media and better reach its key publics.

2. Brand Platform

Vision Statement

Ali White Media strives to serve eastern North Carolina as a premier wedding videographer through high quality video and storytelling ability.

Mission Statement

Ali White Media works to help our clients capture their wedding day in high quality video and audio. By doing so, we help our clients keep a memory of those special moments for years to come.

Values

Customer Service

- We strive to always be kind and considerate when interacting with our clients.

- We take the utmost care in handling the delicate moments of a wedding day and its special memories.

High Quality

- We strive to always offer our highest quality video and audio footage to our clients.

- We work to package and edit footage from our clients' wedding days in an aesthetically pleasing and professional way.

Storytelling

- We work to tell our clients' love stories with every video.

3. Campaign Details

3.1 Organization Research

Ali White Media was founded as Awe Media in 2017. After I had mentored with other professional videographers for several years, I realized my passion for videography and thought it could be a good way for me to make some money while being a full-time student in college. The business mainly focuses on wedding videography but also offers other professional photography and videography services.

Previously, the business focused on advertising through social media platforms such as Instagram and Facebook as well as a website and word of mouth. They also had a previous logo and social media accounts, under the name Awe Media.

3.1.2 Communication Theories

There are two communication theories that fit the scope of this project: Uses and Gratifications and Electronic Word of Mouth (eWOM). Uses and Gratifications seeks to explain what people do with media, rather than what media does with people. People seek out certain types of media to fit their specific needs (Bajracharya, 2018). This theory is audience-centric and contains an active public rather than a passive one. Ali White Media fulfills this theory because most of the time consumers are seeking out a specific product, wedding videos, when they interact with the business online.

Electronic Word of Mouth (eWOM) is "the dynamic and ongoing information exchange process between potential, actual, or former consumers regarding a product, service, brand, or company, which is available to a multitude of individuals and institutions via the Internet" (Ismagilova et al., 2019). eWOM highly influences human behavior because it is an important source of information (Ismagilova et al., 2019). Ali White Media fulfills this theory because a majority of its customer interaction and information gathering happens online through social media and the business website.

3.1.3 SWOT Analysis

A SWOT analysis examines an organization and its strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are determined from present and internal sources, while opportunities and threats are determined from future and external sources.

Strengths	Weaknesses
• Ability to design graphics/branding • Connection with clients on a personal level • Organizational skills • Ability to produce high quality photos and videos to clients	• Time management skills • Consistent branding and messaging • Consistent social media posting • Current design of website
Opportunities	**Threats**
• Increase in online engagement • Increase in bookings due to online engagement • Brand image that personifies what the business is about on both the website and social media	• Competition with other photographers and videographers in the area • Years of experience in the field • Not keeping up with social media and the website

3.1.4 Situation Analysis

The internal strengths of Ali White Media include the ability to produce high quality photos and videos to clients and organizational skills. One weakness of the business is its lack of manpower due to limited employees. It also has a lack of visibility within eastern North Carolina due to a small client base and limited advertising thus far. Ali White Media struggles to maintain a positive trend of social media engagement and high levels of client booking. They also face the external threat of competition with other photographers and videographer and global situations, such as the COVID-19 pandemic.

When the business was founded in 2017, I had very little web design experience and threw together a website that did not accurately represent the mission, vision, or values of the business. For any business, first impressions matter. "Beginning with your website, consumers are passing judgement and making decisions about whether or not they will even visit your store, restaurant or office," (Leinbach-Reyhle, 2014). The business was growing, and it was time for a rebrand. "Smart companies rebrand because they know that good design can make or break a business, because they know they've outgrown their original mission," (Bowman, 2018). This campaign is important to Ali White Media because it will help to attract new clients and build a positive business reputation.

Some core issues surrounding the rebranding campaign include a lack of visibility for Ali White Media in eastern North Carolina, difficulty distinguishing this business from other wedding videography professionals, and a limited time and budget. Strategies we can take to tackle these issues include using targeted advertisements to residents in eastern North Carolina, updating the business website, and regularly posting on social media and engaging with other brands.

Core Problem/Opportunity Statement: Ali White Media has limited online engagement and client bookings. The rebranding campaign seeks to update the advertising of the business as well as distinguish it from other brands and create a positive business reputation.

Challenges of the Campaign:

- Lack of visibility for Ali White Media in eastern North Carolina*

- Difficulty distinguishing this business from other wedding videography professionals*

- Limited time and budget*

- The COVID-19 pandemic and its impact on the wedding industry

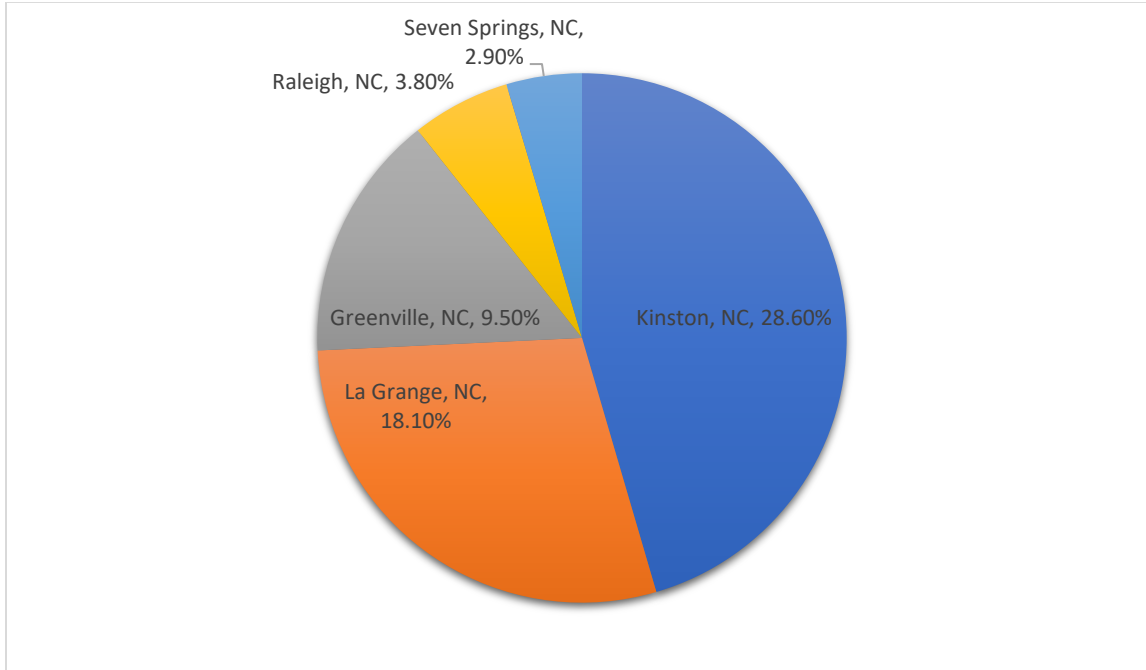- Creating an effective strategy that sees success and responses from clients

*Denotes core issues
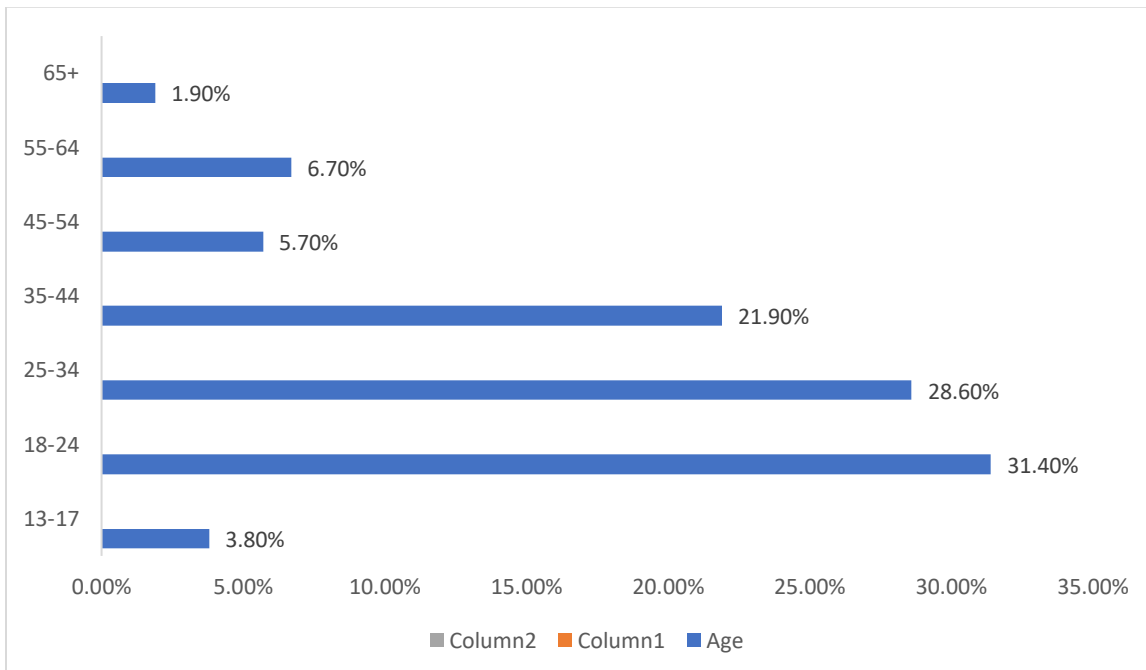
3.2 Analyzing the Publics

Current Audience Demographics

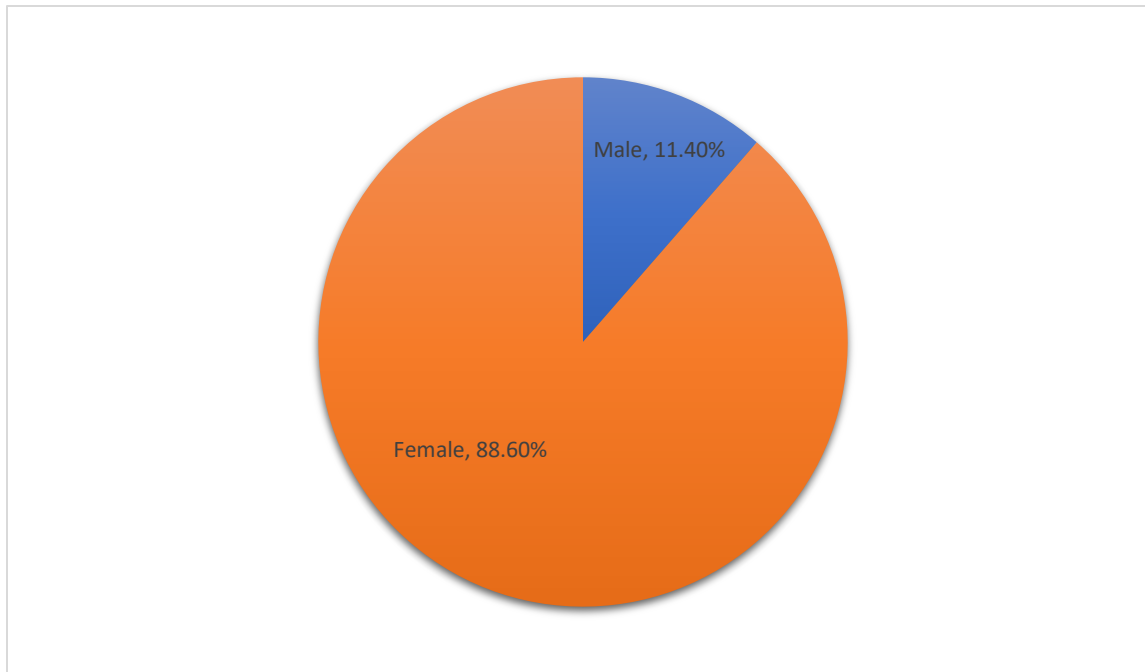This data is a breakdown of Instagram followers (123 total) as of April 2021.

Location

Age Range

Gender

Potential Publics:

- Engaged couples
- Women ages 18-35
- Residents of Eastern NC
- Residents of Kinston NC
- Dating couples
- People with a high income

Key Public Profile: Engaged Couples

- Demographics: Engaged couples is inclusive to all genders. In the U.S. in 2020, the average age for women to get married was 31 and the average age for men to get married was 33. In the South, the average age of an engaged couple is 31, one year lower than the national average (Lee, 2021).
- Communication Channels: The main communication channel for engaged couples is text message, followed by email. Other communication channels include print media such as flyers and billboards.
- Social Media Channels: Many engaged couples likely use social media channels such as Instagram, Facebook, Twitter, Snapchat, and Pinterest. Because the average age is in the 30s, they may or may not use TikTok.

- Influencers (Opinion Leaders): A relevant set of influencers for engaged couples is friends who have already gotten married. Another set of influencers are their family, specifically parents.

Key Public Profile: Women Ages 18-35

- Demographics: This group is made up of women ages 18-35.
- Communication Channels: The main communication channel for women ages 18-35 is text message, followed by email. Other communication channels include print media such as flyers and billboards.
- Social Media Channels: Many women ages 18-35 likely use social media channels such as Instagram, Facebook, Twitter, Snapchat, Pinterest, and TikTok.
- Influencers (Opinion Leaders): A relevant set of influencers for women ages 18-35 are social media influencers they may follow on Instagram, TikTok, YouTube, etc. Another set of influencers are friends around the same age group.

Key Public Profile: Residents of Eastern NC

- Demographics: In 2019, the average age in eastern NC was 42.25 (NCEast, 2019).
- Communication Channels: The main communication channel for residents of eastern NC is print media such as newspapers, flyers, and billboards. This is closely followed by online communication channels such as text message and email.
- Social Media Channels: Many residents of eastern NC likely use social media channels such as Instagram, Facebook, Twitter, Snapchat, Pinterest, and TikTok.
- Influencers (Opinion Leader): A relevant set of influencers for residents of eastern NC are social media influencers. Another set of influencers may be government officials, including state and city.

4. Goals and Objectives

Goals:

- Give Ali White Media more visibility within eastern NC while also increasing online engagement.
- Successfully book more clients through the Ali White Media website.

Objectives:

- Informational Level

  - I would like to see a 50% increase in awareness from my key publics by December 2021.
    - Measured by social media views and impressions

- Attitudinal Level

    o I would like to see a 25% increase in positive attitudes about the business from
       my key publics by December 2021.
        ▪ Measured by social media engagement (likes, comments, shares)

- Behavioral Level

    o I would like to see an increase of 100 social media followers by December 2021.
        ▪ Measured by social media followers
    o I would like to see a 15% increase in client booking by December 2021.
        ▪ Measured by client bookings

5. Implementation

5.1 New Name & Logo

The first step to implementation was to apply the new business name and logo. I decided
to change the name from Awe Media to Ali White Media both for simplicity and to increase
brand recognition. After deciding to change the name, I created the new logo using Canva design
software. The logo clearly states the name of the business as well as being aesthetically pleasing
and versatile in design.

5.2 Brand Kit

After solidifying the business name and logo, I moved on to creating a brand kit. . Creating a brand kit allows for an easy reference to specific branding materials when creating content for your business. I chose to include a color scheme, font collection, and the new logo. I chose this color scheme and font collection because it has a romantic vibe that lends itself well to advertising for weddings.

5.3 Website Redesign

Finally, I was ready for the website redesign. I decided to continue to use Squarespace as the host because it lends itself well to creating an online storefront and I hope to one day be able to process payments on my site. I also changed the domain name from awemedia.live to aliwhitemedia.com and all of the social media handles from @awe.media to @aliwhitemedia. One thing that I specifically wanted to focus on in the redesign was using my own images and videos throughout the website instead of stock images. Overall, this website works together and has a more cohesive and streamlined look. In addition, it employs use of the brand colors and fonts to accurately display the brand image.

You can find a link to the new website here: www.aliwhitemedia.com

New Website Home Page

Old Website Home Page

6. Evaluation

6.1 Analytics

www.aliwhitemedia.com (New)	www.awemedia.live (Old)
January 1 – April 29, 2021	*January 1 – December 31, 2020*
Visits: 111 (75% desktop, 28% mobile)	Visits: 211 (45% desktop, 54% mobile, 1% tablet)
Bounce Rate: 62.16%	Bounce Rate: 57.33%
Unique Visitors: 100	Unique Visitors: 166
Page Views: 219	Page Views: 437

The new website has already surpassed over half of the unique visitors of the old website in less than half the amount of time. It also has an increase in desktop visitors over mobile visitors.

6.2 Presentations

My first presentation was at East Carolina University's Research and Creative Achievement Week. The feedback I received there was to consider income range when identifying my key publics, which I then included in my list of potential publics. My second presentation was to Magic Mile Media, a social media consulting firm based in Kinston, NC. They gave me feedback about a few design elements on my website which I was able to fix.

6.3 Reflection

Project Positives

- The website has a sleek new look and is cohesive with the brand image.
- The social media platforms are cohesive with the brand image.
- I have already begun to see an increase in client bookings from around 6 clients per year to 10 clients per year (so far).

Project Negatives

- I did not allow myself enough time to start social media programming as the research and website redesign took longer than I expected it to.

- I could have put more into background research, including both secondary research and focus groups/surveys.
- I could have better organized myself throughout the campaign.

6.3 Next Steps

Survey

- I am currently in the process of creating a feedback survey in which consumers can determine whether the Ali White Media website aligns with the brand image and values.

Social Media Content Planning

- The next step for this project is to plan and create content for social media that aligns with brand images and values.

June 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 IG & FB: Introduction of new business name and logo (graphic)	2 IG & FB: About Me (headshot)	3 IG & FB: Any photo	4	5 IGTV & FB: Full wedding video (Kolby & Logan)
6	7 IG & FB: Giveaway (3 Free Photo Sessions) *Help build my portfolio (graphic)	8 IG Stories Giveaway reminder	9 IG & FB: Any photo	10 IG Stories Giveaway reminder	11 IG & FB: Friday Introductions (about me) IG Stories Giveaway closes today	12 IGTV & FB: Full wedding video (Leah & Chase)
13	14 IG & FB: Announce and contact giveaway winners	15 IG & FB: Any photo	16 IG & FB Wedding video teaser (Zander & Thomas)	17	18 IG Stories 2021 Availability (graphic)	19 IGTV & FB: Full wedding video (Candice & Brett)

Relevant Links

New Website: www.aliwhitemedia.com

Instagram: www.instagram.com/aliwhitemedia

Facebook: www.facebook.com/aliwhitemedia

References

Bajracharya, S. (2018, February 15). *Uses and Gratifications Theory*. Businesstopia.
https://www.businesstopia.net/mass-communication/uses-gratifications-theory .

Bowman, A. (2018, October 31). *4 Ways to Know When It's Time to Rebrand Your Business*.
Entrepreneur. https://www.entrepreneur.com/article/322558.

Getting you the information you need to make smart business decisions. NCEast Alliance. (n.d.).
https://www.nceast.org/overview/demographics/.

Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2019, May 9). *The Effect of
Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis*.
https://link.springer.com/article/10.1007/s10796-019-09924-
y#:~:text=Electronic%20word%20of%20mouth%20(eWOM,2017) .

Lee, E. (2021, February 2). *This Is the Average Age of Marriage In the U.S.* theknot.com.
https://www.theknot.com/content/average-age-of-marriage.

Leinbach-Reyhle, N. (2016, March 28). *3 Reasons Websites Are Vital for Small Businesses*.
Forbes. https://www.forbes.com/sites/nicoleleinbachreyhle/2014/09/29/websites-for-small-
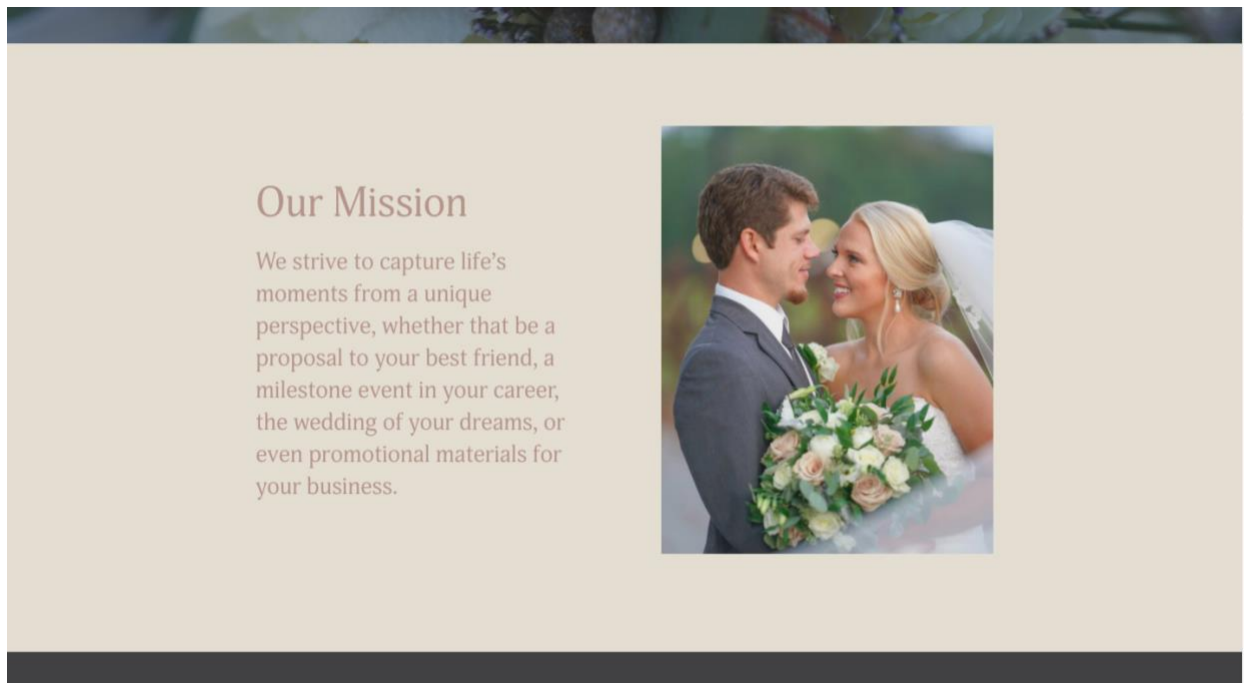businesses/?sh=5eea823c2026.

Survey Questions

1. What was your first impression of the new website?
   - Uninterested
   - Slightly interested
   - Definitely interested
2. Based on the information given on the new website, the information was:
   - Confusing and too difficult to understand
   - Needing more clarification
   - Straightforward and easy to understand
   - Other
3. After looking at both the old and new website, the new website was:

- Improved
- Not Improved

4. How did you feel about the use of photos and graphics on the new website?
    - Looked good together and helped to accurately display the products
    - Looked good together but did not help to accurately display the products
    - Did not look good together and did not help to accurately display the products
    - Other

5. After viewing the new website, would you book Ali White Media if you had a special event?
    - Yes
    - No
    - I'm not sure

6. On a scale of 1-5, how would you rate the new website? (1 meaning terrible, 5 meaning wonderful)

7. If you could improve an area of the website, what would it be? (can choose multiple)
    - Graphics
    - Photos
    - Videos
    - Colors
    - Text/Font
    - Information Included
    - Contact Information
    - Other

8. Please explain why you would improve this area.

9. What is your age?

10. What is your gender?

11. What is your ethnicity?
    - White
    - Hispanic or Latino
    - Black or African American
    - Native American or American Indian
    - Asian / Pacific Islander
    - Other
    - Prefer not to answer

12. What is the highest degree or level of school you have completed? If currently enrolled, highest degree received.
    - No schooling completed
    - Nursery school to 8th grade

- Some high school, no diploma
- High school graduate, diploma or the equivalent (for example: GED)
- Some college credit, no degree
- Trade/technical/vocational training
- Associate degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree
- Prefer not to answer

13. What is your marital status?
- Single, never married
- Married or domestic partnership
- Widowed
- Divorced
- Separated
- Prefer not to answer

**Select Website Screenshots**

What people are saying.

"She was absolutely wonderful to work with! From beginning to end she made our day so special! I highly recommend! Thank you Ali for capturing our wedding day!"

— Anna Smith, 2019 Bride

"Ali White Media did Santa photos for our church. The pictures were perfect! So easy to work with too."

— Sara Levin

Services   Gallery   Book   HOME

Schedule a consultation.

ali@aliwhitemedia.com

(252) 933-9909

Greenville, NC

Name *

First Name   Last Name

Email *

Message *

Send

Schedule a consultation today.

BOOK NOW

Hours

Follow

ali@aliwhitemedia.com

(252) 933-9909

Monday – Friday

9am – 5pm

Facebook

Instagram