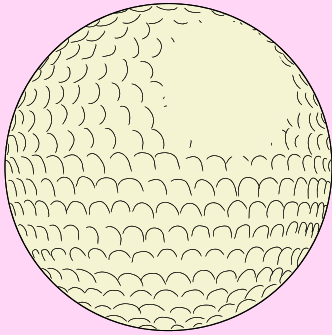
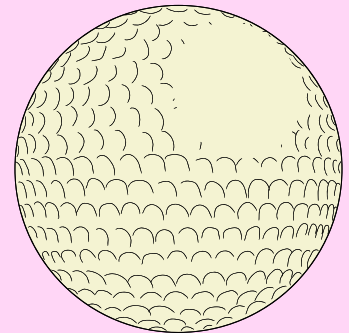


THE COMM AGENCY



EMYVALE



GOLF

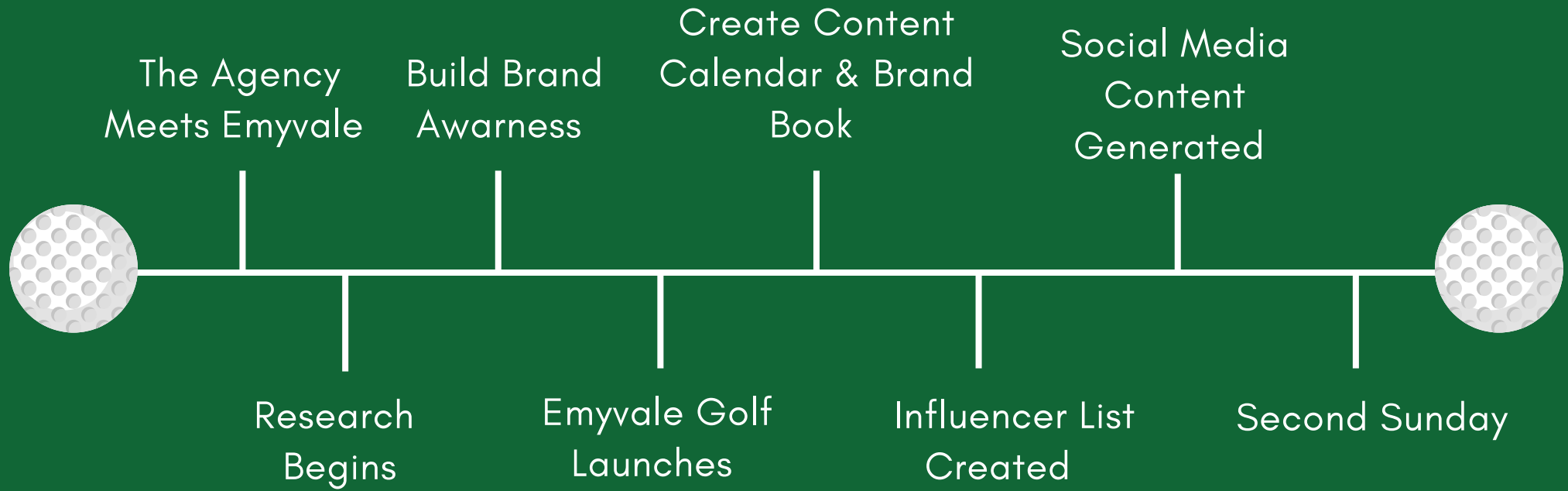
FINAL REVIEW

TABLE OF CONTENTS

Campaign Precipis.....	3
Campaign Summary.....	4
Campaign Efforts.....	5
Final Budget.....	6
Recommendations	7
Lessons Learned.....	8
Review.....	9



CAMPAIGN PRECIS



CAMPAIGN SUMMARY



The team was able to execute these campaign goals through brand pop-ups, media pitches, photoshoots, and content calendars.

OUR EFFORTS: IN MOTION

red with me > Emyvale/The Agency Sh...

People Modified

	Owner
Website Content	maeve@emylvalegolf.com
Spreadsheets (Influencers, Tasks)	me
Social Media	maeve@emylvalegolf.com
Research	maeve@emylvalegolf.com
Launch Day Reel Ideas	Couldn't load user
Influencer Collabs	maeve@emylvalegolf.com
For Media	maeve@emylvalegolf.com
Emyvale 18 questions video	College of Charleston
Branding	maeve@emylvalegolf.com
12-30-23 Video Content	maeve@emylvalegolf.com



FOLLOWER COUNT (5K-60K RANGE)	INSTA	TIKTOK	REASON WHY THEIR AUDIENCE IS SIMILAR TO EMYVALE'S
49.9K on IG 66K on TikTok	@gabulous_gabs	@gabulous_gabs	her accounts focus on gold, lifestyle, fashion
3.6K on IG 8.2K on TikTok	@al_dusiek	@al.golf	amateur golfer, handicap
34.5K on IG	@miss_francisco	n/a	account is all about golf and teaching the sport
42.7K on IG 48.3K on TikTok	@morgan_parkow	@morgan	
45.8K on IG	@toni_tottis	@totti	
34K on IG 68.7K on TikTok	@bellycarlson	@belly	
14.7K on Instagram 22.3K on tik tok	@elosefeelygolf	@elose	

DID YOU KNOW?

ABOUT 8% OF GOLFERS ARE FEMALE, WHILE THE REST OF THE 92% IS MALE

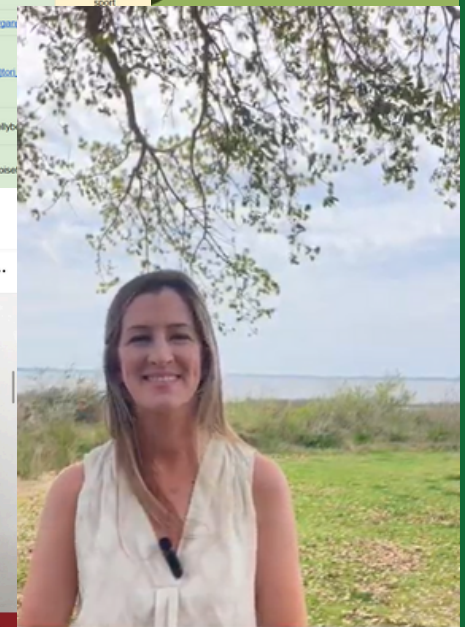
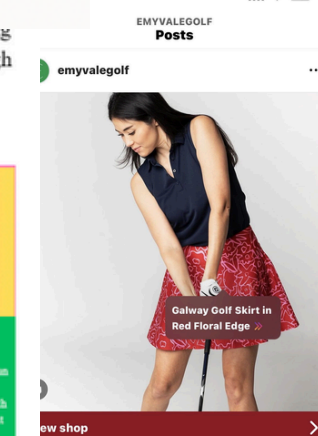
Emyvale Pitch

EXTERNAL EMAIL: Verif... Inbox

MG	Maeve Gallivan	Second Sunday Reel!	3/19/2024	EXTERNAL EMAIL: Verif... Inbox
MG	Maeve Gallivan	2nd Sunday content	3/12/2024	EXTERNAL EMAIL: Verif... Inbox
	Maeve Gallivan	Link to 2nd Sunday d...	3/10/2024	EXTERNAL EMAIL: Verif... Inbox
MG	Maeve Gallivan	Check-In and Spring ...	2/29/2024	EXTERNAL EMAIL: Verif... Inbox
MG	Maeve Gallivan	Second Sunday Info!	2/27/2024	EXTERNAL EMAIL: Verif... Inbox
MG	Maeve Gallivan			

Competition is important when creating a formative research plan to grasp a better understanding of the market. As golf is becoming more prevalent for women to participate in it seems as though people are racing to make their apparel more stylish for women entering the golf world some brands that are trying to make these products include Sierra Madre and Addison Bay.

Jayebird	Mariebirdie	Kenny's Flowers	Kilo Tango	Smith and Quinn
<ul style="list-style-type: none"> Values: Function, comfort, and quality materials. Ownership: Women-owned business. Style: Traditional styles and patterns with a broader color palette. Pricing: Higher priced; designed for mix-and-match flexibility. Website: Sleek and easy to navigate. 	<ul style="list-style-type: none"> Mission: Clearly explained mission, identity, and inspiration. Style: Fun colors and patterns. Pricing: Lower prices; children's brand, overlapping with parents as the buyers. Website: User-friendly with comprehensive information. 	<ul style="list-style-type: none"> Product Range: Women's apparel for various occasions, including golf. Style: Fun patterns for the green. Pricing: Expected for golf apparel. Sustainability: Committed to sustainability; limited women's golf apparel section. Website: Easy navigation, commitment section focusing on making a positive impact. 	<ul style="list-style-type: none"> Ownership: Women-owned. Target Demographic: Focus on the young women demographic. Material: Silky material suitable for both on and off the green. 	<ul style="list-style-type: none"> Style Differentiation: Uses fun patterns to stand out. Material: Products made with Italian matte fabrics for heat comfort. Focus: Stylish golf apparel for women.



Emyvale sneak peak

Liked by jaelynfriedlanderr and 28 others

nyvlegolf Love is in the air! Celebrate Valentine's Day by surprising your valentine with new gear for golf season! Explore EmyvaleGolf.com for the perfect gift! #ValentinesDay #shopEmyvaleGolf #golfoutfit #golfoutfitp

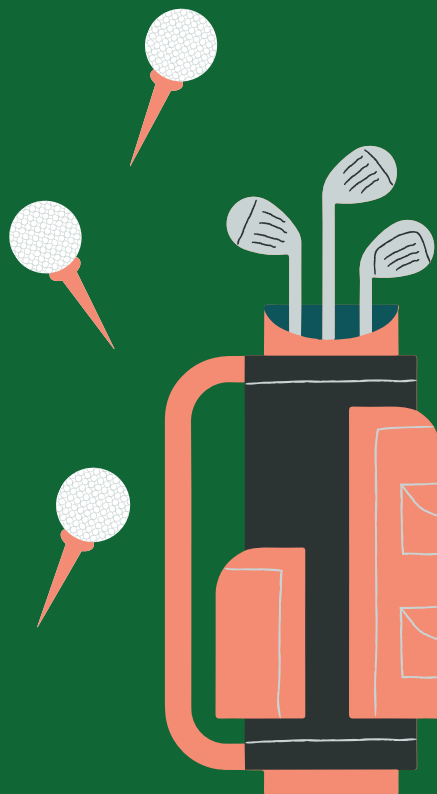
ew all 5 comments

nyvlegolf @thefashiongolfer ❤️ this one is personal favorite! Thank you!

markermamasgolf

February 13

BUDGET REPORT



- FROM LAUNCH TIME TO YESTERDAY, THE DATES BEING FEBRUARY 6TH THROUGH APRIL 28TH, A TOTAL OF \$3,015 IN SALES.
- AVERAGE ORDER VALUE IS \$134.19
- \$2,502 ONLINE STORE SECESSIONS OR VISITS

EMYVALE SECOND SUNDAY BUDGET REPORT IDEA

CLOTHING RACK: WHITE, GOLD, AND BLACK COLORS OFFERED	
TABLECLOTH: LARGE COLOR SELECTION	
HANGERS: PINK AND GREEN COLORS TO MATCH BRAND APPEARANCE	
BUSINESS CARDS: MOO-50 CARDS:	
VISTA PRINT-100 CARDS:	
MINI PUTT-PUTT: INCLUDES FLAG, BALLS, GOLF PUTTER	
CUSTOM BANNER: 36"W X 78"H FRAME & CASE ACE DISPLAYS	
EMYVALE GOLF BALLS:	
THEMED GOODIES: AMAZON CHOCOLATE GOLF BALL PARTY FAVORS	
GOLF CLUB PENS: 12 COUNT	
TENT AND TABLE: SPEAKER:	
TOTAL BUDGET GIVEN:	
TOTAL BUDGET SPENT:	

COST

\$29.99

\$17.99

\$15.99

\$14.99

\$21.00

\$59.99

\$172.80

USED FROM GIVEAWAY

\$13.65

\$7.99

PROVIDED
PROVIDED

\$350.00

\$333.39



RECOMMENDATIONS

1



Extra help!

2



Types of Content to Prioritize

3



Networking

4



**CONSISTENCY
IS MORE IMPORTANT
THAN PERFECTION**

Stay Consistent

5



Stand out!

LESSONS LEARNED

1

Challenges & Opportunities



2

Connecting With Audience



3

Factors to Success



4

Unexpected Challenges



5

Most Significant Impact



6

Most Important Lesson



7

Application of Lessons



THANK YOU FOR EVERYTHING!

