



Alpha PR



MusicGNV

# 2023-2024 MUSICGNV & ALPHA PR REPORT

## GROOVE



## GNV

GET YOUR BUSINESS IN THE LOCAL GROOVE

**Fall 2023 &  
Spring 2024**

Prepared by

**AlphaPR**

Prepared for

**MusicGNV**

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# Meet the Team



**Eva Pantoja**  
Account Supervisor



**Chloe Knowles**  
Account Executive



**Paula Lamus**  
Account Executive



**Silvana Noriega Saravia**  
Account Executive



**Emily Delaney**  
Account Executive



**Olivia Evans**  
Account Executive

# Abstract

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For fall 2023 and spring 2024, MusicGNV worked with Alpha PR to launch its Groove GNV campaign, an initiative that brings local musicians and businesses together. MusicGNV provides businesses with carefully curated playlists consisting of local artists' music and in return the businesses are featured on MusicGNV's website and socials. The work included constructing a page on MusicGNV's website, designing and distributing promotional flyers and stickers to local businesses, researching and reaching out to companies in the Gainesville area to pitch the idea and creating social media posts to spread word. This report will outline the work Alpha PR has done and analyze the results of our yearlong efforts.

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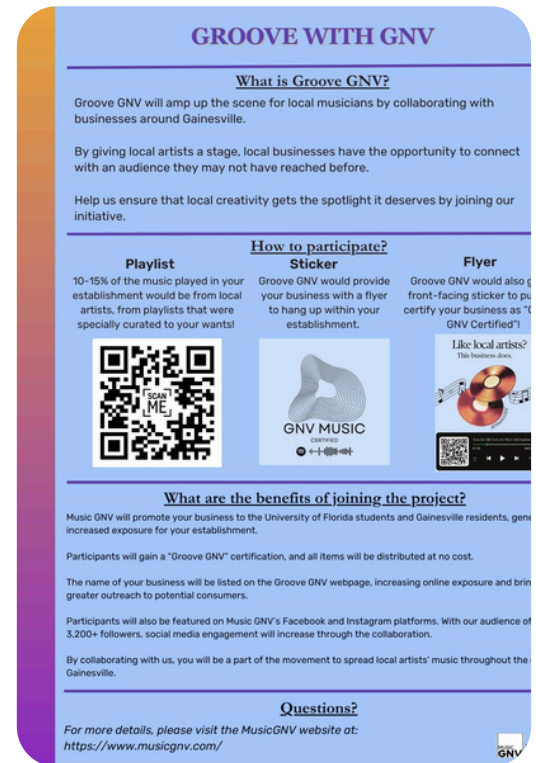
## Tasks

Beginning in September 2023, Alpha PR started working with MusicGNV and conducted preliminary research to collect feedback from potential participants through introductory pitching actions that took place from October to November 2023. Aligned with the initial Groove GNV goals, our team conducted research on 14 local businesses in the Gainesville area which involved compiling a detailed media list of establishments spanning from coffee shops to restaurants.

Alpha PR collaborated with MusicGNV to develop the initial project concepts into a comprehensive campaign, encompassing a flyer and sticker design, as well as an informational handout. Through a series of consultations with MusicGNV's team, Alpha PR evolved the client's initial concept of a project aimed at uniting local artists with businesses into reality. The graphic design elements created by the Alpha PR team now serve as the primary visual representation of Groove GNV for prospective clients and audiences alike.

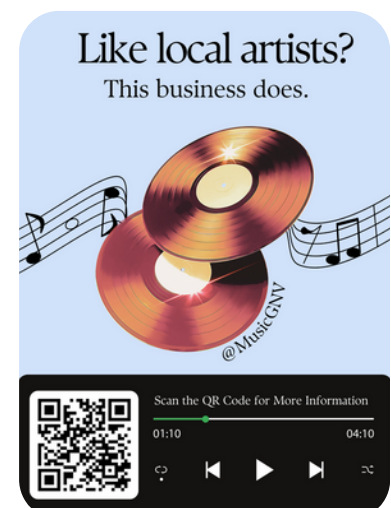
Per client request, and as additional supportive campaign material Alpha PR initiated the creation of the Groove GNV Squarespace page, within the MusicGNV site, laying the groundwork for later development. The Alpha PR team meticulously crafted this page to visually embody the essence of the Groove GNV campaign.

This transformation elevated the original project into a fully-fledged initiative, steadily gaining momentum as it expanded. The team worked on everything from design to copywriting by seamlessly integrating the MusicGNV website and branding into its designs.



Informational Flyer

## Sticker and Flyer Designs



## Research

Research was done by identifying the core goals this project was trying to achieve. The Alpha PR team compiled media lists and pitched a few initial businesses, feeling the lay of the land in feedback achieved. After these initial efforts, the Alpha PR team determined that the establishment of a more in-depth campaign was necessary before any further outreach steps could be taken. The team took the feedback we received back to the drawing board and began planning what would later become the Groove GNV campaign.

## Planning

Planning was done by compiling initial drafts of all graphic material. Sticker designs went through four various stages of construction, with the utilization of multiple colors, tones and edits that matched MusicGNV branding. Flyer designs were crafted similarly, with one question in mind: **"What would make a stranger stop in their tracks to read our flyer?"** We played with colors, fonts and digital material, eventually narrowing down seven different designs into one final product.

The website page went through initial construction. The thought process behind all initial designs: **"What information is most important in this situation? What would I, as a hypothetical business interested in participating in the project, want to know?"**

## Implementation

Between October and November of 2023, 14 local businesses were presented with a pitch. From March until April 2024, Alpha PR has contacted 19 businesses to participate in the campaign. The largest takeaway from our efforts came in the form of understanding the importance of taking a step back to strengthen your end result.

## Overall Efforts for Fall 2023

The Alpha PR team undertook the task of transforming "the project," initially conceptualized by the client, into the foundational stages of what would later evolve into the fully-fledged GrooveGNV campaign.

# Spring 2024

## Tasks

Beginning in January 2024, the first drafts of the Squarespace website were pitched to Alpha PR management, followed by our client, MusicGNV. Additionally, our team was also tasked with establishing the campaign's name. After several brainstorming sessions, Groove GNV was the name selected and accepted by the client. Our work in the spring revolved around shifting the campaign's efforts to come across as more of an advantage to businesses and artists.

In April 2024, our team created two social media posts for the campaign's launch, after deciding that a social campaign would aid in the traction brought to the website on the day of its launch. The social media posts created for the MusicGNV Instagram and Facebook generated resonance for the campaign to promote the local Gainesville music scene in local businesses while visually intriguing audiences into viewing our campaign. Once both of these efforts launched, our team utilized March and April of 2024 to restart the pitching of the Groove GNV campaign to an expanded audience.

## Launched Social Post



## Research

The Alpha PR team compiled a list of 24 formerly pursued and client-recommended businesses based on a blend of previously interested establishments, and new potential places.

## Planning

The Alpha PR team scheduled dates for website and social launches and coordinated these dates with our second round of pitching.

## Implementation

The Alpha PR team rebranded the Squarespace page to reflect a much more approachable tone, shaped around the concept of a warm welcome. The website was also redesigned to further match the client's branding through the coloring, font and layout. This made the website more approachable, and generally cohesive to the client's branding. The Alpha PR team also designed over six social media posts before approving the first launch of the finalized Instagram post on MusicGNV's Instagram and Facebook. The website was launched along the social campaign April 2 to the public.

Based on the Alpha PR team's pitching in fall 2023, we re-compiled a list of businesses based in the Gainesville area. The team took all received feedback and decided to expand our media lists to accommodate. A focus on restaurants expanded to include coffee shops and quick-service restaurants, as well as shopping boutiques and bookstores. All areas that played music to a customer base were considered.

Pitches were made through a combination of over-the-phone, in-person and email efforts. All Alpha PR coordinated pitching efforts highlighted the benefits of the Groove GNV campaign for not only local businesses but the larger Gainesville area as well. Ultimately the campaign sought to benefit the community.

The Alpha PR team pitched to 24 businesses during the 2024 spring period, to various degrees of business interest, and plans to continue these efforts come Fall of 2025.

In terms of socials, the Alpha PR team observed the following statistics: On the day of launch, the Groove GNV website page was visited 38 times. There was an increase of 15 visits on April 1, before launch to 38 on April 2 – a 23-view difference. The Instagram post had 773 impressions, 86 profiles engaged and 8 comments.

## Overall Efforts for Spring 2023

During the spring of 2024, Alpha PR launched the Groove GNV campaign in full force, focusing our pitching efforts on 24 local businesses. This strategic move allowed us to integrate Groove GNV seamlessly into the fabric of the Gainesville community, garnering significant interest from various establishments. As we look ahead to the fall of 2025, we are committed to sustaining and expanding upon these efforts, further solidifying Groove GNV's presence and impact within the community.



# Recommendations

## How Alpha PR has contributed to MusicGNV:

Currently, Alpha PR has provided MusicGNV with the creation of the initiative titled Groove GNV. Within the campaign, we provided social media posts that received active engagement. Instagram insights demonstrate that the posts 86 accounts engaged, consisting of 81.4% followers and 18.6% non-followers. In total, our posts reached 772 accounts consisting of 89% followers and 11% non-followers. As a part of the Groove GNV campaign, Alpha PR also handled all website coordination, and participant business outreach efforts to promote the initiative throughout the community.

## Recommendations on How Alpha PR could benefit MusicGNV in the future:

MusicGNV hosts several initiatives created to benefit the Gainesville music scene, such as their annual grant for local artists and GNV concert series. These events and opportunities are often overlooked by University of Florida students interested in the music scene due to a simple lack of awareness. With our long-rooted integration within UF, and our intimate knowledge of the interests and habits of the student body, Alpha PR could generate not only awareness but excitement among the student body for MusicGNV's events. We would do this by crafting a targeted campaign that would collect data on student music habits, and apply that information to crafting event concepts and social media campaigns that align with the interests and preferences of UF students. This may include hosting interactive events, launching social media challenges, organizing campus activations and developing a content series that highlights UF students' experiences with music that may tie them back to MusicGNV's efforts.