



# Final Report

## Spring 2024



Alpha PR X Gators UNIDOS

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# THE TEAM



**Carolina Calleiro: Account Supervisor**



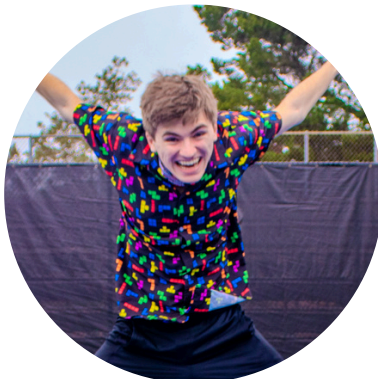
**Melany Hernandez Lopez: Account Executive**



**Valentina Sandoval: Account Executive**



**Camila Garcia: Account Executive**



**Cole Groth: Account Executive**



**Santiago Martin: Account Executive**



# ABSTRACT

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For Spring 2024, Gators UNIDOS worked with Alpha PR to launch a new clothing line for Women's History Month. The objective of the campaign was to set in motion the Gators UNIDOS Collection x Women's History Month product bundle, which includes two crop tops, a sweater and a hat, to celebrate Female Gators, using the hashtag #GatorWomenOnTheRise. The work spanned three months, beginning in February and ending in April 2024. The scope of work included leading a photo shoot to showcase the merchandise, media pitching and devising an Instagram content calendar for weekly posts. The team met weekly to discuss and plan for the photo shoot and content calendar, as well as conduct meetings to analyze the campaign's results. The goal of the campaign was to increase product sales and improve engagement on social media. This report will outline the work of the Alpha PR team for Gators UNIDOS.

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# Overview

## Photo Shoot:

Upon receiving confirmation that the new clothing line was ready, we created a comprehensive plan for a photo shoot, specifying the location, props, models and team members who were to be utilized. We focused on crafting a Google Docs outline with all this information, which we presented to the client for approval. The Agency provided help with production while we worked on the logistics behind the entirety of the shoot, from the shot list to the snacks provided. The photo shoot was conducted on March 1, 2024.

## Media Pitch:

After setting up our plans for social media and promotion of the new merch line, we focused on getting earned media coverage. Based on the values of the campaign of empowering and celebrating Latina Gators, we crafted a media pitch to send to multiple local and university news outlets.

## Content Calendar:

Following group deliberation with the client, we devised a comprehensive content calendar for the Women's History Month merchandise release. Consisting of twelve posts, we included reels, pictures from the photo shoot and graphics highlighting Latina Gators around campus.

# Photo Shoot

## Task:

We were tasked with leading a photo shoot to promote the four different clothing products from the new Women's History Month line. The items we were tasked to promote were a Female Gator Crewneck Sweater, a Female Gator Crop Tee, a Latina Gator Crop Tee and a Female Gator Hat. Our first step was to find a location for the shoot. Considering that the client wanted feminine and floral scenery to match the line, we decided on the Butterfly Rainforest at the Florida Museum of Natural History, the Baughman Center and Lake Alice. Our props included a variety of flowers, including roses, tulips and carnations. We then began recruiting models through word of mouth or direct messaging on Instagram. We kept diversity in mind to showcase the beautiful Latinas of varying backgrounds. After contacting approximately 10 candidates, we settled on six models: Camila Garcia, Maria Goyanes, Imani Sanchez, Natalia Marquez, Alyssa Arana and Paloma Pena. We also brainstormed ideas for poses and outfits, finalizing on jean skirts, red lipstick and gold jewelry for the attire. Though our goal was to get photos of all of the models together, not every model was available during the set shoot date of March 1, 2024. To accommodate, we set up a separate shoot date on March 5, 2024, to capture our athlete models, Alyssa Arana and Paloma Pena.

## Results:

A team of production students and supervisors gathered for the photo shoot to produce pictures and videos with the new merch line. Alpha PR students facilitated a smooth transition to each task, including improvised poses, changes in location and any other obstacles faced during shoot time. Both photo shoots went extremely well, and we were able to obtain enough content for a jumbotron video, the Gators Unidos/UF Bookstore websites and Instagram.

# Shot Samples



# Media Pitch

## Task:

We crafted a media pitch focused on emphasizing the importance of a merch line for Women's History Month in the face of Diversity, Equity and Inclusion (DEI) cuts in the state of Florida, as well as highlighting the work that Gators Unidos as an organization has done for women and the Hispanic/Latino community at the university.

## Results and Recommendations:

We emailed our media pitch to managing editors at Noticias WUFT, WUFT News and The Independent Florida Alligator.

While no one took the pitch, we gained experience about what works and what doesn't when pitching. To enhance the success of future media pitches, it is essential to shift the focus away from simply promoting merchandise for sales.

Journalists prioritize stories that offer unique insights, highlight broader trends or provide valuable information to their audience. Instead of solely emphasizing product promotion, we should consider framing the pitch around a compelling narrative that resonates with the media outlet's audience. For example, we could pitch a feature story on one of Gators UNIDOS' female scholarship winners. Highlighting Gators UNIDOS as a nonprofit that has rapidly gained support and presence at UF since its inception in 2020 could also be a compelling angle.



# Pitch Sample:

**Subject: First-Ever Women's History Month Collection by Gators Unidos to Celebrate Female Gators**

**Dear [Media Contact's Name],**

**I hope this email finds you well. I'm reaching out on behalf of Gators Unidos, a non-profit organization that fosters educational, mentorship and sponsorship opportunities to connect one Latino University of Florida Gators generation to the next.**

**In a time when Diversity, Equity and Inclusion are not a priority in the state of Florida, Gators Unidos is all about empowerment and creating pride and equity in our community. This Women's History Month, we are thrilled to introduce the first collegiate merch line tailored for Gator women at the UF Bookstore. We want to celebrate the achievements, resilience and determination of women at the university and celebrate the pride in being a Female Gator and a Latina Gator.**

**The merch will help fund the yearly \$2,500 Gators Unidos Scholarship Fund, which provides sponsorship, mentorship and networking opportunities for Hispanic/Latino students and has been awarded to multiple Latina students in the past years.**

**The line not only embodies cultural authenticity, empowering women and inclusive representation but also pays homage to our heritage with crop tops, sweaters and hats adorned with floral accents inspired by Latin countries. This celebration of resilience and heritage fills a crucial gap in the market for female representation, illustrating the power and strength of Gator women.**

**Would you be interested in covering this collection and the organization? We'd love to provide further details, courtesy pictures and arrange interviews to discuss this initiative. Thank you for considering our pitch, and I am looking forward to hearing from you.**

**Best,  
Carolina Calleiro**

# Content Calendar

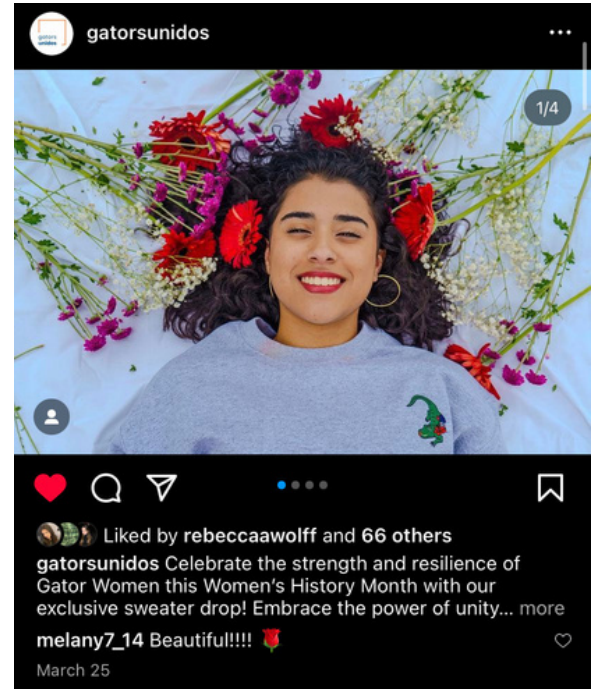
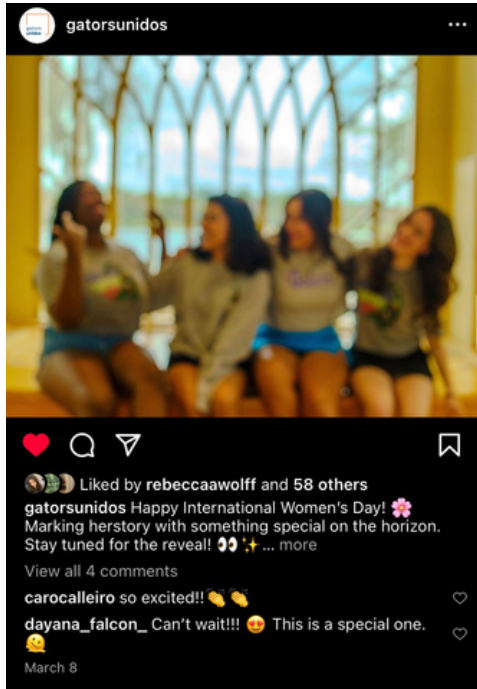
## Task:

We created a content calendar spanning from March 8 to April 15, 2024, consisting of 12 Instagram posts. Kicking off the campaign, the first Instagram post was shared on March 8, featuring a blurred image from the initial Lake Alice/Butterfly Rainforest photo shoot. Accompanying this teaser was a caption hinting at the imminent reveal of the new merch line. On March 21, the awaited Women's History Month Collection was unveiled. The Instagram post showcased a collective launch carousel of the collection, spotlighting each piece within a new digital banner. This post was accompanied by a caption underlining the first-ever female Gator-inspired merch and urging viewers to purchase the products from the UF Bookstore. From then on, we continued to post, highlighting each piece of clothing as well as including graphics that celebrate Latina Gators.

## Strategy:

While prioritizing posting, we carefully analyzed how to best showcase the new merch collection. By slowly releasing each merch item on the Gators Unidos Instagram, we ensured that every piece was featured with flattering and clear images. Diversity in models not only enhanced the visual appeal of photos but also sent a powerful message about inclusivity and the richness of Hispanic heritage. By featuring models of different sizes and colors, we highlighted the beauty of diversity within the Hispanic community, promoting acceptance, appreciation and pride in students' own unique identities. Throughout our journey, we noticed that commemorating Gator women on campus garnered the most attention and engagement, as was evident with the Latina leaders post. We realized that highlighting students and connecting the account back to UF and the student body garnered the most attention because of the added personal touch which created a sense of belonging and community for our audience. When followers saw themselves or their peers featured on the account, it fostered a stronger connection and engagement. People were naturally drawn to content that felt relatable and authentic, and showcasing students from the university helped humanize the account, making it more than just a promotional platform but rather a reflection of the vibrant student life at UF.

# Post Samples





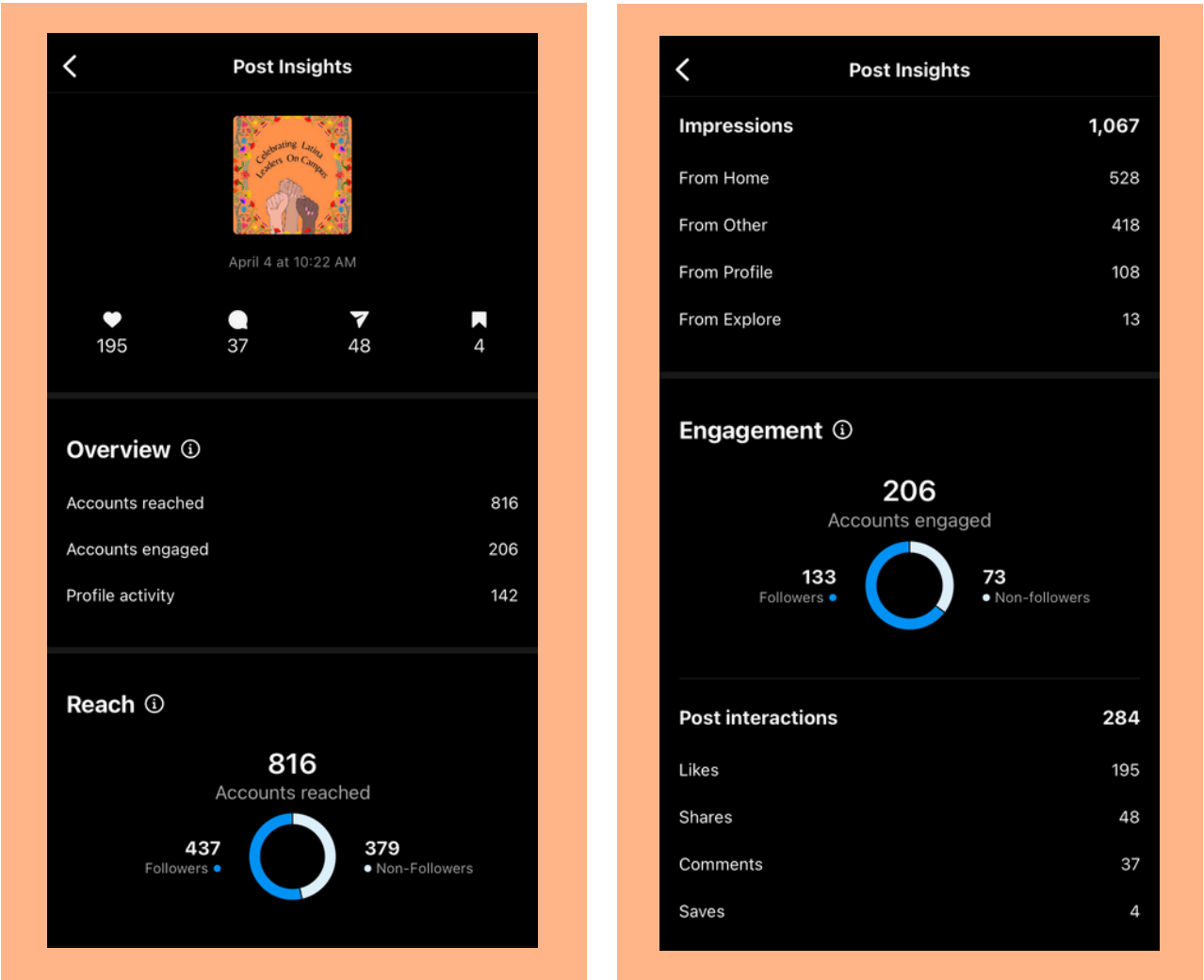




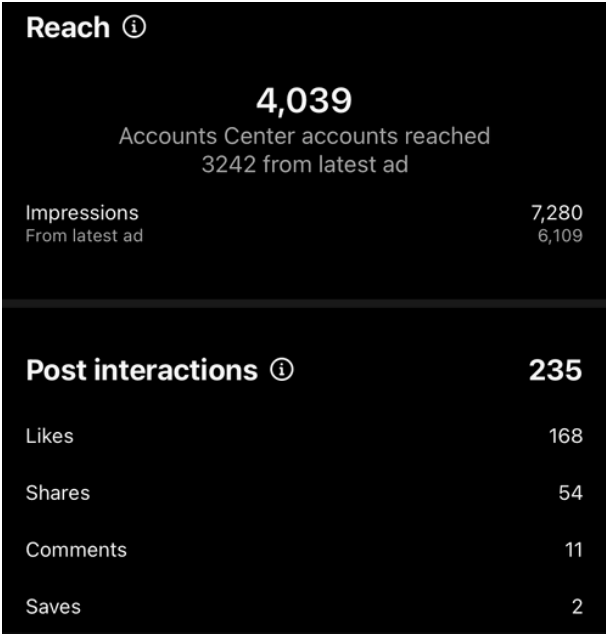
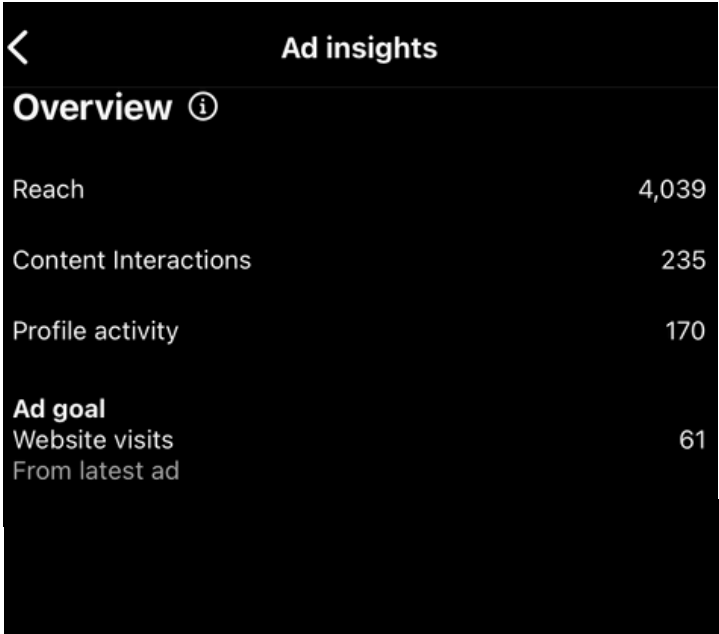
# Results:

With over 130 comments and 1,100+ likes in the span of twelve posts, the campaign was a huge success. The post with the most reach, at 4,039 accounts, and impressions, at 7,290, was the collective carousel launch. The one with the most likes (195) and comments (37) was the one celebrating Latina Leaders on Campus. In the past month, we've reached 717%, or 9,587 more accounts compared to February. Engagement has also increased by 189% or 504 accounts, and the account has gained 66 new followers, with an increase of 8.4% since March 10, 2024.

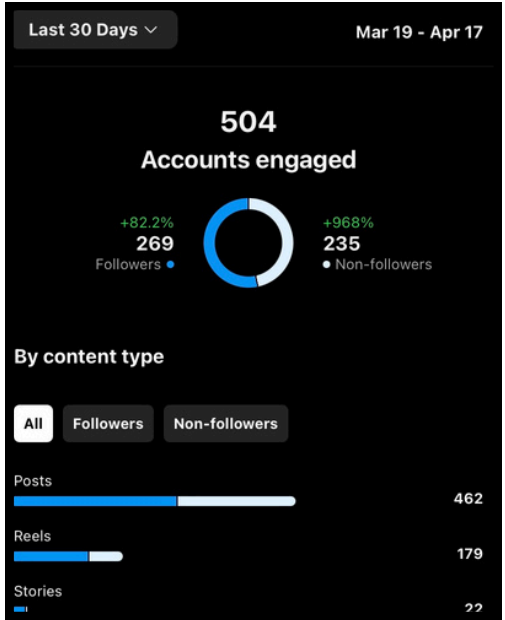
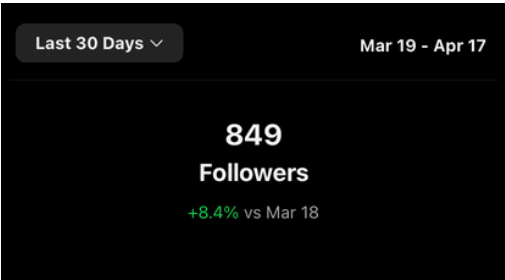
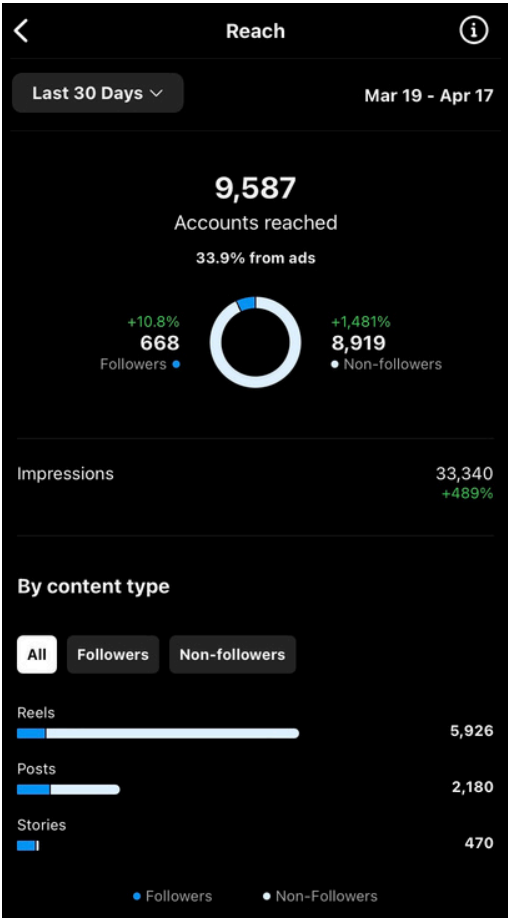
## Latina Leaders on Campus Insights:



# Collective Carousel Launch Insights:



# General Insights:



# Recommendations

## Mother's Day:

- Familia Merchandise Bundles
- Reel and Content about "The Influence My Mama Has Had On Me"
- Trunk Show at Gamma Eta

## Scholarship Winners:

- "Day In The Life" of a Gators UNIDOS Scholarship Winner
- Highlight post with quotes friends/professors said about them

## Father's Day:

- Reels and Content showing the vulnerable side of Hispanic Fathers
- "Little Things That My Papa Does For Me"

## Hispanic Heritage Month:

- Speed Dating Alumni Social for current Hispanic Gators
- Concert with local Hispanic Artists and small businesses
- Engagement: Post-It Note board with a prompt about Hispanic Heritage

## Holidays:

- Ugly Christmas Sweater Photo Shoot