



SOCIAL MEDIA BRAND BOOK 2022

CAMILLE DUONG ANNIE WEGH CLAUDIA VIGUE LOGAN WELLER JIMMY VO COLBY OWENS AMANDA HAMPTON



I. ABOUT THE AUTHORS

ABOUT THE authors



CAMILLE DUONG

I am a senior Media Arts and Design Creative Advertising major at James Madison University with a minor in Communication Studies. Skilled in photography, videography, and graphic design.



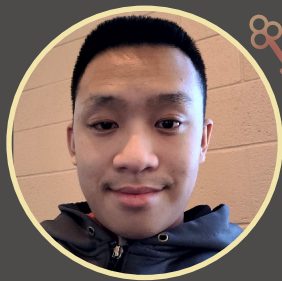
ANNIE WEGH

Hi! I'm Annie Wegh and I'm a senior double major in Dance and Media Arts and Design with a concentration in Creative Advertising!



CLAUDIA VIGUE

My name is Claudia Vigue and I'm from Portland, Maine! I am a senior creative advertising major and I minor in studio art.



JIMMY VO

I'm currently a senior JMU School of Media Arts & Design student in the Interactive Design concentration. I've always wanted to make people's lives better using different forms of media.



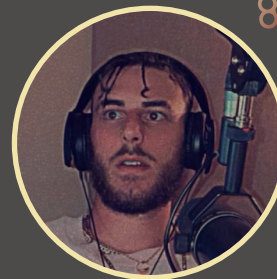
LOGAN WELLER

My name is Logan Weller and I'm from Fredricksburg, Virginia. I am a senior Journalism major with a minor in Sports Communication.



AMANDA HAMPTON

My name is Amanda Hampton. I am from Barboursville, VA. I am a Senior Creative Advertising major with a minor in Art at James Madison University. I am involved in Breeze TV and Make-A-Wish Foundation.



COLBY OWENS

My name is Colby Owens, I'm a senior Media Arts & Design student here at JMU with a concentration in Journalism. I'm originally from Norfolk, VA.



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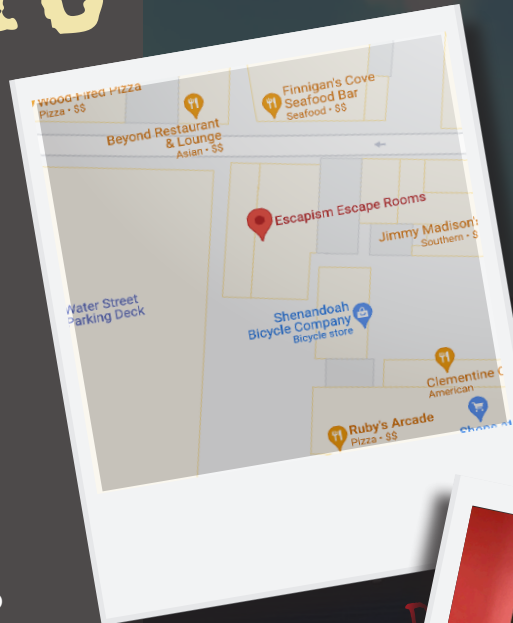
ABOUT THE client



Escapism is
Downtown
Harrisonburg's first
ever premier escape
room destination.
They have multiple full

Teams, families, friends,
groups come from all over
the area to engage in this
interactive escape room.
Groups have 60 minutes to
decipher clues and solve puzzles

As Harrisonburg's first escape room
attraction, the company's goal is
to have a positive impact on the
diverse community and add to the
Downtown atmosphere.



Located by Water Street parking
deck and across from Finnigan's
Cove Seafood. Escapism is a
hidden gem found in Downtown
Harrisonburg.

All the props in the escape rooms
are hand-crafted by the creators
Mark and Sam.



Sam Lambert and Susan Dupuis
opened Escapsim earlier this year.
Both are escape room enthusiasts
who wanted to bring their love
of this interactive puzzle to their
hometown

ASSIGNMENT description

Over the course of the semester we had to work in groups or agencies to develop a comprehensive social media strategy and plan for a local brand or company. Our local brand or company was Escapism in Downtown Harrisonburg.

Our assignment was to not only create content but to also develop a cohesive social media strategy for the brand to follow in the future while also applying it to what we were posting

Our assignment was to conduct research and analytics in order to develop content to best fit the brand.

Our goal was to develop and post content to our brand's social media pages over the course of 2 months. Our goal was also to create more content for the brand to post after we completed the project in hopes the brand would continue to post our content along with similar content they create themselves

The overall goal of our assignment was not only to help them get content, but to also bring in new business and expand the brand's

The last part of our assignment is to develop this brand book and present our content and strategy to our client in hopes they like what we have put together.



ESCAPE ROOMS

METHODOLOGY

process



1.

Our first task was conducting a **social media landscape** including a Social Media Audit, Social Listening, and Social Media Keywords.

4.

We developed a brand guide that all of our content would follow as far as typefaces, colors, and themes. Along with that we set goals, objectives, and metrics we would hope to measure after our content was posted. With our blueprint, we went on to develop content for Facebook and Instagram.

2.

Next we conducted a **competitive analysis** on the main competitors in the area. Luckily, Escapism is the only escape room establishment in the Harrisonburg community. But we analyzed the competitors with Share of Voice, Sentiment Scores, SWOT Analysis and SWOT Matrix on Escapism and it's competitors

5.

After we started posting content and applying our strategy, we made a paid social media startegy for our client along with potential influencers, employee advocacy plan, and crisis startegy plan

3.

Then we conducted an audience analysis, honing in on our target market/audience. We chose businesses, college students, and local families. We analyzed their social media use, and developed persona profiles based on the target markets.

6.

We were supposed to measure the metrics of the posts we had been posting but due to technical difficulties we weren't able to post on time to attain the metrics. But we lastly, put together the final social media book and presentation.



RESULTS

conclusion

After analyzing our competitors and our own company we came to the conclusion that Escapism, as a new business, needs to be posting more often and more diversity in their content. They mainly post simple pictures of their customers after completing the escape rooms. We concluded that adding in a mix of graphics would help boost their social media



Lastly, based on our goals and objectives in comparison to our competitors we think that pairing with businesses downtown would help increase engagement and reach which in turn drums up new business. A new business like Escapism needs to stand out online and offline and not get lost in the other attractions and social activities in Harrisonburg.



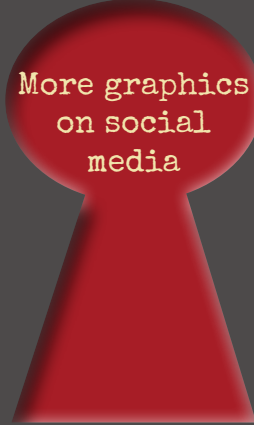
We also think more visuals would add a lot to their social media platforms like video content. Teaser videos of their escape rooms, hopping on themed trends, and others would help brand awareness for Escapism. Brand awareness is huge for a newly established business. Tik Toks and Instagram reels go viral very easily.



RECOMMENDATIONS



Reels/Tik Tok
videos



More graphics
on social
media



More story
graphics



Partnerships
with brands
and SM in
the
area



Use offers on
social media
to drum
up
new
business



III. SOCIAL MEDIA LANDSCAPE

SOCIAL MEDIA audit



REPORT

The data shows that Escapism has more social media interaction on Facebook compared to those on Instagram and Youtube.

RECOMMENDATIONS

If Escapism were to continue posting on Instagram and Facebook, it needs to be more frequent with their posts. Facebook and their website are already eye-catching. Adding more variety of content to social media pages would draw in more diverse audiences and more business.

	FACEBOOK	INSTAGRAM	YOUTUBE
FOLLOWERS	402	86	N/A
COMMENTS	Average of 0	Average of 0	Average of 0
LIKES	371 Page Likes	1-2 Likes Per Post	Average of 0 Likes



SOCIAL MEDIA audit

CONTENT

- Front page - Overview of Escapism
- Escape Rooms page - Provides previews of each room.
- Leaderboards page - Shows off people's times.
- Team Building page - Explains how Escapism is great in groups.
- Contact/Directions/FAQs/Bookings - Instructional pages

COLORS

- The main colors of this brand consists of red, black, and gold throughout the website.
- The colors we used throughout the book are the colors pulled from the logo.

STRENGTHS

- Imagery and visuals through the website and social media platforms fit the brand.
- Color aesthetics are consistent throughout the website and social media.
- Website navigation is quick and easy to understand.

WEAKNESSES

- Not much engagement or reach on websites and social media platforms.
- Platforms don't fully connect with each other.
- Lack of advertising for future potential business.
- Images posted lack difference and originality.
- Customer satisfaction is not displayed.

KEYWORDS



1.

ESCAPE

6.

IMMERSIVE

2.

TEAM

7.

DOWNTOWN HARRISONBURG

3.

EXPERIENCE

8.

CHALLENGING

4.

ATTRACTION

9.

STORY

5.

INTERACTIVE

10.

COOPERATION



SM MONITORING

conversion analysis

Using the keyword of “immersive”, we found that visitors are impressed with the creativity, attention to detail, and cleverness of the rooms. People think that the level of difficulty is “challenging”, but isn’t too frustrating. The “experience” in the rooms are overall positive compared to other escape rooms in the area such as Real Escapes Virtual Reality & Escape Room which have less positive reviews.

The main recurring themes of these reviews are cleanliness and quality, because they impact how a visitor would experience the escape room.

The positive conversations mainly focus on how the escape room encourages “teamwork” and are “immersive” and “interactive”. It’s a good “attraction” that allows the visitor to feel relaxed while also engaged.

The benefit of the client joining the conversation allows them to be more well-known and build a long-lasting relationship with their consumers. Using the keyword “experience”, many reviews are focused on an interactive experience and interacting with the company allows the brand to reach a greater amount of consumers.

CONVERSION analysis



COMPANY REVIEWS

 "The **staff** was so kind and helpful for us escape **room** first-timers."

★★★★★

 "A great challenge and **atmosphere**, and the **owners** are very nice!"

★★★★★

 "She really went the **extra mile** to make my **experience** a memorable one."

★★★★★

COMPETITOR REVIEWS

 **Garrett Kuzma**
3 reviews

★★★★☆ 7 months ago

I don't see how you can keep a room open if %85 of the room is broken. Absolutely do not recommend voodoo island room. Don't go

 2



★★★★★ 4 months ago

Came here for a date night a few days ago had a blast! We didn't "win" but that didn't keep us from enjoying it. The puzzles were clever, the room was set up really well. Someone put a lot of thought into the puzzles and you can tell how ... [More](#)

 1

Response from the owner 3 months ago

Yes, we were the owners :) Thank you for your kind words! We look forward to seeing you again once we open more rooms!

After analyzing Escapism's reviews in comparison to the other recreational activity competitors, we found that Escapism provides the highest quality and satisfaction compared to other establishments. The biggest competitor would be the Explore More Discovery Museum and Massanutten which are two very different sorts of activities in comparison to Escapsim.

SOCIAL MEDIA

listening



MENTIONS

131

PRODUCTS

Interactive 60 minute escape rooms for groups, teams, and families.

BRAND SENTIMENTS

Mainly positive reviews and experiences for only being open for less than a year.

USERS

99

NEWS

1. **WHSV 3** - *Escapism Escape Rooms joins businesses in downtown Harrisonburg.* (Cayley Urenko): Introduces the escape rooms and explains the teamwork aspect of the attraction
2. **Downtown Harrisonburg** - *Welcoming Downtown's Newest Business: Escapism Escape Rooms* (Danielle Generous): Gives a sneak preview at Escapism's Escape Rooms

TAKEAWAYS

The brand doesn't have a large presence on social media, but it has managed to start off with a positive reputation among its consumers. Their main consumers are companies using it for team-building. The main posts usually are after a completion of an escape room.

PLATFORMS



TIME AND DAYS

Users mainly post around business hours which opens from 11:30 AM to 8:30 PM

THEMES

Escape, cooperation, and teamwork. The hashtags would be #escapismva, #teamwork, #cooperation, #escape, and #attraction.



IV. COMPETITIVE **ANALYSIS**



COMPETITORS

audit



TOP COMPETITORS

- Facebook (7,445 Followers, 7,116 Likes, 9,065 Check-Ins, 4.7/5 Rating)
- Twitter (Follows 234, 483 Followers)
- Instagram (276 Posts, 1,260 Followers, Following 144, 10-30 Likes Per Post)



- Facebook (1,800 followers, 724 likes)



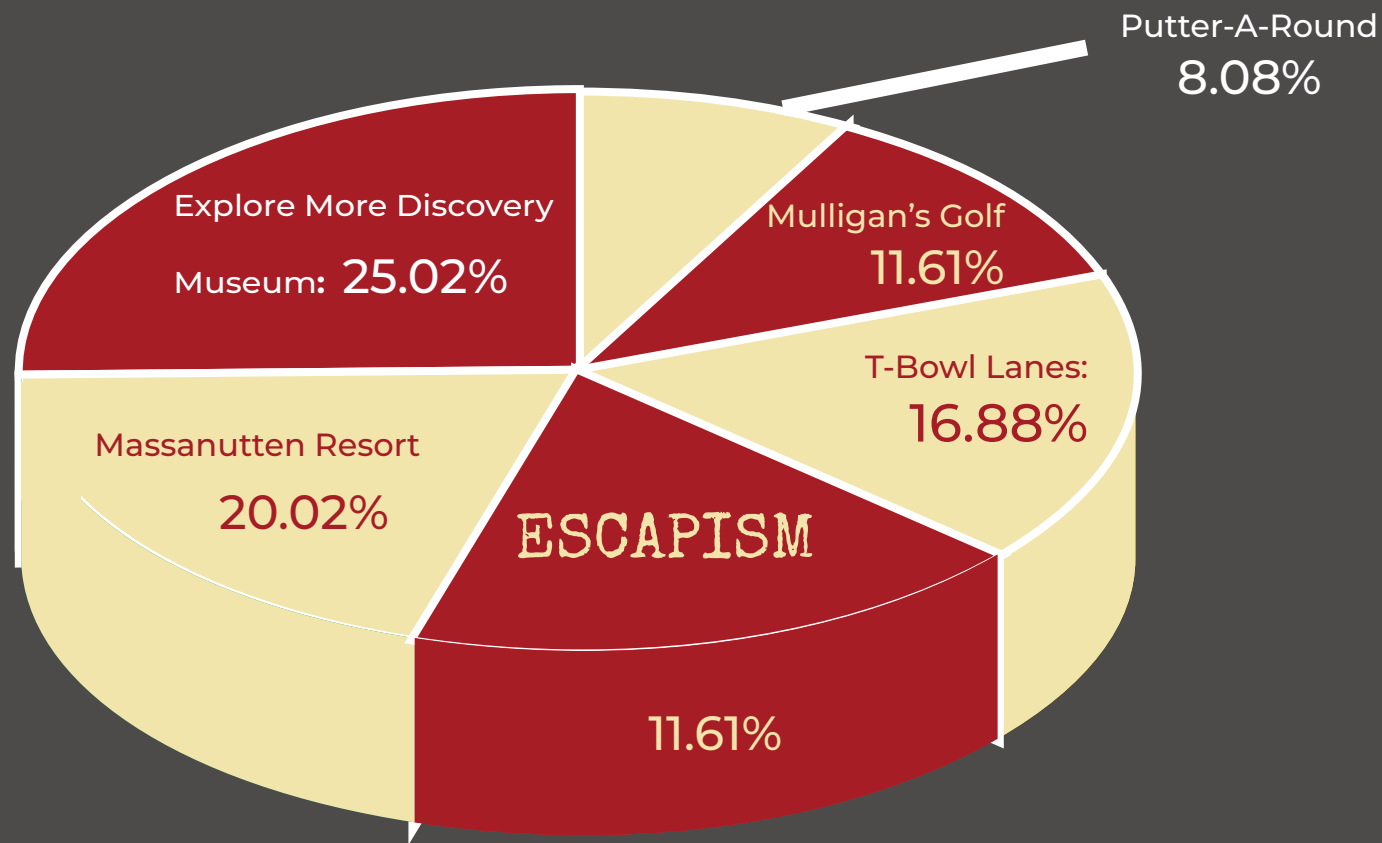
- Facebook (153,523 Followers, 151,251 Likes, 6,168 Reviews, 4.4/5 Rating)
- Twitter (Follows 1,096, 4,700 Followers)
- Instagram (1,192 Posts, 24.2k Followers, 100 Likes/5 Comments Per Post)
- Pinterest (No activity in 3 years)
- YouTube (1.53k Subscribers, 903,948 Views, Some gain views, others don't)



- Facebook (Followers 10, Likes 3k, Rating 4.6)
- Twitter (Follows 20, 63 Followers)
- Instagram (18 Posts, 198 Followers, 96 Following, 2-14 Likes Per Post)



SHARE OF voice



SENTIMENT

scores





SWOT analysis

MASSANUTTEN

STRENGTHS	WEAKNESSES
• Multitude of aesthetics • Varied Content • Appealing to nearly all demographics • Strong Social Media	• Expensive • Low reach, engagement, and interaction • Not in touch with consumers
OPPORTUNITIES	THREATS
• Opportunity for expansion • Better consumer relationships	• More desirable locations to vacation • Potential decrease in this recreational sport • Injuries

EXPLORE MORE

STRENGTHS	WEAKNESSES
• High quality posts pretty frequently • Graphic advertising • Appealing to families • Promoting education	• Low consumer engagement & interaction • Inconsistent feed (Doesn't use Social Media to advertise)
OPPORTUNITIES	THREATS
• Call to action to increase engagement (Instagram) • Aesthetic photography & videography • Advertises to schools	• Consent to post content of children and parents • Demographic in the area • Children recreational establishment

MULLIGAN'S

STRENGTHS	WEAKNESSES
• High quality posts including consumers • Biography translates exactly with their website • Posts include service	• Inconsistent posts • Low interaction, engagement, reach and following
OPPORTUNITIES	THREATS
• Aesthetic activity to showcase • Opportunities to expand and advertise business • Diversity across social	• Student demographic prefers alternative activity • Multiple golf centers local • Seasonal

SWOT matrix



ESCAPISM

STRENGTHS	WEAKNESSES
• Local • Customers get posted after completion consistent • Builds a better relationship for families and businesses	• Doesn't use socials to advertise (Not varied) (Lack of creativity) • Nothing to explain business • Little to no engagement
OPPORTUNITIES	THREATS
• Expand audiences and reach within community • Lack of competition • Appealing (New)(Trendy) • Post-COVID in person activity	• Student demographic prefers alternative activities • Competition rising • Escape rooms becoming more and more popular

STRENGTHS AND OPPORTUNITIES

- Only fully open escape room within the immediate area surrounding JMU's campus
- Appealing to a wide variety of demographics making advertising reach easier
- Unique, Trendy & New

WEAKNESSES AND OPPORTUNITIES

- Being new, growth and engagement will continue to rise.
- Graphics are attention grabbers
- Connecting a platform to another will force consumers to view both platforms

STRENGTHS AND THREATS

- Target advertising towards families in order to maximize audience and profit.
- New trends on social media will help Escapism to stand out versus it's competition

WEAKNESSES AND THREATS

- The more attractive the social media is, the more chance a brand has to drive consumers towards it regardless of demographics and other threats



TARGET and personas



Local Families



Business Teams



College Students



35 :AGE
Sales :OCCUPATION
\$75,000 :INCOME
Married with family :STATUS
Harrisonburg, VA :LOCATION
High School Graduate :EDUCATION

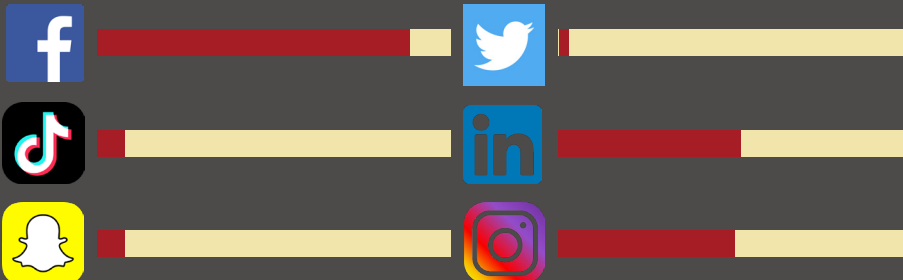


JEN
Johnson
TARGET: LOCAL FAMILIES

ABOUT

Jen is a 35-year-old mom of 2. She is married to her husband Ben. Likes Traveling around his local region and sightseeing. Enjoys outdoor activities like hiking, but also enjoys local restaurants and bars. She doesn't want her children growing up being entertained by iPads and screens. She wants her children to grow up like she did, exploring outdoors, and imagination. Enjoys spending money and investing on family activities. She prioritizes needs and family first when purchasing. Purchases items on the internet more than in-person. Mainly sticks to Facebook and lightly uses Instagram. Uses Facebook to keep in touch with family and stay updated on events going on in Harrisonburg are (restaurants, downtown events, farmers market, etc). Has access to social media and the internet at home.

SOCIAL MEDIA USE



PERSONALITIES

FAMILY-ORIENTED

EXPLORATORY

ORGANIC

PASSIONATE

CURIOUS

LOVING

BUSY

ADVENTUROUS

OPEN-MINDED

NEEDS

- Unique, fun, family activities on the weekend
- affordable recreation
- Drive her children away from screens

FRUSTRATIONS

- Her children loving the use of their screens
- Lack of activities due to the change in weather

ELLA Adams

TARGET: COLLEGE STUDENTS



AGE: 22

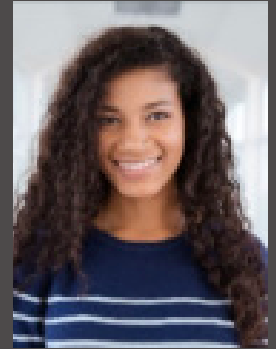
OCCUPATION: Student/Part-time Waitress

INCOME: \$21,000

STATUS: Single

LOCATION: Harrisonburg, VA

EDUCATION: Media Arts and Design- JMU



ABOUT

Ella is a single, 22-year-old student at James Madison University. Originally from Northern Virginia but currently residing in Harrisonburg for school. Ella's is a social butterfly online and spends hours each day consuming content on social media. She primarily uses Instagram, TikTok, and Snapchat to stay on touch with friends and keep up with trends. She is also active on LinkedIn, Facebook, and Twitter. Ella's loves going out with her friends. She is spontaneous and extroverted, so she is always wants to be surrounded by her friends. She follows the local Harrisonburg bars and restaurants on her social media. Ella falls into the experiencer category of VALS, as she can be risky, enjoys socializing, and cares about her image. She also classifies as innovator, as she is success-driven and values personal growth.

SOCIAL MEDIA USE



PERSONALITIES

SOCIAL

SPONTANEOUS

TRENDY

PASSIONATE

EASY-GOING

OPTIMISTIC

EXTROVERTED

LOYAL

CONFIDENT

NEEDS

- Opportunities to go out and have fun with friends
- Local Activities
- Something new and different to do on the weekends

FRUSTRATIONS

- Lack of local, fun things to do on the weekends.



20 :AGE
Student/Retail Assoc.:OCCUPATION
\$16,000 :INCOME
Single :STATUS
Harrisonburg, VA :LOCATION
Justice Major- JMU :EDUCATION

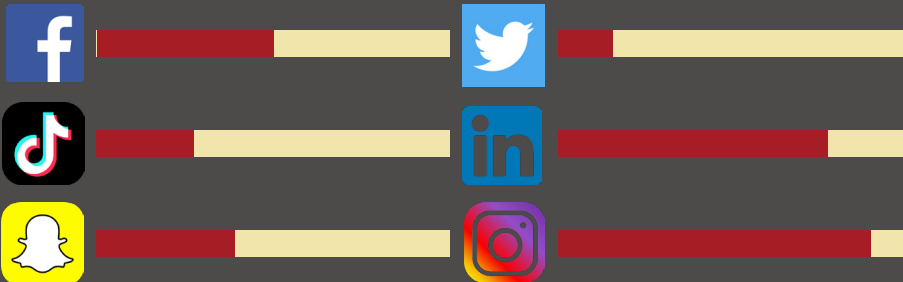
THOMAS Michaelson

TARGET: COLLEGE STUDENTS

ABOUT

Thomas is 20-year-old student at James Madison University pursuing a bachelor's degree in science in justice studies. After graduating, Thomas decided not to play college athletics. Thomas can be found watching sports or playing athletic video games. Being from Charlotte, Thomas enjoys his local sports teams including the Panthers. Thomas, though loves to use social media, thinks it can be harmful if handled incorrectly. Thomas enjoys spending time with family and friends in his free time. He is hard working when it comes to school work. He is very responsible when it comes to spending money. Thomas falls into the achievement category of VALS. He is private when wanting alone time to focus on his schoolwork.

SOCIAL MEDIA USE



PERSONALITIES

STUDIOUS

BUSY

PASSIONATE

ATHLETIC

TECH-SAVVY

EXPLORER

MOTIVATED

PRIVATE

OPEN-MINDED

NEEDS

- Activities to do with friends
- Diverse weekend activities
- A break from intense academic environment

FRUSTRATIONS

- Toxic social media use and inauthenticity
- Same activities every weekend

DALE Stone

TARGET: BUSINESS TEAMS



AGE: 46

OCCUPATION: ADVERTISING DIRECTOR

INCOME: \$110,000

STATUS: Married with family

LOCATION: Annapolis, MD

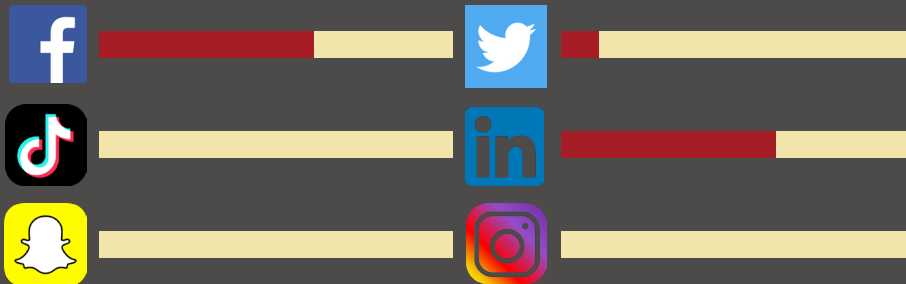
EDUCATION: College graduate, BA from VCU



ABOUT

Dale is a 46-year old dad of four. Lives in an upper middle-class home with his wife and two kids in Annapolis, Maryland. Lives in a suburban neighborhood but close to the city for work. Dale works in the advertising industry. In his free time, Dale enjoys, going out to play golf with friends. Dale is interested in outdoor activities. He wants his kids to have an active outdoor life. Before buying a product or service, he searches online for the pros and cons of the product first. While he wants to find product for cheap, he also wants the product to be stable. Mainly focuses on online purchasing. Not so open with new ideologies and believes that his way of thinking is usually right. Very sociable when it comes to people who share his opinions. Relies on friends to get into modern trends.

SOCIAL MEDIA USE



PERSONALITIES

FAMILY-ORIENTED

CARING

QUALITY

OUTDOOR-LOVER

STRUCTURED

BUSY

HARDWORKING

ORGANIZED

STRESSED

NEEDS

- Balance between free-time and family-time
- Children to be well-raised and responsible
- Spend more time outdoors

FRUSTRATIONS

- Lack of quality family-friendly activities
- Lack of quality in family recreation industry

RATIONALE

Based on the research for each platform, we recommend that Escapism Escape Rooms continues on the platforms of Instagram and Facebook. Both of these platforms offer exposure to a wide range of demographics, allowing them to reach college students, older residents, and tourists. Each platform offers features that will help Escapism reach the social media and brand goals below. Additionally, we recommend that Escapism continues using their YouTube page and increases activity. The videos are a great resource when they are accessed from the website, and this platform can be utilized in different ways to reach new audiences and promote their company in an engaging way. The key element in increasing reach and engagement across platforms is through visual advertising. Escapism's business thrives off the unique visuals used throughout their establishment.



SOCIAL MEDIA and rationale



REF	AGE	GENDER	\$\$	USE
(Essentials of Social Media Marketing: Chapter 4 Section 2, 2022)	25-34 31% 65+ 5.3%	43% Female 57% Male	70% earn more than \$75k	2.91 bil. us- ers
(Statista, 2022)	25-34 23.5% 13-17 4.5%	56.6% Male 43.4% Female	N/A	2.91 bil. us- ers
(Pew Research, 2021)	N/A	N/A	N/A	49% use FB daily
(Aslam, 2022)	25-34	56% Male 44% Female	75% earn more than \$75k	Avg. 34 min. a day



REF	AGE	GENDER	\$\$	USE
(Essentials of Social Media Marketing: Chapter 5 Section 2, 2022)	13-17 (72%) 18-29 (67%) 30-49 (47%) 50-64 (23%)	43% Female 31% Male	< 30k (35%) 30k- 74,999 (39%) 75+ (42%)	N/A
(Aslam, 2022)	18-24 31% 25-35 31.2%	48.4% female 51.6% male	N/A	Avg. user- 30 min/ day
(Statista, 2022)	25-34	50.7% male 49.3% female	Under \$30k- 44% \$30-60k- 45% \$60-70k- 36% \$70-80k- 55% \$80-100k- 46% \$100k+- 60%	123.1 bil. users/ month
(Pew Re- search, 2021)	76% of 18-29 use	N/A	N/A	38% visit a day

SOCIAL MEDIA rationale



Urban

Cares about technology and staying up to date about trending topics. Their media touch points are their tablets and smartphones. Their influencers are social media influencer on platforms such as Instagram, Tik Tok, and YouTube (Essentials of Social Media Advertising: Chapter 3 Section 7, 2022). Their VALS category is set under the “Experiencers”; this group likes to experience new things with spontaneity. (SBI, 2009).



Rural

Values staying in touch with their friends and family who don't live nearby. Family is a big value to this group. Their media touch points are their laptops or computers. Their main influencers is their family (Essentials of Social Media Advertising: Chapter 3 Section 7, 2022). Their VALS category is the “Believers” group. This group believes in the right and wrongs to lead a good life, and believe in the strength of community (SBI, 2009)



Suburban

Values lifestyle inspiration and staying in touch with trends in the lifestyle atmosphere. Media touch points for this group are tablets and laptops. Their influencers on social media are blogger moms or family lifestyle moms (Essentials of Social Media Advertising: Chapter 3 Section 7, 2022). Their VALS category is also “Experiencers”; whom like to try new things and methods when it comes to their life and technology. (SBI, 2009)

GOALS, OBJECTIVES, & metrics

GOAL: BUILD A POSITIVE BRAND REPUTATION

OBJECTIVES

Increase the number of Google Reviews 10%.

Increase the number of Facebook reviews by 20%.

Maintain a 5/5 rating on Google Reviews.

Maintain a 5/5 rating on Facebook.

METRICS

Google Reviews
Facebook Reviews
Facebook Page Likes
Impressions

GOAL: DRIVE TRAFFIC TO WEBSITE

OBJECTIVE

Implement 2 more kinds of content into regular posting to drive traffic to the Facebook profile.

Increase the number of posts with links to websites by 25%.

METRICS

Website Clicks
Profile Visits
Likes on photos with links

GOAL: INCREASE MENTIONS IN THE PRESS

OBJECTIVE

Follow 4 new local news sources on Facebook in the next month.

Stay engaged with local news sources by liking at least 50% of their posts.

Stay engaged with local news sources by commenting on at least 25% of their posts.

METRICS

Press Mentions
Share of voice
Facebook referral traffic
Follower demographics

GOALS, OBJECTIVES, & metrics

GOAL: TO IMPLEMENT LONG TERM STRATEGY
OBJECTIVE
Schedule team brainstorming session once a month for the content in the upcoming month.
Create eye-catching imagery that is aesthetically pleasing.
Re-vamp Instagram profile and optimize profile biography to draw in attention.
METRICS
Instagram saves # Likes and comments Instagram engagement per follower Referral traffic

GOAL: CREATE BRAND AWARENESS
OBJECTIVE
Post brand relevant images and videos that are consumable to the audience.
Increase Instagram followers by 10% in two months.
Tag others in content to foster engagement.
Create personal and human-centric content.
METRICS
Branded hashtags # Brand mentions # Follower growth rate Reach

GOAL: INCREASE COMMUNITY ENGAGEMENT
OBJECTIVE
Ask questions through polls or captions on Instagram to understand the community's opinions.
Feature specific community members from Escapism.
Post thoughtful and unique comments in response to the audience and on community pages.
METRICS
Mentions and replies Instagram story engagement and story views The follower growth rate Audience geography



VI. CONTENT DEVELOPMENT

BRAND voice



MYSTERIOUS

We engage our Escapism audience with the mystery behind our game walls. The voice of mystery is portrayed through the overall concept of the puzzle.

ADVENTUROUS

Our escape rooms are a lively journey for our customers to embark on. It is a step-by-step adventure in solving the puzzle.

CAPTIVATING

We're going to get your attention and make you feel excited to participate. The unknown is enticing.

DETERMINED

The Escapism audience wants to succeed very badly. Very determined to solve the puzzles to escape.



RELEVANT content ideas

- behind-the-escape
- ask anything!
- facility tour
- answer FAQs
- giveaway contest
- testimonial from escapees
- faculty focus
- interviews
- raffles
- “caption this”
- holiday posts
- informational or news posts
- “thank you” posts
- feedback posts
- challenge posts (inspire competition and interaction)
- sneak peak
- go live
- polls
- funny brand images
- images that convey the feeling of the brand
- fan photos
- day in the life
- random tips
- share old photos
- memes
- inspiration or positive posts
- reposting old content
- introduction posts (brand or new content)

CONTENT

goals + objectives



FACEBOOK



- build a positive brand reputation
 - Increase number of Google Reviews by 10%
 - Increase number of Facebook reviews by 20%
- drive traffic to website
 - implement 2 more kinds of content into regular posting to drive traffic to Facebook profile
 - increase the number of posts with links to the website by 25%
- increase community engagement
 - follow 4 new local news sources on Facebook in the next month
 - stay engaged with local news sources by liking at least 50% of their posts
 - stay engaged with local news sources by commenting on at least 25% of their posts

INSTAGRAM



- increase community engagement
 - ask questions through polls or captions
 - feature specific community members from Escapism
 - post thoughtful and unique comments in response to the audience and on community pages.
- create brand awareness
 - post brand-relevant images and videos
 - increase Instagram followers by 10% in two months
 - tag others in content to foster engagement
- implement longterm content strategy
 - schedule team brainstorming session once a month
 - create eye-catching imagery that is aesthetically pleasing
 - re-vamp Instagram profile and optimize bio to draw in attention



CONTENT

goals + metrics

FACEBOOK



- build a positive brand reputation
 - # of Google Reviews
 - # of Facebook Reviews
 - # Facebook Page Likes
 - # of impressions
- drive traffic to website
 - # Website Clicks
 - # of Profile Visits
 - # Likes on photos with links
- increase community engagement
 - # Press Mentions
 - Share of voice
 - Facebook referral traffic
 - Follower demographics

INSTAGRAM



- increase community engagement
 - # Mentions and replies
 - Instagram story engagement and story views
 - Follower growth rate
- create brand awareness
 - # Branded hashtags
 - # Brand mentions
 - # Follower growth rate
 - Reach
- implement longterm strategy
 - # Instagram saves
 - # Likes and comments
 - Instagram engagement per follower
 - Referral traffic

BRANDING guide



TYPOGRAPHY

- **Special Elite**

Embodies a mysterious and investigative tone. Save for titles and headers.

- **Montserrat**

Friendly tone with a rounded and legible typeface. Save for short body copy.

- **Arial**

Legible and easy to read. Save for long body copy.

- **Sans-Serif (Mukta)**

Casual, informal, approachable feeling, easy to read.

COLOR PALETTE



RED

RGB (181, 0, 0)
HSL (98%, 99%, 33%)
HEX #B50000



JMU GOLD

CMYK (6, 6, 38, 0)
RGB (241, 229, 172)
HSL (14%, 71%, 81%)
HEX #F1E5AC



BLACK

CMYK (0, 0, 0, 0)
RGB (0, 0, 0)
HSL (0%, 0%, 0%)
HEX #000000



BRANDING guide

LOGO:



objects

- keys
- clocks
- gears
- roman numerals

POST GUIDELINES:

• Hashtags:

#escaperoom #escape #teambuilding
#teamwork #familyfun #mystery #adventure
#puzzle #thingstodo #challenge #escapegames
#shenendoahvalley #virginia #loveva

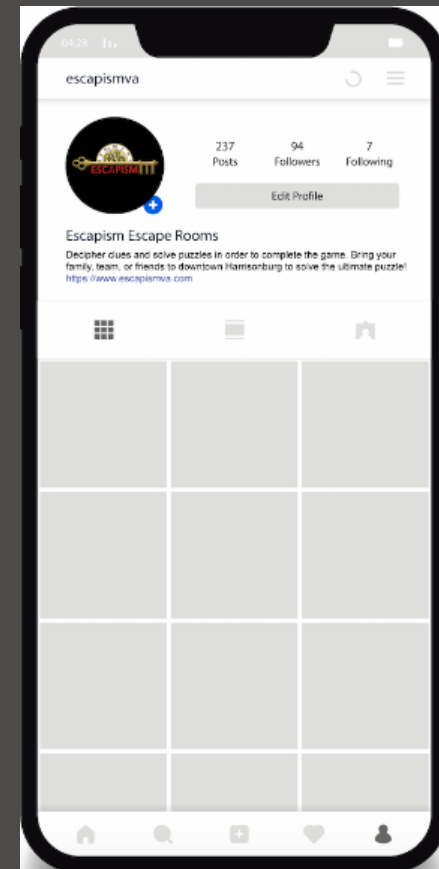
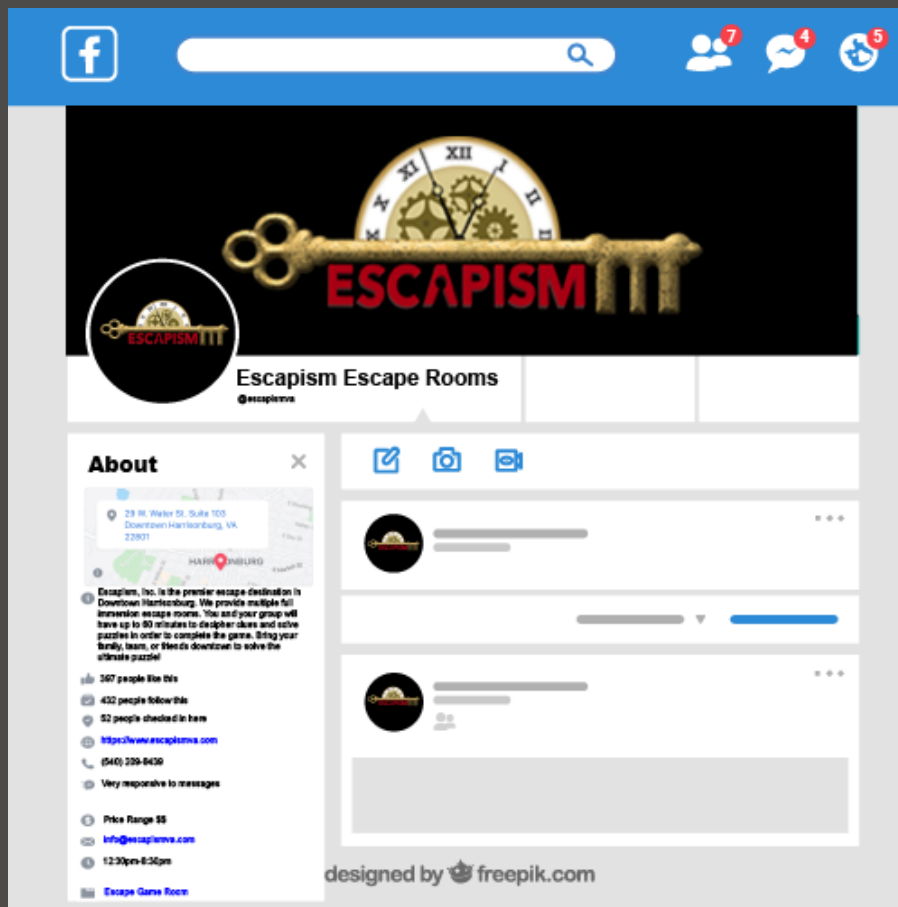
• Emojis:

only use emojis that fit the Escapism tone and match with the color palette of the brand guide.

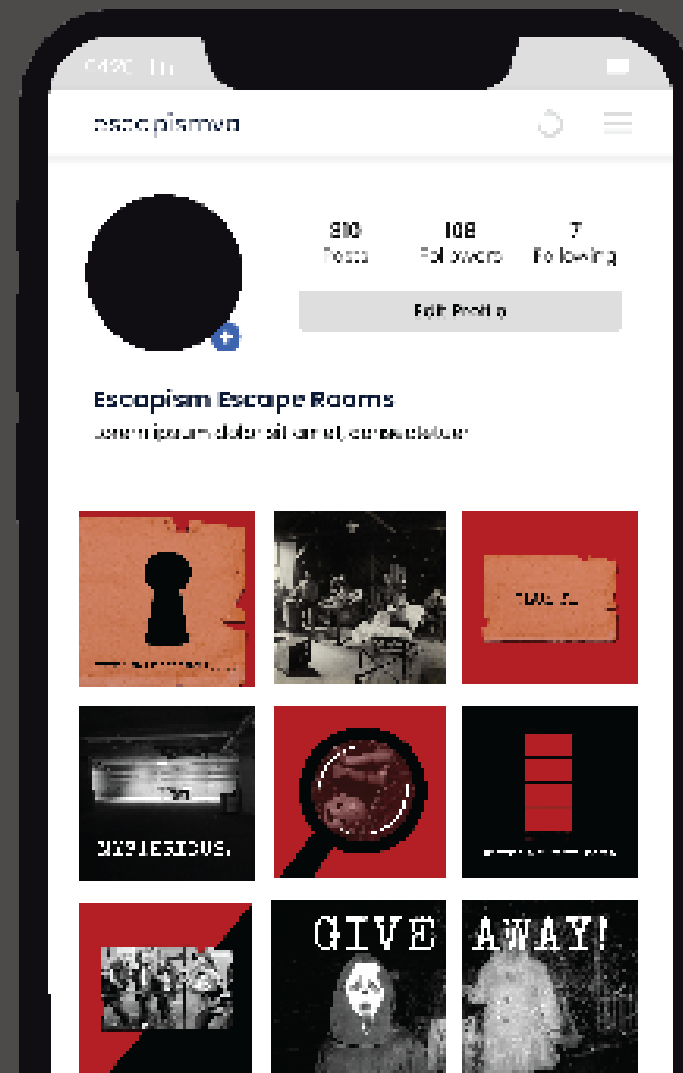
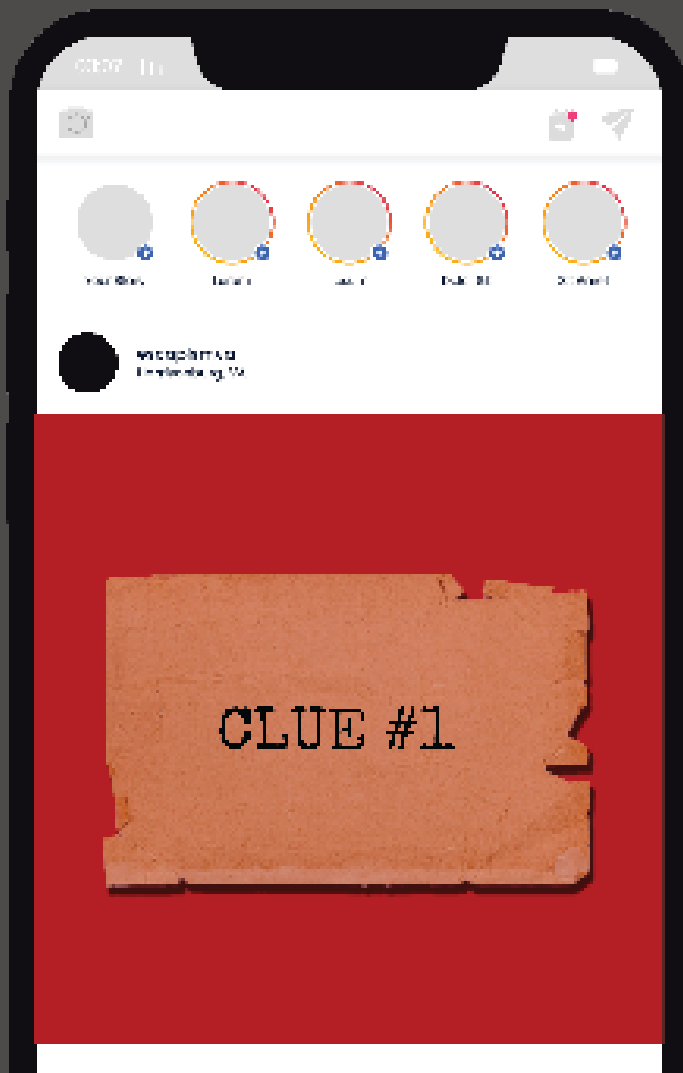
• logo:

every Facebook post should have your logo on it.

PROFILE optimization



SAMPLE content



SAMPLE content





SAMPLE content

Escapism Escape Rooms
Today at 3:00 PM · 🌐

Hey all! Be sure to leave a review to be entered for a chance to win an amazing discount on your next visit!

Want an attempt at this escape room?
Post a review on our Facebook page or Google Reviews page to be entered for a chance to get a discount!

Like Comment Share

Escapism Escape Rooms and 5 others

Write a comment... 🗨️ 📷 📺 🗣️

Insert News Station Here
Today at 11:00 AM · 🌐

A new tourist attraction just opened downtown. Go check it out this weekend with family and friends!

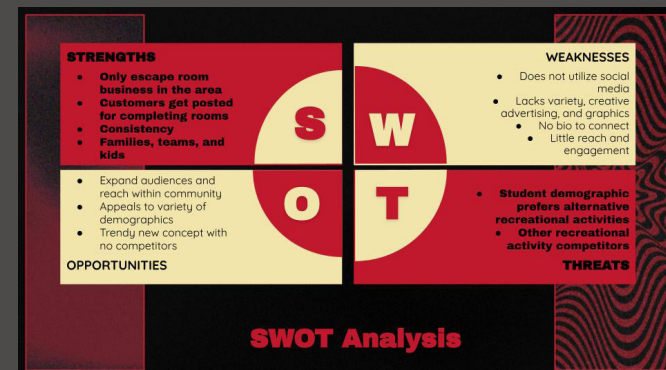
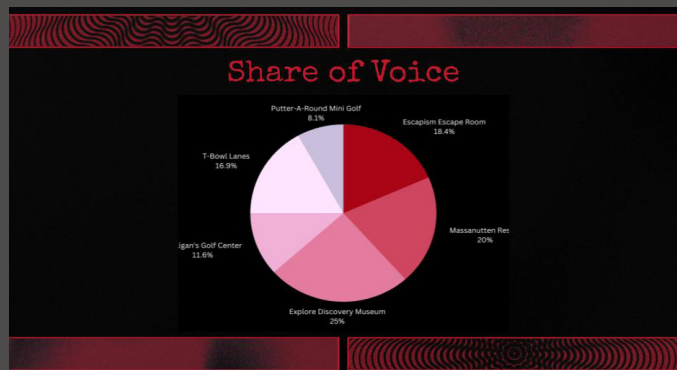
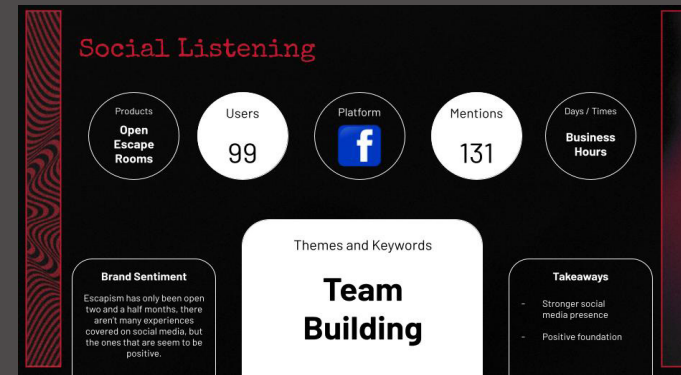
Like Comment Share

Escapism Escape Rooms and 4 others

Escapism Escape Rooms Much love and support from all of us at Escapism Escape Rooms! Thanks **Insert News Station Here!**

20

PRESENTATION



PRESENTATION

Target Market

- Local Families
 - Looking for unique family activities on weekends
 - Drives children to be more active
 - Very affordable
 - Provides bonding experiences
- College Students
 - Looking for opportunities to spend time with friends
 - Local activities
 - Breaks from intense academic environment
- Businesses
 - Team-building within company
 - Outdoor activities





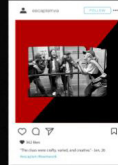
Sample Content: Instagram

Story Example



Goal: Implement Long Term Content Strategy

Post Example




Goal: Create Brand Awareness

Platforms

Instagram

Reaches:

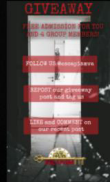
- College students
- Some millennial parents
- Local businesses

Facebook

Reaches:

- Millennial/Gen X parents
- Local businesses

Sample Content: Instagram

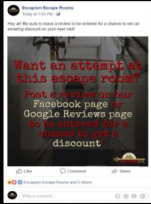



Goal: Increase Community Engagement

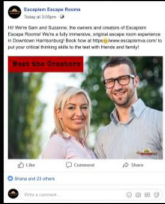
PRESENTATION



Sample Content: Facebook



Goal: Build a Positive Brand Reputation



Goal: Drive Traffic to Website



Goal: Increase Brand Awareness



Other Potential Content

- Facebook
 - Running contests to increase Google and Facebook reviews (building a positive brand reputation)
 - Continuing testimonials from customers by sharing content of their reactions from the escape rooms (drive traffic to website)
 - Interact with other local business and news sources through likes and comments (increase community engagement)
- Instagram
 - Polls (community engagement)
 - Add branded hashtags to posts (brand awareness)
 - Follow templates to maintain brand consistency (long-term content strategy)



VII. CONTENT CREATION

POSTING strategy

- Post Almost Daily between both platforms
- 2-3 Times Per Week for Instagram
- 5-6 Times Per Week for Facebook
- Focus on Quality Content rather than lots of Average Content
- Focus on more interaction with accounts, by asking questions to the consumers
- Increase Conversation on Social Media Around Escapism
- Promote more on Brand Content



DECEMBER

calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11 Alarm Clock (FB) 3pm	12 Happy Business People (FB) 3pm	13 Hourglass (FB) 3pm Word Search (IG) 10am	14 Shot Caller Key (FB) 5pm	15 Magnifying glass on watch (FB) 6pm Guys in jail (IG) 10am	16 Never ending clocks (FB) 3pm	17 Sheeted clock post (FB) 3pm
18	19 Cooperation post (FB) 3pm Key collage (IG) 10am	20 Virginia state (FB) 3pm	21 Putting the pieces together (FB) 5pm Crystal ball (IG) 10am	22 CIS window post (IG) 10am	23 Storefront window (FB) 3pm	24 Red and green puzzle (FB) 3pm
25 Christmas Day Christmas post (FB) 3pm	26 Sand through hands (FB) 3pm	27 Man waiting for elevator (FB) 3pm Shot caller floor post (IG) 10am	28 Be free post (FB) 5pm	29 Keyhole collage (IG) 10am	30 Brick wall clock (FB) 3pm	31 New Years Eve Ball drop post (FB) 3pm

JANUARY

calendar



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Years Day New Years Day Post (FB) 3pm Magnifying glass (IG) 10am	2 Snowflakes (FB) 3pm	3 Pile of keys (FB) 11am	4 Can you Escape window? (FB) 5pm Insert to unlock (IG) 10am	5 Key in maze (FB) 6pm	6 Clue post (IG) 10am	7 Family sitting outdoors (FB) 3pm
8	9 B&W interlocking hands (FB) 3pm	10 Lock question (FB) 11am Black and red key (IG) 10am	11 What's in the room? (FB) 5pm	12 Desk - Can you find the clues? (FB) 6pm	13 Stopwatch post (IG) 10am	14 Time question (FB) 3pm
15 Blocks post (FB) 3pm	16 Birthday of Martin Luther King, Jr.	17 Business card (FB) 11am	18 Snowflake key (FB) 5pm Black and red magnifying glass (IG) 10am	19 Puzzle #4 (FB) 6pm	20 Infirmary (IG) 10am	21 Jail post (FB) 3pm
22 Combination post (FB) 3pm	23 Missing puzzle piece (FB) 3pm Acronym post (IG) 10am	24 Unplug post (FB) 11am	25 Magnifying logo (FB) 5pm	26 Hands with puzzle pieces (FB) 6pm Astronaut post (IG) 10am	27 Locked fence (FB) 3pm	28 Key (FB) 3pm
29	30 Fist bump sharing (FB) 3pm Escape to Mars (IG) 10am	31 Look deeper (FB) 11am	1 Sharing fun experiences (FB) 5pm Binocular post (IG) 10am	2 Logo jail (FB) 6pm	3 Stop the key (IG) 10am	4 Challenge yourself (FB) 3pm

CONTENT



A X D G X F C E I
A T T A C K B S O
I O C I X H X C A
F X O E D A M A R
N I E X R X R P M
D O V D K E I E I

CONTENT



Virginia's Premier
Escape Room



Can You

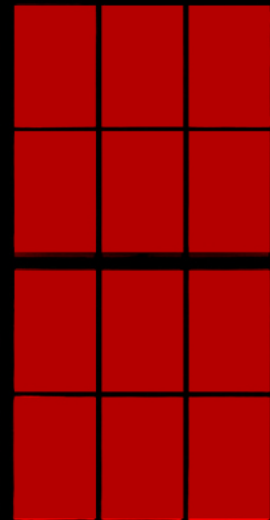
Escape

Shotcaller?





CONTENT

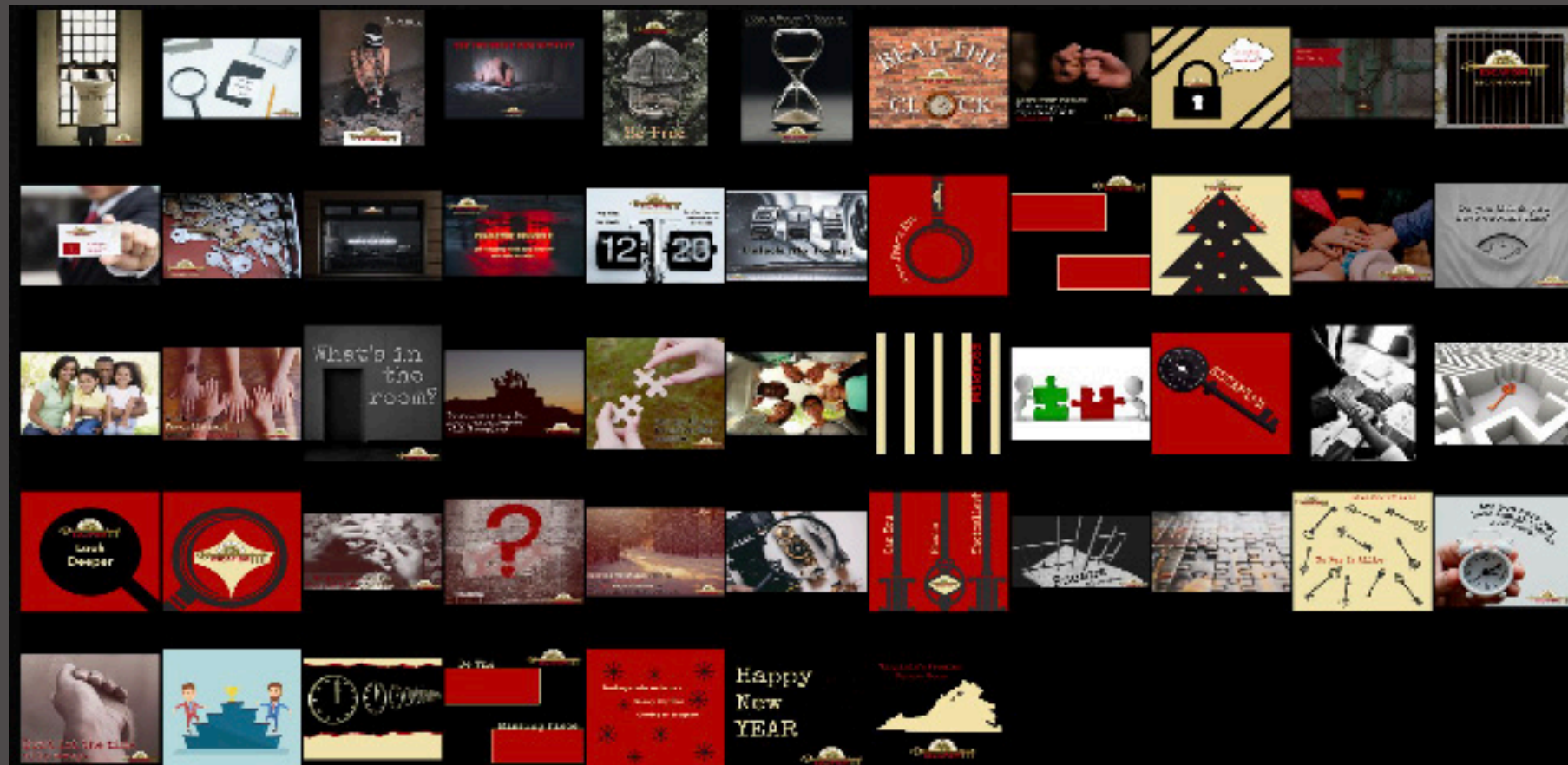


CAPTIVATING. IMMERSIVE. UNIQUE.

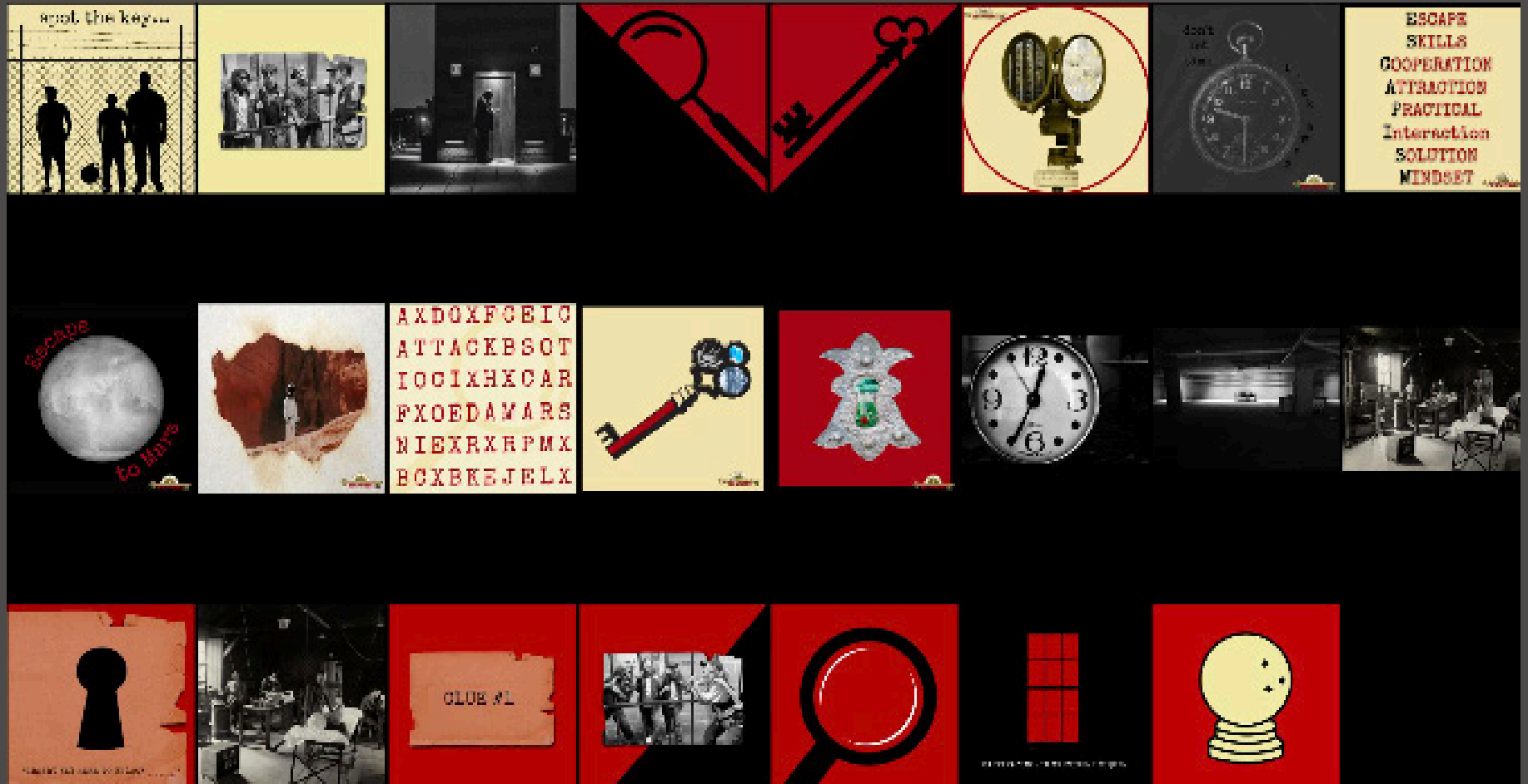
ESCAPE
SKILLS
COOPERATION
ATTRACTION
PRACTICAL
Interaction
SOLUTION
MINDSET



CONTENT



CONTENT





VIII. PAID AD STRATEGY



ORGANIC

Rationale: It will help consumers to build trust with Escapisms' brand, and trust what is posted.

Process: Establish a goal, establish a target audience, make content, post

Cost to Advertise: None, organic posts are made from content taken by the owners or customers.

TRADITIONAL ADVERTISING

Types of Advertisements: Giveaway, User Generated Content Contest

Process: Establish a goal, target a certain demographic, establish rules of giveaway, establish partners, establish incentives, promote campaign, declare winner

Cost: The cost of making content and the cost of the prize.



ORGANIC

Rationale: Using user generated content will allow for a level of control for the audience and what they want to see

Process: Establish a goal, establish a target audience, establish goals of campaign, allow users to make content and repost content

Cost: No cost to produce content

TRADITIONAL ADVERTISING

Types of Advertisements: Giveaway, User Generated Content Contest

Process: Establish a goal, target a certain demographic, establish rules of giveaway, establish partners, establish incentives, promote campaign, declare winner

Cost: The cost of making content and the cost of the prize.

SUGGESTED BUDGET

5-10% of revenue allocated to social media and content creation



IX. INFLUENCER MARKETING

RATIONALE



WHAT IS INFLUENCER MARKETING?

Influencer marketing focuses on using influencers (people or brands that impact those viewing their content) to promote the brand, product, or service. It is a powerful and quick way to expose the brand to a broader target market.

RATIONALE

Because Escapism is a small-owned new business partnering with neighboring established businesses can boost popularity and brand awareness. Businesses like Billy Jack's and the @downtown Harrisonburg instagram can help boost brand awareness with all the target markets. Downtown Harrisonburg is a staple to many students, residents, and business teams.



GOALS objectives

WHY WOULD INFLUENCER MARKETING BE USEFUL TO ESCAPISM?

Influencer marketing will aid Escapism in achieving several of the goals that were set at the beginning of the strategy. These include:

1. Create brand awareness - Influencers help expose the brand to a broader audience.
2. Build a positive reputation - Influencers are successful because their audience trusts them and sees them as authentic. If the influencer sees Escapism in a positive light, so will their followers.
3. Increase community engagement - Utilizing local brands as influencers encourage the consumers to go to Escapism and will likely increase user-generated content

SUGGESTED pitch



Hi! We are Sam and Suzanne, and we opened Escapism in Downtown Harrisonburg! Escapism is a fully immersive escape room experience that will challenge your critical thinking skills and is fun for a wide range of ages!

We are looking for (brands, businesses, influencers) to partner with us to get the word out about Escapism! We're open to collaborating in different ways and would love to talk more about some options that could benefit both of us!

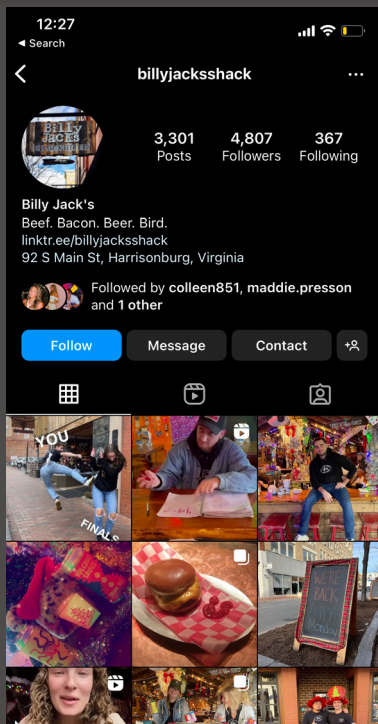
DELIVERY

Message will/should be sent via email, Facebook messenger, or Instagram DM.

SUGGESTED influencers & rationale

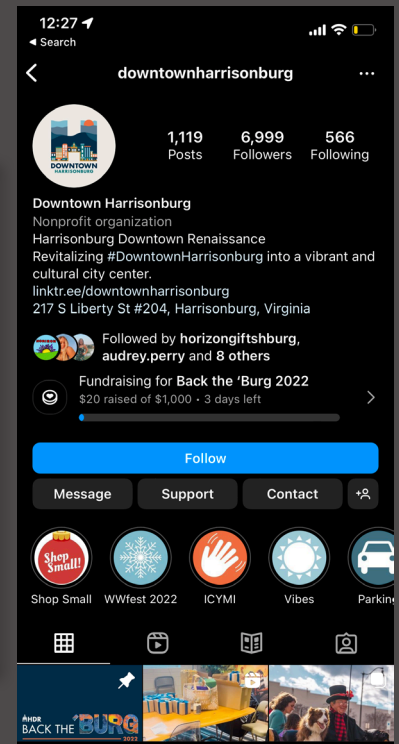
1. BILLY JACK'S

- Billy Jack's reaches several target audiences (college students, businesses, some families)
- They may be willing to collaborate at no cost (example: 1/2 off boxes if you show a picture of you from Escapism)



2. @downtownharrisonburg ON INSTAGRAM

- @downtownharrisonburg reaches all three target audiences.
- They will likely post (or repost) content at no cost
- They like to show the variety downtown has to offer.



X. EMPLOYEE
ADVOCACY PLAN

DEFINITION & rationale

DEFINITION

The brand doesn't have a large presence on social media, but it has managed to start off with a positive reputation among its consumers. Their main consumers are companies using it for team-building and tourism. The main posts usually are after each completion of an escape room. (Stukent, 2022)

RATIONALE

There are a few reasons to have an employee advocacy plan. First off, 81% of consumers rather see a friend's social post than a brand's. Leads that come about from employee advocacy are 7x more likely to close than leads generated from traditional methods. Brand Messages get shared 24x as much when shared by employees compared to that of brands. (Stukent, 2022).

ADVANTAGES & examples



BUSINESS BENEFITS

Businesses can benefit from an Employee Advocacy Plan because they can gain greater reach through employee networks and connections. They gain increased brand engagement, increased business, higher customer retention rates, attract top talent employees, retain employees, and gain the trust from their employees. Businesses can overall gain a lot of advantage through a program like this building a stronger relationship with their employees while also expanding their business through employee networks. (Stukent, 2022)

EMPLOYEE BENEFITS

Employees can benefit from an Employee Advocacy Plan because it stimulates career growth, network growth, thought leader growth, personal brand growth, increased employee engagement, and can be used as incentives for employees. (Stukent, 2022)

POTENTIAL REACH

Through employee networks you could potentially reach college student clubs, teams, and organizations for an event. You could also potentially reach business teams in the area due to the tight networking the Harrisonburg community has to offer.

POTENTIAL VALUE

The value that an employee advocacy brings is a well oiled machine of a workplace. With the potential of growth and expansion and the possible need for more employees, an employee advocacy program would build a team of strong, well-connected leaders building the businesses to its highest potential. A strong business starts with a strong team of employees.



SUGGESTED program

PROGRAM

A potential suggested program would be a program in which employees would help create content and advocate for the business on social media. Instead of “partners” or “ambassadors” they would be titled, “Escape Artists”, creating media for the business and promoting on their social medias

INCENTIVE

The incentive to this program would be the title of being an “Escape Artist”, while also whoever gains the most “reshares” or “reposts” of their content will receive a discounted or free escape room booking for them and their friends or family.



XI. CRISIS & RESPONSE STRATEGY

DEFINITION & rationale

RATIONALE

It is important to have a crisis plan in place, so your company can react properly and quickly to help limit the damage that is done when a crisis does occur.
(Stukent, 2022).

DEFINITION

“Purposeful actions taken to reduce the negative effects of a crisis for stakeholders affected by the crisis and for the organization in crisis.”
(Stukent, 2022)

CRISIS

Activity on social media that negatively impacts the reputation of a company or their ability to conduct business. Crises have a long-term negative impact on one or all of the following:

- People (stakeholders)
- Environment
- Business operations
- Organization's reputations
- Organization's bottom line

VS.

ISSUES

- This is also a negative event or situation, but it doesn't stop business. Issues do not have a long-term negative impact on any of the five things that crises effect.



Escapism

3 POTENTIAL crises



ONE OF THE ROOMS AT ESCAPISM BROKE DOWN DURING A GAME AND PLAYERS AREN'T HAPPY

- Players wouldn't be able to play safely while the owners have to spend time and money repairing the broken equipment.
- They would most likely try to be cautious about the situation, because the incident would most likely lose them customers.
- They would expect the social media employee to post a message on social media stating the issue and telling their audience that they're fixing the problem.
- Being straightforward with the audience would be the best option in this situation. It's better to keep everyone informed.

SOMEONE TAKES A VIDEO FROM INSIDE THE ESCAPE ROOM EXPOSING THE ROOM AND IT GOES VIRAL

- This would affect Sam, Suzanne and future customers.
- Future customers might be disappointed if they had plans to go to the Escape rooms because the element of surprise is done.
- They would expect us to create posts encouraging people not to investigate the rooms before coming and maybe reach out to the creator of the TikTok to ask them to remove the video.
- To meet their expectations, I would post something encouraging people not to look into the rooms before coming and get in contact with the creator of the TikTok.

EMPLOYEES WERE CAUGHT ON CAMERA MOCKING A FAMILY AND IT WENT VIRAL.

- They need to act fast, and use all means to communicate, empathize, and turn off scheduled posts.
- Acknowledge the issue with a message to prevent further escalation then proceed with the crisis response plan.
- Attempt to reverse damage with positive publicity on social sites, news articles, and social media.



3 POTENTIAL issues

NOT KNOWING HOW MUCH CONTENT TO CREATE DUE TO NOT KNOWING HOW MUCH THEY HAVE

- The issue would not so much affect the business. It would mainly affect the people trying to figure out how much content they have as a whole before they create new ones for the escape room company to post.
- ii. They would not be creating enough content for the escape room to post on their socials.
- iii. They would expect the group to work as a whole and create enough content for them to post on their socials.
- vi. To solve the issue, the group would have to work together as a whole to create content that is eye-catching.

SOMEONE POSTS DISSATISFACTION ON SOCIAL MEDIA ABOUT ESCAPISM

- Issue wouldn't affect the business too much, but it's important to listen to the players' issues.
- They won't be too offended with the customer, but they'll still try to find out what the issue is.
- They would expect me to research the issue and give them feedback about what the customers would want to see changed or improved.
- Finding out more about the customer's problems and reporting back to the owners would be the best course of action. Plus, posting content showing the positive sides of the escape rooms would improve their reputation.

BAD ONLINE REVIEW ABOUT AN ESCAPE ROOM EXPERIENCE

- Would need to respond to the review in a prompt manner and offer a solution to appease the customers' needs.
- Quickly reply and offer a solution in an empathetic way to the customer.
- Provide compensation like a discount on the next visit.



XII. END MATTER



PRESENTATION

SOCIAL MEDIA AUDIT

Report: Data shows that Escapism has a greater social media presence on Facebook compared to Instagram and Youtube.

	Facebook	Instagram	YouTube
Followers	402	86	N/A
Comments	AVG of 0	AVG of 0	AVG of 0
Likes	371 Page Likes	1-2 Likes Per Post	Average of 0 Likes

Recommendation: If Escapism wants to keep posting on Instagram/YouTube, they need to be more frequent with their posts.

Strengths: Website and social media have consistent color aesthetics and are easy to navigate.

Weaknesses: Little to no engagement, posts lack difference and originality, and lack of advertising.

KEYWORDS - TOP 10 FOR ESCAPISM

1. Escape
2. Team
3. Experience
4. Attraction
5. Interactive
6. Immersive
7. Downtown Harrisonburg
8. Challenging
9. Story
10. Cooperation

SOCIAL MEDIA MONITORING

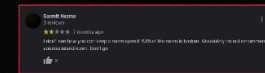
Main Keywords Found:

1. Immersive
2. Challenging
3. Experience
4. Interactive
5. Attraction
6. Teamwork

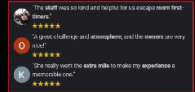
Conversion Analysis:

We've found that visitors had an overall positive experience with the rooms due to how clean and high quality they are. Main focus of the reviews is the experience.

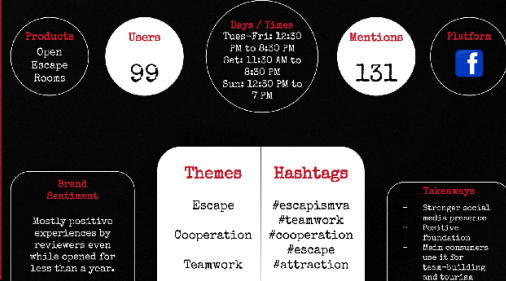
Scapism's Reviews Real Rooms Virtual Reality & Escape Room



Reviewing Review



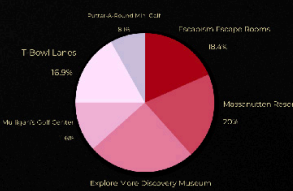
SOCIAL LISTENING



WHO IS YOUR COMPETITION?



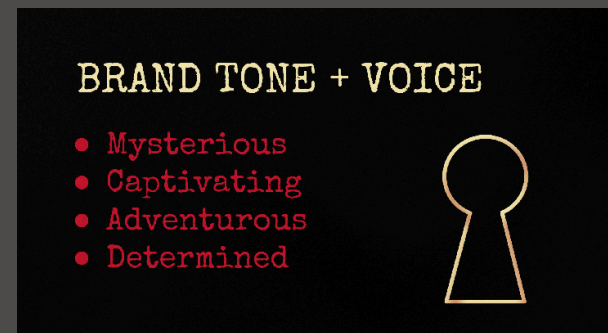
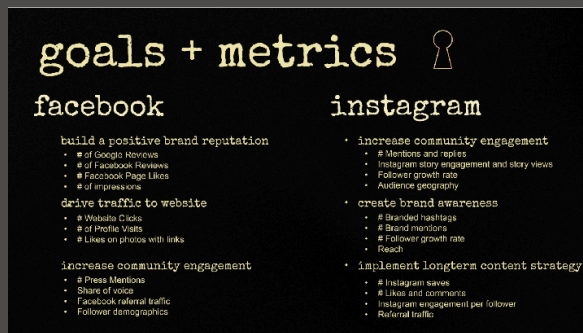
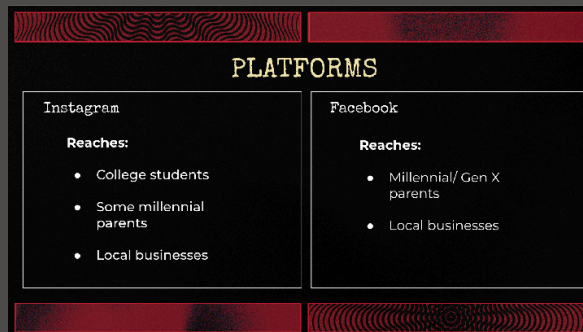
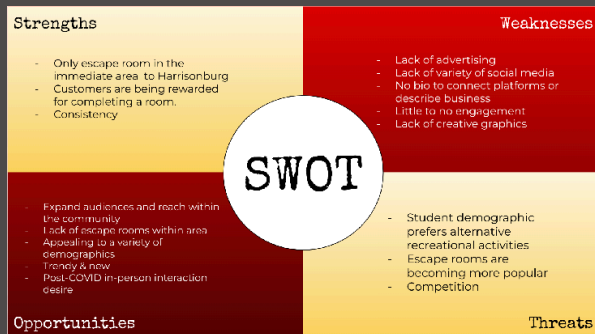
SHARE OF VOICE



Putter-A-Round	4.16
Explore More Discovery Museum	3.91
Mulligan's Golf Center	3.81
T-Bowl Lanes	3.77
Massanutten Resort	3.75
Escapism Escape Rooms	3.52

SENTIMENT SCORES

PRESENTATION





PRESENTATION

BRAND GUIDE



Fonts: Special Elite, Open Sans, Arial, Sans-Serif

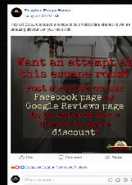
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Red → Hex: #E60000, RGB: (181, 0, 0), HSL: (99%, 99%, 55%)
CIE L100 Y100 Kb

Gold → Hex: #F1B60D, RGB: (241, 182, 13), HSL: (34%, 71%, 61%)
CIE M5 Y29 X5

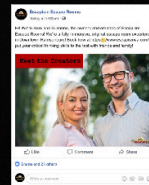
Black → Hex: #000000, RGB: (0, 0, 0), HSL: (0%, 0%, 0%)
CIE M0 Y0 K100



SAMPLE CONTENT: FACEBOOK



Goal: Build a Positive Brand Reputation



Goal: Drive Traffic to Website



Goal: Increase Brand Awareness

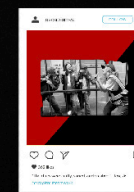
SAMPLE CONTENT: INSTAGRAM

Story Example



Goal: Implement Long Term Content Strategy

Post Example



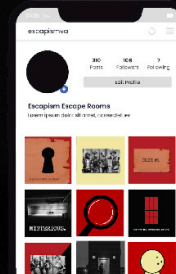
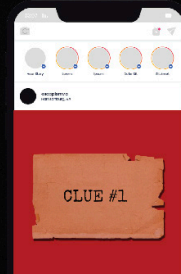
Goal: Create Brand Awareness

SAMPLE CONTENT: INSTAGRAM

Goal: Increase Community Engagement



SAMPLE FEED: INSTAGRAM

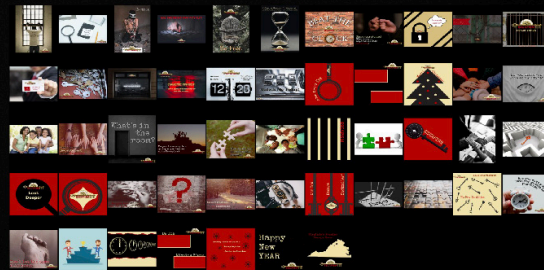


PRESENTATION

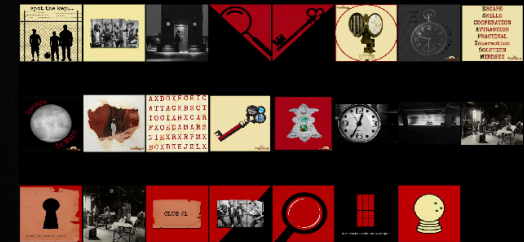


Posting Strategy

- Consistency - multiple times per week
- Instagram v. Facebook
- Reels

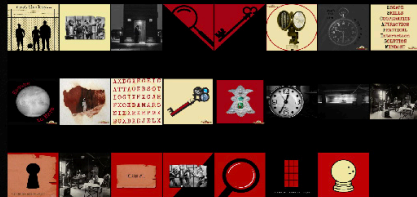


REST OF FACEBOOK CONTENT

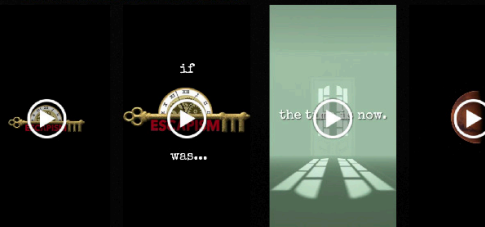


REST OF INSTAGRAM CONTENT

REST OF INSTAGRAM CONTENT



INSTAGRAM REELS



OTHER POTENTIAL CONTENT

- Facebook
 - Running contests to increase Google and Facebook reviews (building a positive brand reputation)
 - Continuing testimonials from customers by sharing content of their reactions from the escape rooms (drive traffic to website)
 - Interact with other local business and news sources through likes and comments (increase community engagement)
- Instagram
 - Polls (community engagement)
 - Add branded hashtags to posts (brand awareness)
 - Follow templates to maintain brand consistency (long-term content strategy)



PRESENTATION

PAID ADVERTISING STRATEGY

Rationale: Allows Escapism to target certain demographics to communicate a certain message or goal.

Types of Ads: User Generated Photo Contest, Hashtag Contest

Suggested Budget: 5-10% of Revenue



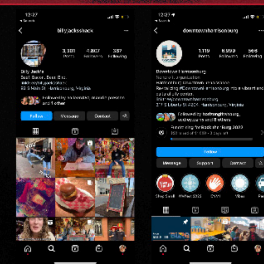
INFLUENCERS/BRANDS

Billy Jack's

- Reaches all target audiences
- They may be willing to collaborate (example: 1/2 off boxes if you show them a picture of you and your group from Escapism)

@downtownharrisonburg

- Reaches all target audiences
- Likely post and repost at no cost
- Expands reach and



EMPLOYEE ADVOCACY PLAN

- **Rationale:** Escapism can increase its brand engagement, increase business, achieve higher customer retention rates, attract top talent employees, retain employees, and gain the trust from their employees.
- **Reach:** College student clubs, teams, organizations and business teams in the Harrisonburg community.
- **Value:** Build a Strong Team of Employees to help grow Escapism
- **Program:** Employees would create content on social media with title of Escape Artists, whoever gets the most shares or reposts of their content would get a discounted or free escape room booking.

CRISIS PLAN

- **Definition:** "Purposeful actions taken to reduce the negative effects of a crisis for stakeholders affected by the crisis and for the organization in crisis." (Stukent, 2022)
- **Rationale:** It is important to have a crisis plan in place, so your company can react properly and quickly to help limit the damage that is done when a crisis does occur. (Stukent, 2022)

CRISIS PLAN EXAMPLE

- **Example Crisis: One of the attractions at the Escapism Escape Rooms breaks down during the middle of a game and the players aren't happy with it.**
 - Crisis would affect both owners and players
 - They would most likely try to be cautious about the situation
 - State issue and tell audience
 - Being straightforward with the audience would be the best option
 - Best to keep audience informed

THANK YOU!



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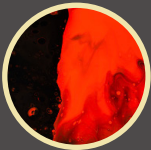
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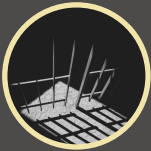
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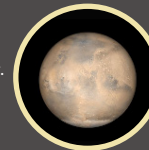
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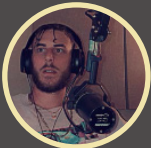
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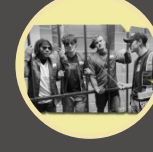
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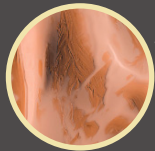
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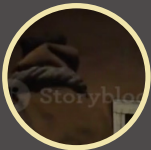
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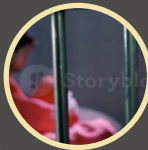
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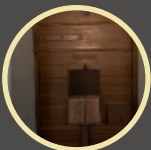
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