

# Creative Pitch Deck

Uniting Students With Music





# Overview

- Target Audience & Focus
- Platforms & Content
- Message
- Goal of Campaign



# TikTok Promotional Video

Hear it from the band themselves! See it in action.

High school seniors, your next stage is waiting with the Aristocrat of Bands at Tennessee State University.

#UnitingStudentsWithMusic  
#TSU #AristocratOfBands



# Instagram Promotional Posts

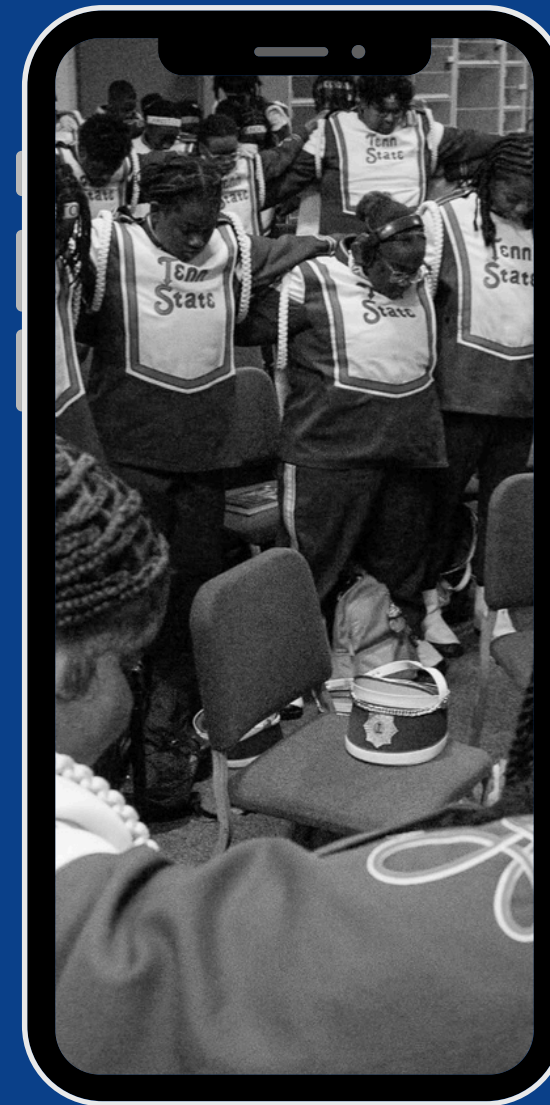


Leading with precision. Moving with purpose.

Meet the "Fantastic 4," the drum majors setting the tone for excellence with the Aristocrat of Bands at Tennessee State University. Leadership, discipline, and showmanship at the highest level.

High school seniors are you ready to step into greatness?

#UnitingStudentsWithMusic #TSU  
#AristocratOfBands



More than a band, it's a family.

Moments like this show the heart of the Aristocrat of Bands at Tennessee State University

unity, trust, and a shared passion for excellence. High school seniors, if you're looking for community and culture, this is where you belong.

#UnitingStudentsWithMusic  
#AristocratOfBands #TSU

# How/Why do these Promotion Post Work?

- Grabs Attention Immediately!
  - Opens with high-energy marching band footage featuring TSU.
- Uses Platforms Students Already Engage With.
  - Short form, fast-paced editing keeps attention.
- Features Real Students.
  - Builds credibility and relatability for Metro Nashville Seniors.
- Communicates Core Message.
  - Reinforces that TSU supports both musical growth and personal development.
- End with a Clear Call to Action.
  - Directs viewers to TSU admissions and music department pages



# Projected Impact and Performance Goals

## Long-Term Impact

- -Encourages local talent retention in Nashville area.

## Key Performance Indicators

- TikTok shares, likes, views, and comments.

## Effective Recruitment Goals

- Increase in band inquiries from HS Seniors and boost applications for the Department.

# Thank You!

