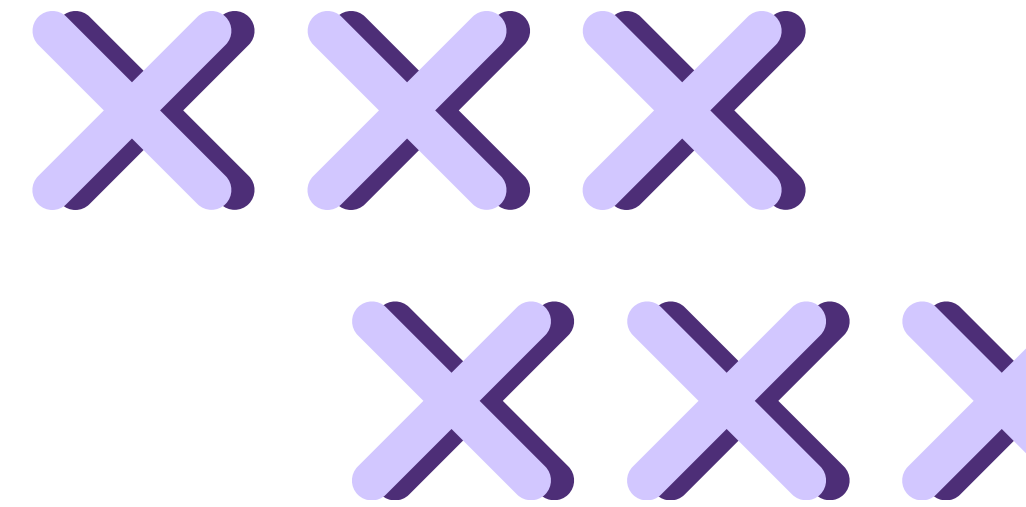
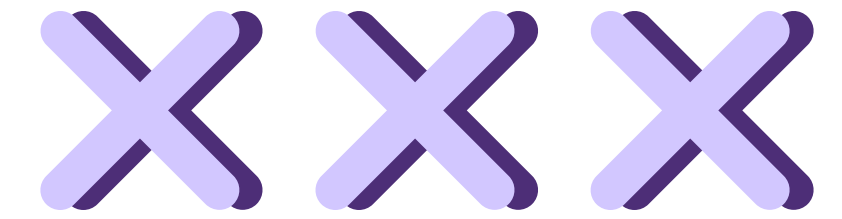

PURPLE TEAM

FINAL PRESENTATION



ROXO
TCU STUDENT AD + PR AGENCY

OUR TEAM



Easton Davis: Project Manager

Claire Franques: PR Director

Caroline Cunningham: Copyeditor

Lauren Burdine: Social Media Director

Anna Parker: Digital Art Director

Valeria Aguilar: Photographer

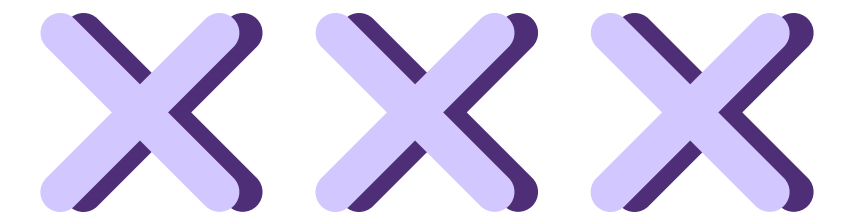


What Do We Do?

Responsible for Roxo's internal branding and communication strategies.

Enhancing Roxo's presence, awareness, and brand identity inside and outside of the TCU community.

THE AGENDA



Team Objectives

Recruitment Week

Tabling Events

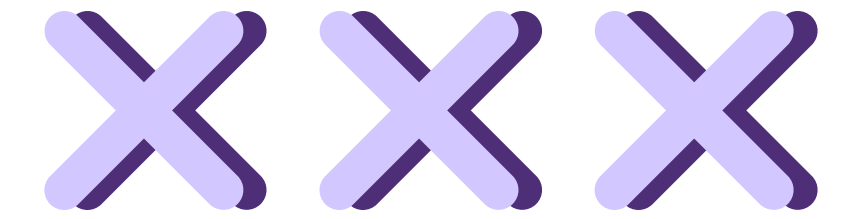
Website Refresh

Social Media Updates

Writing Deliverables

Learning Takeaways

TEAM



OBJECTIVES

Attract Marketing Majors in the Neeley School of Business



Refresh Outdated Roxo Website for Visual Appeal



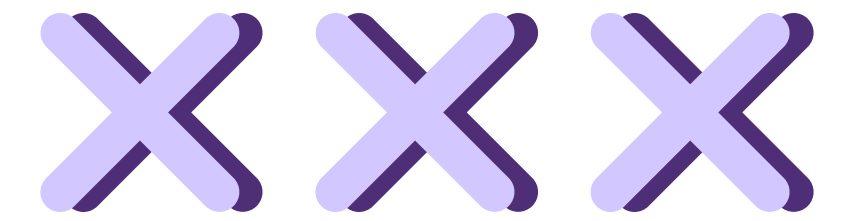
Advertise the Application on Social Media Platforms



Collect Testimonials That Positively Reflect Roxo's Work



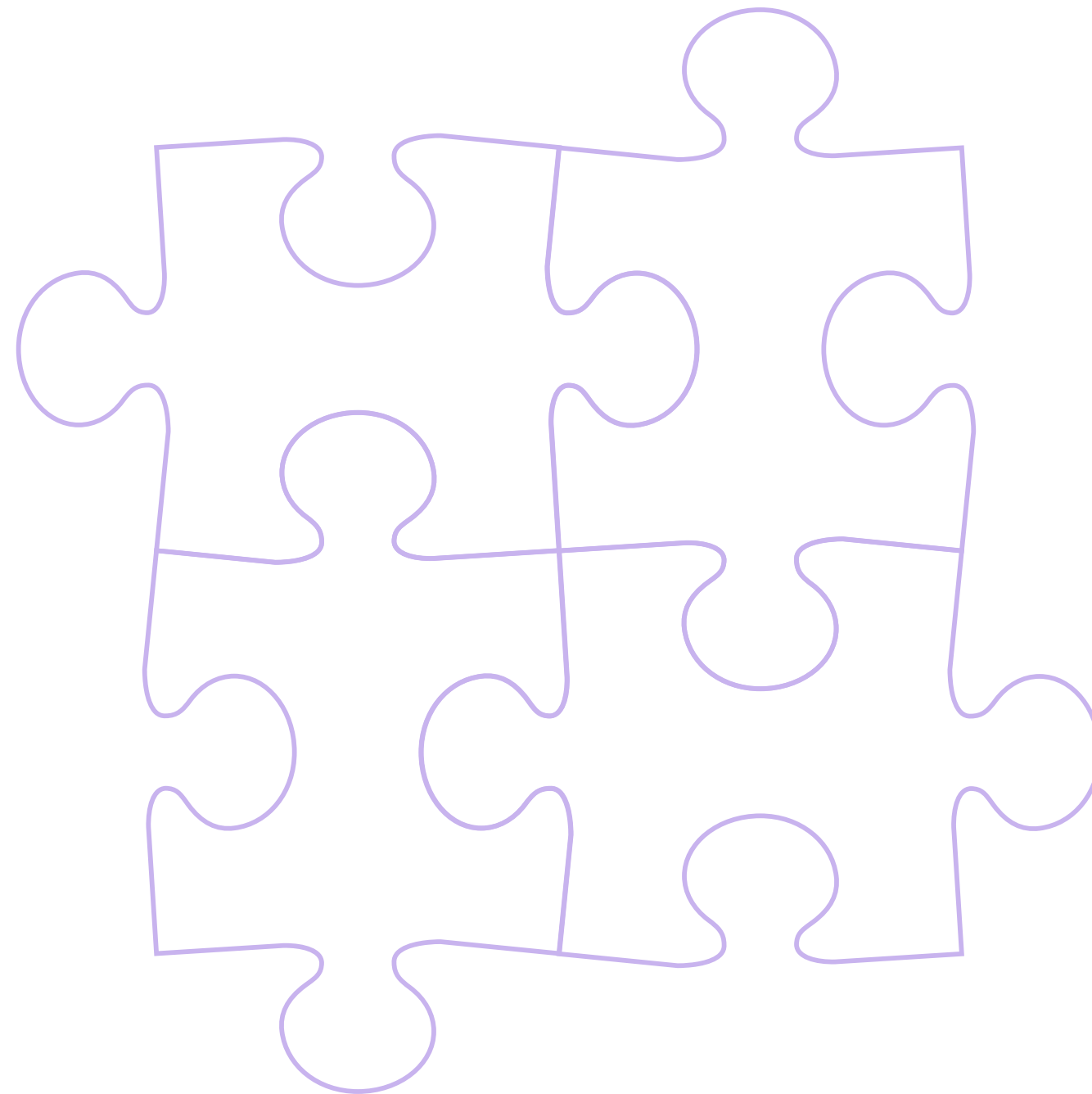
RECRUITMENT



WEEK

**Tabling Events in
Moudy + Neeley**

**Record Number
of Applicants**



**New T-Shirts to Wear
Agency-Wide**

**Filming + Upload of
Updated Video**

NEW T-SHIRTS X X X

- **Back Logo** Symbolism
- Worn **Agency-Wide** During Recruitment Week
- **White** Goes With Everything!
- Generates **Inquiries** + **Awareness** for Roxo!



TABLING EVENTS



BROCHURE XXX



ABOUT OUR AGENCY

Established in 2011, Roxo originated from a collaboration with BNSF, originally comprising just 12 students.

Roxo today is 31 students divided into four teams that generate writing, design, social media, photography/videography, strategy and client service.

Roxo provides valuable industry experience and allows students to apply their skills when working with clients in the DFW area.

WANT TO LEARN MORE?
REACH OUT!



ROXOAGENCY.COM



@TCUROXO

SCAN TO APPLY!



APPLY TODAY



ROXO
TCU STUDENT AD + PR AGENCY



WHO ARE WE?

Roxo is a student-run PR and advertising agency at Texas Christian University's Bob Schieffer College of Communication.

We've produced innovative and creative communication services for 100+ businesses and organizations – and also have donated our talents to nonprofit community causes – to help our clients accomplish their goals. We call it "creativity for good."

We've won numerous awards and have empowered hundreds of students by giving them amazing, real-world communication experience.



OUR SERVICES

SOME PAST CLIENTS WE'VE SERVED:



WHAT WE OFFER

- | | |
|----------------|------------------|
| Graphic Design | Public Relations |
| Event Planning | Research |
| Website Design | Media Planning |
| Social Media | Photo & Video |
| Advertising | Copywriting |

CREATIVITY FOR GOOD.

WHY ROXO?

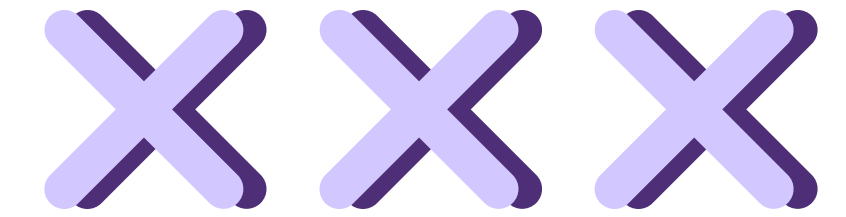


Jaidyn Andersen, President

"Being a part of Roxo has shown me real-world industry experience to expand my portfolio and long-lasting friendships with some of TCU's brightest students."



OUTCOMES



- **68 NEW MEMBER APPLICATIONS**
 - Only 18 Available Spots
 - Most Applicants in the History of Roxo
 - 32 Zoom Interviews
 - Fall 2024 Agency is Official!
- Enhanced Awareness and Brand Visibility Around Campus
- Showcased Our Identity, Values, and Purpose to 100+ TCU Students and Faculty



WEBSITE REVAMP

DARK COLOR SCHEMES



BRIGHTENED WEBSITE-WIDE

HEADINGS & SUBHEADINGS



REFORMATTED DESIGN & COLOR

WORK/CLIENT PORTFOLIO



LOGO CLOUD + NEW DELIVERABLES

ABOUT ROXO PAGE



COPY EDITED & ADDED

HOMEPAGE VIDEO & IMAGES



UPLOADED & READY FOR VIEWING!

[**VIEW THE REFRESHED WEBSITE**](#)

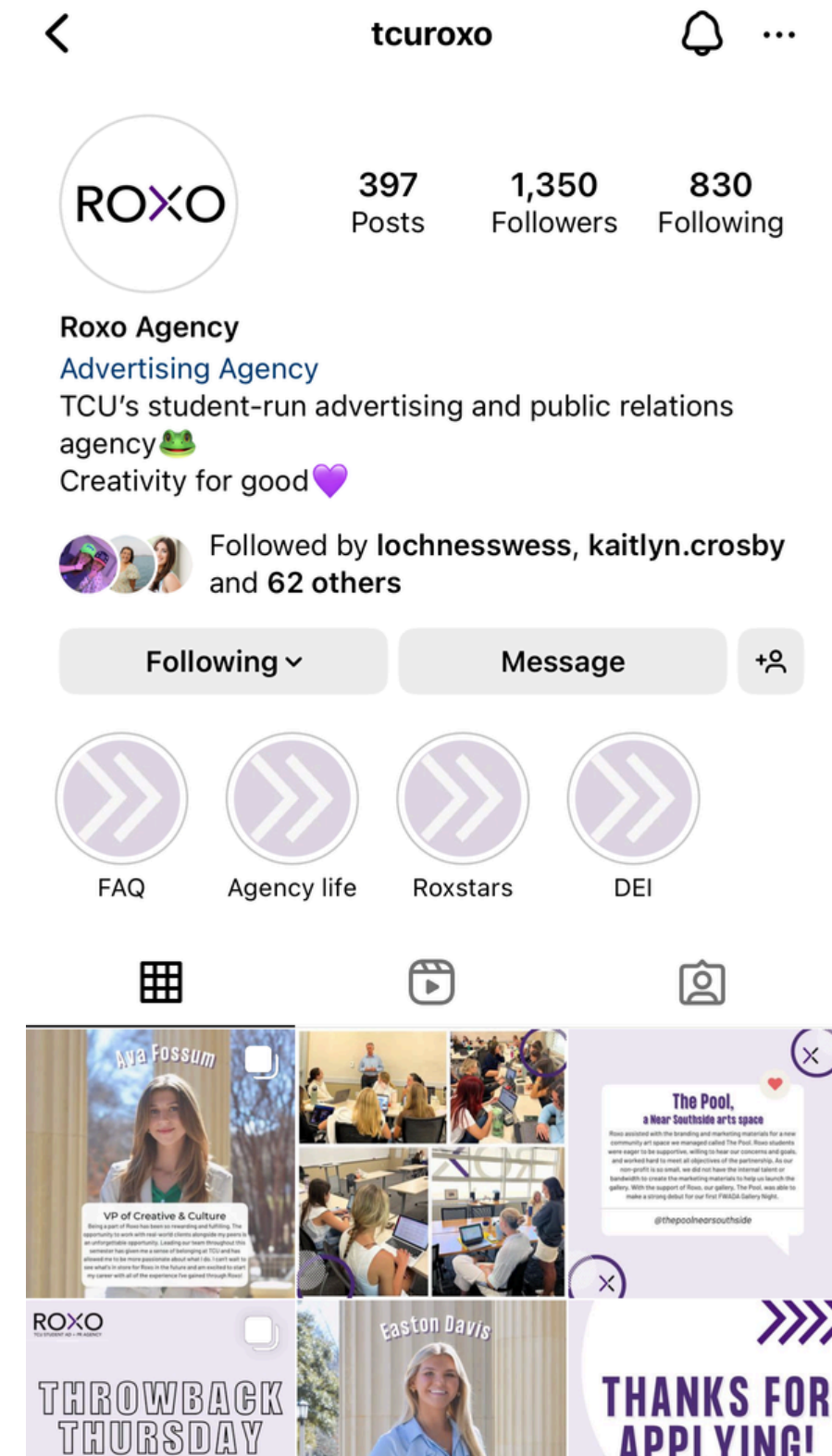
SOCIAL MEDIA

- **GOALS**

- Increase awareness about Roxo Agency
 - Who we are and what we do
- Increase information to potential members about positions available to apply for
- Stay consistent with posting
- Stay true to Roxo brand colors and logos

- **WHAT WAS POSTED (about twice a week)**

- Testimonial Tuesday
- Q&A's
- Position spotlights
- Guest speakers
- Roxstar of the week
- Live stream during recruitment week



SOCIAL MEDIA



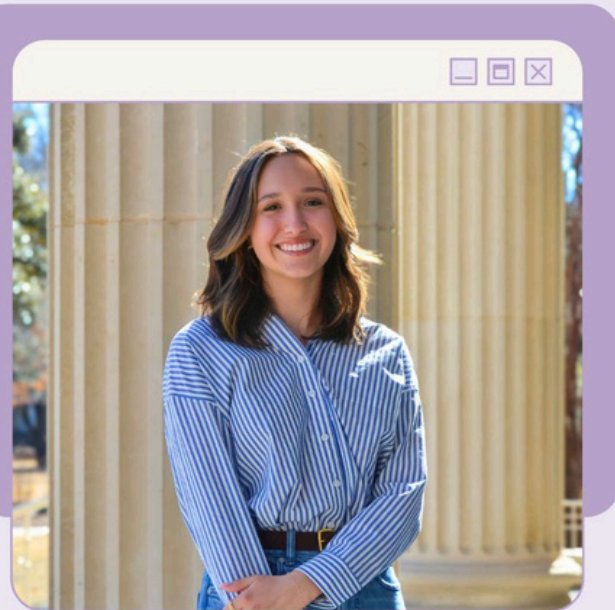
PERSONALITY PICS

ROXSTAR

OF THE WEEK

Ryan has been such a great leader for Blue Team this semester! Leading a team for two different clients is not easy, but she has been killing it. We are so thankful for your expertise and leadership skills. Thank you Ryan!

RYAN AMMANN
ACCOUNT EXECUTIVE



ROXO
TCU STUDENT AD + PR AGENCY

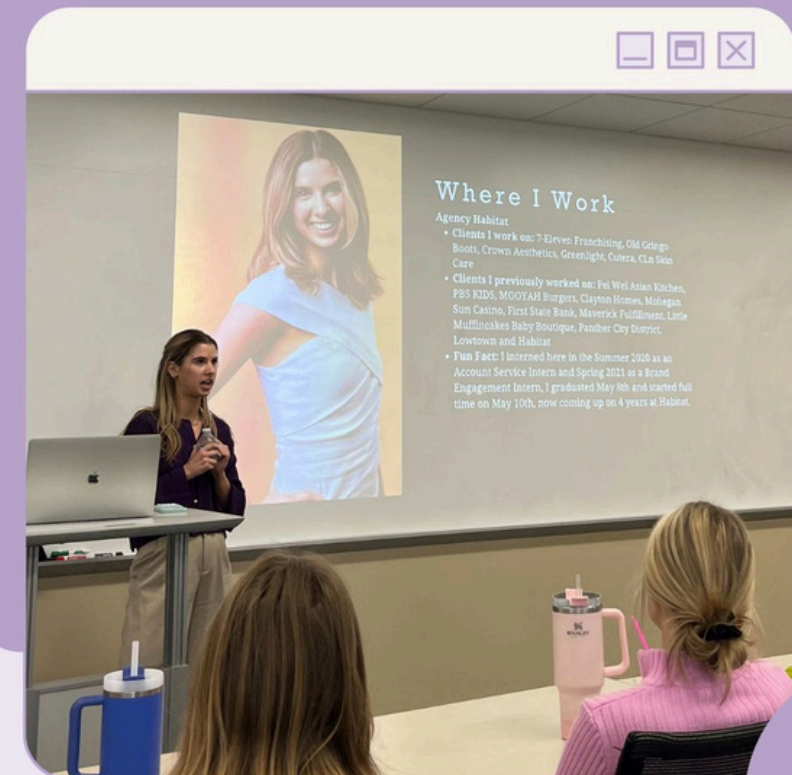
20
DAYS
LEFT

UNTIL THE 2024 FALL
APPLICATION OPENS!

AGENCY GUEST SPEAKER

habitat

A heartfelt appreciation to Madison McQuary, current Agency Habitat Brand Manager, for speaking with Roxo. Your extensive knowledge shared during the presentation was truly enlightening! Thank you!

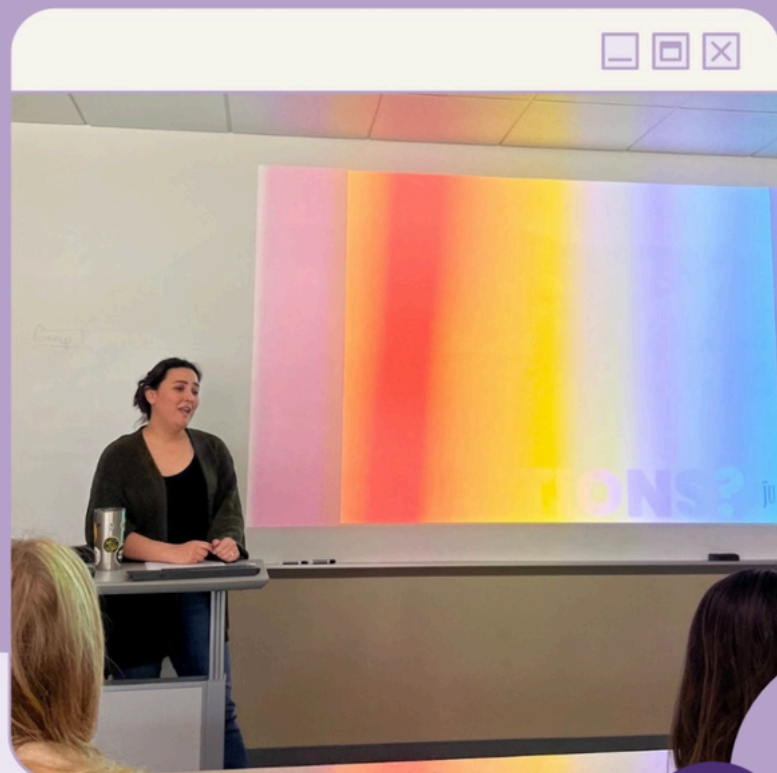


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AGENCY GUEST SPEAKER



A heartfelt appreciation to Christina Vela, current J.O. Account Executive, for speaking with Roxo. Your presentation was truly enlightening, and we appreciate the knowledge you shared! Thank you!



@THEJOAGENCY

×

»»»»

ROXO

TCU STUDENT AD + PR AGENCY

Let us know if you have any questions!

How has ROXO helped with getting internships/jobs?

BEING ABLE TO TALK ABOUT THE WORK I DID FOR CLIENTS IN ROXO DURING INTERVIEWS HAS HELPED ME SIGNIFICANTLY IN GETTING INTERNSHIPS!

NOT MANY PEOPLE ARE ABLE TO SAY THEY HAD REAL AGENCY EXPERIENCE IN COLLEGE. ROXO MAKES YOU STAND OUT.

»»»»

IF YOU'RE INTERESTED IN BEING A SOCIAL MEDIA MANAGER...

- Plans, executes and evaluates social media campaigns
 - Works on social media guidelines, content calendars, campaign ideas, and effectively runs social media accounts on behalf of the client
 - Assists in managing social media accounts by working on followers and engagement
 - Must be proactive, creative and analytical
- »»»»

THROWBACK THURSDAY

CLIENT: LAKE WORTH POLICE DEPARTMENT



PAST AND PRESENT CLIENTS



Chief J.T. Manoushagian

Our experience with Roxo far exceeded our expectations. Roxo played a key role in building our digital foundation. Everything from our colors to our logo will forever be influenced by Roxo's work. Working with Roxo was an amazing experience. I hope to have the opportunity to do so again.

@NWECC



Jaidyn Andersen



President

Roxo is one of the main reasons I chose to become a Strategic Communication major! Getting to be involved with an agency before graduation and getting real-world experience was such a big draw for me. Being a part of Roxo has shown me what a real advertising agency looks like and has made me want to continue working in one. I am so grateful for the experience and friendships Roxo has given me.

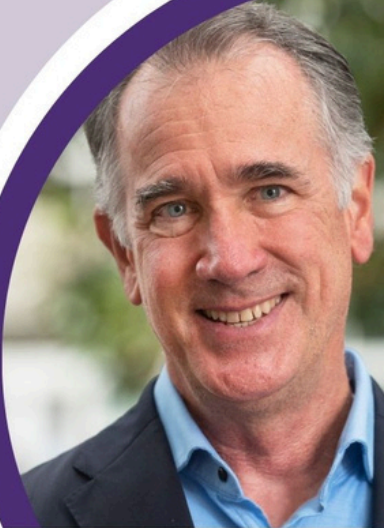
20 DAYS LEFT

UNTIL THE 2024 FALL APPLICATION OPENS!



FACULTY Spotlight

Before joining TCU, Russell Mack worked in strategic communication for many different organizations. He brings his expertise in copy, advertising and much more.



RUSSELL MACK

WRITING PIECES XXXX

THE ROXO REPORT

February 2024 | A Publication by Roxo Agency | Volume 6



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Introducing our Spring 2024 Roxstars!	2
Meet the Clients.....	4



3/7/24

Redefining Reach: The Impact of Influencer Marketing

Lily Fouke
Copywriter

I've always wanted to be a part of Roxo ever since I applied to TCU as a senior in high school. When deciding my major, I remember looking at the Strategic Communication website and learning about Roxo and all the creative work it has done for local clients. While I have only been in the agency for a little over a month, I'm already getting a good sense of Roxo's culture and work ethic. One of my highlights has been meeting with my team's incredible clients, TCU College of Science and Engineering and Once Upon a Room."

OUR AGENCY TEAMS

PURPLE TEAM

Purple Team works every semester to promote Roxo on campus through social media, community relations, and advertising. They are responsible for overseeing the entire agency's internal branding and communication strategies to enhance brand awareness and foster the agency's growth across the entire TCU community, not just in the Bob Schieffer College of Communication. This semester, Purple Team is working diligently to recruit marketing students from the Neeley School of Business to join the agency.



Roxo LinkedIn:

What an amazing semester in Roxo! It was a pleasure to work with our incredible clients Righteous Foods, City of Bedford, TCU College of Science and Engineering, and Once Upon a Room.

We had guest speakers from LERMA, Agency Habitat, and J.O. Agency. We loved learning more about these agencies from Jane Searcy, Madison McQuary, and Christina Vela – two of them being past Roxstars!

Our recruitment week was successful, with a record number of applicants this semester! We had tabling events in Moudy and Neeley. Our client Righteous Foods also provided coffee for us. We can't wait to see our returners and new Roxstars in August.

Thank you to our exec team members Jaidyn Andersen, Ava Fossum, and Lindsey Sowitch for your incredible leadership.

We would like to thank all of our Roxstars for your hard work. We can't wait for the future of Roxo and what is to come next semester.

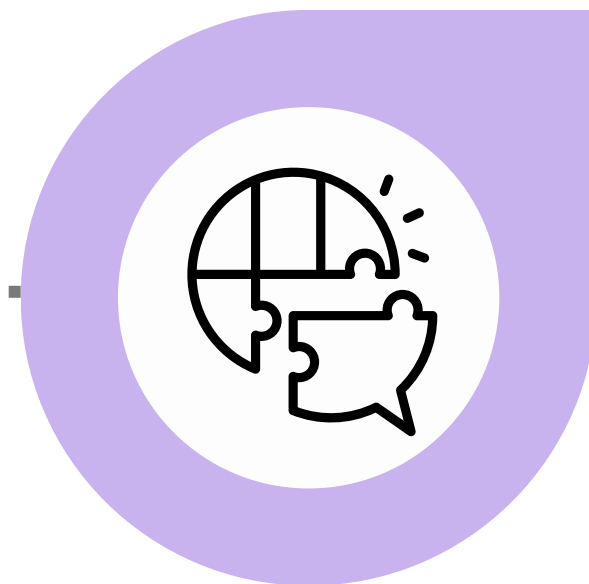
KEY TAKEAWAYS

The Impact of Risk-Taking



Think Outside the Box & Boldness

Willingness to Adapt to Unexpected Circumstances



Importance of Transparent Communication