

BYU

IDAHO

Capoeira



Table of Contents

Page	Content
1-----	Executive Summary
2-----	Situation Analysis
3-----	S.W.O.T.
4-----	Goals & Target Audience
5-----	Positioning & Key Messages
6-----	Challenges
7-----	Communication Vehicles
8-----	Research Methods
9-10-----	Sample Survey
11-----	Time Chart
12-----	Strategies & Tactics
13-----	Budget
14-----	Evaluation Plan
15-----	Pitch
16-----	News Lead
17-18-----	Fact Sheet
19-----	Meet the Team

Executive Summary

Organization: BYU-Idaho Capoeira Group

Description: This is an activity group on the BYU-Idaho campus. They practice the Brazilian martial art of Capoeira. It is student run and has a graduate instructor.

Target Audience: The target audiences are mainly students that have interests in exercise, martial arts, dance, music, or Brazil.

Motivation to Attend: There are many benefits to playing Capoeira. Building physical skills is a major benefit. Learning a new style of music and dance from Brazilian culture. Also, retaining language and memories from serving a mission in Brazil.

Purpose of PR: The main purpose of this PR plan is to increase awareness of the group. Most people do not know what Capoeira is, let alone that there is a group on campus.

Suggested Media: Facebook, Instagram, and Scroll

Situation Analysis

Client: BYU-Idaho Capoeira

Client Goal: Increase average weekly attendance by 25% over the course of a semester

Audience Perspective: Very few people know about the group and even less know what Capoeira is.

Audience Analysis: BYU-I students ranging from ages 18 to 25

The group has the potential to grow and gain new members. It is a fun new engaging activity for students. Awareness is the main reason for lack of attendance.



S.W.O.T.

Strengths- It is a culturally based activity that expands the views of students. It has many aspects such as martial art, dance, singing, musical instruments, exercise, and overall fitness.

Weaknesses- Can be intimidating at first. Most people do not know what it is. Hard to fit in the group on the first day.

Opportunities- The group has many opportunities to invite new people. There is something for everyone. It is unlike any other activity and should be interesting for anyone.

Threats- Lack of awareness. Popularity of other more well known martial arts.



Goals

The main goal of this PR plan is to increase average weekly attendance by 25% over the semester.

The subgoals that go along with this are:

- 1. Create Awareness-** this will be done mainly through Facebook and Instagram. These are the main social media platforms used by the target audience.
- 2. Create Interest Through Events-** this goes along with the social media. The Capoeira group needs to be heard and noticed. Through hosting events they will be able to show others why they should join the group. They can also help others have a taste of Capoeira.
- 3. Separate into Sections-** one of the challenges of the current group is that there are not sections for novice, intermediate, and advanced Capoeira players. This can intimidate new comers.

Target Audience

- Returned missionaries from Brazil
- Students interested in martial arts
- Students interested in dance/exercise
- Students interested in music/singing

Positioning

Capoeira is an engaging full body activity that works every aspect of fitness. It is also an introductory or continuing experience of Brazilian culture.

Key Messages

- 1. Capoeira is a great way to learn about/retain Brazilian culture**
- 2. Capoeira is a way to get in shape and become familiar with your body**
- 3. Capoeira is a way to learn how to play and sing a different style of music**
- 4. Capoeira is a martial art created in Brazil**



Challenges

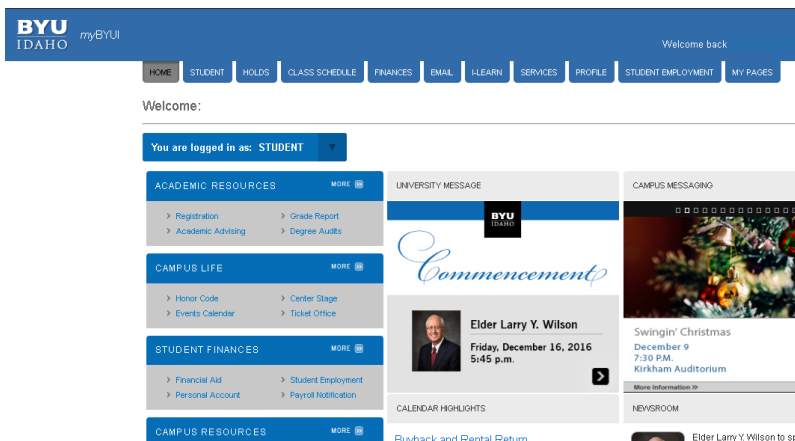
- **Not well-known, even outside of campus**
- **Smaller attendance means smaller budget than other activities**
- **Can seem intimidating to new participants**
- **Popularity of other well-known martial arts**



Communication Vehicles

We will mainly be focusing on online presence. We will be using Facebook and Instagram to interact with our audience.

We are also looking for a way to be featured in the homepage of the BYU-Idaho website



The screenshot shows the BYU-Idaho website homepage. At the top, there is a blue navigation bar with the text 'BYU IDAHO myBYUI' on the left and 'Welcome back' on the right. Below this is a horizontal menu with buttons for HOME, STUDENT, HOLDS, CLASS SCHEDULE, FINANCES, EMAIL, I-LEARN, SERVICES, PROFILE, STUDENT EMPLOYMENT, and MY PAGES. The main content area starts with 'Welcome:' followed by a dropdown menu showing 'You are logged in as: STUDENT'. The page is organized into several columns and sections:

- ACADEMIC RESOURCES** (with a 'MORE' button):> Registration, > Grade Report, > Academic Advising, > Degree Audits
- CAMPUS LIFE** (with a 'MORE' button):> Honor Code, > Center Stage, > Events Calendar, > Ticket Office
- STUDENT FINANCES** (with a 'MORE' button):> Financial Aid, > Student Employment, > Personal Account, > Payroll Notification
- CAMPUS RESOURCES** (with a 'MORE' button)
- UNIVERSITY MESSAGE**: Features a 'Commencement' graphic and a video thumbnail for Elder Larry Y. Wilson on Friday, December 16, 2016, 5-45 p.m.
- CAMPUS MESSAGING**: Features a 'Swinglin' Christmas' event on December 9, 7:30 P.M. at Kirkham Auditorium.
- CALENDAR HIGHLIGHTS**: Includes 'Bank and Dental Dates'.
- NEWSROOM**: Includes a video thumbnail for Elder Larry Y. Wilson.

Research Methods

We conducted a survey among the students to find out who is aware of Capoeira and the group.

We would also like to use the survey to see how many people would respond to the different interests of Capoeira.

There is a sample survey on the next two pages



Sample Survey

What kinds of activities are you involved in on campus? Mark all that

apply

Sports

Art

Music

Dance

Martial Art

Language

Other _____

Are you interested in learning any of the following?

Mark all that apply

Martial Arts

Exercise

Dancing

Music

Other _____

Do you know what Capoeira is?

Yes No

If yes, where did you find out about Capoeira?

Mission

Television/Movie

School

Internet

Friend/Family

Other _____

Have you participated in any kind of martial arts? (Karate, Kung Fu, etc.)

Yes No

Did you know that there is a Capoeira group on campus before taking this survey?

Yes No

If yes, where did you hear about the group?

- o Flier
- o Social Media
- o Poster
- o Friend/Family member
- o BYU-Idaho activities page
- o Other _____

What is your gender?

M F

What is your age group?

18-20 21-23 24-25 26+

What year are you at BYU-Idaho?

Freshmen
Sophomore
Junior
Senior

Time Chart

Action	Date
Initial Evaluation	1/10/2017
Facebook Update	1/15/2017
Create Instagram	1/15/2017
Workshop at I-Night	1/17/2017
Battle of the Dances	2/15/2017
Perform at CrossRoads	3/5/2017
Featured in Message Board	3/15/2017
Re-evaluate	4/5/2017

Strategies and Tactics

Create awareness:

- Update and use Facebook to communicate and share things about Capoeira and the group
- Create an Instagram to reach out with powerful images
- Get featured in the BYU-Idaho home message board
- Have story written in the scroll

Create interest through events:

- Perform at battle of the dances
- Perform at the crossroads during meal time
- Have workshop at I-night

Have different sections of skill:

- Break up the group according to skill
- Still have everyone participate with music and ending activity

Budget

There are no events or tactics planned that will use a budget



Evaluation Plan

Record average Facebook and Instagram. During and after PR campaign. Keep track of visits and see what causes the most visits.

Record beginning attendance in the start of the semester and compare to ending attendance near the final part of the semester



Pitch

Dear Scroll,

This is Tyler Williams a PR student in the Communications Department. I am writing to represent the BYU-Idaho Capoeira group.

The Capoeira group is going to be performing in the CrossRoads on March 5th in commemoration of Brazil's Carnival. The performance will take place at 1 p.m.

Capoeira is a Brazilian martial art made by Africans while they were still in slavery. These slaves took their native culture and the culture of Brazil and combined it into a unique fighting style. It is sometime known as Brazilian dance fighting.

I have included a News Press and a Fact sheet for you.

From,
Tyler Williams

News Lead

REXBURG, Idaho— The BYU-Idaho Capoeira group will be performing at the CrossRoads at 1 p.m. The group is performing in commemoration of Brazil's carnival.

Capoeira is a Brazilian martial art often called Brazilian dance fighting. This fighting dance was created by African slaves in sometime after the 16th century. They disguised their fight as a dance so that they would not get caught practicing self-defense.

After a long time Capoeira is now a major part of Brazilian culture. Capoeira is now practiced throughout the world. The BYU-Idaho Capoeira group will display some moves that shows why Capoeira is one of the most unique fighting styles.

For more information about Capoeira and the BYU-Idaho Capoeira group visit the groups Facebook page at *Rexburg Capoeira*

Fact Sheet

- Why is Capoeira often referred to as “Brazilian dance fighting?”

Capoeira was developed to be something that could not be defined, and, hence, impossible to prohibit. Attacks and defenses were disguised to be fluid and rhythmic, and the slaves sang songs and played instruments as they danced. The art that developed became an interactive dance between two people which continues today.

- What kind of workout can I expect from a Capoeira class?

Capoeira is a physically and mentally challenging art form that is very rewarding. Because Capoeira incorporates all categories of movement, Capoeira provides one of the best aerobic and strength-building workouts available within the world of performing arts.

- Will Capoeira teach me how to do a cool kick, back flip, or 360 flip?

Capoeira is the author of some of the most spectacular acrobatics in the world. It is becoming famous for its high-flying flips, airborne spinning kicks, intricate ground movements, and more.

- What movies has Capoeira been featured in?

Capoeira’s unique movement style complete with high-flying kicks, flips, live drumming, and powerful musical rhythm has made it an instant hit with Hollywood producers and celebrities.

- What is the Capoeira batizado?

“Batizado” literally means baptism. In Capoeira, a batizado is an initiation ceremony where students have the opportunity to demonstrate their skill alongside advanced students in the Capoeira roda and be taken to the ground by a master or advanced student in celebration of their membership within their respective group or association.

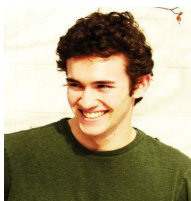
- Why do Capoeira players often “fight” on their hands?

One of the reasons that Capoeira is such a unique art is because of the relationship of trust and betrayal between players.

- Why is it called “playing” Capoeira?

Though Capoeira is part martial art, dance, and cultural expression, it is above all a fun and intensely challenging game requiring physical stamina and mental strategy.

Meet the Team



Tyler Williams:

I am a communications major with an emphasis in public relations. I am from Sacramento California. I enjoy music and reading. I served a mission in the Philippines Angeles mission. My hobbies are playing tennis, watching movies, and sketching. I am working on becoming a seminary teacher in the future.

