



**80th Anniversary of Ending of World War II: A
Film/Video Competition Open to All High
School, College and University Students in
America**



What to know about this competition?

- This competition is sponsored by B29 Central which is a non-profit organization that is a part of the 500th BG, 73 BW stationed in the South Pacific from June 1944 to November 1945.
- This non-profit organization chooses the best written narrative, film/video or photography that has been submitted by high school, college and university students from across the country who dedicate their entries to those who had served our country during this World War II event.





What to know about this competition?

- Since all of the entries will be accepted, all of the entries will be either featured on the B29 Central website or one dedicated to the national film festival held for this competition.
- Student who have submitted exemplary entries will be honored with a grand award by their local Veterans Association Group.
- All students who have submitted an entry will receive a certificate.



Goal of Campaign

- The goal of this campaign is to garner the attention of as many high school, college and university students across the country as possible to prompt them to submit entries to this competition.
- There should be a record number of entries this year in comparison to the amount of entries from previous years with this year being the 80th year of the commemoration of this World War II event.
- What still has to be kept in mind is that the mission of this competition is to encourage schools and communities to celebrate Veterans Day on Tuesday, November 11, 2025 through submissions to this contest.



Key Dates

- The 80th Anniversary of Ending of World War II Festival begins Saturday, March 22, 2025 at the March Air Field Museum.
- The March Air Field Museum is located in Riverside, California.
- The deadline to submit entries to this competition is September 30, 2025.



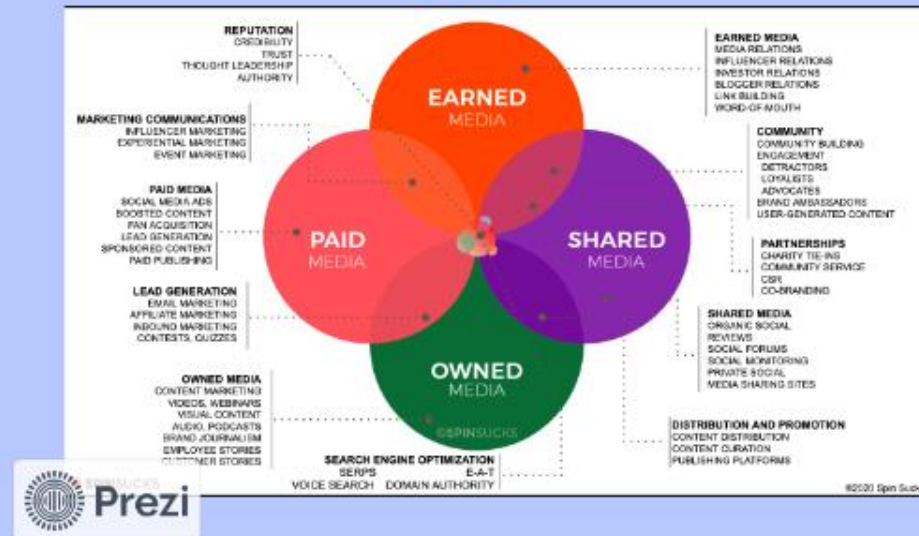
Target Audience of PR Campaign

- High school, college and university students in the United States between the ages of 14 and 24 would be the primary target audience for this competition's PR campaign.
- An additional target audience would be English and American history teachers in the United States who teach high school, college and university aged students.
- Another target audience are librarians in the United States who work at local libraries and libraries in high schools, colleges and universities.



What is PESO?

- PESO is a model applied to marketing and/or PR strategy.
- This model allows PR professionals to seamlessly build direct and strategic PR campaigns.
- The acronym referring to the name of this model means Paid, Earned, Shared and Owned Media.



Paid Media

- Paid media is when you pay to have your product, company, or service advertised.
- When people want to promote a product, company, or service the first means of doing so that they usually consider is paid media.
- According to *Forbes*, some examples of paid media include social media ads, sponsored content, lead generation, outbound marketing effort and pay-per-click (PPC) campaigns.



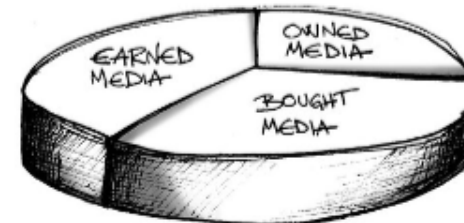
Usage of Paid Media in PR Campaign

- One of the ways in which paid media will be used in this competition's PR campaign is by paying to have YouTube channels based around history in the United States to feature video ads about this competition.
- Another one of the ways in which paid media will be used is by paying Spotify and SiriusXM to feature video ads that are about this competition within live podcasts that explore the history of the United States.
- According to Creative Salon, digital natives, Gen Z select, how, where, and when to interact with brands and ads, ensuring these narratives reflect their values and beliefs.



Earned Media

- Earned media is when another company or companies become responsible for advertising your product, company or service to a certain demographic once you have convinced them to do so.
- What is done by earned media is similar to what is done in public relations.
- According to *Forbes*, earned media can be anything from social media connections through bloggers and influencers to something very conventional, such as an interview on TV or the radio.



Usage of Earned Media in PR Campaign

- One of the ways in which earned media will be used in this competition's PR campaign is by orchestrating interviews between representatives who work for B29 Central and local daytime talk show hosts across the United States.
- Another one of the ways in which earned media will be used is recruiting high school, college and university students across the United States to serve as UGC creators for this competition.
- According to Kearney, earned media has increasingly become a source of competitive advantage and a key driver of commercial success for consumer-centric brands.



Shared Media

- Shared Media is when you approach your audience with your product, company, or service through the usage of social media channels.
- Shared media is one of the most of the most simplest and easily accessible means of advertising.
- According to *Forbes*, shared media is significant because this marketing sphere allows you to build relationships and connections with your audience as you share your content.



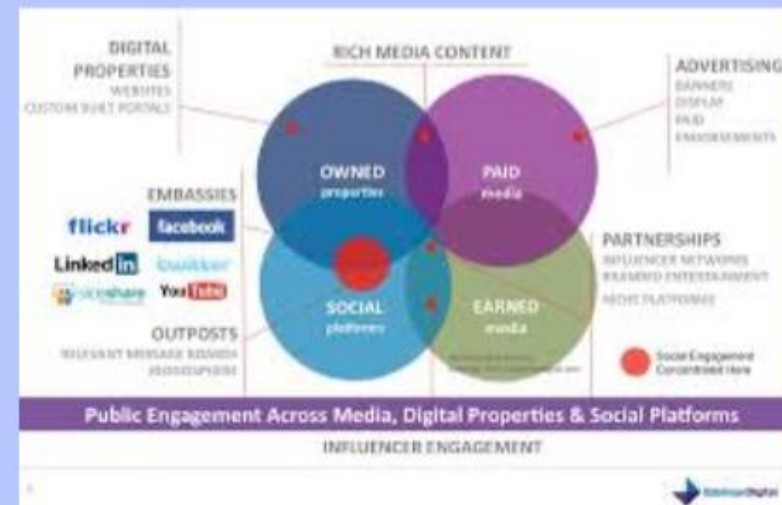
Usage of Shared Media in PR Campaign

- One of the ways in which shared media will be used in this competition's PR campaign is by creating social media channels such as Instagram, Facebook, and X based around the competition and its guidelines.
- Another one of the ways in which shared media will be used is by using features on those social media channels to build stronger connections by posting polls and questionnaires pertaining to the competition weekly.
- According to Sprout Social, Gen Z is most likely to use social for discovering new products, keeping up with the news and reaching out to brands with customer care



Owned Media

- Owned media is when you advertise your product, company, or service on a platform that is in your possession.
- Owned media provides you with complete control over how you choose to advertise.
- According to *Forbes*, some examples of owned media include generated content, articles, blogs, podcasts, newsletters, emails and videos.



Usage of Owned Media in PR Campaign

- One of the ways in which owned media will be used in this competition's PR campaign is by creating a digital newsletter shared via email to spread word about this competition.
- Another one of the ways in which owned media will be used is by creating a digital magazine dedicated to those who have been recognized by the competition years prior.
- According to BigCommerce, improving upon and leveraging owned media efforts often increases the effectiveness of paid media and earned media for online businesses.



Campaign Budget

- The campaign budget in total will be \$7,000.
- This will be broken down into the expenses covering the video ads that will be shown on various social channels promoting the competition which usually cost about \$1-\$50 a day at minimum varying on the platform according to LYFE Marketing.
- A portion of this budget will be used towards the stipend for the UGC creators which will be a monthly stipend of \$150.
- The travel expenses of B29 Central representatives will be covered by the budget as well.



Evaluation Process

- The social media analytics would be evaluated at the end of each week to determine as to whether or not this competition is becoming more widespread.
- Hootsuite would be used to measure the social media analytics across all social media channels.
- Mailchimp would be used to measure the readership and engagement of the newsletter.
- The ticket sales of the competition would be monitored as well.



Sources

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