

**BEST MARKETING AND COMMUNICATIONS
EDUCATIONAL INITIATIVE (NON-COVID-19)**

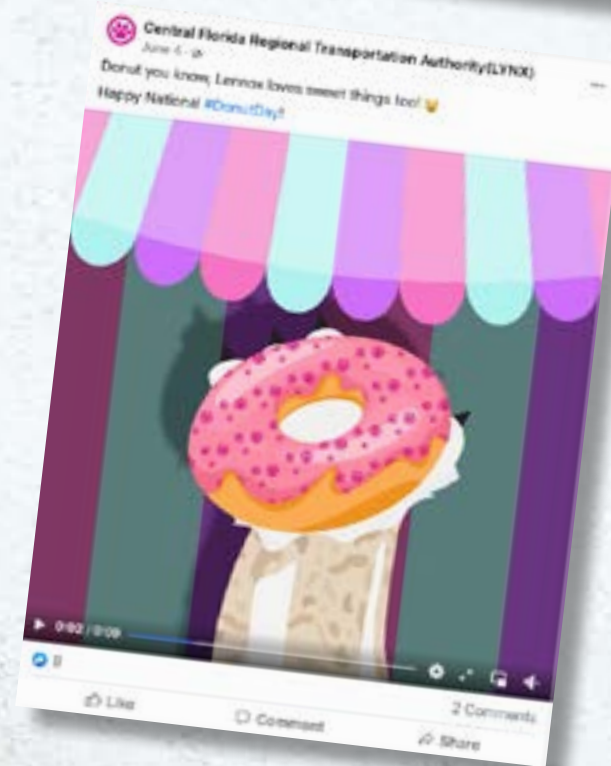
SOCIAL MEDIA

OVERVIEW

With people spending more time at home due to COVID-19, social networking platforms have seen an increase in consumer usage within the past year and a half. As a result of this increase, we saw this as a great opportunity for LYNX to elevate and humanize our branding efforts on social.

Our strategy entails creating vibrant and on-trend content that will tie into our overall branding. Weekly, we review the social media landscape for any trending topics and notable holidays that can be incorporated into our social media strategy to help increase our engagement and exposure online.

*Select entries included.



NEW YEAR'S DAY

JANUARY 1, 2022

VIEW ON SOCIAL:   

INSTAGRAM



FACEBOOK



TWITTER



Out with the old and in with the new!

The 1920s were a time of celebration and prosperity. As we are celebrating the '20s again, we wanted to bring in the beautiful art and style that prospered during this period. Dubbed Art Deco it spread into all corners of the world from fashion, cars, jewelry and even architecture like the Chrysler Building in New York City.

Bright, glamorous and full of possibilities it perfectly represents our hopes for the coming year.

THANKSGIVING

NOVEMBER 25, 2021

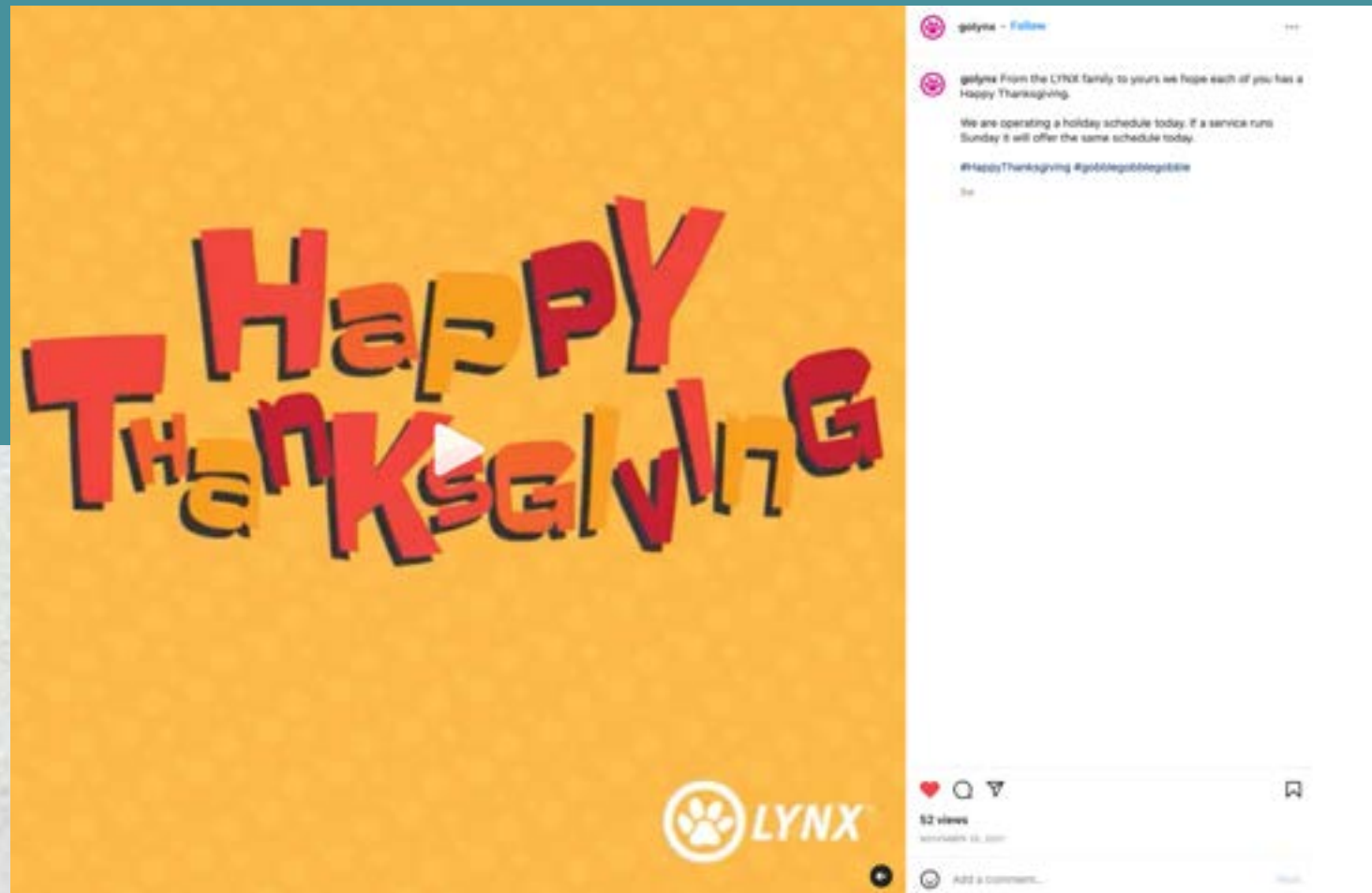
VIEW ON SOCIAL:   

What a turkey!

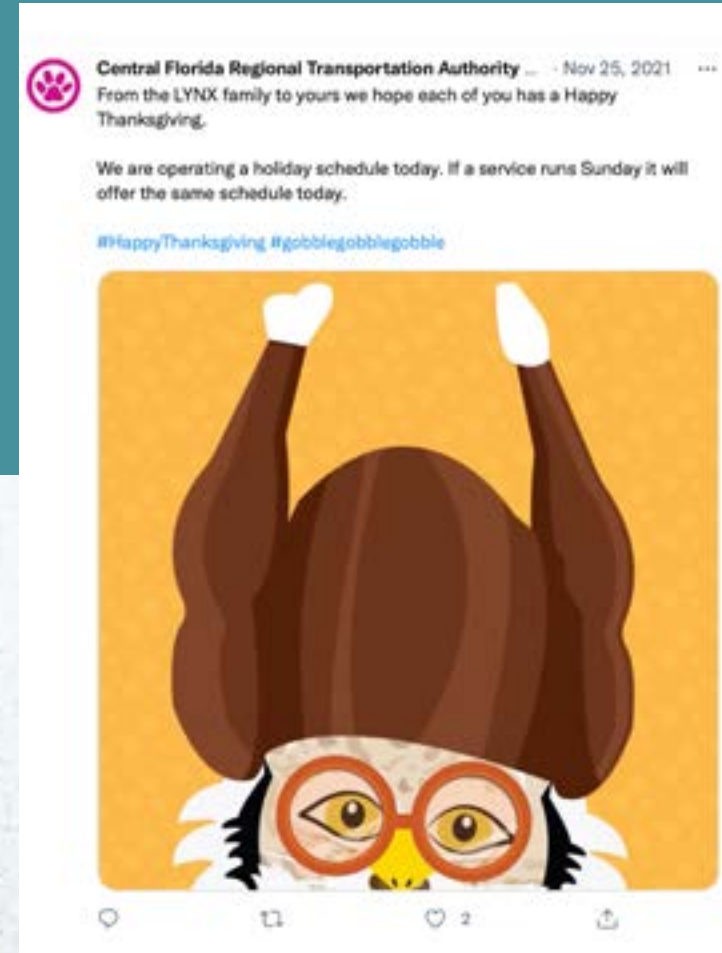
(Both the one on the table and the one on Lennox's head!)

To us, Thanksgiving is a celebration of family, friends and of course food! Our tables were plentiful, bellies full and our favorite dish of all was not safe from that fun-loving feline who helped us make a colorful post to wish everyone a wonderful holiday.

INSTAGRAM



TWITTER



FACEBOOK



GLOBAL HANDWASHING DAY

OCTOBER 15, 2021

VIEW ON SOCIAL:   

TWITTER



FACEBOOK



INSTAGRAM



COVID has changed many things about how we live our daily lives and nothing seems more obvious to that fact than our constant self-awareness of being and feeling clean.

In the past, this day would come and go without attention or thought. Given that we are living in an age where keeping our “paws” clean goes hand in hand with keeping our daily lives as close to normal as possible, we wanted a fun way to address that COVID-19 is still very present and we need to keep doing as much as possible to stay healthy.

NATIONAL EMOJI DAY

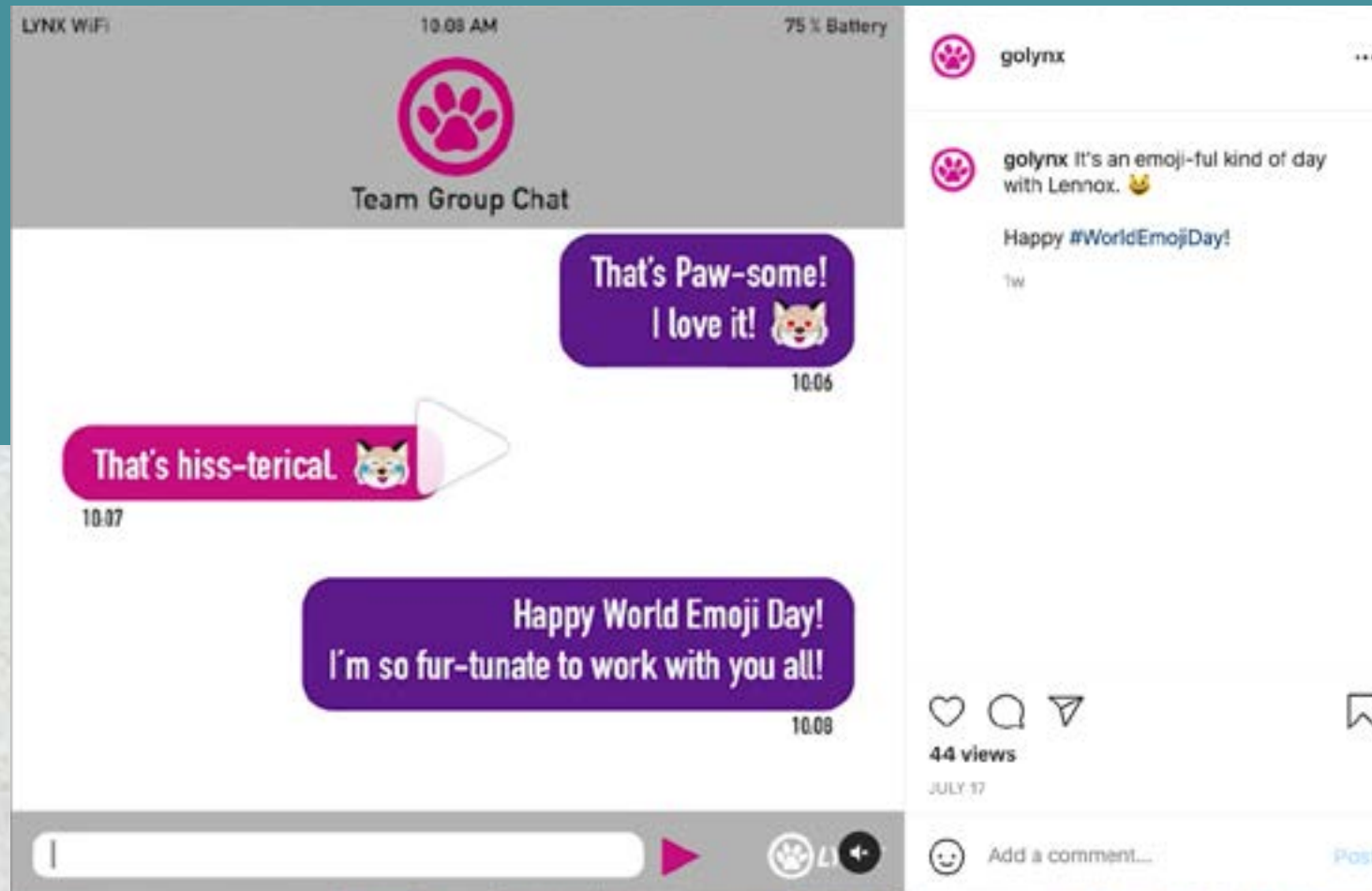
JULY 17, 2021

VIEW ON SOCIAL:   

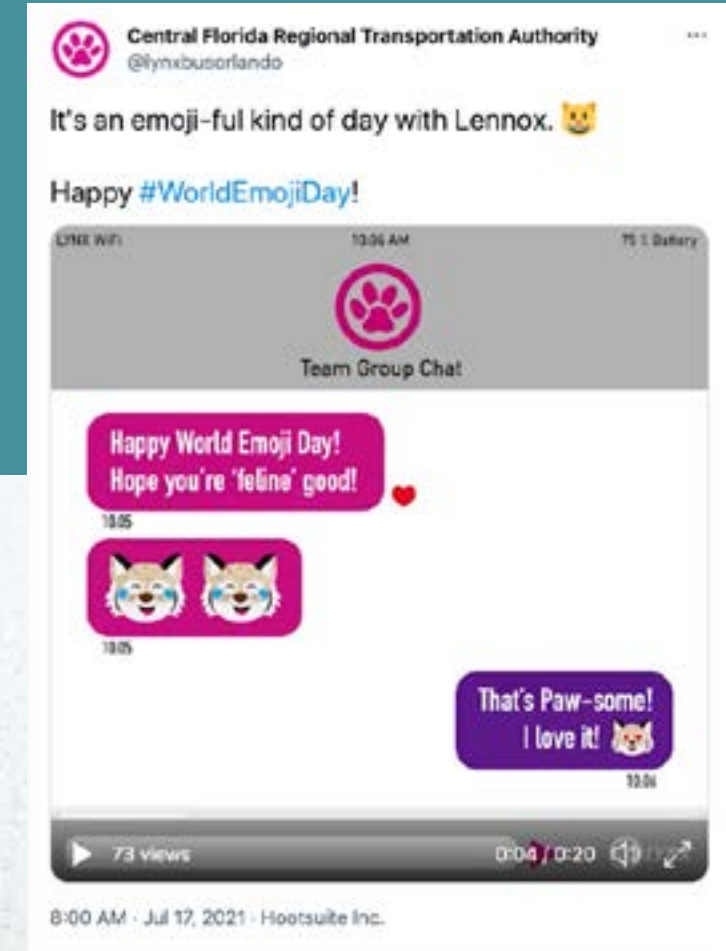
Within the social media space, emojis have become a unique and fun way for users to express themselves while remaining relatively unseen.

Using our weekly team messaging interactions as an inspiration sparked the idea for Lennox emoji team group chat. With an illustration of Lennox as an emoji, this was a fun and entertaining way for us to introduce a human element of our brand to audiences using a timely social media celebration, World Emoji Day.

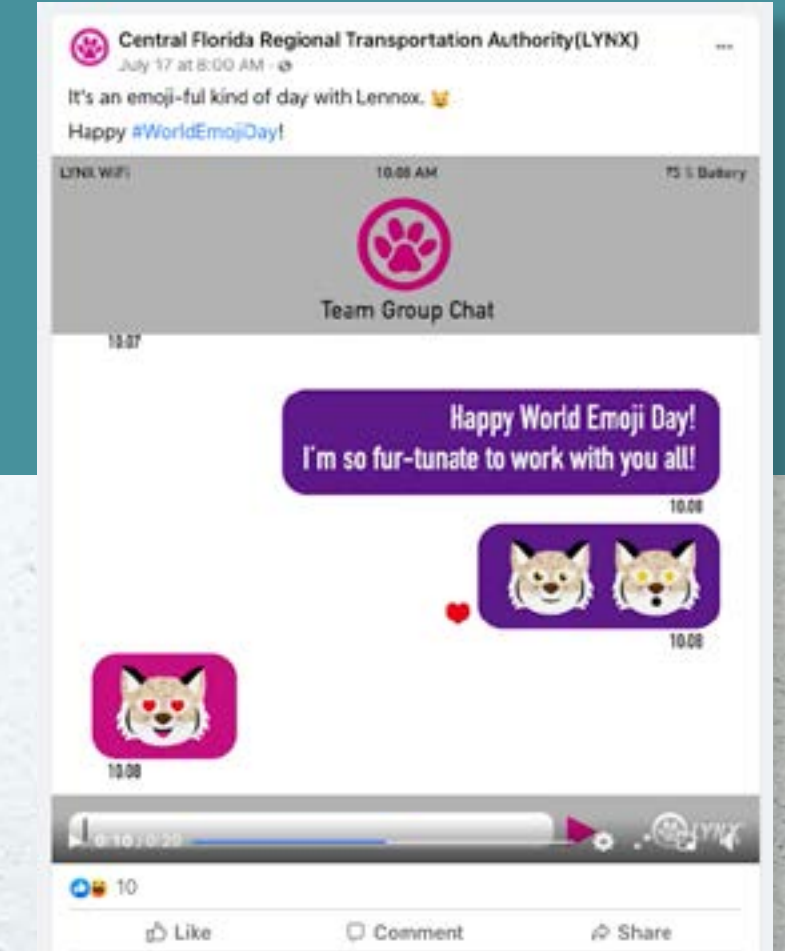
INSTAGRAM



TWITTER



FACEBOOK



FIRST DAY OF SUMMER

JUNE 20, 2021

VIEW ON SOCIAL:   



Do you enjoy beach days? So does Lennox!

For many, the summer is a great time to hit the beaches while getting in some much-needed vitamin D. Being that we are in the sunshine state where there are a handful of great beaches, we wanted to incorporate a summer beach vibe into this post.



PULSE MEMORIAL

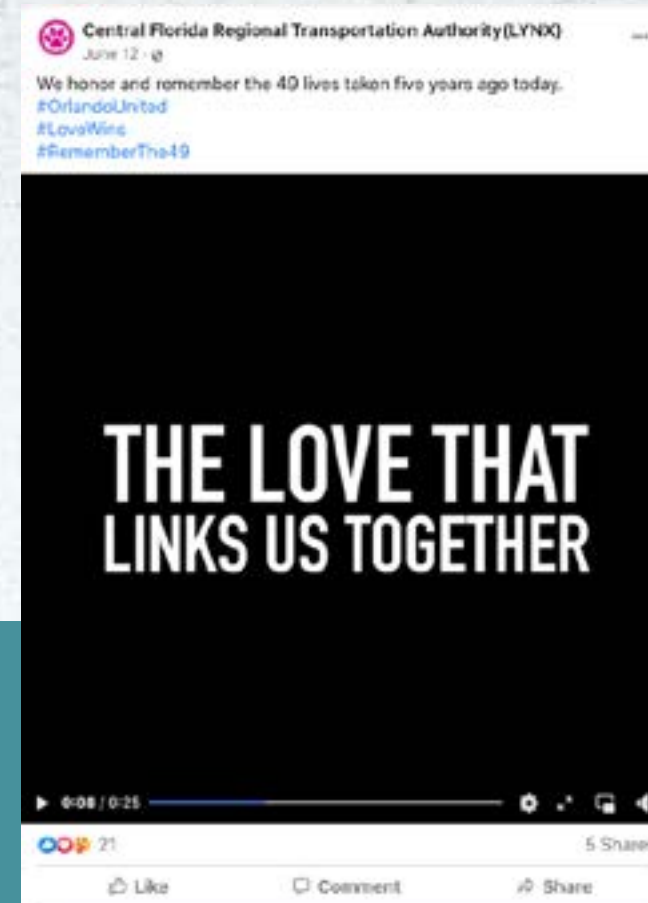
JUNE 12, 2021

VIEW ON SOCIAL:   

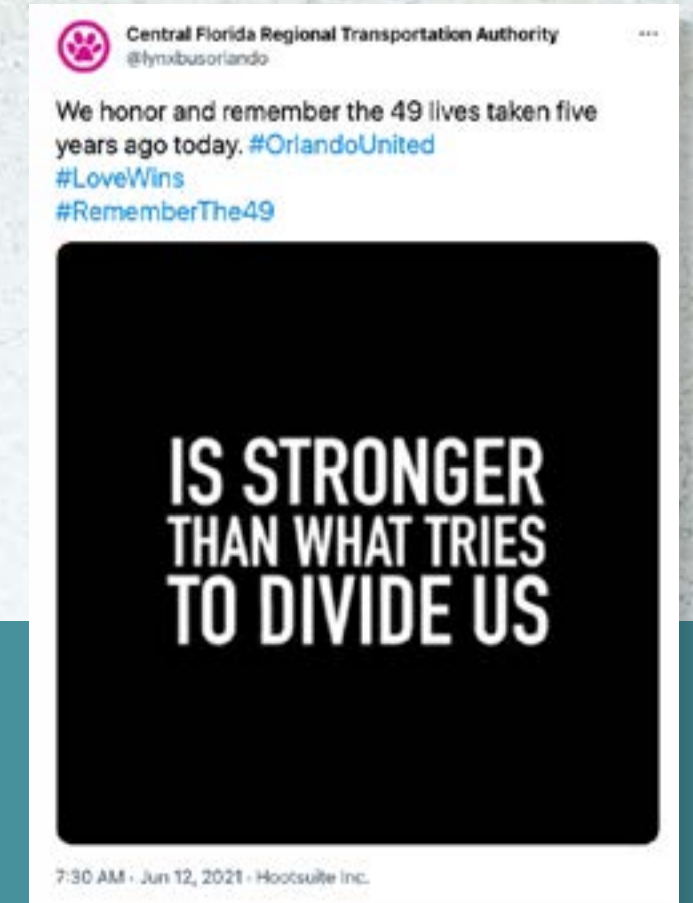
INSTAGRAM



FACEBOOK



TWITTER



June 12, 2021, marked the five year anniversary of the tragic shooting at Pulse nightclub. For this post we wanted to signify the deep bonds of the community and the strong links that tie them together.

The skyline is broken up into pieces that quickly pulse and vanish. At the end, they come together to form a united Orlando flying the Pride colors overhead. The colors on this post are the only colors standing in stark contrast to the black background.

DONUT DAY

JUNE 4, 2021

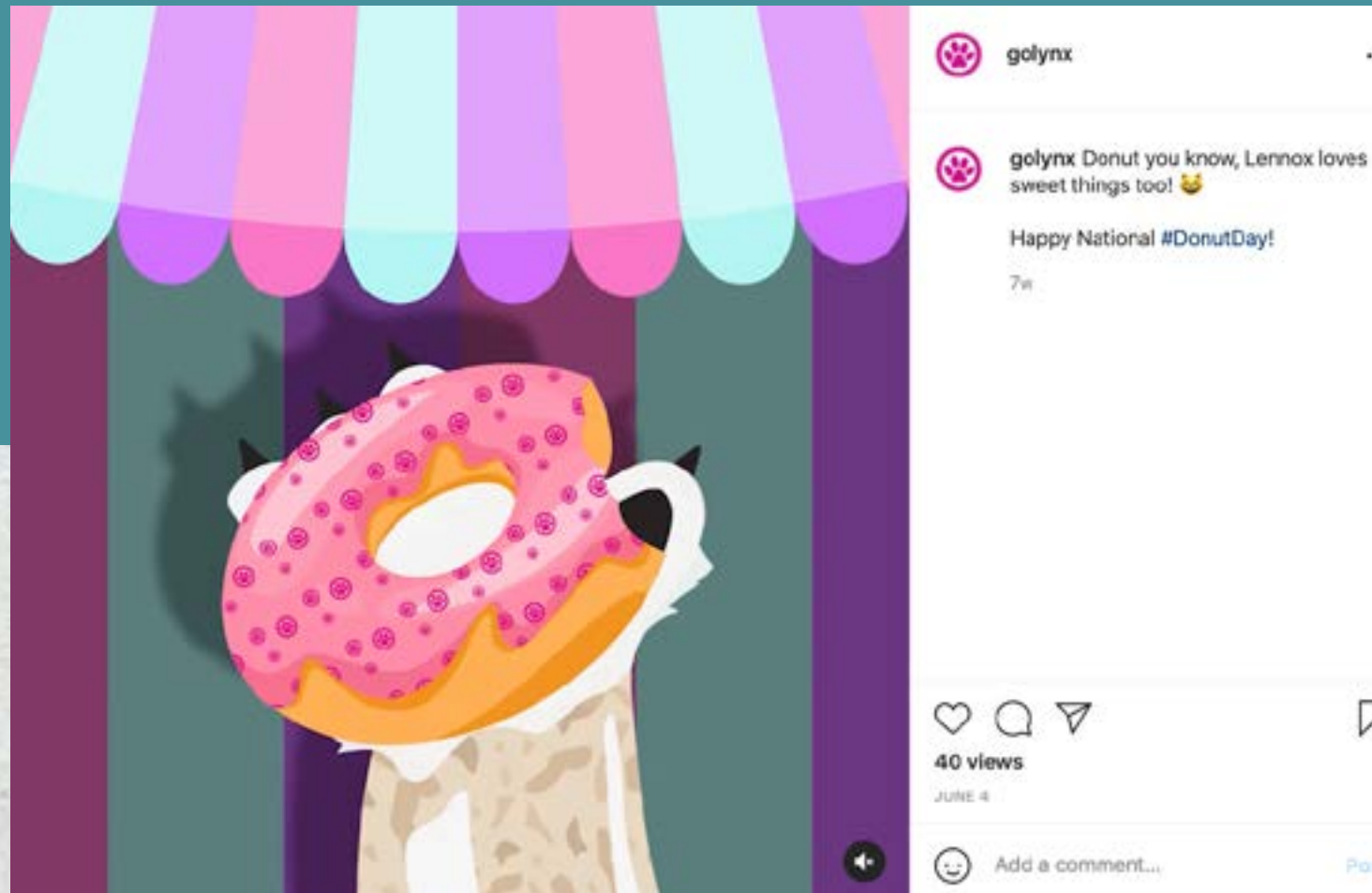
VIEW ON SOCIAL:   

Donut you just love donuts?

Well, we do and we wanted to show it!

National Donut Day is celebrated by many donut companies giving away free donuts or other incentives. We decided to give Lennox a calorie free (digital) treat with LYNX sprinkles! We were inspired by the whimsical colors of small town bakeries and of course, delicious donuts.

INSTAGRAM



TWITTER



FACEBOOK



MAY THE FOURTH

MAY 4, 2021

VIEW ON SOCIAL:   

May the Fourth be with you!

A popular and well-known (unofficial) holiday that is celebrated by brands and of course fans worldwide, May the Fourth has a large following and a rich history.

Wanting to engage with fans and other brands, we decided to create a vintage inspired poster design with appearances from our favorite characters. After all, LYNX is your link to the galaxy.



EARTH DAY

APRIL 22, 2021

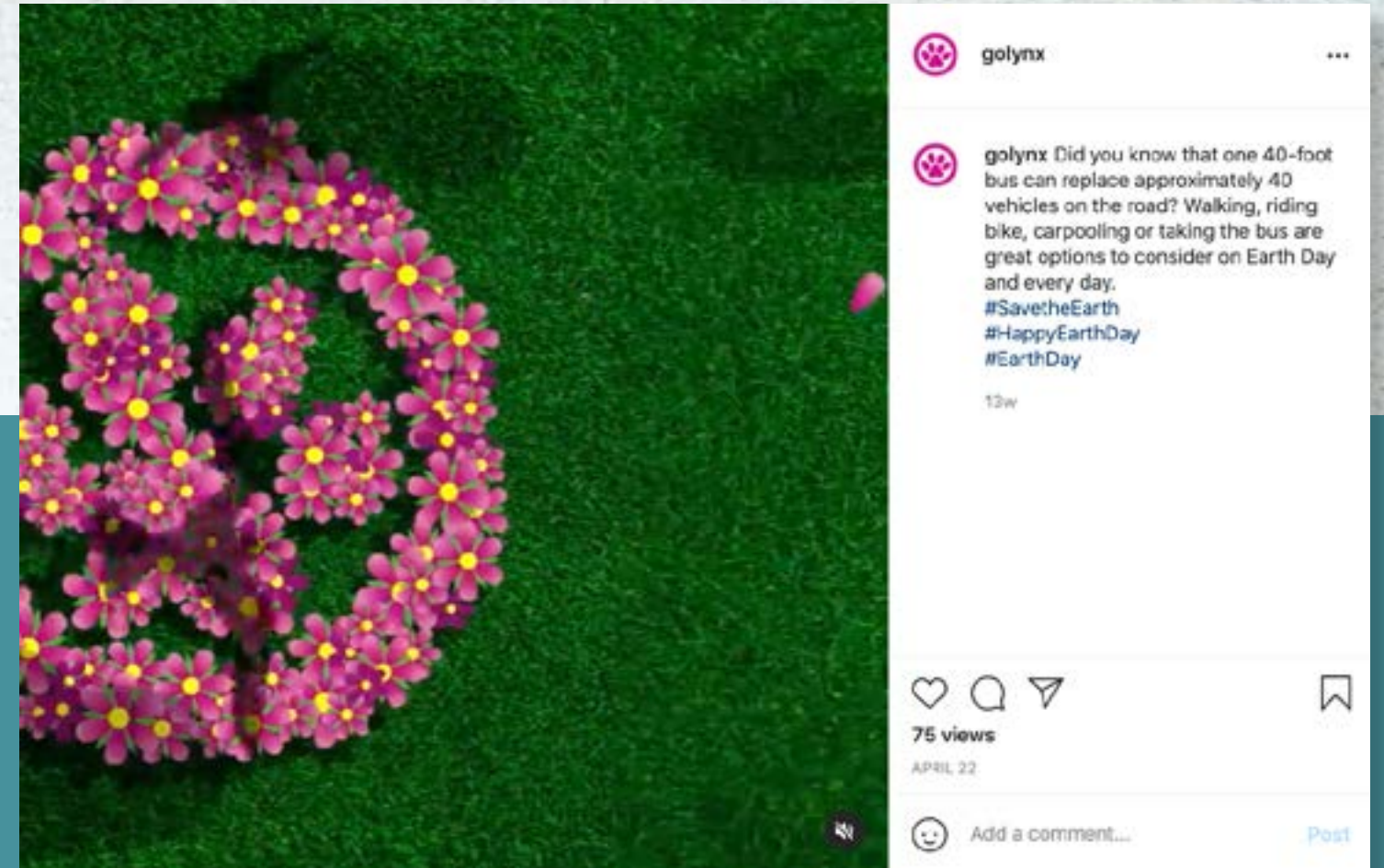
VIEW ON SOCIAL:   

TWITTER

FACEBOOK



INSTAGRAM



Earth Day is a vivid reminder of just how precious the earth is to our livelihood. With a goal of having a full electric LYMMO fleet in the coming months, we are paving the way to a brighter and more environmentally friendly future.

As the company grows, we wanted this post to showcase our social corporate responsibility and for it to be a reflection of where we are headed in the future.

EASTER SUNDAY

APRIL 4, 2021

VIEW ON SOCIAL:   

TWITTER

FACEBOOK



INSTAGRAM



One of the first things that comes to mind during Easter for many is either an image of a bunny or easter egg hunts. With the holiday celebrations well on its way, we wanted to be sure that Lennox got in on the action.

In this post, we opted to dress Lennox as an Easter Bunny who is hiding in a “LYNX” branded egg made just for him. Incorporating colorful imagery and using Lennox and the easter egg as the focal point of the post added a more vibrant and fun tone to our page, which helped to engage and draw in our audience.

ST. PATRICK'S DAY

MARCH 17, 2021

VIEW ON SOCIAL:   

What do you find at the end of your rainbow? Ours has Lennox!

To celebrate St. Patrick's Day we put Lennox front and center and jazzed him up with some fancy green garb. We also decided to make our own gold and attach our logo to each coin that falls into the pot.

INSTAGRAM



TWITTER



FACEBOOK



READ ACROSS AMERICA

MARCH 2, 2021

VIEW ON SOCIAL:   



From its inception, National Read Across America Day was tied to Dr. Seuss's birthday—one of the most beloved children's book authors of all time.

Using Dr. Seuss as our inspiration for this post, we created an illustration drawn in a reflection of the beloved author but with a fun LYNX twist. Accompanying Lennox is a wagon of overflowing books that he picked up from the library to celebrate the day ahead.

LENNOX the LYNX goes to the LIBRARY



#HappyBirthdayDrSeuss
#NationalReadAcrossAmericaDay



RESULTS

ANALYTICS BELOW ARE ONLY FOR CREATIVE INCLUDED.

DAILY TOTAL REACH

116,571

WEEKLY TOTAL REACH

490,151

DAILY TOTAL IMPRESSIONS

189,816

WEEKLY TOTAL IMPRESSIONS

1,344,183