



Case Study: Powering Product Success with Power Media Solutions

Client Overview

Client Name: On Location Memphis

Industry: Nonprofit/Entertainment

Product: 5th Step (Movie)

The Challenge

OLM created and produced its first film, under the Memphis Movie Production arm. How to monetize the project to generate funds for the nonprofit and recover expenses for shooting the movie. In addition, to setting up distribution platforms to secure rentals and ticket purchases.

The Solution: Power Media Solutions Steps In

Recognizing the need for expert marketing and strategic guidance, OLM engaged Power Media Solutions (PMS). Our mission: is to amplify the visibility and desirability of *OLM* among the target audience.

1. Social Media Marketing (SMM) Strategy

- **Objective:** Create buzz and engage potential users.
- **Actions Taken:**
 - Conducted a thorough analysis of the product's unique selling points (USPs).
 - Developed a comprehensive SMM strategy, including content calendars, influencer collaborations, and targeted ad campaigns, and research.
 - Leveraged platforms such as Instagram, Twitter, and FB to showcase *OLM* features, benefits, and end-user testimonials.

2. Public Relations (PR) Campaign

- **Objective:** Secure media coverage and build credibility.
- **Actions Taken:**
 - Crafted compelling press releases highlighting the product's launch, features, and industry impact.
 - Forged relationships with tech journalists, bloggers, and influencers.
 - Secured placements in reputable media publications and entertainment magazines.

3. Audience Research and Segmentation

- **Objective:** Understand the target audience deeply.
- **Actions Taken:**
 - Conducted market research to identify key demographics interested in relative community struggles, such as AA, Mental Health, DM, Sober Living, and or Recovery.
 - Segmented the audience based on lifestyle, interests, and pain points.
 - Tailored messaging to resonate with each segment.

4. Red Carpet Event: 5th Step Screening/ Red Carpet

- **Objective:** Create a memorable launch experience.
- **Actions Taken:**
 - Organized an exclusive red-carpet event attended by sponsors, entertainers, community influencers, and industry leaders.
 - Showcased *OLM* through live interviews interactive displays, and local celebrity endorsements.
 - Generated media buzz and social media coverage during and after the event.

5. Media Interviews and Thought Leadership

- **Objective:** Position OLM Innovations as an industry thought leader.
- **Actions Taken:**
 - Coordinated interviews with key executives, including the ED and lead actors, writers, and directors.
 - Positioned *OLM* as a game-changer in independent filmmaking and marketing during media interactions.
 - Contributed guest interviews to magazines, establishing expertise.

Results

- *OLM* gained significant traction within the first quarter of the campaign.
- Media coverage included features in Film Maker Magazine, Bluff City Magazine, Gena Heelz, Real Life w/AI and Chelle, WREG-Live @ 9, and WDIA with Bev Johnson.
- Social media engagement increased by 200%, with positive sentiment from early adopters.
- Sales spiked, and *OLM* secured partnerships with community partners

Conclusion

Through a strategic blend of SMM, PR, audience research, and high-profile interviews, Power Media Solutions successfully amplified the visibility of *OLM*. The case study stands as a testament to the power of integrated marketing efforts in propelling innovative products to success.



"OLM's Memphis Movie Production Premier Inaugural Film Project 5th Step"

Memphis, TN - March 14, 2024 - On Location: Memphis (OLM), a pioneering initiative in the region's film industry, proudly announces the successful completion of the Memphis Movie Production Apprenticeship Project "5th Step." Written by **Angela D. Green, Esq.**, and directed by **Darius Wallace**, "5th Step" delves into the journey of a man navigating through a challenging twelve-step program amidst intricate family dynamics that test his resolve for recovery. Starring Peabody Hotel duck master **Kenon Walker**, **Tramaine Morgan**, **Cynthia Jones**, **Kenneth N. Farmer**, and **Larry Dodson, Sr.** former lead singer for The Bar-Kays. The film promises a compelling narrative that resonates with audiences.

OLM remains committed to bolstering the local Memphis community by providing opportunities for aspiring professionals in the film and music sectors to gain hands-on experience and valuable media credentials. The production of "5th Step" was made possible in part by OLM's involvement in the Elevate Initiative 2 program powered by Frontline Solutions and funded by the Bill and Melinda Gates Foundation.

The film received generous support from esteemed patrons including the TN Entertainment Commission, Pinnacle Bank, Power Media Solutions, Immaculate Facility Services, LLC, Ambassadors of Memphis, Inc., A Square Meal Cafe, The Spice Lady 901, and Meals for You Catering, reflecting the collaborative spirit and commitment to artistic endeavors in the Memphis area.

Join On Location: MEMPHIS and Memphis Movie Production for the Red Carpet Screening of "5th Step". Come walk the Red Carpet and help celebrate the first film from OLM's Memphis Movie Production Apprenticeship Program. Meet the actors, production staff and sponsors during the VIP Red Carpet Reception. Watch the movie "5th Step" on the big screen at Malco Powerhouse Cinema & Grill. Join the conversation during the Q&A hosted by Christie Taylor.

When: Sunday, April 14, 2024 - 5:15pm-7:00pm

Where: Malco Powerhouse, 540 S Front St, Memphis, TN 38103

Tickets can be purchased by visiting <https://onlocationmemphis.org>

[5th Step Trailer](#) (YouTube On Location Memphis)

To learn more about On Location: Memphis and its impactful programs, visit <https://onlocationmemphis.org>.



About On Location Memphis:

On Location: Memphis stands as a cornerstone in the local film and music landscape, offering invaluable resources and support to the creative community. Through extensive research and collaboration, OLM continues to pioneer innovative ways to monetize film and music content, fostering growth and sustainability for artists and organizations alike.

For further details and inquiries, please contact:

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PMS areas of expertise include: Nonprofit Consulting, Business Development, Startup Development, Public Relations, Social Media Management, Website Development, Advertising, Media Buying, Artist Management, Author Support Services, Branding, Storytelling, HR Consulting, Event Coordination & Management, Staffing & Recruitment, Digital Marketing, Content Creation, Grant Administration Management & Compliance, Web Development, Digital Footprint Auditing, Media Blitz, Research Services, Photography & Videography, Crisis Management, Political Consulting



Power Media Solution credentials include:

JSYB Membership, JSYB Networking, Tell it Now PR & Marketing Conference Clinic, JSYB Expo, Being Featured in "50 Women Who Make A Difference", Receiving a Resolution from Shelby County Commissioner, Erika Sugarmon, Xclusive Power Weekend, Born 2 Win concert series, Author, What Happens When God Moves, Visionary for Women In Leadership Series, Former Public Policy Speaker for NAWBO, Publicist for Bluff City Magazine, Publicist for On Location Memphis, Publicist for OTM Music Group 2x Grammy Winner, Henderson Thigpen, VP Communications Board Members for SHRM-Memphis Chapter, Publicist for Norwood Family Eyecare, Crook Breed Apparel and Footwear

For more information, contact Power Media Solutions

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Or Book Your Nonprofit Consultation at

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