

Teravarna

Multi-Format Campaign Strategy & Copywriting Sample

Written by Sriyayee Ghosh as a Social Media Associate application exercise for Teravarna, a global online art-competition platform. A single brief, answered across six different formats — campaign strategy, social copy, brand-voice crisis response, and influencer outreach — to demonstrate range within one consistent brand voice.

CAMPAIGN STRATEGY & PLANNING

Core Message / Tagline

"Be Seen. Be Global. Join 'The Global Spectrum' today!"

Primary SMART Goal

Achieve a 20% increase in traffic to the submission landing page (via outbound link clicks) from the UK, Europe, and the USA within a 14-day campaign period — targeting 500 submissions, an 8% average engagement rate, and a minimum 5% link-in-bio click-through rate.

Platforms & Content Pillars

- Instagram — visual-first, ideal for Reels and UGC in targeted regions.
- LinkedIn — best for reaching critics, professional artists, curators, and collectors.
- Alumni Spotlight (Inspiration): a 30-second Reel following a past winner from sketch to finished artwork.
- Credibility & Authority (Trust): a carousel introducing the jury panel and their credentials.
- Judge Insights (Value): a Reel titled "3 Secrets of Standout Art from Our Judge," demystifying the competition.

CREATIVE STUNT & COPYWRITING

UGC Concept — #SpectrumIn60Challenge

A 60-second Reel format: blank canvas → three process shots → final artwork reveal, captioned "My entry for #GlobalSpectrum by @teravarna." Built for shareability — transformation content performs well, the format is easy to replicate, and it leans on artist identity and trending audio for reach.

Instagram Carousel Caption — Artist Spotlight

"Your art deserves a global stage. This week, meet one of our talented artists Mr. Lee, who started exactly where you are today. Join 'The Global Spectrum' to experience unparalleled exposure, extensive mentorship opportunities, and cash prizes."

LinkedIn Post — Curator Spotlight

"We are proud to announce that renowned artist and former MOMA curator, Dr. Anant Singh, will be leading the jury panel for 'The Global Spectrum.' This decision underscores Teravarna's commitment to authenticity and prestige in the art world."

Brand-Voice Response to a Public Complaint

A past competition winner publicly criticised the entry fee as a barrier for emerging artists. Response, in Teravarna's voice:

"Thank you for sharing your vital perspective with us — we truly respect your feedback. We understand the entry fee might be hefty for emerging talents. The fee covers the cost of experienced judges, marketing, hosting, exhibition opportunities, and substantial cash prizes. We also offer need-based regional fee waivers for artists in the EU, UK, and USA to help keep 'The Global Spectrum' accessible."

INFLUENCER MARKETING & OUTREACH

Influencer Email Pitch

Subject: Collaboration Proposal – Global Spectrum Art Competition with Teravarna

"Dear Mr. Paul, I hope you're doing well. I'm reaching out from Teravarna, a global art platform, and I'm a long-time admirer of your work and the community you've built around abstract painting. We're launching 'The Global Spectrum,' a flagship juried competition spotlighting emerging talent across the EU, UK, and USA. We'd

I love to offer you a paid Artist Spotlight across our official channels, reaching 150K+ followers, plus a referral commission for every submission made through your link. Would you be open to a brief call next Sunday to discuss?"