

Dan Bennett

Dr. Mary Pettice

DCOM-282: Storytelling for Digital Media II

4 February 2018

Braxton Kocher: The Fruits of Education

In 2017, Braxton Kocher graduated from Lebanon Valley College with a degree in Digital Communications. Since his graduation, Kocher has landed a job at Simpatico Studios in the Greater Philadelphia Area as an Account Planner.

After “learning the ropes of the marketing industry” as Kocher puts it, he’s recently began working on a multi-channel marketing campaign for a client of the studio. Soon after his arrival last year a client of Simpatico was looking to run a sweepstakes to for their business. Unfortunately, the project was held up in review from the company’s law firm, so the idea ended up getting put on hold. Luckily to Kocher, the client returned earlier this year and wanted to try out the project once again, but at an even larger scale.

In this new “larger scale” project, Kocher was given the unique opportunity to take control of the project head on and lead it and a team of other Simpatico employees how he deemed fit. Kocher said, “I lead the team in planning the entire campaign, from initial concept and prize ideation all the way to doing the media and prepping the campaign for launch.” While this may seem like a lot of responsibility for someone who has just recently graduated from college, Kocher claims his various Digital Communications courses all “came to fruition” in this project and ultimately helped him make this project a success. Using a combination of Programming and Design skills he acquired at LVC, Kocher had a hand in developing some of the assets of the company’s campaign, mainly the landing page for the campaign’s website. However, he states that his education came the most heavily into play while he was developing the strategy plan for the client’s campaign. “When doing campaign strategy, you have to think about what your target audience actually wants to do, how they want to do it, and how you can use that knowledge to drive them to what you want them to do. If there is anything I ever learned from Dr. Ritchie constantly talking about [User Experience], it’s this.” Kocher utilized the value information he learned in Dr. Jeff Ritchie’s User Experience classes, Dr. Mary Pettice’s advertising class, Dr. Joel Kline’s Ecommerce class, and Professor Matt Samuel’s Ad Agency class, to build a strategy on how to provide

his client with the best marketing campaign they would ever imagine. The broad range of education covered in the Digital Communications department definitely played a large role in making Kocher's project come together. While Kocher himself is not a liberty to share many details of the project and client's finer details, we look forward to seeing the fruits of Kocher's education and labor and hope him the best.

Located in the Greater Philadelphia Area in Silverdale, Pennsylvania, Simpatico Studios is a Marketing and Consulting company with over 40 years of combined experience. "From the 'burbs to Jersey," Simpatico have helped many companies find their story. They are proud to say that they have made happy customers out of companies from numerous industries including healthcare, pharma, semiconductors, industrial, manufacturing, consumer megabrands, and small businesses. Simpatico's methodology has focused on real business outcomes meaning that their contributors are the catalysts for growth. With their narrative driven marketing approach, many of the companies they've collaborated with have since doubled or even tripled their performance. With help from Simpatico, companies can expect everything from an increase in revenue and economic stability, to an increase in stake-holder buy-ins.

To contact Simpatico visit their website at www.simpaticostudios.com call them at (844)-782-7411, or visit their office at 107 Green Street, Silverdale, Pennsylvania 18962.