

INTEGRATED CAMPAIGN + OPERATING SYSTEM

Precision behind the experience.

A launch system for the next Porsche Heritage Gallery rotation at One Porsche Drive—connecting brand storytelling, content production, guest conversion, and measurable execution.

[VIEW THE INTERACTIVE MICROSITE](#)

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CAMPAIGN ARCHITECTURE

One gallery rotation. Two demand pathways.

A six-week system builds curiosity, reveals the exhibition, converts attention into visits and inquiries, then extends the story through reusable content.

01

Tease

T-21 TO T-8

Macro details, Stories, teaser page, media and partner save-the-date.

SIGNAL
Saves, shares, qualified visits

02

Reveal

T-7 TO LAUNCH

Hero film, carousel, launch page, press note, creator and partner briefings.

SIGNAL
Completion, pickup, intent clicks

03

Experience

LAUNCH TO WEEK 3

Vehicle stories, curator detail, guest capture, corporate-planner outreach.

SIGNAL
Bookings, qualified leads, advocacy

04

Extend

WEEKS 4 TO 6

Owner stories, segmented recap, paid refresh, retrospective and archive.

SIGNAL
Lead progress, efficiency, reuse



Porsche 944 exhibition environment
Image: Porsche AG / Porsche Newsroom

B2C PATH

See the story. Plan the visit.

Social discovery → exhibition story → access information → tour, admission, dining, or drive-experience pathway.

PRIMARY OUTCOME · QUALIFIED BOOKING ACTIONS

B2B PATH

See the setting. Imagine the event.

LinkedIn or partner email → gallery-led event proposition → space exploration → corporate inquiry.

PRIMARY OUTCOME · SALES-QUALIFIED INQUIRIES

OPERATIONS + MEASUREMENT

Designed to operate, not decorate.

The concept connects gallery logistics, creative governance, channel execution, and decision-ready measurement.

01

Source + contract

Owner or lender · display term · transport · insurance · handling · image rights

02

Document + prepare

Condition record · maintenance · exhibit facts · placard copy · approval ownership

03

Install + launch

Movement sequence · facilities · safety · detailing · capture · approvals · contingency

04

Maintain + return

Inspection cadence · issue log · rights expiry · return handoff · archive · learnings

MEASUREMENT ARCHITECTURE

Qualified reach

Active interest

Pathway action

Attributed demand

Targets follow historical baselines, attribution readiness, operating capacity, and audience-specific thresholds—not invented precision.

SELECTED EVIDENCE OF READINESS

6

paying consulting clients personally acquired

<https://precision-behind-the-experience.rboyd9.chatgpt.site>

~\$10K

monthly paid-media budget managed

Adobe + digital

Photoshop · Illustrator · Premiere Pro · WordPress · Canva · analytics

Atlanta

available full-time and on-site

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