BACK 9 NINE

CONTENT LEAD / PRODUCER INTERVIEW

How I'd produce a project at Back Nine



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An example, not a finished plan. Built from public information only, so treat every guess in here as a guess until I hear from you.

A PROJECT I RAN · BALANCE OF NATURE

First TikTok ads, and the Prime Day 2025 week

What I did

- Wrote, shot and edited the company's first TikTok ads: five short videos built around one question, "is my produce actually clean?"
- Wrote the campaign briefs and the preparedness index the team's campaigns ran on
- Set the deadlines and ran the production calendar for the Prime Day week

Media buying, PR and the other channels had their own owners. **My part was the briefs, the readiness checklist and the deadlines everyone ran on.**

about $4.5M

in one week, combined Amazon and our own site, Prime Day 2025 (July 7 to 13)

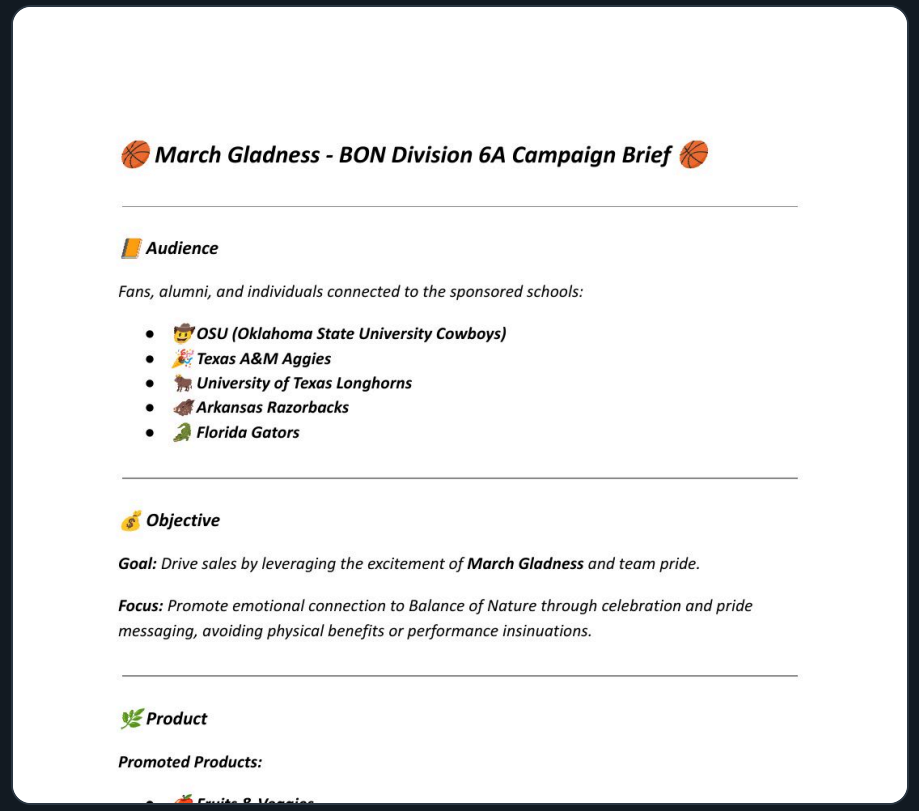
about 2M

views across the three TikTok ads that ran

Revenue is the whole channel for the week, not what my work alone drove.

THE PAPERWORK, AS IT WAS

A real brief and preparedness index I wrote



🏀 ***March Gladness - BON Division 6A Campaign Brief*** 🏀

📙 ***Audience***

Fans, alumni, and individuals connected to the sponsored schools:

- 🤠 ***OSU (Oklahoma State University Cowboys)***
- 🎉 ***Texas A&M Aggies***
- 🐂 ***University of Texas Longhorns***
- 🐗 ***Arkansas Razorbacks***
- 🐊 ***Florida Gators***

💰 ***Objective***

Goal: *Drive sales by leveraging the excitement of* ***March Gladness*** *and team pride.*

Focus: *Promote emotional connection to Balance of Nature through celebration and pride messaging, avoiding physical benefits or performance insinuations.*

🌿 ***Product***

Promoted Products:

- 🍎 ***Fruits & Veggies***

March Gladness 2025 campaign brief, page 1 of 5

Area	Component	Total Items	Items Completed	Weight	Component Score (%)	Weighted Score	Item Description	Date Completed
Campaign Management	**Product Identification**	1	1	5%	100%	5.0%	Product name/s (F&V, F&S, WHS)	
	Audience Definition	1	1	5%	100%	5.0%	Audience/s	
	Campaign Objective	1	1	5%	100%	5.0%	Campaign Objective	
	Messaging Development	2	2	5%	100%	5.0%	Overview, Awareness Level	
	Overview	1	1				Brief overview of the messaging	
	Awareness Level	1	1				unaware, problem aware, solution aware, product aware, most aware	
	Requests	140	140	20%	100%	20.0%		
Design Team	Facebook/Instagram Static Ads (Fruits & Veggies)	15	15				Design static ads with school logos and products, promoting March Gladness and a 40% discount.	2/10/2025
	Facebook/Instagram Static Ads (Fiber & Spice)	15	15					2/10/2025
	MNTN Display Ads	105	105				Create display ads featuring school logos and products with March Gladness themes in various sizes.	2/10/2025
	Landing Page Elements (Hero Image, Pop-up)	10	10				Design hero images and pop-ups with school branding and 40% discount messaging.	2/5/2025
Digital Sales Department	Landing Pages	5	5			10.0%	Develop school-specific landing pages integrating campaign visuals and conversion tracking.	2/5/2025
Copywriting Team	Social Media Copy (Fruits & Veggies)	5	5				Write school-specific copy promoting Fruits & Veggies with emotional appeal and 40% discount.	2/5/2025
	Social Media Copy (Fiber & Spice)	5	5				Create school-specific copy for Fiber & Spice, emphasizing emotional connection and 40% discount.	2/5/2025
Paul (Contractor)	MNTN Connected TV Motion Graphics (Intro Graphic, CTA Graphic)	10	10				Design motion graphics featuring school logos, March Gladness themes, and promotional messaging.	
	Offer And Discount Code	2	2	10%	100%	10.0%	Digital Sales Creates the Landing Page	
	Offer Approval	1	1				Offer needs approval (40% OFF Your First Set)	
	Code on Shopify	1	1				Discount Code created on Shopify (Code: School Specific)	
	Critical Dates Scheduled	3	3	15%	100%	15.0%	Added to calendar and set up notifications for key persons	
	Critical Dates: Request-by Date	1	1				The date creative needs to be requested in order to complete on time	
	Critical Dates: EAS Submission Date	1	1				The final date creative can be given to EAS to arrive on time for the run date	
	Critical Dates: Campaign Run Date	1	1				The day everything in the campaign will launch	
	Stakeholder Buy-In	1	1	10%	100%	10.0%	All stakeholders have approved this to run. Sam, Robert, EC, etc.	
	Communication Log	3	3	15%	100%	15.0%		
	Communication Log: Creative Managers Buy-In	1	1				Tel, Mickelle, and Andrea understand creative assignments and agree to deadlines	
	Communication Log: Sam Approves	1	1					
	Communication Log: Creative Dept. Briefed	1	1				Loom, email, in-person, to explain new campaigns to creatives	
	Preparedness Score	334				100%		

Offer Schedule		
Offer	Start	End
40% Off your first order as a preferred customer	03/01/2025	03/31/2025

2025

The preparedness index: every team's requests, critical dates, stakeholder sign-off and a communication log, weighted to a score out of 100. The campaign is ready when it reads 100.

- One brief per campaign: audience, objective, product, measurement, timeline, specs, offer, copy
- Each team (design, copy, digital sales, contractor) gets its own linked request
- Every piece gets four dates: request by, due to the creative lead, due to whoever posts it, live

ONE SHOOT, MANY CUTS · GRAB YOUR ASSETS CLIENT WORK

One shoot day, a whole library of ads



Neurobounce: one athlete's story, one shoot day.

500

finished ad variants from one shoot

1,200

from another

From that story: 4 hooks × 3 calls to action

	FULL	BOOK NOW	BRANDED
HOOK 1	cut	cut	cut
HOOK 2	cut	cut	cut
HOOK 3	cut	cut	cut
HOOK 4	cut	cut	cut

Same footage, a different first three seconds and a different ending. That's how a winning ad gets found, and then how one winner becomes a version for every audience.

Story and variants: youtu.be/RyijmSiFM-Y · variants playlist

A SAMPLE PROJECT · EXAMPLE NAME, YOURS TO APPROVE

Don't Lose Your Swing

A golfer whose course just closed shows what keeping your swing over winter actually looks like: a plan, a number, and a bay at 9 PM.

Who it's for

Golfers near a location who want to keep improving over winter: "I lose my swing every winter and spend the spring getting it back." People who golf late at night come second.

What one shoot day turns into

WHAT	DETAILS
The full video	6 to 8 min for YouTube, with captions
A short version	60 to 90 s, sized for YouTube, phones, and square feeds
Four Shorts	15 to 40 s, vertical
Four test versions	same Short, four different opening lines, to see which one holds people
Eight photos	sized for Instagram and Facebook
Ads for owners	15 and 30 s videos and graphics each location can add its own info to
How-to page for owners	one page on how to post them, plus a sheet to track results
Captions written for every post	each with its own link so we can see which one brought people in

Shoot on Day 8. Owners get everything on Day 28. About $1,355 in outside costs.

AN IDEA FOR OWNERS

A monthly kit every owner can make their own

Brand locked, four fields open. An owner drops in their own details and posts the same day, without breaking the look.

Open for the location

Location name · Offer line · Booking link · Hours

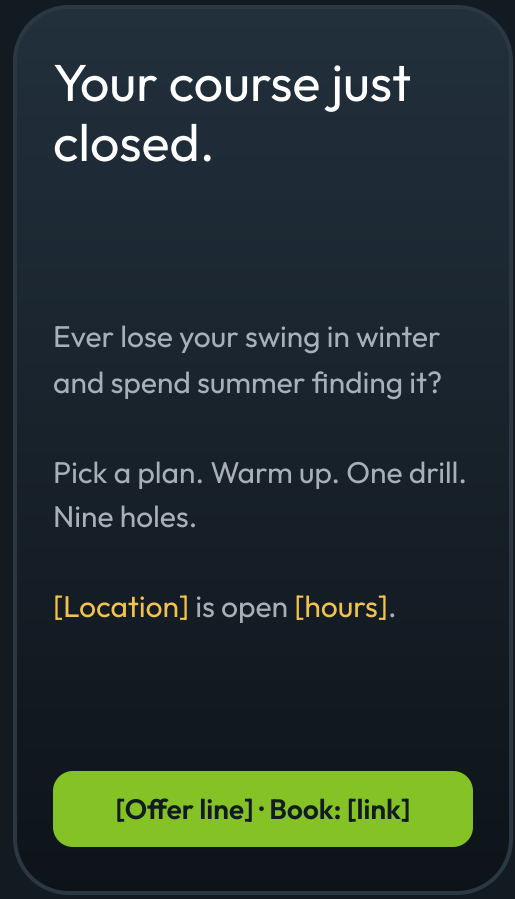
Locked by the brand team

Footage · Music · Type · Logo · Caption style · End card

In each month's kit

3 to 5 vertical ads · 2 static sets · a Google Business Profile set · a location page video · about 20 caption lines · a one page "how to use this" · 2 to 4 National Show cutdowns

The offer sits on the end card, never in the audio, so one film survives a change of offer.



HOW I'D START

The first 90 days: getting onboarded

Day 14

Listen. Meet the team, the show crew and a few owners. Learn how work gets made and approved today.

Day 30

Learn the systems: where files live, who signs off, how content reaches owners. Help on what's already in production.

Day 60

Run the projects you hand me, the way your team already runs them.

Day 90

Sit down with you: what I've learned, what's working, and where you want me next.

DAY ONE

What I'd ask the team first

01

When an owner opens a new location, what content do they get from you in the first 90 days?

02

How do owners get creative for their ads today, and how many use what you supply?

03

Who owns the National Show, and is YouTube its home?



Thanks, Julio.

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