

‘Successful’  
Ariana Grande  
Weekly Report 28  
4/8 to 4/14

This past week I went on my mentor visit with Ally at her office. During this visit I was able to work on my digital marketing packet for my festival, Sunfest, and was able to go over the design and practicality of the packet with her. She liked the format, colors, and filters I used to edit my pictures, and said that the overall design looked really nice and professional. Knowing this, I can confidently continue working on the packet because I know I am on the right track.

In addition, we also starting working on putting together our final spends sheet. After last visit, we finalized what marketing tactics we were going to use, how often we were going to use them, and how much they cost for each use. Now that we have this information, I am putting everything into one large spreadsheet in order to display how I am dividing the grand total for the marketing for Sunfest, as well as how we are breaking it down. Leaving the visit and working into the weekend, I am ready to wrap up my project and learning as much from it as possible as we get closer to the end of the year.