

OCD-STUDIOS DESIGN MARKETING PR RELATIONS



“OCD Studios Pushing Creative Boundaries—No rules, No Limits!”

Presentation by **CHARLES SPADY | PUBLIC RELATIONS IN A DIGITAL WORLD**



OCD
STUDIOS
OBSESSIVE COMPULSIVE DESIGN

OCD-STUDIOS DESIGN – Marketing PR Relations

“OCD Studios Pushing Creative Boundaries—No rules, No Limits!”

About OCD-STUDIOS DESIGN

OCD-STUDIOS DESIGN is a full-service creative and PR firm based in Las Vegas, blending bold design with strategic communications to help brands stand out in a fast-moving world. We specialize in connecting storytelling, visual identity, and digital strategy to create campaigns that don't just make noise—they make impact.

Our approach combines public relations, social media marketing, content creation, and branding into one seamless process. From press outreach and influencer collaborations to targeted ad campaigns and event activations, we position brands where audiences are most engaged.

With decades of design expertise and a pulse on cultural trends, OCD-STUDIOS DESIGN crafts campaigns that amplify voices, build trust, and generate measurable results. Whether working with local businesses, nonprofits, or national brands, we bring strategy, creativity, and precision together—no rules, no limits.

Mission Statement

At OCD-STUDIOS DESIGN, our mission is to push creative boundaries through bold design and strategic public relations. We empower brands to tell their stories with authenticity, connect with their audiences on a deeper level, and achieve measurable impact through innovative campaigns that merge creativity with strategy.

Values

At OCD-STUDIOS DESIGN, our values center on creativity, strategy, authenticity, collaboration, and community. We believe in pushing boundaries through fearless design and bold ideas, while grounding every campaign in strategic precision and data-driven insight. Authentic storytelling is at the heart of everything we do—we build narratives that resonate, inspire trust, and create meaningful connections between brands and their audiences. We view every client as a creative partner, working together to bring ambitious visions to life. Rooted in the vibrant culture of Las Vegas, we strive to elevate brands locally and globally through campaigns that blend innovation with impact.

My Top Three PRMA Case Studies

When reviewing the PRMA case studies, I decided to approach the assignment with a local mindset, tailoring my selections to reflect both my professional goals and the culture of Las Vegas. I chose Pixel Perfect Photography, Sweet Delights Bakery, and FreshWave Organics—three case studies that not only capture the creative and entrepreneurial spirit of PR but also align closely with the lifestyle, community, and consumer trends I see in Las Vegas.

Each of these companies offers unique challenges and opportunities that lend themselves to impactful campaigns. Pixel Perfect Photography reflects the city's growing creative economy, where visual storytelling and digital media are in high demand. Sweet Delights Bakery connects to Las Vegas's vibrant food culture, where indulgence and originality thrive.

Finally, FreshWave Organics aligns with the wellness movement in a city that is increasingly embracing health-conscious living despite its reputation for entertainment and nightlife. By localizing these campaigns through Vegas-specific touchpoints and B-roll opportunities, I can design PR strategies that feel authentic, relevant, and effective for the community.

1. Pixel Perfect Photography

Pixel Perfect Photography appeals to me because of its emphasis on portrait, event, and commercial photography. In public relations, storytelling through visuals is one of the most effective ways to shape reputation and influence perception (Introduction to Public Relations, 2025). The challenge is standing out in a saturated photography market where many competitors compete on price and availability. The opportunity lies in positioning Pixel Perfect as more than just a portrait studio—rebranding it as a go-to choice for corporate campaigns, commercial branding, and destination events.

This connects directly to my professional goals in design and strategy, where imagery plays a central role in branding. If I were to develop this campaign, I would feature B-roll at the Las Vegas Arts District or Fremont Street, showcasing creativity in authentic community spaces. This approach supports Smith's (2021) point that PR campaigns succeed when they merge strategic storytelling with targeted visibility. It also reflects the promotional mix framework, where PR enhances credibility alongside advertising and other efforts (Promotional Mix, 2025).

Strategic PR Campaign: Pixel Perfect Photography

1. Campaign Objective

Increase brand awareness and expand Pixel Perfect Photography's client base in Las Vegas and surrounding regions by 30% in six months, positioning Jordan Block as a versatile, go-to photographer for corporate, event, and destination wedding photography.



2. Target Market

- Primary:
 - Couples planning weddings in Las Vegas or nearby destinations (ages 25–40).
 - Corporate professionals seeking headshots, branding shoots, or event photography (ages 28–50).
- Secondary:
 - Local influencers, small business owners, and lifestyle brands seeking ongoing photography partnerships.

3. Buyer Persona

“The Event Visionary”

- Profile: 32-year-old marketing manager at a tech startup in Las Vegas.
- Pain Points: Needs high-quality visuals that reflect professionalism but doesn't want “cookie-cutter” studio work.
- Goals: To find a photographer who is dependable, creative, and can deliver standout visuals for both personal and professional needs.

4. Core Messaging & Value Proposition

- Tagline/Hook: “Your story. Captured with artistry.”
- Unique Angle: Jordan's artistic, personalized style + flexibility across corporate, events, and weddings.
- Key Points:
 - High-quality, creative photography that reflects the individuality of each client.
 - Strong local presence rooted in Las Vegas but versatile enough for travel/destination shoots.
 - Seamless client experience from booking to final delivery.

5. Tactics

Media Relations:

- Pitch lifestyle and wedding blogs (e.g., Las Vegas Bride, The Knot, Vegas Inc.) with features on Jordan's artistic approach.
- Secure coverage in local outlets highlighting Pixel Perfect as a hidden gem for creatives and professionals.

Social Media:

- Develop a 3-month Instagram content calendar featuring:
 - Behind-the-scenes reels at shoots.
 - Client testimonial videos highlighting satisfaction and outcomes.
 - Carousel posts on "Tips for Wedding Photography" or "Why Professional Headshots Matter."
- Cross-share on TikTok for viral reach, using trending audios.

Community Outreach:

- Partner with Las Vegas wedding venues and planners for cross-promotion.
- Offer corporate discounts to local chambers of commerce and networking groups.

Experiential PR:

- Host a free "mini-shoot day" for small business owners in downtown Las Vegas; create buzz by inviting local influencers to share the event online.

6. Timeline

- Month 1: Launch rebranded social media, update website, pitch first media placements.
- Month 2–3: Run mini-shoot event, build partnerships with venues, launch influencer collabs.
- Month 4–6: Track ROI, scale corporate outreach, produce case study videos with top clients.

7. Budget Considerations

- Website & branding updates: \$1,000
- Social media ads (Instagram/TikTok): \$750/month
- Influencer collaborations (in-kind/free shoots): \$1,500
- Event hosting (mini-shoot day): \$1,200
- Total (6 months): ~ \$7,700

8. Measurement & KPIs

- Social Media: +50% follower growth, 5% engagement rate on Instagram posts.
- Website: 30% increase in inquiries via contact form.
- Bookings: At least 10 new corporate shoots and 5 wedding packages secured within 6 months.
- Media Mentions: 3–5 features in local/niche outlets.

9. Mock Social Media Ideas

- Instagram Reel: “Behind the lens: A day in the life of a Vegas photographer.”
- Carousel Post: “Top 5 Vegas locations for timeless wedding photos.”
- TikTok: Transformation trend with before-and-after edits.
- Testimonial Post: Client quote overlayed on a photo from their session.

Conclusion

The Pixel Perfect Photography PR campaign positions the brand as more than just a local photography service — it establishes it as a creative force within the Las Vegas community. By blending targeted digital strategies with authentic local engagement, the campaign elevates brand visibility, drives new client acquisition, and strengthens community presence. Through influencer collaborations, media outreach, and social storytelling, Pixel Perfect can expand into new markets while maintaining its artistic identity. This strategic approach lays the foundation for sustainable growth, deeper audience connections, and long-term brand recognition.



Sweet Delights Bakery

Sweet Delights Bakery resonates with me because food branding offers highly visual and emotional opportunities to connect with consumers. The challenge is balancing its established reputation for indulgent baked goods with its new health-conscious line, especially in a city where locals and visitors are surrounded by dining choices. The opportunity lies in positioning Sweet Delights as both a tradition-driven and forward-thinking bakery. This connects to the marketing mix's promotion concept, where PR shapes perception and builds trust (Marketing Mix, 2025).

My preliminary idea would be to use influencer collaborations with local food creators to highlight the new gluten-free, vegan, and low-sugar offerings. For B-roll, Downtown Summerlin's Farmers Market would provide an ideal backdrop, as it's where locals gather for artisanal food experiences. This approach aligns with Statista (2024) findings that food influencer marketing drives consumer awareness and loyalty, allowing Sweet Delights to strengthen its identity without alienating its traditional customer base.

Sweet Delights Bakery – Strategic PR Campaign

1. Campaign Objective

Generate excitement around Sweet Delights Bakery's new line of allergy-conscious and health-focused baked goods, while maintaining the loyalty of traditional customers. The campaign will emphasize taste + trust, showcasing the bakery's ability to evolve with consumer needs without losing its legacy charm.



Target Market & Buyer Persona

- Primary Market: Health-conscious millennials and Gen Z in Las Vegas who prioritize wellness, food transparency, and lifestyle branding.
- Secondary Market: Loyal, long-term bakery customers who value tradition and taste.

Persona Example:

"Tasha," 29, a marketing professional living in Las Vegas, follows foodie influencers on Instagram, seeks gluten-free and vegan options, and enjoys discovering local spots with authentic stories. She's price-conscious but willing to pay more for health-conscious baked goods that don't compromise flavor.

Challenges

- Balancing tradition with innovation → risk of alienating loyal customers.
- Competing with established bakeries, health shops, and grocery chains offering similar products.
- Need to communicate why Sweet Delights' healthy options are unique and worth the premium price.

Opportunities

- Las Vegas has a growing health + wellness foodie scene, making it a prime market for gluten-free and vegan baked goods.
- The bakery's authentic story (family-owned, inspired by the owner's daughter's allergy) adds emotional resonance.
- Vegas conventions, festivals, and foodie events offer high-visibility platforms for sampling and PR activations.

5. Tactics

Media & Influencer Outreach

- Secure features in Las Vegas Weekly, Eater Vegas, and lifestyle blogs.
- Partner with local food influencers (@thelasvegasfoodie, @drewbelcher, @hookedlv) to showcase tastings of the new health-conscious line

Experiential Marketing

- Launch "Taste Without Compromise" pop-up tastings at First Friday Las Vegas and local health fairs.
- Limited-time tasting boxes (vegan sampler, gluten-free delights) promoted via social channels.

Community Engagement

- Collaborate with Las Vegas gyms, yoga studios, and wellness shops to cross-promote the new product line..
- Loyalty program → "Buy 5, Get 1 Free" for repeat visits to encourage trial and retention.

Digital Strategy

- Instagram + TikTok reels showing side-by-side reactions: traditional treats vs. allergy-friendly versions.
- Highlight the bakery's backstory (Sam's daughter's allergy) through storytelling posts and short videos.

Timeline (3 months)

- Month 1: PR launch → media kits, influencer seeding, social teaser campaign.
- Month 2: Pop-ups + community tastings, digital campaigns live.
- Month 3: Expand partnerships + measure success, finalize seasonal menu rollout.

Budget Considerations

- Influencer partnerships: \$3,000
- Pop-up tastings/events: \$2,500
- Digital content + ad spend: \$2,000
- Total: ~\$7,500 for initial 3-month campaign

KPIs (Success Metrics)

- 20% increase in new customer traffic within 3 months
- 500+ engagements per campaign post on Instagram/TikTok
- Coverage in at least 3 Vegas lifestyle/food publications
- 25% increase in online orders of health-conscious products

Closing Line

The Sweet Delights Bakery PR campaign bridges tradition and innovation, positioning the brand as both a beloved neighborhood staple and a forward-thinking bakery that meets modern dietary needs. Through strategic storytelling, community engagement, and targeted digital promotion, the campaign strengthens loyalty among long-time customers while attracting a new generation of health-conscious consumers.

By blending classic appeal with contemporary wellness trends, this strategy ensures Sweet Delights continues to thrive in a competitive market. This campaign balances legacy loyalty with modern health trends, positioning Sweet Delights Bakery not only as a trusted family-owned brand but also as a forward-thinking player in Las Vegas's evolving foodie culture.



FreshWave Organics

FreshWave Organics excites me because it connects directly to the rise of wellness and sustainability, values that are gaining momentum even in a city best known for entertainment. The challenge is breaking through a crowded organic snack and beverage market where many competitors also claim “non-GMO” and “organic” labels. The opportunity lies in FreshWave’s emphasis on sustainability and transparency, including fully traceable ingredients and eco-friendly packaging. These elements differentiate the brand and appeal to the growing base of health-conscious millennials (Introduction to Public Relations, 2025).

My approach would be to position FreshWave not just as a product line, but as part of a lifestyle movement. For B-roll, Sprouts Farmers Market in Las Vegas provides an authentic, health-focused setting that resonates with local audiences. This strategy reflects NielsenIQ’s (2023) finding that sustainability and wellness remain top drivers of consumer purchasing decisions. By combining PR tactics like influencer partnerships, community wellness events, and digital storytelling, FreshWave could strengthen its promotional mix (Promotional Mix, 2025) and build lasting loyalty.

FreshWave Organics – Strategic PR Campaign

Campaign Objective

Boost brand awareness and market penetration by positioning FreshWave Organics as the go-to choice for health-conscious and eco-conscious consumers, while increasing direct-to-consumer e-commerce sales by 25% through subscription memberships.



Target Market & Buyer Persona

- Primary Market: Millennials and Gen Z who prioritize sustainability, wellness, and convenience.
- Secondary Market: Busy professionals and young families seeking healthier snack alternatives delivered to their door.

Persona Example:

“Alicia,” 33, lives in Las Vegas, works remotely, and shops organic at Sprouts. She values transparency in brands, pays extra for eco-friendly packaging, and prefers subscriptions that simplify her grocery routine.

Challenges

- Over saturation in the organic/non-GMO snack space — competitors already dominate shelf visibility.
- Slim profit margins and short shelf life → campaigns must emphasize value + sustainability to justify pricing.
- Consumers are skeptical of “greenwashing”; FreshWave must prove authenticity.

Opportunities

- FreshWave’s traceability and eco-packaging can differentiate it in a crowded market.
- Vegas has a rising demand for health-focused food and beverage brands, creating local PR opportunities.
- Subscriptions offer a chance to lock in loyal, repeat customers.

Tactics

Media & Influencer Strategy

- Secure features in VegNews, Green Matters, and Eater Vegas.
- Partner with sustainability influencers and Las Vegas lifestyle creators to showcase subscription unboxings.

Experiential PR Activations

- Pop-up booths at Vegas farmers markets and wellness events.
- Interactive “Know Your Snack” campaign where customers can trace ingredients from farm to package.

Digital & Social Media

- TikTok + Instagram Reels highlighting eco-friendly packaging and snack prep hacks.
- Monthly sustainability challenges (“Plastic-Free Week” with FreshWave rewards).

Community Engagement

- Partner with local gyms, yoga studios, and Sprouts locations for cross-promotions.
- Sponsor eco-initiatives in Las Vegas, like park clean-ups and wellness fairs.

Timeline (3 months)

- Month 1: Launch PR push → media kits, influencer seeding, social teasers.
- Month 2: Farmers market activations + subscription push.
- Month 3: Evaluate metrics + scale successful tactics into regional markets.

Budget (sample)

- Influencer + digital campaigns: \$5,000
- Experiential activations: \$3,500
- Media/PR support: \$2,500
- Total: ~\$11,000

KPIs

- 25% growth in direct-to-consumer subscriptions
- 15% increase in social engagement on TikTok/Instagram
- Coverage in at least 5 wellness/food publications
- 20% boost in Las Vegas market trial/sales

Closing Line

The FreshWave Organics PR campaign focuses on elevating the brand from simply being a healthy snack provider to becoming a trusted voice in the organic lifestyle movement.

By leveraging its commitment to transparency, ethical sourcing, and environmental responsibility, the campaign emphasizes FreshWave's role as more than just a product—it's a purpose-driven brand that aligns with the values of today's conscious consumers. Through strategic partnerships with sustainability advocates, compelling storytelling, and immersive digital experiences, FreshWave can build deeper emotional connections with its audience while expanding its presence in both e-commerce and retail spaces.

By positioning the brand at the intersection of health, community, and eco-innovation, the campaign not only strengthens FreshWave's market share but also creates long-term advocates who champion its mission. This campaign positions FreshWave Organics as a sustainable, trustworthy lifestyle brand, not just another snack company—building loyalty through transparency, community, and eco-conscious innovation.



Conclusion

Overall, these three case studies—Pixel Perfect Photography, Sweet Delights Bakery, and FreshWave Organics—offer unique opportunities to explore PR strategies that blend creativity, community, and credibility. By tailoring each campaign to Las Vegas’s culture and consumer habits, I can design approaches that feel authentic while aligning with my professional goals in branding and storytelling. Together, they provide a strong foundation for developing comprehensive PR strategies that balance theory with real-world application.

References

- Introduction to Public Relations. (2025). Understanding Public Relations: Reputation, Stakeholder Engagement, and PR Functions. Full Sail University course materials.
- Marketing Mix. (2025). The 4 Ps of Marketing: Product, Price, Place, Promotion. Full Sail University course materials.
- Promotional Mix. (2025). Advertising, PR, Sales Promotion, Personal Selling, and Direct Marketing. Full Sail University course materials.
- NielsenIQ. (2023). The Global Shift to Health and Wellness: Consumer trends in organics.
- Smith, R. D. (2021). Strategic Planning for Public Relations (6th ed.). Routledge.
- Statista. (2024). Food influencer marketing statistics in the U.S.