



Tanner Borsch | Account Management





Tanner Borsch | Account Management

Portfolio

Gymshark Instagram Ad

Subaru IMC Campaign

2 Guys and a Shovel Direct Mail

About Me

Resume

Contact



GYMSHARK

Project Type

Gymshark Athletic Wear Instagram Ad – Class Assignment

Date

November 2023

Location

Presented in Seneca College copywriting class (CAB 352) to professor and classmates

Team Members

Tanner Borsch – Account Manager and Copywriter

Jeff Sun – Art Director and Copywriter

Results

Received a grade of 87% for excellent delivery of the creative brief objectives and presenting the campaign in a compelling and persuasive way.

Background

This was an assignment for a copywriting class designed to enable students to learn about social media advertising and specifically what works and what doesn't. Students were required to create a compelling ad campaign for a product synergistic with the social media platform selected and pitch it to the class and professor.

The Challenge

There were four distinct requirements to approaching the problem. Firstly, our task was to gain a deep understanding of a specific social media platform, including its defining features and primary audience. Secondly, we were required to conduct research and analysis to dive deeply into our platform's successful advertisers, decoding the elements that drove their success. Thirdly, the task was to create excellent creative using compelling imagery coupled with impactful ad copy. Finally, we were required to present our work to the class and professor, defending our choices and rationale in a pitch format.

Solution

Our target audience for our product Gymshark Athletic Wear were males and females aged 18-34 years old who are fitness buffs and gym goers. Their lives revolve around fitness, fashion, and music, and they feel a sense of community with others engaged in fitness and health. We identified Instagram as a key social media platform to reach this audience in part because 53% of Canadian Instagram users are between 18-34 years old, and Instagram ads are non-intrusive and less likely to annoy our audience. Also, the engagement rate on Instagram is higher than any other social media platform.

The Creative

We designed a simple yet compelling ad that showcased the Gymshark product with a hero visual and appealed to our target audience with a call to action. We kept the ad copy succinct and consistent with the brand's equity, using our own copy of "Sweat With Elegance".

Gymshark Instagram Ad



Team Members

Tanner Borsch – Account Manager and Copywriter

Jeff Sun – Art Director and Copywriter



SUBARU

Project Type

Subaru Legacy Integrated Marketing Campaign (IMC)

Date

August 2023

Location

Presented in person at the Zulu Alpha Kilo office in downtown Toronto to senior Z.A.K. managers and representatives from the client, Subaru Canada.

Team Members

Tanner Borsch - Account Manager & Copywriter

Clara Ip - Art Director and Strategy

Cecilia Chow - Project Manager and Media Planner

Results

Awarded first place by collective judgment of Zulu Alpha Kilo executives and Subaru Canada representatives based on our live pitch.

Background:

The project brief was provided by Zulu Alpha Kilo (Z.A.K.), the agency of record for Subaru Canada. The brief outlined that the Subaru Legacy is a midsize sedan with only a 2% market share of the midsize sedan market due to strong competition from Toyota Camry and Honda Accord. With over two thirds of the Legacy's current buyers over 50 years old, and the market trending away from 4-door sedans towards crossover SUV's, the Legacy's key opportunity for revitalization lies in attracting a younger target market.

The Challenge

Our task was to promote the 2023 model of the Subaru Legacy to a younger generation of car owners to renew sales momentum and achieve business targets that meet or exceed 1500 cars sold in 2023.

The Solution

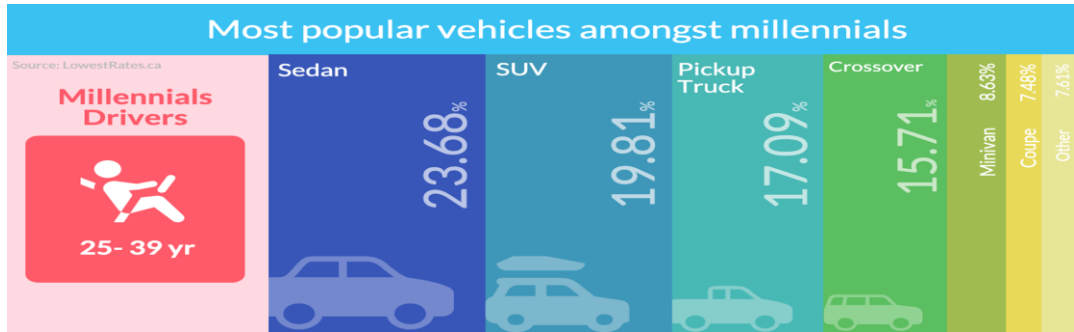
Our team focused on the target audience of millennials aged 25-39 years old, with post secondary education and a household income of \$75,000+. They appreciate quality in a vehicle and value reliability, safety, and interior comfort. They do their research, typically online, before making a big purchase. People in this target are likely to be buying their first car, or at least their first new car. While they may recognize the Subaru name, they have low awareness of Legacy compared to its competitors.

The Creative

A holistic social media campaign was created including Facebook, Instagram, and website banner ads.

Research Discoveries

Our research uncovered that while nearly half the cars sold in Canada are SUV's, the most popular vehicles amongst millennial drivers were sedans. When purchasing a sedan, millennials were looking for an economical car that is safe, reliable, fuel efficient, and a good price.



Insight Generation

By fully understanding our target audiences' habits and practices, and importantly their view on life, we were able to generate our insight. Millennials like to work hard and play hard, and they view their cars as a commodity. They are adventure seekers who love the outdoors and enjoy short day or weekend trips.

The Insight

"Millennials seek to break the monotony in daily life by using their car to conquer life's twists and turns and fuel their weekend adventures."



Big Idea 1

Much like there are 2 sides to a coin, there are 2 sides to a Subaru Legacy driver.

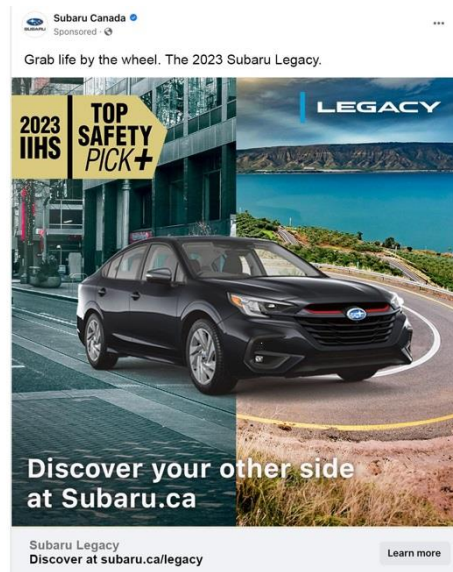
The Subaru Legacy enables you to be a professional everyday commuter while also allowing you to embrace your weekend adventurous side that people don't see.

Social Media - Facebook Ad

Content direction:

**Car Safety features + Adventure
=Subaru Legacy**

Driving to a call to action



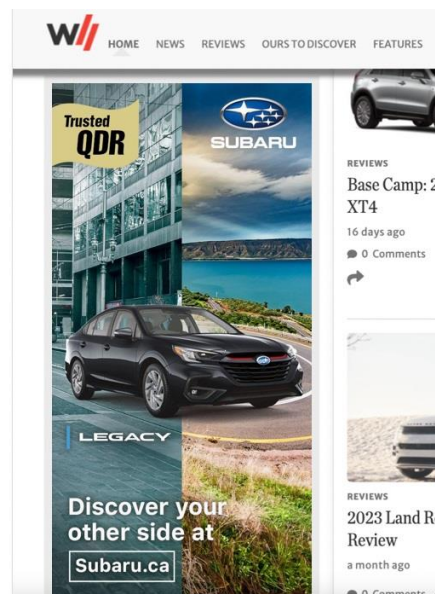
Web-based - Website Ad Banner

Web banner:

**Promote safety features and
adventure of Subaru Legacy**

Premium automotive review website:

wheels.ca **Driving** **CAR AND DRIVER**

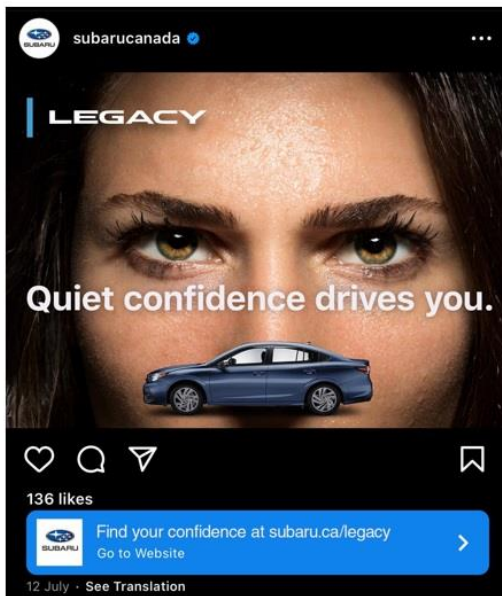


Big Idea 2

The Quiet Confidence

Driving a Legacy is a lifehack that I choose to keep to myself. It holds the truth behind my unwavering confidence and the sense of relief I experience in handling daily occurrences. A secret only for the clever.

Social Media - Instagram Ad



Team Members

Tanner Borsch - Account Manager & Copywriter

Clara Ip - Art Director and Strategy

Cecilia Chow - Project Manager and Media Planner



Project Type

2 Guys and a Shovel Direct Mail Ad – Class Assignment

Date

October 2023

Location

Presented in Seneca College copywriting class (CAB 352) to professor and classmates

Team Members

Tanner Borsch – Account Manager and Copywriter

Jeff Sun – Art Director and Copywriter

Results

Received a grade of 82% on the assignment for strong direct mail creation and consumer call to action, as well as an excellent pitch and responses to questions during the presentation.

Background

The project assignment was to create a direct mail piece of advertising for a product or service and present it to the Seneca copywriting professor and class.

The Challenge

Our task was to identify a product or service that would benefit from direct mail advertising, understand the target audience, and create creative using compelling copywriting.

The Solution

We identified a service called "2 Guys and a Shovel" who are a local snow removal service for people unable or unwilling to clear the snow from their driveways and sidewalks after a snowfall.

The Target Audience

The target audience is anyone unable or unwilling to clear the snow on their properties, which includes homeowners, business owners, and commercial property owners. Customer profiles include those who are:

- Elderly or otherwise unable to physically remove the snow themselves
- Busy professionals who don't have the time to remove the snow themselves
- People travelling out of town during the winter months
- People temporarily unable to remove the snow (ex: have a broken leg)
- People who own business or commercial properties

The Creative

The creative front page used a catchy and humorous headline to capture the audience's attention, "Winter Sucks, We Blow" as well as a hero visual of the snowblower. The back page reinforced the key selling points and included a call to action of a limited time offer, which is important in the snow removal business where they want to lock in customers ahead of the season.

2 Men and a Shovel Direct Mail Ad Front Page



Team Members

Tanner Borsch – Account Manager and Copywriter

Jeff Sun – Art Director and Copywriter

2 Men and a Shovel Direct Mail Ad Back Page

WINTER IS COMING...

**AND OUR BIGGEST DEAL IS
HERE!**

Sign up by Oct 1st for a \$300
discount on our full season
coverage!

- Guarantee to banish the snow
within 24hrs ✓
- Choose from flexible weekly
or monthly packages ✓
- Opt for peace of mind with
our full season coverage. ✓

**2 GUYS
AND A
SHOVEL**



274-188-8379

Team Members

Tanner Borsch – Account Manager and Copywriter

Jeff Sun – Art Director and Copywriter



Hello, my name is Tanner Borsch

I love presenting ideas to an audience. I enjoy the strategic thinking that goes into a persuasive presentation, and the on-the-spot thinking required to answer questions. I like solving complex problems efficiently by finding ways to simplify them. I can't wait to use these skills in advertising account management.

Throughout my life whether it was in sports, school, or the workplace, I've been told that I'm "coachable". I enjoy learning and I appreciate receiving feedback that helps me improve. This mindset helped me become one of the few students in my program to earn a coveted spot on the Ontario College Marketing Competition (OCMC) team, where we placed first.

During my 5+ years working in sales and customer service, I consistently met or exceeded all performance targets. At Seneca College, I was the leader of the team of talented students that won first place in the Integrated Marketing Campaign competition.

But don't just take it from me, here's a sample of what others have said about me:

Tanner is a role model" – General Manager of GoodLife Fitness

"I'm sure no matter what the product is, Tanner will sell it!" – Seneca Professor"

Tanner certainly lives by the saying efficiency is clever laziness" – Tanner's Mother

I'm also a bit of a comedian, so when I'm not working or at school, you might find me at a comedy club. My sense of humour is like a superpower – it puts people around me at ease and can often help diffuse difficult situations.

So that's me. A coachable, strategic thinking problem-solver whom you can count on to efficiently deliver outstanding results, with a touch of humour. And now I'm ready to add "advertising account manager" to that description!

Skills Based Resume

Skills

PROFESSIONAL SKILLS

Presentation	✓	✓	✓	✓	✓
Teamwork	✓	✓	✓	✓	✓
Communication	✓	✓	✓	✓	✓
Initiative	✓	✓	✓	✓	✓
Problem Solving	✓	✓	✓	✓	✓
Critical Thinking	✓	✓	✓	✓	✓
Selling	✓	✓	✓	✓	✓
Leadership	✓	✓	✓	✓	✓

ADVERTISING SKILLS

IMC Plan	✓	✓	✓	✓	✓
Storytelling	✓	✓	✓	✓	✓
Insights	✓	✓	✓	✓	✓
Market Research	✓	✓	✓	✓	✓
Budgeting	✓	✓	✓	✓	✓
Media Planning	✓	✓	✓	✓	✓
Copywriting	✓	✓	✓	✓	✓
Art Direction	✓	✓	✓	✓	✓
Graphic Design	✓	✓	✓	✓	✓

SOFTWARE SKILLS

PowerPoint	✓	✓	✓	✓
Excel	✓	✓	✓	✓
Photoshop	✓	✓	✓	✓
Adobe Illustrator	✓	✓	✓	✓
Adobe InDesign	✓	✓	✓	✓


PERSONAL SKILLS

Simplification	✓	✓	✓	✓	✓
Reliability	✓	✓	✓	✓	✓
Efficiency	✓	✓	✓	✓	✓
Idea Generation	✓	✓	✓	✓	✓
Coaching	✓	✓	✓	✓	✓

HOBBIES

Chess	✓	✓	✓	✓	✓
Stand-up Comedy	✓	✓	✓	✓	✓
Weightlifting	✓	✓	✓	✓	✓
Gaming	✓	✓	✓	✓	✓

CONTACT
 26 Highbourne Road, Toronto, ON, M5P 2J2
 647-985-9309
 tanner@borsch.ca
 linkedin.com/in/tanner-borsch



Tanner Borsch | Account Management

OBJECTIVE

To join an advertising account team where I will leverage my unique experiences and skill set to deliver outstanding results for our clients and agency; thereby growing my own skills in the advertising industry.

KEY PROJECTS

Nov 2023	<i>OCMC Sales Presentation</i> Represented Seneca College at OCMC as part of the first-place winning team.
Aug 2023	<i>IMC Plan for Subaru Legacy</i> Winning IMC pitch as judged by Z.A.K. agency and client representatives.
April 2023	<i>IMC Plan for PORTA Italian Food</i> Presented to client and agency.

ACHIEVEMENT HIGHLIGHTS

- Acted as leader of the first-place winning IMC team in April 2023.
- Selected to represent Seneca College at the two-day Ontario Colleges Marketing Competition in November 2023 where the team won first place.
- Selected by Seneca professor to act as a judge for his 2nd semester marketing presentation class.
- Seneca College President's Honour List Award winner 2019, 2020, 2021, & 2023.
- Met or exceeded all sales targets while working as a sales representative in the fitness industry.

EDUCATION

April 2024	Creative Advertising Diploma Seneca College, York University Campus
April 2021	Police Foundations Diploma (Honours) Seneca College, King City Graduated with 4.0 GPA



Tanner Borsch | Account Management

Thank You!

I look forward to connecting
with you.

Here's where you can reach me.



PHONE

(647)-985-9309



EMAIL

tanner@borsch.ca

tanner.borsch@gmail.com



LINKEDIN

[Linkedin.com/in/tanner-borsch](https://www.linkedin.com/in/tanner-borsch)

[Online Portfolio: Tanner Borsch
\(borsch.myqnapcloud.com:8085\)](https://borsch.myqnapcloud.com:8085)