



Proposal Title

Proposal Subtitle

Proposal Information

Sponsor(s)	<i>Evan Delgado</i>
Endorser(s)	<i>Ben Schnell, Leticia Chaparro, and Jeneava Bautista</i>
Proposal Details	<i>This proposal is for a branding initiative designed to elevate “Forrest,” Southern Adventist University’s bear mascot, into a dynamic ambassador for student engagement and school identity through the implementation of an Instagram account. This would be to create additional engagement with the Southern brand through the bear. The project outlines a comprehensive strategy that includes crafting a relatable persona: friendly, wholesome, humorous, and spiritual. Forrest would be brought to life through consistent, creative social media content such as reels, memes, stories, and interactive posts shared 3–4 times per week. The plan envisions creating a dedicated team within the marketing or admissions department to manage Forrest’s brand, run events, and deepen student connections. The ultimate goal is to make Forrest instantly synonymous with Southern, much like other universities’ mascots, thereby strengthening brand loyalty and student affinity.</i>
Timeframe	<i>2-3 Months</i>
Others involved	<i>Marketing and Admissions</i>