



*This sample report is for illustrative purposes only. Sky Zone is not currently or previously a client of Axia Public Relations. No evaluation or decisions should be made based on this fictitious example report.*

## End-of-Campaign Project Report

**Client Name:** Sky Zone

**Campaign Name:** "Jump into Fun"

**Campaign Period:** April 1, 2026 - June 30, 2026

**Prepared By:** A. Wareness, Axia Public Relations

**Date:** July 15, 2026

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### Executive Summary

The "Jump into Fun" PR campaign aimed to increase brand awareness, drive customer engagement and boost attendance at Sky Zone parks nationwide. The campaign achieved its objectives, earning significant media coverage, increased social media engagement and a notable rise in park visits. This report presents a detailed overview of the campaign's outputs, outtakes, outcomes and impacts.

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### Campaign Objectives

- **Increase Brand Awareness:** Target national and regional media outlets to enhance Sky Zone's visibility.
- **Drive Customer Engagement:** Utilize social media and digital platforms to interact with current and potential customers.
- **Boost Park Attendance:** Encourage visits to Sky Zone parks through promotions and events.

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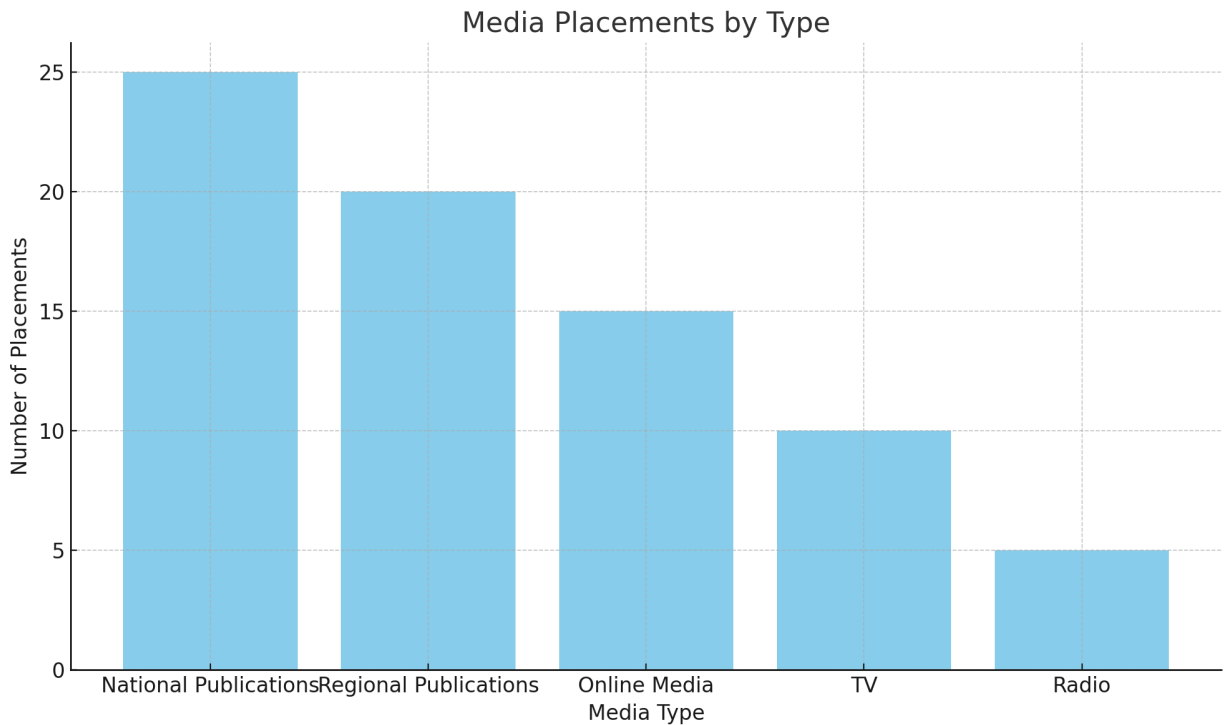
### Outputs

#### Media Outreach and Placements:

- **Total Media Placements:** 75
- **Key Publications:** "USA Today," "Parents Magazine," "Family Fun," "Sports Illustrated Kids" and "Local News Networks"

#### Content Created:

- **Press Releases:** 10
- **Blog Posts:** 15
- **Social Media Posts:** 100



## Outtakes

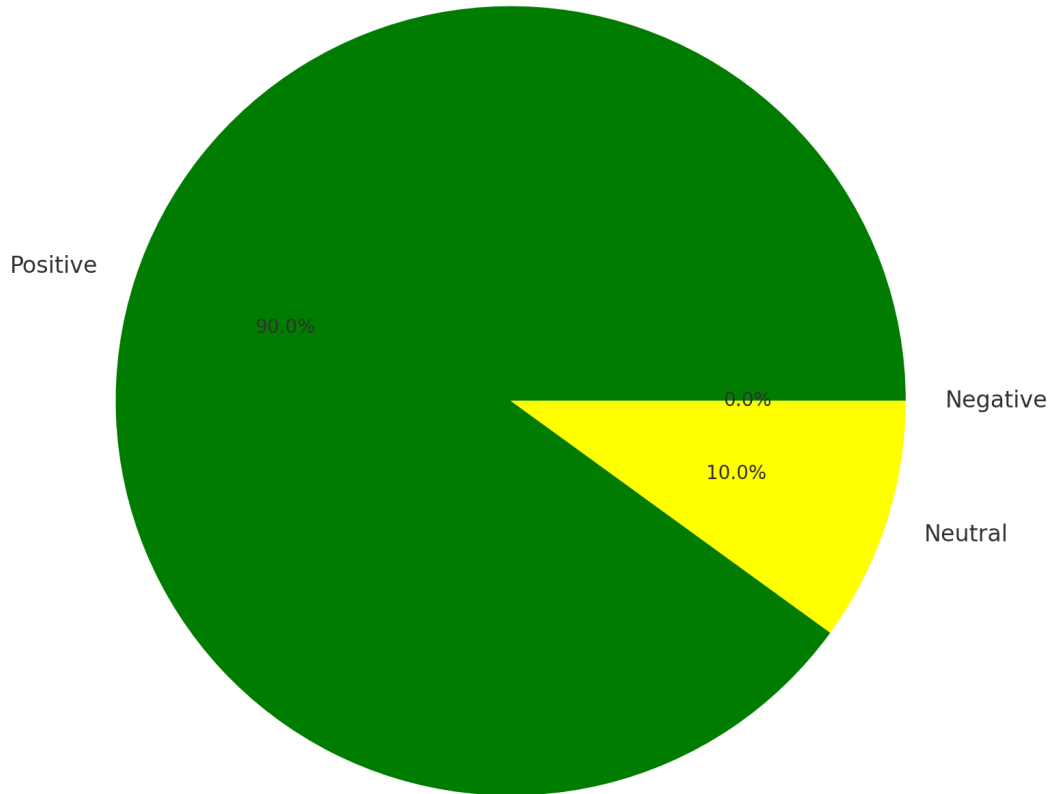
### Media Coverage Analysis:

- **Total Audience Reach:** 20 million
- **Tone:** 90% positive, 10% neutral

### Social Media Metrics:

- **Total Impressions:** 5 million
- **Engagement Rate**

## Media Coverage Tone



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## Outcomes

### Website Traffic:

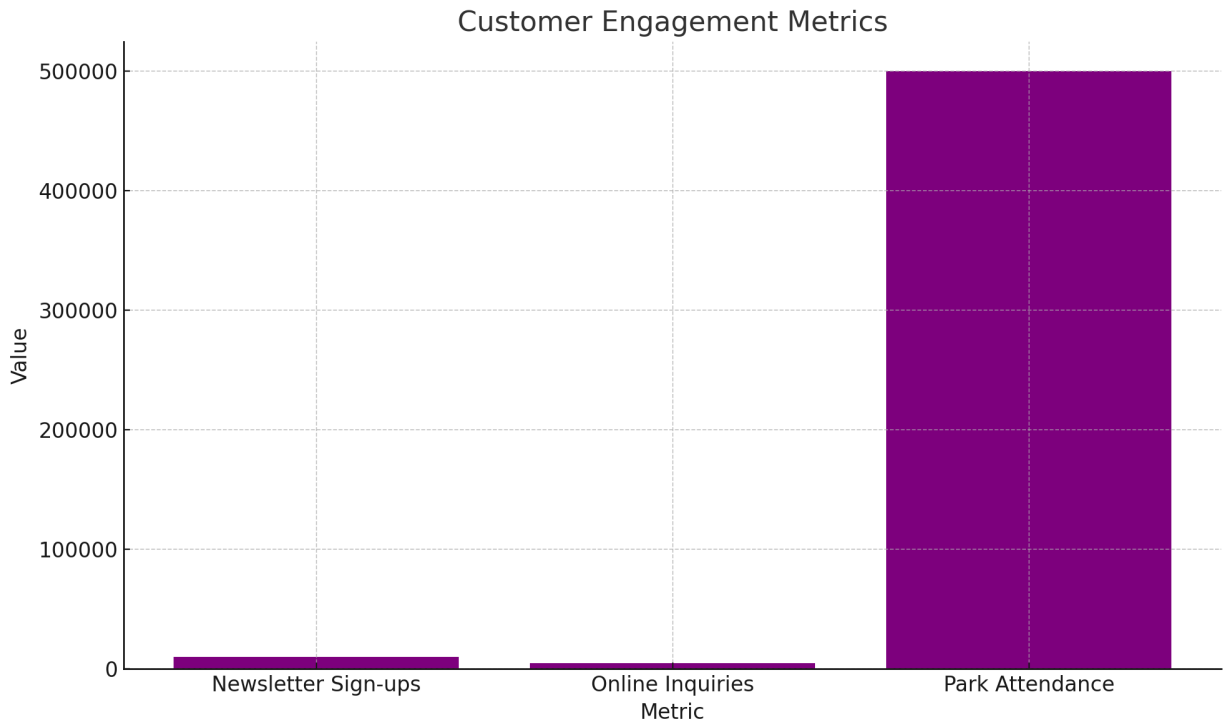
- **Increase in Unique Visitors:** 25%
- **Page Views:** 1 million

### Customer Engagement:

- **Newsletter Sign-ups:** 10,000
- **Online Inquiries:** 5,000

### Park Attendance:

- **Increase in Visits:** 20%
- **Total Attendance:** 500,000 visitors



## Impacts

### Revenue Growth:

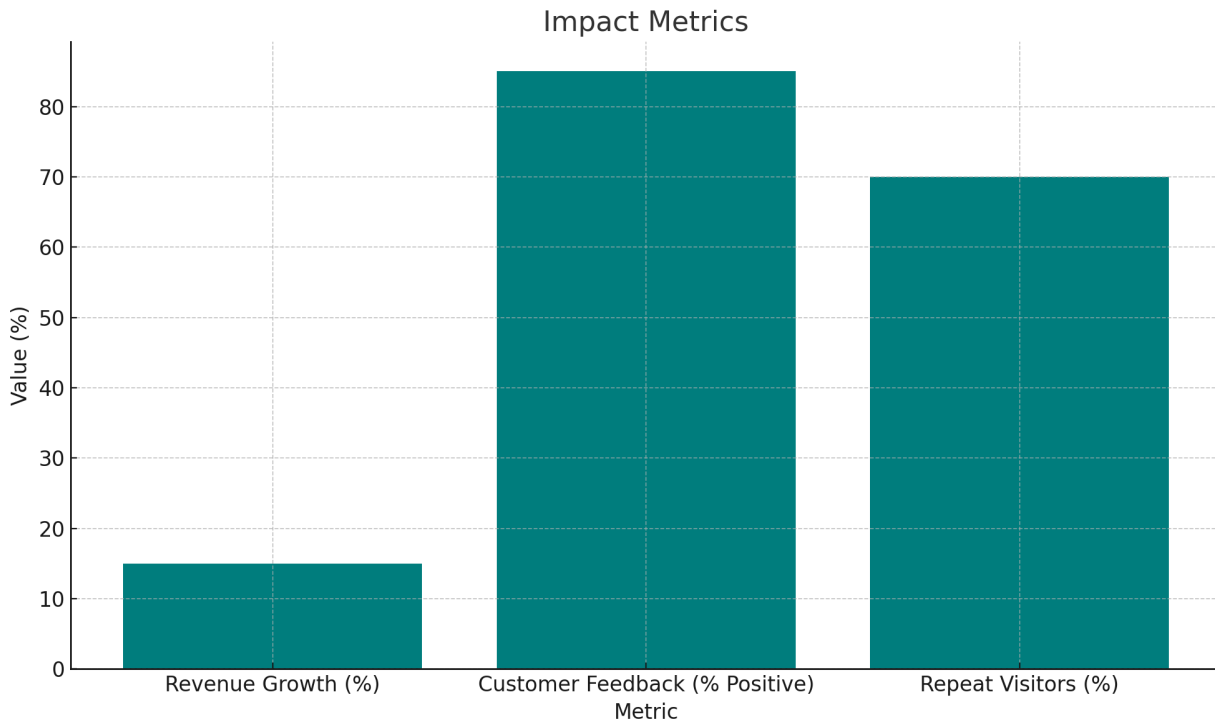
- **Increase in Revenue:** 15% compared to the previous quarter

### Brand Perception:

- **Customer Feedback:** 85% positive feedback on social media and review sites

### Long-term Effects:

- **Enhanced Brand Loyalty:** Increased repeat visitors and positive word-of-mouth
- **Strategic Partnerships:** Strengthened relationships with local schools and community organizations



## Strategic Insights and Recommendations

- **Media Strategy:** Continue targeting high-profile national publications and local news networks to maintain visibility.
- **Content Strategy:** Increase the frequency of customer stories and testimonials to enhance emotional engagement.
- **Event Strategy:** Organize more community-based events to foster local connections and drive park attendance.
- **Digital Strategy:** Expand social media campaigns to include interactive content such as polls, contests and live events.

### Presentation Notes:

This report was presented via video conference on July 15, 2026, by the Axia Public Relations team. A PDF version of this report has been sent to Sky Zone's executive team for further distribution and review.

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