



Kamala Harris

Vice President of the United States

Kathleen Haddad

Streaming Service Promotional Campaign

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Introduction:

Kamala Harris is the 49th vice president of the United States of America under the Biden Administration. Harris, the daughter of immigrant parents, was born in California and became the first Black woman serving as vice president. Harris belongs to the democratic party and has recently been advocating about the war in Gaza, calling for a cease fire.

Analysis:

Strength- Kamala Harris, being the vice president of the United States is extremely well known and has high media coverage. She has lots of both earned and owned media. Her social media accounts have huge followings, and she has a very large audience.

Weakness- Kamala Harris does not have many social media accounts. While she does have well run Instagram and X accounts, Harris lacks in having content on more video-based outlets like YouTube and Tik Tok.

Opportunity- Harris could be interviewed on a TV show. During the interview she could highlight current events in the world. She could discuss the facts, as well as her opinions and political standpoints on them. This would be a great way to engage with her audience and spread her message.

Threat- Having videos with audio is an impactful way to spread messages. Other politicians and candidates in upcoming elections offer this, but Harris lacks in this department. This is important as a politician. Harris doesn't share many videos of herself. Having frequently updated pages on platforms like YouTube and TikTok is the perfect way to offer video posts that spread her message in a meaningful way.

Goal:

Propose that Kamala Harris be interviewed on the Late Night with Seth Myers TV show. The interview will be informative and will promote Harris's ideology and help her discuss her point of view on various subjects in an engaging way. The show often discusses political topics, and its viewers are tuned in for that so having this will benefit her before the upcoming election as her ideas will be widespread to the show's audience.

Chosen Streaming Service:

This show is on Peacock and is available to those with a subscription.

Partnership Pitch Email:

Hi Emily,

I loved the recent episode of Late Night with Seth Myers starring Kristen Stewert. I really liked the day drinking meet up skit they had. It was very funny. The way they bonded over being hungover was so funny for viewers. It was a great idea on your part to set up Kristens appearance.

I wanted to reach out as I am currently working with Kamala Harris and think she might be interesting person to appear on the show. I think your viewers would really enjoy an interview with her, especially considering how many political references, jokes, and interviews the show has had in the past.

Attached are the materials and if you need anything else, let me know! Also, I saw on your Instagram that you were recently married a few months ago, congratulations on that!

Best,

Kathleen Haddad

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<http://www.whitehouse.gov/contact/>



Instagram Post:

This week on

LATE NIGHT WITH SETH MEYERS

Kamala Harris

Discussing

- War in Gaza
- Upcoming Election
- Reproductive Rights

TUNE IN THIS WEEK ON PEACOCK

A portrait of Kamala Harris, Vice President of the United States, smiling. She is wearing a black blazer over a white top and a pearl necklace. Behind her are the American flag and the Mexican flag.The NBC Peacock logo, featuring a stylized peacock with colorful feathers.

Banner Ad:

This week on

LATE NIGHT WITH SETH MEYERS

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TUNE IN THIS WEEK ON PEACOCK

The NBC Peacock logo, featuring a stylized peacock with colorful feathers.A small image of Kamala Harris speaking at a podium, wearing a purple blazer.