TODAY’S TAKEAWAYS

• The steps needed to launch a new advertising campaign that leverages data.

• How to conduct an effective focus group and get key stakeholders on board with a new campaign.

• Ways to collect crucial information about visuals, messaging, etc.

• How to measure success of a new advertising campaign.
LESSON #1

Establish a Timeline...

...and Don’t Expect to Stick to It
TIMELINE

- April  Request for Proposal
- May  Agency Interviews & Selection
- June  Direction, Copy, Design + Testing
- July  Internal Focus Groups
- July  Final Concepts Delivered
- August  Design Round #1
- September  Student and Inquiry Surveys
- October  Design Round #2
- October  Launch
RESEARCH
- Market Trends and Needs
- Competitive Analysis

CONCEPT
- RFP to Agencies
- Direction
- Copy
- Design

TESTING
- Surveys
- Focus Groups

DESIGN
- Comps & Testing

LAUNCH
- Internal
- External

MEASURE
- Response
MARKET TRENDS & NEEDS

- Where’s the existing research?
  - EAB, UPCEA, evoLLLution, Ruffalo Noel Levitz, Stamats, EducationDynamics
  - Fast Company, Forbes, Entrepreneur
  - State-Specific Trends
TARGET MARKET

- Millennials...really?
- Our average age student: 34.
- Focus on Colorado.
- Men and Women.

Think you might be a millennial? Take the quiz: http://www.pewresearch.org/quiz/how-millennial-are-you/
“Despite struggling with debt, recession, and the jobs crisis, millennials—who will account for 75% of the workforce in 2025—are not motivated by money. Rather, they aim to make the world more compassionate, innovative, and sustainable.”

—Fast Company
LESSON #2

Know Thy Competitor...

...Know Thyself
COMPETITORS

Local, Regional, and National

Northeastern University
Apply your passion. Become a powerful force for a better world.

University of Phoenix®
Your first assignment
Check out a financial plan.

Colorado State University Global Campus
EARN YOUR DEGREE 100% ONLINE
CSUGlobal.edu

you're already on campus®
LESSON #3

Ideas Aren’t Free
RFP & AGENCY INTERVIEWS

- Outlined our organization, target market, marketing mix, project specifications, goals, evaluation criteria.

- A whopping **THREE** responses.

- We submitted our own concept for the dean’s review (…but didn’t tell him it was ours).
YOU ARE MOVING UP
WE ARE HOLDING THE LADDER
COLLEGE OF HUMAN MEDICINE
humanmedicine.msu.edu

MICHIGAN STATE UNIVERSITY

CHANGE YOUR VIEW
It's time to change directions and take in the view you've always wanted. Find your direction in the Digital Media & Design program at University of Connecticut. This view is waiting for you at dmd.uconn.edu.

IMPACT YOUR WORLD

snhu.edu
See Yourself Succeed

spam launches mission to give the voice in social media

"WALMART REVOLUTIONIZED SELLING EVEN THROUGH RITAL LINK, THEY SURE CAN INNOVATE. SHOPPER DISCOUNTS.

IITERSIMENTAL CONNEXION

Losers

rrrr

WALMART

PROSPECTS

"WALMART REVOLUTIONIZED SELLING EVEN THROUGH RITAL LINK, THEY SURE CAN INNOVATE. SHOPPER DISCOUNTS.

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WALMART

PROSPECTS
LESSON #4

Involve Your Colleagues Early in the Process
INTERNAL TESTING

- Invited internal participants with representation of each area:
  - Student Services
  - Faculty
  - Advisor
  - Recruiter
  - Associate Dean
INTERNAL TESTING

- Overall impression of ad concept
  - Fit for Target Market
  - Clear
  - Visually Appealing
  - Informative
  - Compelling
- Images, Typography, Colors
- Key Messages, Calls to Action
- Alignment with DU Brand and University College Brand
LESSON #5

Expect Feedback to Focus on the Details, Not the Big Picture
INTERNAL FOCUS GROUP

Opinions Varied...
- Grammar
- Color
- Specific Graphics

Next Time...
- Better Define What I Need
- Concept First, Visuals Later
- Focus Group First, Survey Later
Two versions: one copy-driven, one illustration-driven

Asked for digital banner size and/or half-page print size

Elements to include:
- Headline: IMPACT YOUR WORLD
- Secondary Messages
- Logo
- Call to Action
Please take a moment to share with us your thoughts and impressions about four design directions for a campaign.
Survey to Inquiries (n=15)
- Person illustration considered “outdated” and “juvenile”
- Suggestion to include “master’s degree” not “graduate degree”
- Wanted more diversity

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Text-only and photo ads rated higher
LESSON #6

People Like People...
...and Campus Shots
TESTING: CURRENT STUDENTS

- Survey to Current Students (n=31)
  - Illustrated ad vs. photo ad
- 73% indicated they prefer ads with photos
- Jumped to 82% when examples provided

Photo Types

- Students Learning
- Graduates
- Professionals in Work Settings
- Campus
“Illustrations do not acknowledge the seriousness of getting a second degree.”

“The photo ad helps me see myself in the picture vs. the cartoon.”

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LESSON #7
Launch Internally Before Going Live in the Market
FIRED UP, READY TO GO

- Ad launch party for internal stakeholders
  - Luggage tags, notepads, pens
- Rolled out in Denver market
  - Outdoor, radio, print, digital
- Updated website and communication flows
- Added to recruitment materials and booths
- Incorporated into content strategy
LESSON #8

Create S.M.A.R.T. Goals Up Front
MEASURING SUCCESS

- Increase CTR on digital ads by .05% by Oct 2017
- Increase inquiries by 10% by Oct 2017
- Increase applications by 5% by Oct 2017
LESSON #9

Numbers Don’t Lie...
...but Dig Deep
RESULTS...SO FAR

- Google Display CTR UP .04%
- INQ from Billboards UP 133%
- Website Traffic UP 65% yoy in fall
- Website Traffic UP 18% summer vs. fall
- Website Traffic UP 144% summer vs. winter
- Denver Post Banner CTR – No Change @ .08% summer vs. winter
LESSON #10

Maintain the Campaign
Questions?