



Impact Your World Campaign Guiding Document

Campaign Background

We seek to produce an innovative and inspirational advertising campaign that will grab the attention of our target market and break through the noise of a saturated market. The advertising concept should translate across media, considering our marketing mix of traditional and digital channels. The concept should spur action, resulting in the consumer visiting our website and eventually, requesting information or applying to a program.

The majority of our target market includes men and women in Colorado (or nationally) who are 25-45 and hold a bachelor's degree (our average aged student is 34). We are especially looking to resonate with older millennials (late 20s/early 30s).

[Research](#) points to millennials craving careers that provide value; they want to do work that matters and make a difference in the world. According to [Fast Company](#), millennials seek to “make the world more compassionate, innovative, and sustainable.”

This campaign strikes a balance between the practical and the aspirational in order to appeal to the millennial audience. It addresses the desires of millennials to receive a flexible, personalized education while learning how to impact their community. The concept easily translates to specific programs, and there is opportunity within the campaign to extend the idea beyond advertising and use the concept with alumni, recruiting events, and content strategy.

Evolution of an Ad...

First Iteration for Focus Group



IMPACT YOUR WORLD

GRADUATE DEGREES AND CERTIFICATES
ONLINE AND EVENINGS

UNIVERSITY of DENVER
UNIVERSITY COLLEGE

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IMPACT YOUR WORLD

GRADUATE DEGREES & CERTIFICATES
ONLINE & EVENINGS
FOR BUSY ADULTS

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Internal Survey Results (n=6)

Generally our focus group expressed that they “love the message” and “like the ‘your’ ‘our’ concept.” There were questions around the use of color and the lack of crimson and gold. The majority of the group found the branding aligns with the University of Denver style and everyone shared that the branding either somewhat, very, or extremely aligns with University College style. One participant described the campaign as “unique and different” and said they “like it for millennials.” Another said “the aesthetic is a welcome, attract shift.” Several of the focus group members believe the campaign will “grab people’s attention.”

Inquiry Survey Results (n=15)

Overall, the text-only and photo ad concepts outperformed the illustrated ads. The person illustrated ad was considered “outdated” and “juvenile,” whereas the text and photo ads had more positive commentary. The headline “Impact Your World” stood out the most in the text ads. Suggestions from this survey that we will incorporate include mentioning specific “master’s degrees” being offered, opposed to “graduate degrees.” There were recommendations to use a more creative font, have more diverse and dynamic photos, and be more even with gender and race in the photos. One inquiry suggested including a timeframe (i.e., 18 Months to Impact Your World).

In terms of ranking preferred ads, 41% ranked the person illustration first, with the text-only ad a close second. However, in the breakdown of questions below the text-only and photo ads rate higher.

	Illustration	Text	Arrow	Photo
Visually Appealing	6.40	6.67	6.36	7.00
Relevant Information	6.47	6.40	5.93	6.54
I Want to See More	5.21	6.67	5.64	6.15
Attention Grabbing	5.53	6.36	6.21	6.23
Reinforces Positive Feelings	6.40	6.50	6.00	7.08
Average	6.002	6.52	6.02	6.6

Respondents (n=15) represented Arts and Culture, Communication Management, EPM, GIS, Global Affairs, ICT, and Leadership and Organizations. 35% of respondents were 45-54, though there was representation in each age category. 70% were female and 85% were domestic students.

Current Student Survey Results (n=31)

Based on feedback from the inquiry survey, we chose to eliminate the arrow illustrated ad completely, keep the text-ad, and only test an updated version of the person illustrated ad vs. the photo ads. Our intent with this survey was to determine what types of photos were more favorable in advertising (people graduating, people working, people in class, campus shots), as well as determine if the illustrated ad had potential for future use. The feedback from this survey clearly points to the photo ads being preferred over the illustrated ad.

When first asked if they preferred illustrated ads or photo ads in graduate school advertising, 73% of participants indicated photo ads were preferred; this percentage jumped to 82% when given actual examples. In terms of which type of photos are preferred in advertising, 50% said University of Denver campus photos are preferred, closely followed by students in a professional/work setting, then students graduating. Participants were not as interested in photos of students learning in classrooms or online.

Photo ads averaged a rating of a 6.77 on a 10-point scale when measuring if the ads were visually appealing, provided relevant information, likelihood of wanting more information, attention grabbing, and reinforcing positive feelings. Illustrated ads averaged a rating of 4.79 on a 10-point scale.

In the photo ad, a participant recommended making the call to action more clear/easier to find, another suggested making it more elegant, and others recommended different color combinations. In the illustrated ad, many commented on the visual not being striking and the illustrations being childish and trivial, with one participant saying “does not acknowledge the seriousness of getting a second degree.” The reasons for selecting the photo ad as the preferred ad centered on it being “real” and more relatable. One participant said the photo ad “helps me see myself in the picture vs. the cartoon.”

Respondents (n=31) were from Communication Management, EPM, Healthcare Leadership, ICT, and one from BACP. Majority were female. 67% were 26-34, though there was representation in each age range. 85% of respondents were domestic students.

Survey Conclusions

We recommend moving forward with the “Impact Your World” campaign. Visual ads will be a combination of text-only and photos; scripts will focus on impact and the ripple effect of education. Variations of the phrase “Impact Your World” will be used for different programs.

External Launch

- Outdoor (digital billboards and transportation)
- Radio (KALC, Comedy, CPR, Total Traffic)
- Print (Westword, ColoradoBiz Career-Relevant Education Guide)
- Display and PPC
- Email Headers
- Recruiting (globe infographic flyer, pull-up banners, [luggage tag](#))

Mid-FY17 Continuation

- Recruitment Communication Flows
- Web Copy and Visuals
- Recruitment Booths

Week of Impact

Participants will dedicate volunteer time the week of XXX and we will strive to achieve a collective 528.0 hours of service. Post photos of volunteering to social media using #impactyourworld. Find an alum or current student in your area to connect with and volunteer together. Join University College staff on XXX from XXXX to XXXX for volunteering at XXX.

Content Strategy

The campaign theme (Impact Your World) will lend itself to a long-term content strategy that brings in stories about current students, alumni, and faculty who are making an impact. Using hashtags (#impactyourworld) and through solicitation of ideas, we will gather stories of impact and highlight them on our blog, website, and social media. These feature stories will showcase the individual accomplishment at the micro-level and how the project/event/story plays into the larger context of the greater community or world at the macro-level. The purpose will be to feature individuals who have

used their education to make an impact and to showcase the far-reaching impact of our constituents. This content strategy can be used for:

- Alumni Engagement
- Communication Flows
- Recruitment Activities

Measurement

Our goals are to first and foremost increase inquiries and applications, but also increase social media mentions and increase content contributions. We also strive to strengthen brand identity and increase brand awareness. We'll assess the performance regularly.

Key Language

Highly flexible and affordable, a University of Denver education through University College provides career-focused content that can be immediately applied on the job.

Offering online education for more than 20 years, University College turns lessons learned in your course into life lessons that enhance your career.

The project- and practice-based curriculum helps elevate your current career or prepare you for new career opportunities in the evolving workplace.

Hone your talent and master new skills with online and evening courses designed for busy adults.

When you impact your world with a University of Denver education, you make an impact on *our* world.

An investment in your future means a better one for all of us.

Education has a ripple effect. By earning a degree or certificate you make an impact beyond your own world of peers, family, and colleagues—you also affect the community around you, leading to an impact on our world.

Make an impact on your life and our world at universitycollege.du.edu.

Radio Script (:15)

Earn your master's or certificate online or evenings at the University of Denver's University College — because when you impact your world with a DU education, you make an impact on *our* world. Classes start January 3rd. Make an impact at [university college dot d u dot e d u](http://universitycollege.du.edu).

Radio Script (:30)

When you impact your world with a University of Denver master's degree or certificate, you make an impact on *our* world.

Highly flexible and affordable, a DU education through University College provides career-focused content that you can apply immediately on the job.

Hone your talent and master new skills with online and evening courses designed for busy adults.

Customize your master's or certificate at University College – because an investment in your future means a better one for all of us. Make an impact at [university college dot d u dot e d u](http://universitycollege.du.edu). Classes start January 3rd.

Radio Script (:60)

When you impact your world with a University of Denver master's degree or certificate, you make an impact on *our* world.

Highly flexible and affordable, a DU education through University College provides career-focused content that you can apply immediately on the job.

Offering online education for more than 20 years, University College turns lessons learned in your course into life lessons that enhance your career.

From marketing to healthcare, IT to environmental management, the project- and practice-based curriculum helps elevate your current career or prepare you for new career opportunities in the evolving workplace.

Hone your talent and master new skills with affordable education designed for busy adults.

Customize your master's or certificate with online or evening classes – because an investment in your future means a better one for all of us.

Make an impact on your life and our world at [university college dot d u dot e d u](http://universitycollege.du.edu). That's [university college dot d u dot e d u](http://universitycollege.du.edu).

COLORS



RGB 139 35 50
CMYK 29 96 76 29
8b2332



RGB 165 0 50
CMYK 24 100 79 18
7e0032



RGB 242 103 34
CMYK 0 74 100 0
f26721



RGB 255 198 11
CMYK 0 23 100 0
ffc60b



RGB 54 191 177
CMYK 68 0 38 0
36bf1



RGB 0 98 123
CMYK 92 53 37 14
005781



RGB 158 207 126
CMYK 41 0 68 0
9ecf7b



RGB 0 154 218
CMYK 85 21 0 0
009ad9



RGB 253 240 208
CMYK 0 3 19 1
fdf0d0



RGB 139 111 75
CMYK 40 50 75 18
8b6f4b

FONTS

Posterama Text Semibold for Headlines Only (R:\Division Common\Fonts)

Futura Std Medium for Other Ad Text

Open Sans

OTHER ELEMENTS

- 3 pt white border (positioned 5 picas in from border)
- Logo: Use crimson logo whenever possible; then crimson shield with white text or white only
- Center headline, subhead, key messages, and logo on digital ads
- Slant photos at 3° and keep within white border
- Larger ads will include a call to action, but when space limited, forgo CTA for logo
- CTA: use Posterama font, stack if needed with open bars, use same color as OUR

Other Phrases to Consider

General

- Improve Your Future
- Shape Your Community
- Design Your Future
- Challenge Your Perceptions
- Change Your Perspective
- Create Your Future
- Elevate Your Future
- Share Your Future

Program Specific

- BACP: Improve Your Future
Elevate Your Future
- ARCL: Learn Your Culture
Create Your Reality
Write Your Story
- CMA: Shape Your Communication
Communicate Your Meaning
- EPM: Improve Your Environment
Strengthen Your Environment
- GIS: Map Your Future
- GS: Sustain Your Community
Shape Your World
Translate Your Future
- HCL: Reimagine Your Healthcare
Shape Your Healthcare
- ICT: Advance Your Technology
Design Your Technology
Extend Your Connections/Network
- LO: Lead Your Way
Influence Your World
Shape Your Future
- SHR: Build Your Future
Enhance Your Work
Extend Your Network
- SMGT: Strengthen Your Security

Print Ad Examples

Quarter Page Horizontal

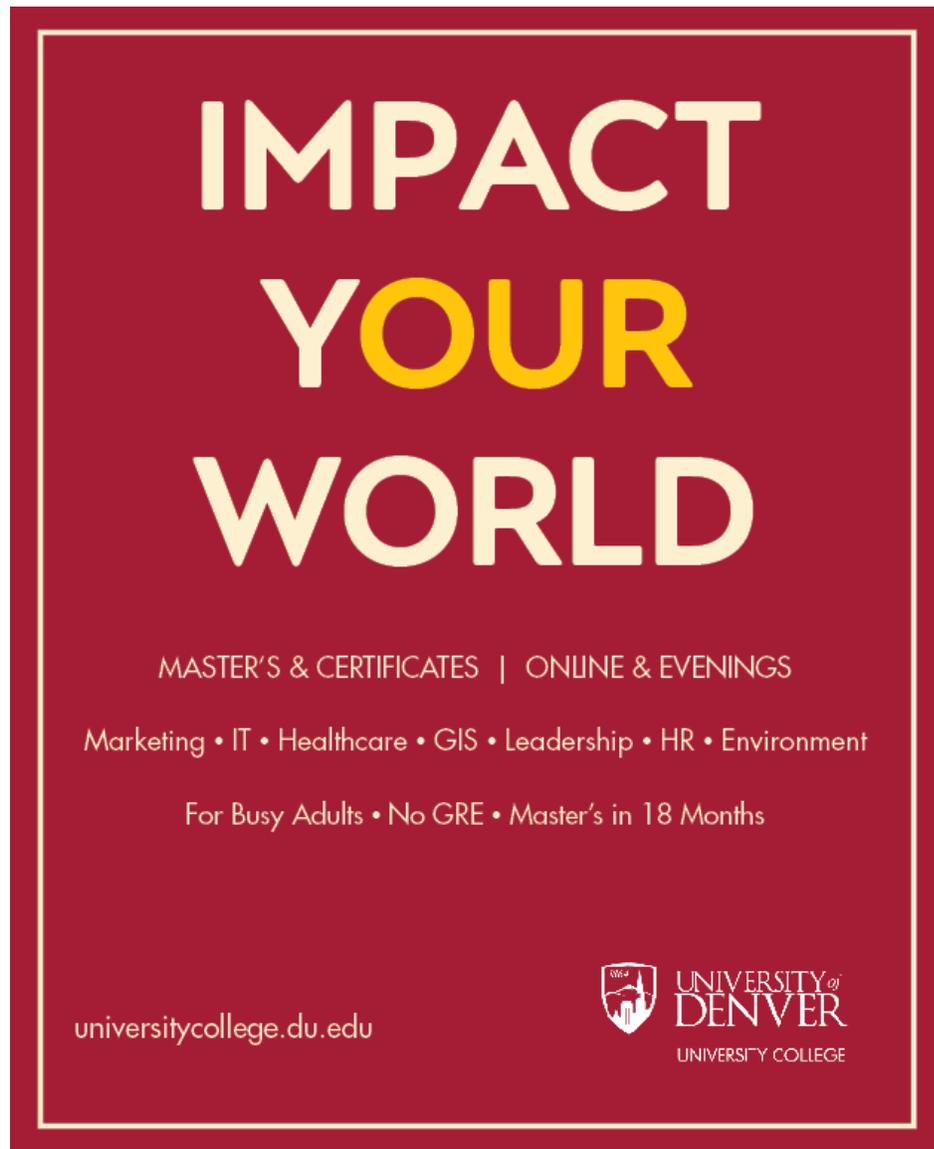


IMPACT YOUR WORLD

Master's & Certificates | Online & Evenings
universitycollege.du.edu



Full Page Print



**IMPACT
YOUR
WORLD**

MASTER'S & CERTIFICATES | ONLINE & EVENINGS

Marketing • IT • Healthcare • GIS • Leadership • HR • Environment

For Busy Adults • No GRE • Master's in 18 Months

universitycollege.du.edu



Display Ad Examples

IMPACT YOUR WORLD  UNIVERSITY of DENVER
Master's Degrees & Certificates | Online & Evenings for Busy Adults UNIVERSITY COLLEGE

**IMPACT
YOUR
WORLD**

With a Master's Degree
in Just 18 Months



ONLINE & EVENINGS

 UNIVERSITY of DENVER
UNIVERSITY COLLEGE

**LEARN
MORE**

Display Ad Examples

**SHAPE YOUR
COMMUNICATION**

Enroll in Mobile Marketing
Starts January 3



UNIVERSITY of
DENVER

UNIVERSITY COLLEGE

**BUILD
YOUR
FUTURE**

Enroll in Strategic Partnerships



10-Week Class Starts January 3



UNIVERSITY of
DENVER

UNIVERSITY COLLEGE

**LEARN
MORE**

Email Header Examples



*Use drop shadow on color block (75% at 120°)