Approaching 19 years in business as a full-service advertising, marketing and PR agency.

We have a history of creating successful campaigns for top brands, and business small and large in Utah and throughout the Intermountain West.
TEAM HIGHLIGHTS

- Led by senior-level manager with over 15 years university teaching experience.
- Team provides effective, strategy-based media expertise and research.
- Collaborative, effective and fluid management of all items.
- Provide thorough personalized client reports that are easy-to-understand and updated in real-time.
- Provide approximately 25% (on avg.) client cost savings and value.
PRESENTATION AGENDA

- GOALS and TIMELINE/CALENDAR
- PHASES – HIGHLIGHTS
- AUDIENCES/MEDIA
- MESSAGING APPROACH
- SAMPLE CREATIVE
PROGRAM GOALS

• Increase Enrollments.
• Address Higher Education Misconceptions.
• Emphasize Higher Education Value.
• Maximize ROI.
• Concentrate Messaging for Adults and Underrepresented.
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<td>Survey (Post Eval)</td>
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**Note:** All dates and milestones are subject to change. Please refer to the actual project documents for the most up-to-date information.
Phase 1: Increase enrollments.

• Create campaign items that are trackable and easily implemented within the allotted time.
• A/B test and optimize messaging on digital/social platforms for the larger/comprehensive PH2 campaign.
• Build and optimize statewide audiences.
• Establish a quantifiable target/s and success rate for a baseline.
• Provide lead data and responses from all trackable media.
• Test landing site/s and optimized based on user-experience.
Phase 2-3: Address higher education misconceptions, emphasize higher education value and maximize ROI, while furthering enrollments.

- Present 4th Q (2021) recap/evaluation and incorporate findings and optimize messaging/tactics.
- Establish initial research criteria (higher education misconceptions) cross reference the to-date campaign discoveries.
- Incorporate television campaign, offering statewide reach at an efficient CPM - bonus spots, interview opportunities, sponsorships and news support is expected to run with negotiated media, TBD.
- Incorporate local radio and digital/streaming audio with audio messaging, driving traffic to the landing page/s - bonus spots, interview opportunities, sponsorships and news support is expected to run with negotiated media, TBD.
- Place billboard/transit in key or high traffic locations, TBD.
- Support state/local legislation tactics, as well as statewide PR elements and community programs, TBD.
**Phase 2-3: Address higher education misconceptions, emphasize higher education value and maximize ROI, while furthering enrollments.**

- Present 1st Q and 2nd Q (2022) recap/evaluation - Incorporate findings and optimize messaging/tactics.
- Continue to optimize campaign and set final media goals.
- Incorporate potential community/onsite events reaching post high school audiences in key areas of state. Distribute collateral and collect contact information, TBD.
- Implement potential geo-targeting tactics at key events and locations, reaching post high school audiences throughout state with retargeting set for continued messaging, TBD.
AUDIENCES/MEDIA

Recent High School Graduates

Ages 18-21 (individuals within 3 years of high school graduation)

Include sub-audiences to further target messaging to underrepresented people within the 18-21/24 group.

MEDIA

- Primarily digital/social platforms using tactics to inspire engagement, interest and response.
- Social platforms considered: Facebook/Instagram, Twitter, TikTok, Reddit, Twitch, more.
- Digital audio/video platforms considered: OTT, Spotify, Pandora, YouTube.
- Digital media platforms that also reach underrepresented individuals (translations included).
- Local influencer campaign/s.
- Geo-fencing populated venues, as well as ongoing retargeting efforts.
AUDIENCES/MEDIA

SAMPLE - Recent High School Graduates

A/B Testing
Digital/social platform audience

Target: Ages 18-21
Area: State of Utah
Estimated social size: 255,600 – 287,400
Estimated daily reach results: 24,000 – 70,000
AUDIENCES/MEDIA

SAMPLE - Recent High School Graduates

A/B Testing
Digital/social platform audience

Secondary target: Ages: 18-24, underrepresented population
Area: State of Utah
Estimated social size: 145,700 – 153,300
Estimated daily reach results: 20,000 – 57,000
**AUDIENCES/MEDIA**

**Adult Learners**
- 25 or older with no college
- 25 or older with some college

Include sub-audiences to further target messaging to underrepresented people within the 25+ group.

**MEDIA**
- Television/radio – statewide broadcasts to reach all areas of population.
- PR driven support from key media organizations – interviews and online stories.
- Social platforms considered: Facebook/Instagram and Twitter.
- Digital audio/video platforms considered: OTT, Spotify and Pandora.
- Include aging local influencers in community (those who returned to school and now successful).
- Out-of-home options considered (reaching mobile adults to/from work): billboard and/or transit.
AUDIENCES/MEDIA

SAMPLE - Adult Learners

A/B Testing
Digital/social platform audience

Target: 25 or older with no college
Area: State of Utah
Estimated social size: 259,000 - 272,600
Estimated daily reach results: 34,000 – 99,000
AUDIENCES/MEDIA

SAMPLE - Adult Learners

A/B Testing
Digital/social platform audience

Target: 25 or older with some college
Area: State of Utah
Estimated social size: 81,900 - 86,200
Estimated daily reach results: 12,000 - 36,000
MESSAGING APPROACH

• Focus messaging on being inclusionary on all socioeconomic levels, ages/stage-of-life with communication measures that target all areas, including individuals that are underrepresented within the state.
• Inspire action with motivational and inclusionary words/imagery - variety of ethnicities and ages.
• Further adapt materials to each of the college communities - include look-a-likes and diversity of students/areas.
• Provide approved and vetted individual college stories/journeys within each audience.
• Incorporate story sharing with hashtags and influencer support with potential real-life (local college experience) stories.
• Include “changing life for the better” appeal to the older/return to school audiences.
• Highlight life events appealing to returning or older students. Examples: kids graduating, lack of job promotion, losing a job, re-evaluation of life priorities, stuck in a job the person doesn’t like, etc.
• Identify the college location/s with imagery that speaks to the area of influence (notable cities or landmarks). Examples: 24th Street for Ogden, City Skylines for SLC and Logan, Red Cliffs for St. George, Cedar Breaks National Monument for Cedar City, Main Street in Ephraim, Lagoon for Davis County, etc.
• Highlight the fact that Utah has a college for everyone - creating a universal approach that college is for all Utahns.
SAMPLE COLOR APPROACH

- Find a pleasing, Utah-inspired color palette.
- Creating a color mix to work with audiences, mediums and seasons.
SAMPLE CAMPAIGN LOOK/FEEL (V1): COLLEGE IS UTAH

FUEL Marketing
SAMPLE CAMPAIGN LOOK/FEEL (V1): COLLEGE IS (LOCAL) UTAH
SOCIAL EXAMPLES

Utah System of Higher Education
Education

There's never been a better time for college. Whether it's continuing your school journey, returning to campus, or wanting a fresh start - we're here to help EVERYONE achieve success. #collegeisutah #collegeisut #collegeisnow

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DIGITAL EXAMPLES
DIGITAL EXAMPLES

Modern working on combination COVID-19 vaccine booster and flu shot

Cambridge, Mass. — Moderna said on Thursday it is developing a single vaccine that combines a booster dose against COVID-19 with its experimental flu shot.

The company hopes to eventually sell vaccine it is working on for respiratory syncytial virus and other respiratory diseases as an annual shot.

"We believe this is a very large opportunity that is ahead of us, if we could bring to market a high efficacy per respiratory annual booster," Moderna Chief Executive Officer Stéphane Bancel said during a presentation to update investors on its drugs in development.

"We believe Moderna could be first to market in this important new opportunity," he said.

The company is conducting clinical trials for an RSV vaccine in older adults.

Moderna and Pfizer and German vaccine partner BioNTech SE are actively exploring to make Moderna’s vaccine from COVID-19 booster shots, annuals and health care investors said. Adding influenza and other diseases could further boost those profits.
SAMPLE CAMPAIGN LOOK/FEEL (V2): COLLEGE IS UTAH
SAMPLE CAMPAIGN LOOK/FEEL (V2): COLLEGE IS UTAH
SAMPLE CAMPAIGN LOOK/FEEL (V2): COLLEGE IS (LOCAL) UTAH
SOCIAL EXAMPLES

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College is YOU.

College is NOW.
DIGITAL EXAMPLES

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"We believe Moderna could be at the heart of this important new opportunity," he said.

The company is conducting clinical trials for an RSV vaccine in older adults.

Moderna and Pfizer and German vaccine partner BioNTech SE are closely expected to reap billions of dollars from COVID-19 booster shots, analysts and health care investors said. Adding influenza and other diseases could further boost those profits.
MESSAGING CONCLUSION/SUMMARY

• Inclusionary on all socioeconomic/ages/stage-of-life, including individuals that are underrepresented.
• Inspire action with motivational word/imagery.
• Materials are created to easily adapt to college communities.
• In addition, all created items will be provided on a shared/downloadable portal for individual college use.
• Utah has a college for everyone - creating a universal approach that college is for all Utahns.

Upcoming messaging items – at the preliminary, research or development stages:
• Individual college stories/journeys, hashtags and influencer support campaigns.
• Creative imagery/support of “changing life for the better” and highlighting key life events appealing to returning or older students.
• Identify the college location/s with imagery that speaks to the area of each college.
• Additional content and statistics for lead gen page/s and campaign.
College is USHE

Thank you.