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## USHE CAMPAIGN OVERVIEW

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

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



Meeting 10.29.2021

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## 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.

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## PRESENTATION AGENDA



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

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## PROGRAM GOALS

- Increase Enrollments.
- Address Higher Education Misconceptions.
- Emphasize Higher Education Value.
- Maximize ROI.
- Concentrate Messaging for Adults and Underrepresented.



Project/Campaign Timeline	2021 - 3rd Q		2021 - 4th Q			2022 - 1st Q			2022 - 2nd Q			2022 - 3rd Q		
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
	PHASE ONE (PH1)					PHASE TWO (PH2)				PHASE THREE (PH3)				
Presentation														
Timeline & Meeting Schedule														
Research/ROI goals			Dev stage					Research Proj - TBD						
Brainstorm / Messaging			Approval - PH1			Approval - PH 2			Approval - PH 3					
Final Concept Approvals (creative elements)			Approval											
Media Negotiation/Placement			Approval - PH1		Approval - PH 2									
Landing Page - Website Dev			Dev stage	Approval										
<b>Production/Design/Deliverables:</b>														
Social /Digital Ads			Approval	Deploy		Approval - PH 2			Approval - PH 3					
Landing Page (Microsites)			Approval	Deploy										
Scripts: Audio & Video			Approval	Deploy										
Tool-kit/Collateral/Etc.			Approval	Deploy										
Landing Page Activated - Tracking Systems set-up				Deploy										
Tracking/Call Rail - Testing & On-going				Deploy										
TV/Video - :30/:15/:10					Approval	Deploy			Deploy					
Out of Home - Billboard/Transit					Approval	Deploy			Deploy					
Social /Digital Ads- Optimized/Updates					Approval	Deploy			Deploy					
<b>Statewide/Media Engagement:</b>														
Targeted Press Program/Press Release			Approval	Deploy										
Digital Tool-kit Distribution				Deploy										
All Media - Digital/Television/Radio/Interviews/Etc				Deploy										
TV PR Events					Approval	Deploy								
State & Local Legislation Tactics & Tool-kit					Approval	Deploy								
<b>Reporting and Optimization :</b>														
Weekly/Monthly Dash-This Reporting														
4th Q(2021) Evaluation														
1st Q(2022) Evaluation														
2nd Q(2022) Evaluation														
Final Campaign Evaluation/Next Steps														
Survey (Post Eval)												TBD		

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## PHASE ONE (PH1) GOALS

Oct 2021 - Dec 2021

### 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.

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## PHASE TWO (PH2) GOALS

Jan 2022 - Mar 2022

### 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.

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## PHASE THREE (PH3) GOALS

Apr 2022 – July 2022

### 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.



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## 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



The screenshot shows the Facebook Audience Definition tool. On the left, the 'Audience' section is active, showing 'Create New Audience' selected over 'Use Saved Audience'. Under 'Custom Audiences', there is a search bar for existing audiences and an 'Exclude' button. The 'Locations' section shows 'United States: Utah' selected. The 'Age' section has dropdowns for '18' and '21'. The 'Gender' section is set to 'All genders'. The 'Detailed Targeting' section has a search bar for demographics and a 'Suggestions Browse' button. On the right, the 'Audience Definition' section shows a progress bar indicating the selection is 'fairly broad' and an 'Estimated audience size' of 255,600 - 287,400. Below that, the 'Estimated Daily Results' section shows a 'Reach' of 24K - 70K with a corresponding progress bar. A disclaimer at the bottom right states that estimates are based on past campaign data and are not guaranteed.

# 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

### Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience   Use Saved Audience ▾

### POC Communities

**Location - Living In:**  
United States: (84016), (84079), (84089), (84125), (84126), (84127), (84130), (84131), (84165), (84170), (84323), (84603), (84605); Bluffdale (84065), Bonanza (84078), Brigham City (84302), Enoch (84720), Enoch (84721), Fruitland (84032), Glenwood (84701), Hooper (84404), Hyrum (84319), Logan (84322), Mapleton (84663), Midvale (84047), Millcreek (84108), Millcreek (84109), Mountain Home (84066), North Logan (84341), North Ogden (84414), Ogden (84403), Ogden (84408), Orem (84604), Orem (84057), Orem (84097), Providence (84321), Provo (84606), Provo (84601), Provo (84602), Riverdale (84405), Roy (84067), Salt Lake City (84103), Salt Lake City (84104), Salt Lake City (84105), Salt Lake City (84106), Salt Lake City (84111), Salt Lake City (84112), Salt Lake City (84113), Salt Lake City (84116), Salt Lake City (84101), Salt Lake City (84102), Sandy (84070), Santaquin (84655), South Jordan (84009), South Jordan (84095), South Salt Lake (84115), Syracuse (84044), Syracuse (84075), Taylorsville (84129), Taylorsville (84123), Tremonton (84337), Vineyard (84058), Virgin (84737), Washington (84780), West Haven (84401), West Jordan (84081), West Jordan (84084), West Jordan (84088), West Point (84015), West Valley City (84128), West Valley City (84118), West Valley City (84119), West Valley City (84120) Utah

**Age:**  
18 - 24

### Audience Definition

Your audience is defined.

Specific Broad

Estimated audience size: 145,700 - 153,300 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

### Estimated Daily Results

Reach ⓘ

**20K - 57K**

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

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## 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



The screenshot displays an audience targeting interface. On the left, the 'United States' section is active, with 'Utah' selected. Below this, there are filters for 'Age' (25 to 65+), 'Gender' (All genders), and 'Detailed Targeting' (Education Level: High school grad). A 'Narrow Audience' section lists various education levels to be excluded, including Associate degree, College grad, Doctorate degree, In college, In grad school, and Master's degree. On the right, the 'Audience Definition' section indicates the selection is 'fairly broad' with a progress bar. The 'Estimated Daily Results' section shows a reach of 34K - 99K. A disclaimer at the bottom notes that estimates are based on various factors and are not guaranteed.

# 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



The screenshot displays the Facebook Audience Insights interface. On the left, the location is set to 'United States' with 'Utah' selected. The 'Age' filter is set to '25' and '65+'. The 'Gender' filter is set to 'All genders'. Under 'Detailed Targeting', the education level is set to 'Some college'. On the right, the 'Audience Definition' section shows a 'fairly broad' selection with a progress bar between 'Specific' and 'Broad'. The 'Estimated audience size' is 81,900 - 86,200. The 'Estimated Daily Results' section shows a reach of 12K - 36K.

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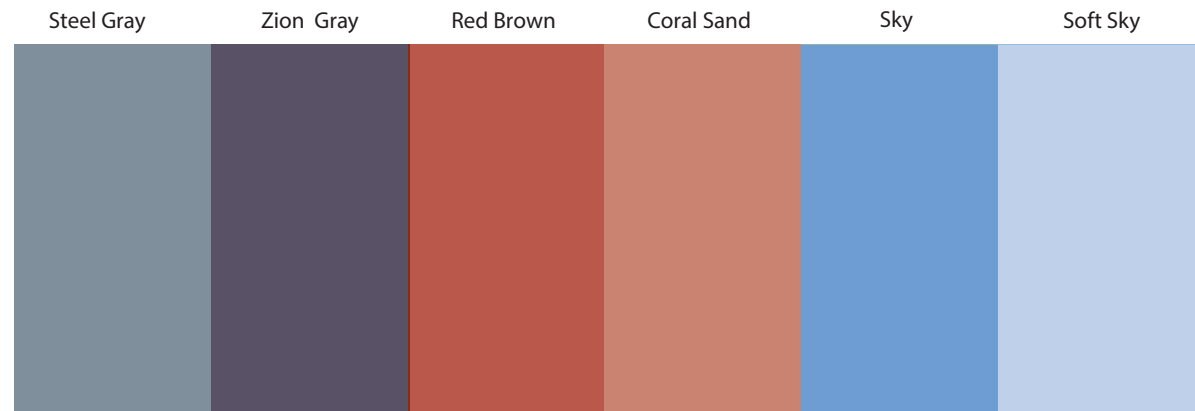
## MESSAGING APPROACH

- 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: 24<sup>th</sup> 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.

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## SAMPLE COLOR APPROACH

- Find a pleasing, Utah-inspired color palette.
- Creating a color mix to work with audiences, mediums and seasons.

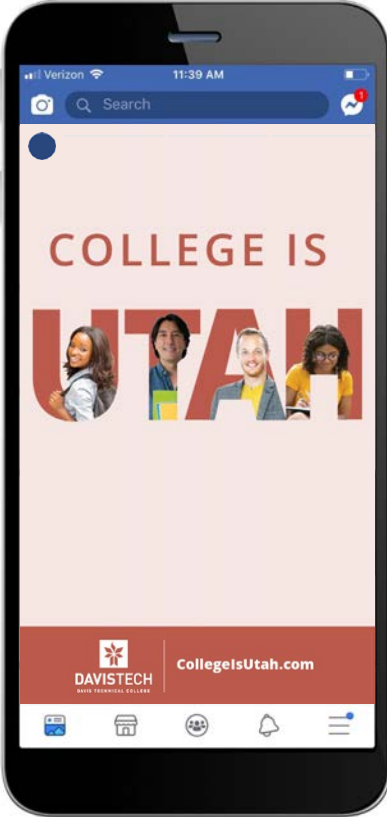
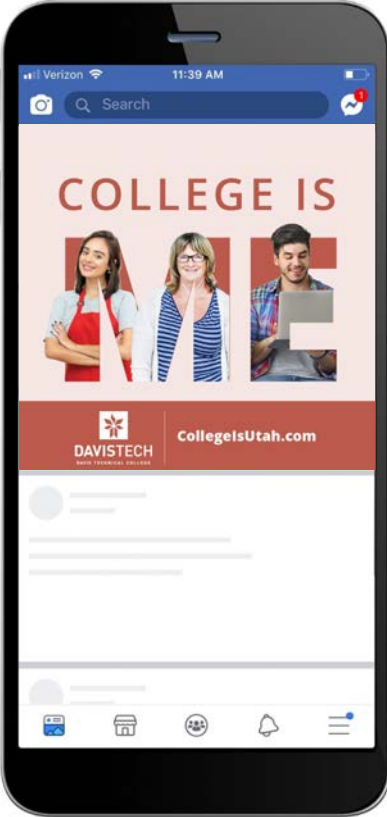




# SAMPLE CAMPAIGN LOOK/FEEL (V1): COLLEGE IS UTAH



**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

COLLEGE IS


 [CollegesUtah.com](http://CollegesUtah.com)

USHE.EDU  
**What Utah college works best for you?** [LEARN MORE](#)

**Utah System of Higher Education**  
Education

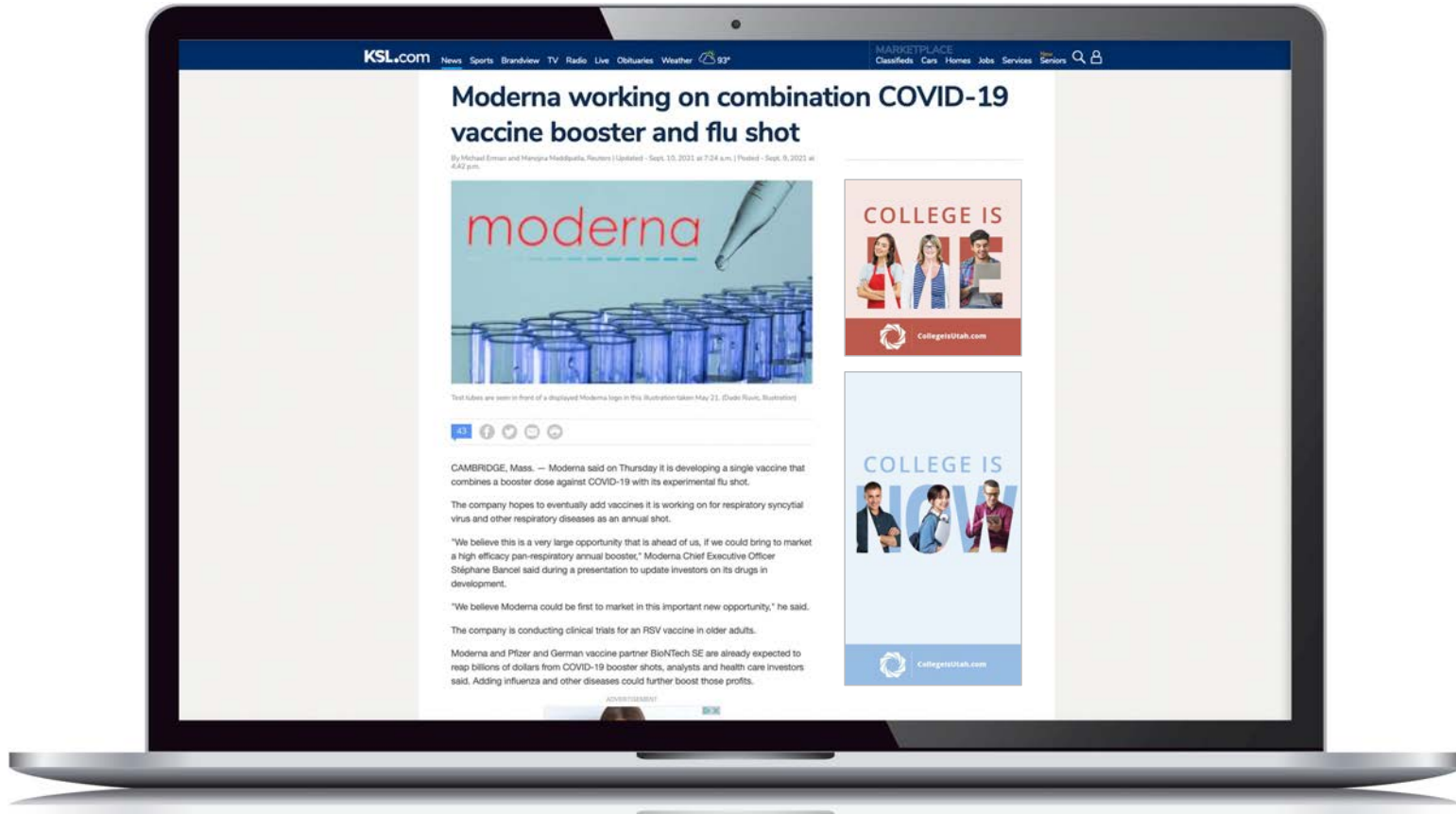
There's never been a better time for college. Whether it's continuing your school journey, returning to campus, or wanting a fresh start - we're here to help EVERYONE achieve success. #collegeisutah #collegeisut #collegeisyou

COLLEGE IS

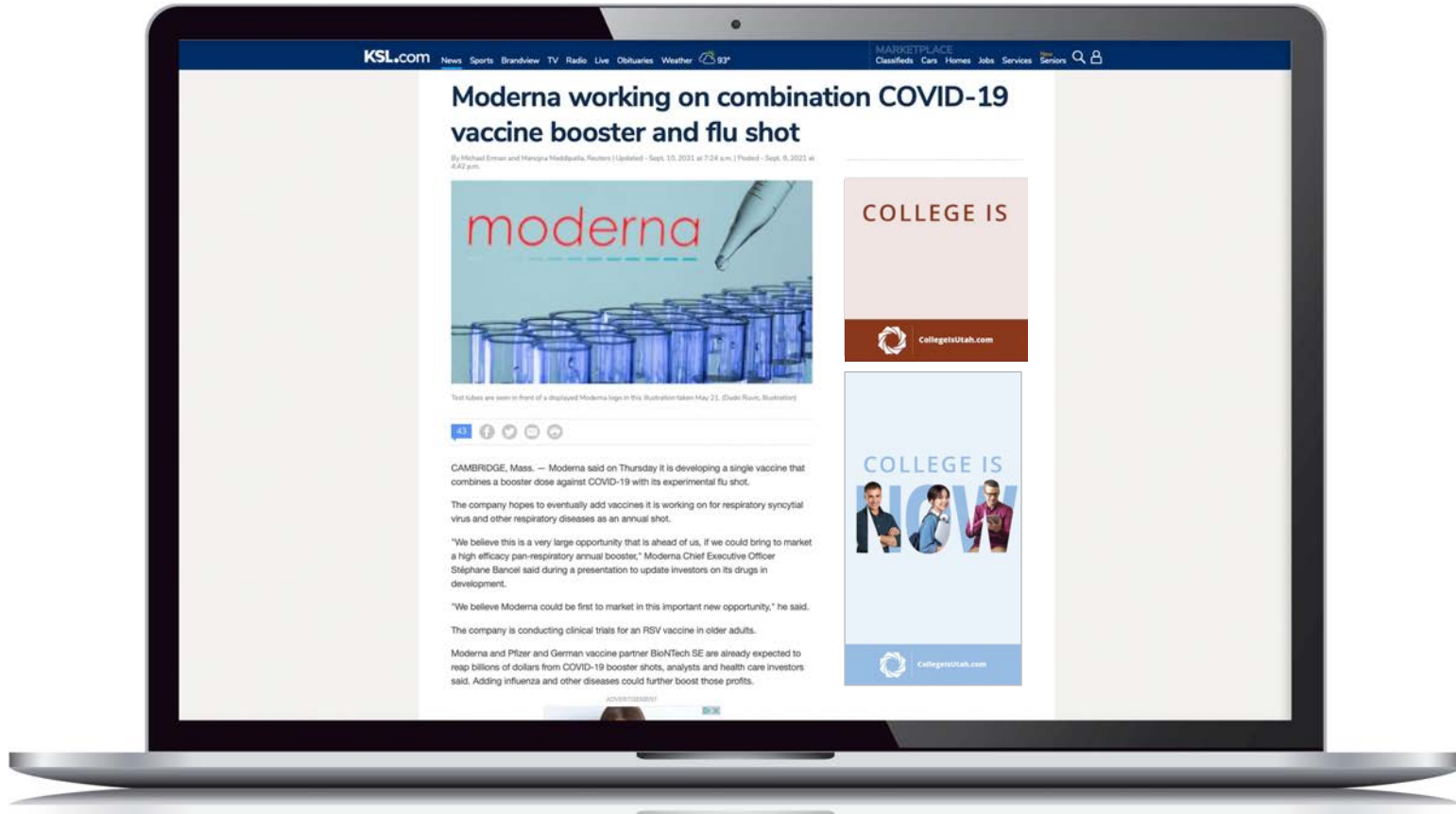
 [CollegesUtah.com](http://CollegesUtah.com)

USHE.EDU  
**What Utah college works best for you?** [LEARN MORE](#)

# DIGITAL EXAMPLES



# DIGITAL EXAMPLES

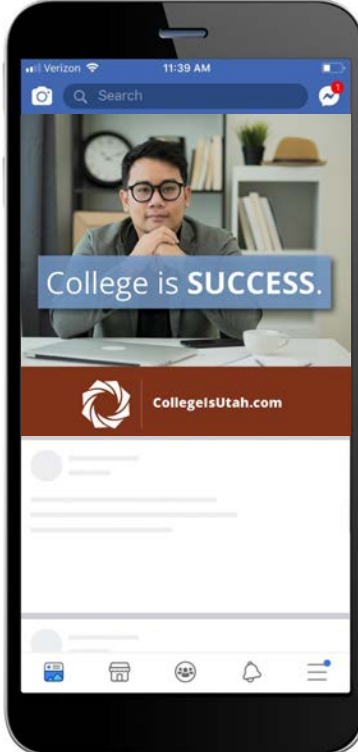


**SAMPLE CAMPAIGN LOOK/FEEL (V2): COLLEGE IS UTAH**

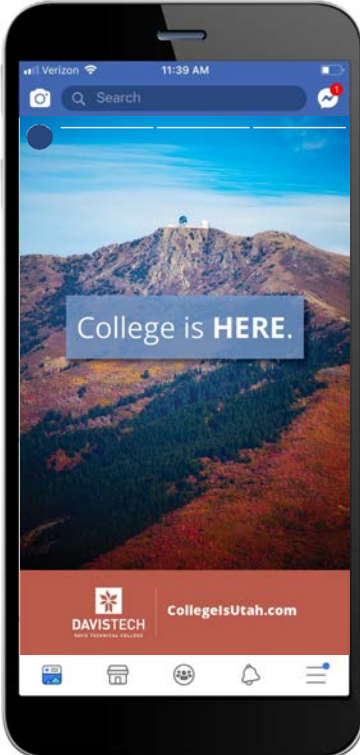
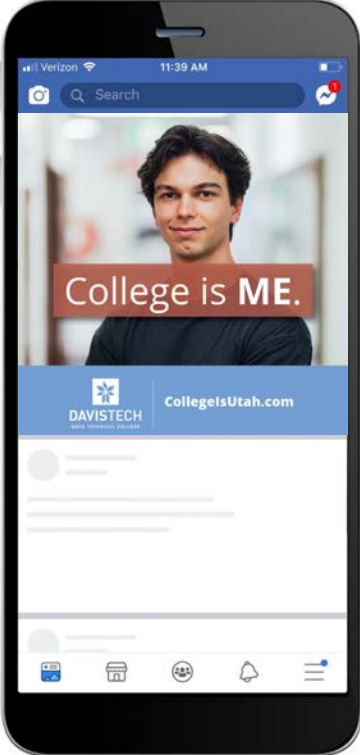
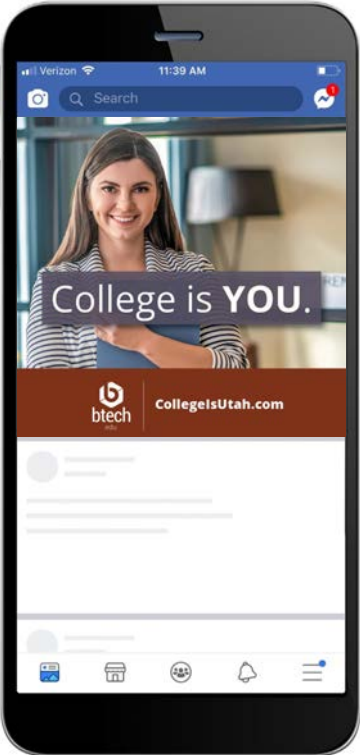




**SAMPLE CAMPAIGN LOOK/FEEL (V2): COLLEGE IS UTAH**



# SAMPLE CAMPAIGN LOOK/FEEL (V2): COLLEGE IS (LOCAL) UTAH





# SOCIAL EXAMPLES

**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 #collegeisyou




College is **YOU.**

 [CollegeIsUtah.com](https://CollegeIsUtah.com)


USHE.EDU  
**What Utah college works best for you?** [LEARN MORE](#)

**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

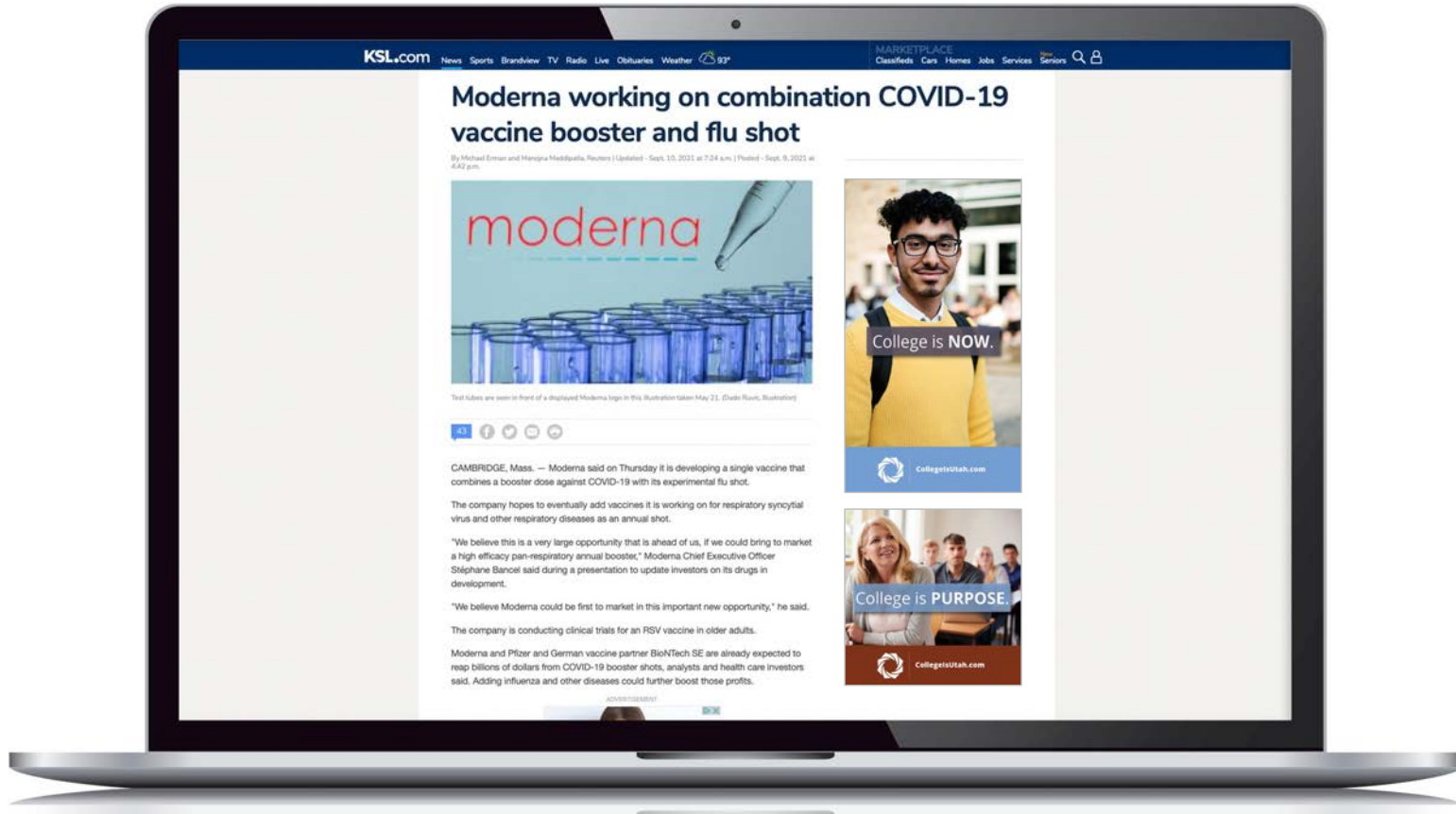


College is **NOW.**

 [CollegeIsUtah.com](https://CollegeIsUtah.com)

USHE.EDU  
**What Utah college works best for you?** [LEARN MORE](#)

# DIGITAL EXAMPLES



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## 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.**