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.

UTAH SYSTEM OF HIGHER EDUCATION

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.

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*										
Production/Design/Deliverables:														
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*					
Statewide/Media Engagement:														
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*								
Reporting and Optimization :														
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*		

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.

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.

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.

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 <u>no college</u>
Area: State of Utah
Estimated social size: 259,000– 272,600
Estimated daily reach results: 34,000 – 99,000

AUDIENCES/MEDIA

Utah System of Higher Education

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
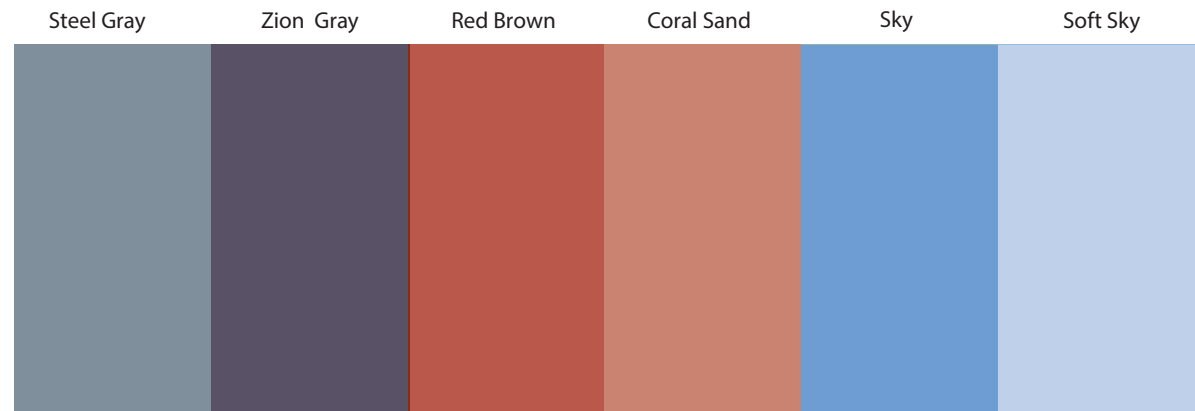Estimated daily reach results: 12,000 – 36,000

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.
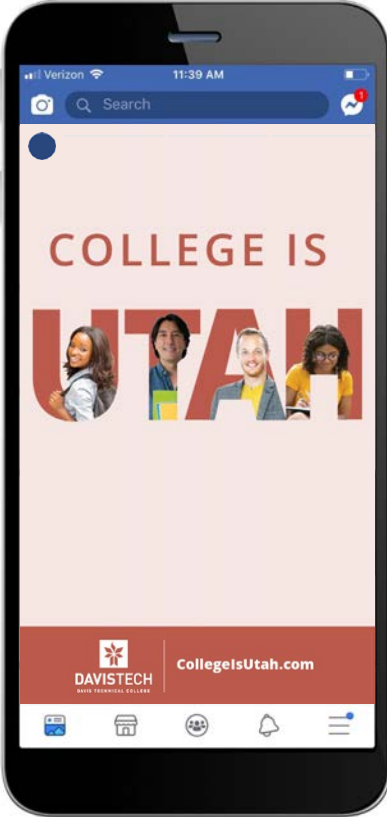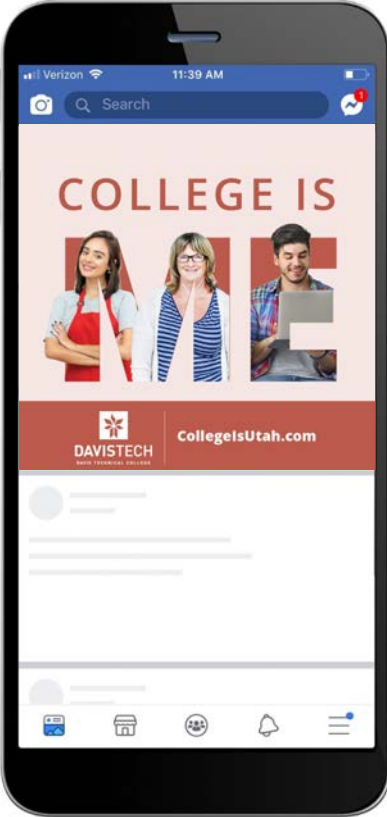- Creating a color mix to work with audiences, mediums and seasons.

Steel Gray	Zion Gray	Red Brown	Coral Sand	Sky	Soft Sky

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.
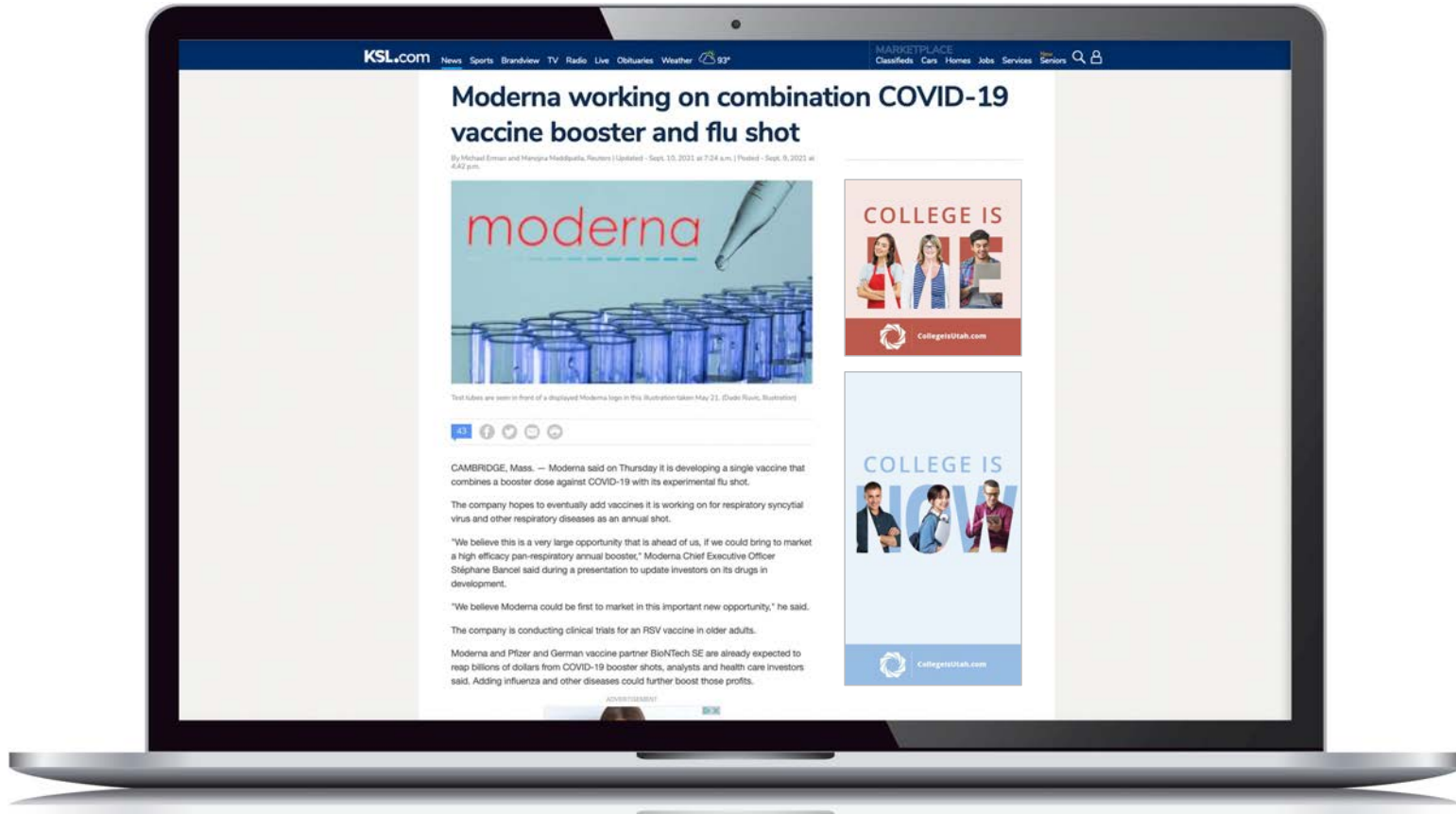#collegeisutah #collegeisut #collegeisnow

COLLEGE IS

btech.edu   CollegeIsUtah.com

USHE.EDU
What Utah college works best for you?   LEARN MORE

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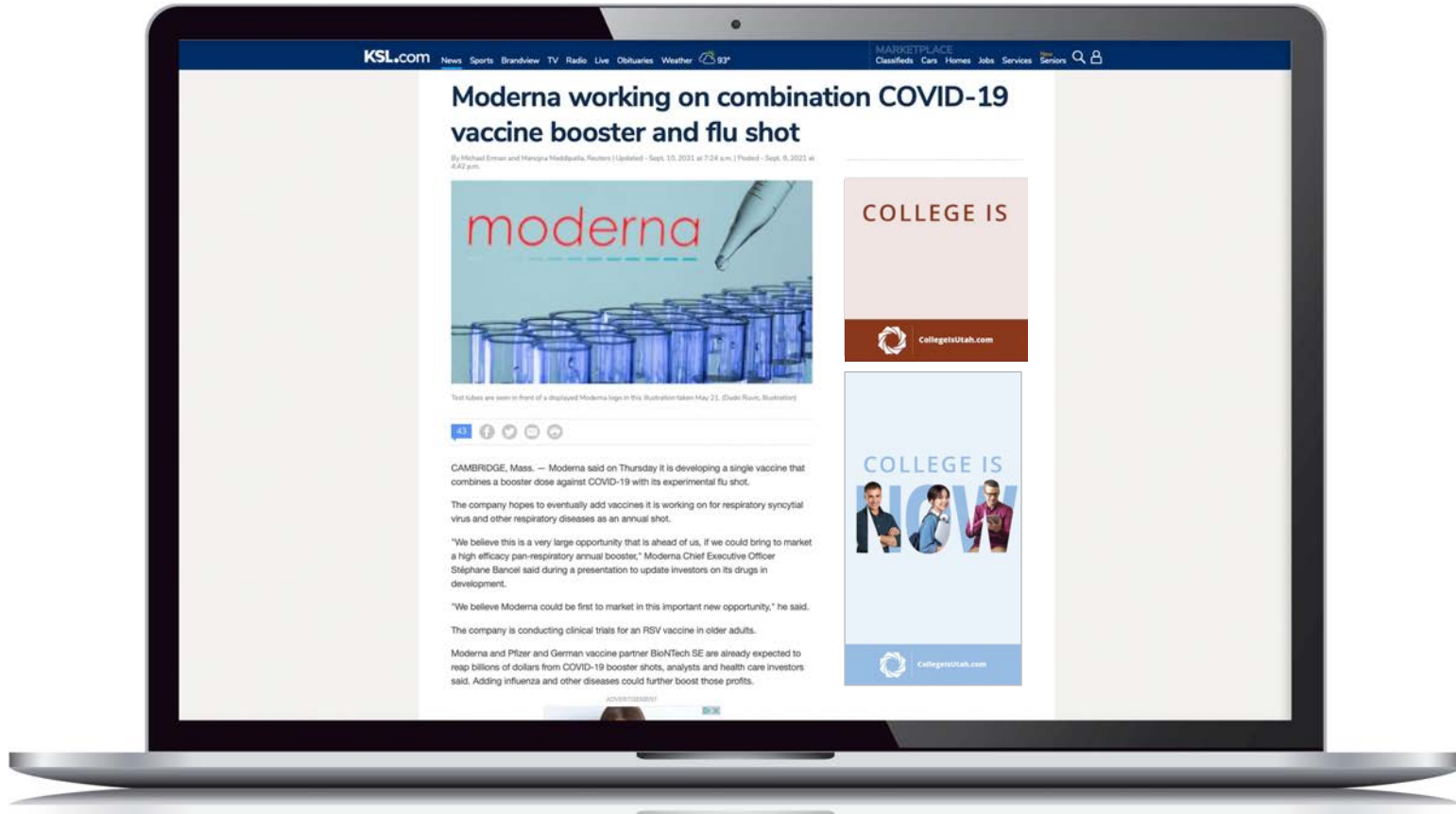#collegeisutah #collegeisut #collegeisyou

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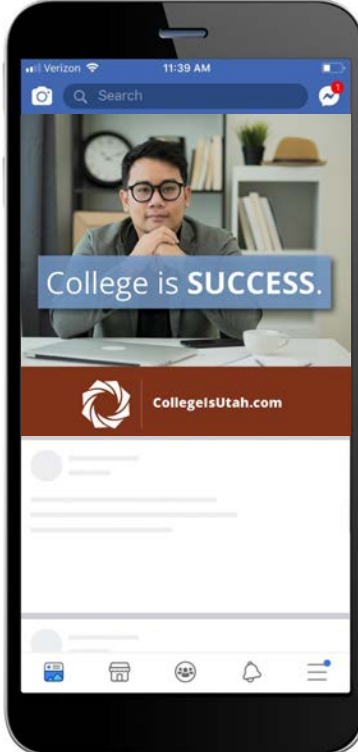
DIGITAL EXAMPLES

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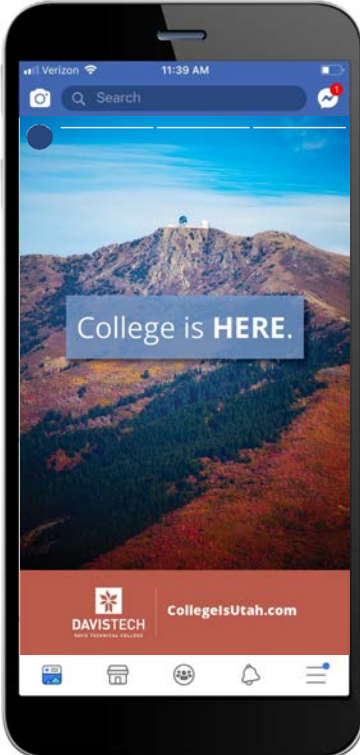
SAMPLE CAMPAIGN LOOK/FEEL (V2): **COLLEGE IS UTAH**
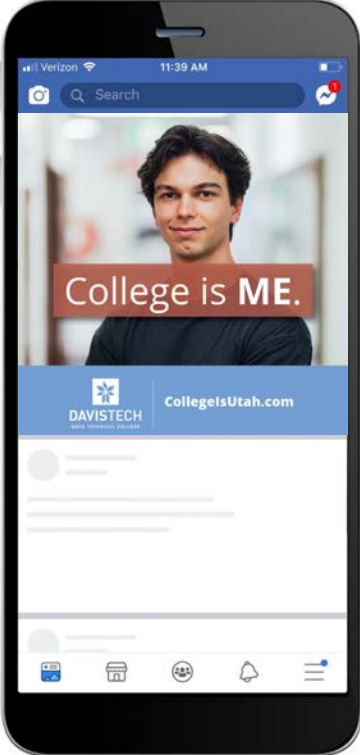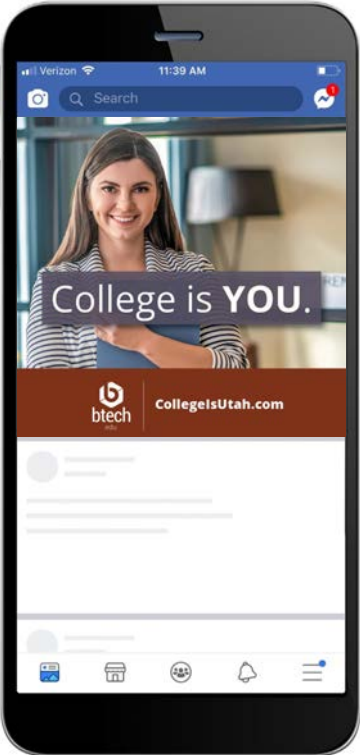
SAMPLE CAMPAIGN LOOK/FEEL (V2): **COLLEGE IS UTAH**

SOCIAL EXAMPLES

Utah System of Higher Education
Education

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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

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**What Utah college works
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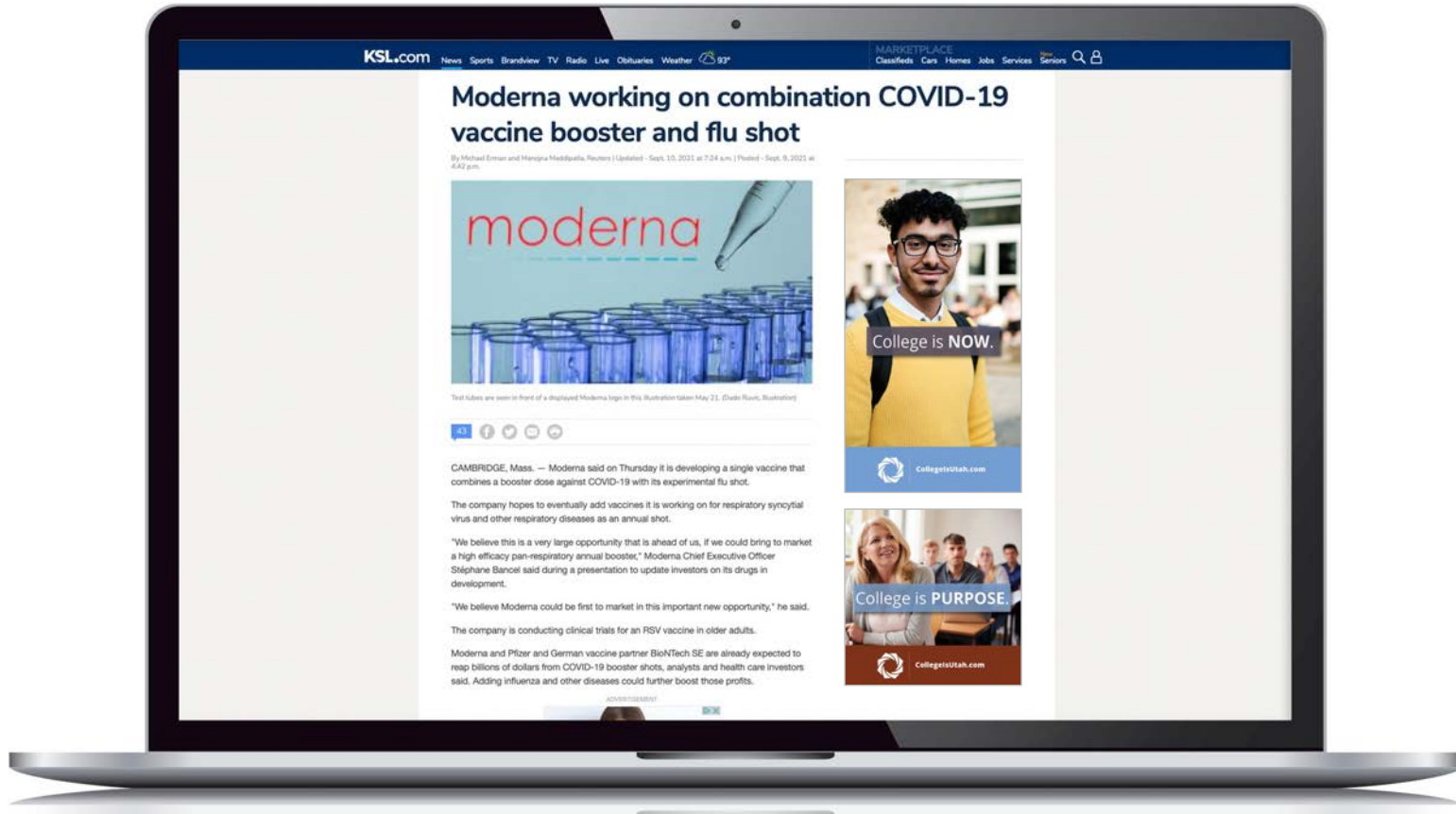#collegeisutah #collegeisut #collegeisnow

College is **NOW.**

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DIGITAL EXAMPLES

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.

- <u>Utah has a college for everyone</u> - 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.

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Thank you.