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You're @ COJMC: An Integrated Marketing Communications Campaign

Ambidex

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YOU'RE

@CoJMC

AN INTEGRATED MARKETING
COMMUNICATIONS
CAMPAIGN PRESENTED BY

ambidex

July 5, 2011



UNIVERSITY OF
Nebraska
Lincoln | COLLEGE OF JOURNALISM
AND MASS COMMUNICATIONS

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EXECUTIVE SUMMARY

Campaign Challenge

The University of Nebraska–Lincoln's College of Journalism and Mass Communications has entered the Big Ten conference and would like to assure its position among other competing mass communications programs with a more integrated and memorable recruiting and branding campaign designed to promote the CoJMC's strengths of community, faculty, and the new worlds of digital and mobile technologies.

Target Audiences

High school students, their parents and advisers, and college transfer students from other community colleges.

Budget

The budget for this campaign was under \$10,000.

Objectives

To research, concept and create an integrated marketing communications plan that will effectively promote the UNL CoJMC to prospective high school students, their parents and advisers, and others involved in the continued growth of the CoJMC and its highly regarded academic and professional reputation.

Creative Strategy

The creative is edgy and current, designed to create interest and buzz among the primary target audiences—high school students. The voice and tone of the creative messages meet the needs of the millennial generation and the messages are reflected in each piece through innovative copy, design, and function. Because of what we learned regarding the importance of the CoJMC website experience for potential students, our materials are designed to “get the attention” of the audiences and then to have them further explore other online information, such as the website (currently in a revision of content and design) and a possible microsite, and social media outlets such as Facebook, Twitter, LinkedIn and YouTube. The team did not make any specific creative suggestions for the current CoJMC website. The college has a team of outstanding professionals who are in the process of updating and modifying it. However, there are many good recommendations from this team's research as well as Dr. Shipley's class research that can guide the CoJMC website team toward an even more effective online presence.

Goals & Objectives:

- Promote the benefits and strengths of the College of Journalism and Mass Communications at UNL
- Drive prospective students to the website and generate online traffic
- Successfully communicate the message the features and benefits of the UNL College of Journalism and Mass Communications compared to the competition
- Develop cost-efficient ways to reach the target audiences
- Develop a “new” look for the CoJMC that works well with the UNL brand
- Develop promotional materials that appeal to prospective students, their parents and advisers



SITUATION ANALYSIS

Overview of CoJMC

Since 1923, the University of Nebraska-Lincoln's College of Journalism and Mass Communications (CoJMC) has been committed to educating students to become the best and brightest media professionals in the areas of journalism, advertising and public relations. The college prides itself on the competence of its faculty, its sense of community, and the tradition of dedication to its students' success.

On Friday, July 2, 2011, UNL officially became part of one of the country's oldest and most prestigious university athletic and academic conferences, the Big Ten. Every program under the UNL banner will not only be part of this prestigious conference, but also in competition. UNL's College of Journalism and Mass Communications is poised and ready to enter this new arena, but would like to assure its position within other Big Ten mass communications programs with a more aggressive and memorable recruiting and branding campaign to promote the college's strengths of community, faculty, and the new worlds of digital and mobile technologies.

Of all the land grant institutions in the Big Ten, UNL Chancellor Harvey Perlman told faculty members recently, "We are a small institution moving in with much larger brothers and sisters." Although UNL may rank lower than the other Big Ten schools in some areas, opportunities abound for UNL and the CoJMC to promote its very unique and valuable features and benefits. UNL is highlighting its award-winning programs in business, agriculture, and journalism and its beautiful campus located in the heart of Lincoln.

Most recently, according to livability.com, Lincoln was rated the country's number one city most favorable to college graduates. Home to hundreds of parks and trails, a budding music scene and a growing number of young professionals, the city is quickly becoming an attractive option for new graduates. A recent Gallup poll named Lincoln one of the "happiest cities" in the country. Low housing costs and a healthy average income add significantly to Lincoln's appeal, and the city offers particularly nice opportunities for anyone in the service and health-care industries.

UNL is the backbone of this quality of life on campus and in Lincoln, and the state values the flagship campus and the outstanding academic and athletic qualities it brings to the Big Ten table. The UNL CoJMC is very strategically poised to make a big splash in the Big Ten pool.

three.



SITUATION ANALYSIS

Why should we advertise?

To grow the recruiting “brand” by building strong relationships between the CoJMC and students looking for the place where they can learn hands-on what a career in the emerging media is all about.

The CoJMC Recruiting Challenge

In the summer of 2011, the prelude to the new Big Ten fall semester, twelve UNL advertising and public relations students, in their summer capstone course, took on the challenge of researching, concepting and creating an integrated marketing communications (IMC) plan designed to effectively promote the UNL CoJMC to prospective high school students, their parents and advisers, and others involved in

the continued growth of the CoJMC and its highly regarded academic and professional offerings. The team, called Ambidex, organized itself into an advertising and public relations agency model, with each team member responsible for a portion of the overall IMC campaign.

The following pages in this plans book include details of the research analysis and findings, the campaign’s goals and objectives, the positioning key to the CoJMC and the concepts, creative recommendations, media and public relations strategies and tactics Ambidex recommends as most effective within the limited budget.

The UNL CoJMC is a strong brand that provides students an outstanding education in the areas of broadcast and print journalism, advertising and public relations. It is Nebraska’s only accredited four-year baccalaureate program and enters the Big Ten in the fall of 2010 as one of UNL’s premiere colleges. The CoJMC is a community of students, faculty and staff who learn and grow academically and professionally together.

RESEARCH objectives

- Determine demographic and psychographic data on primary, secondary and tertiary audiences
- Determine primary, secondary and tertiary audiences' media habits
- Determine geographics of primary and secondary audiences
- Determine which media and messages best reach the target audiences
- Determine key features and benefits of CoJMC
- Determine key features and benefits of UNL flagship campus
- Determine what key audiences are looking for in post-secondary institutions

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RESEARCH

secondary key findings

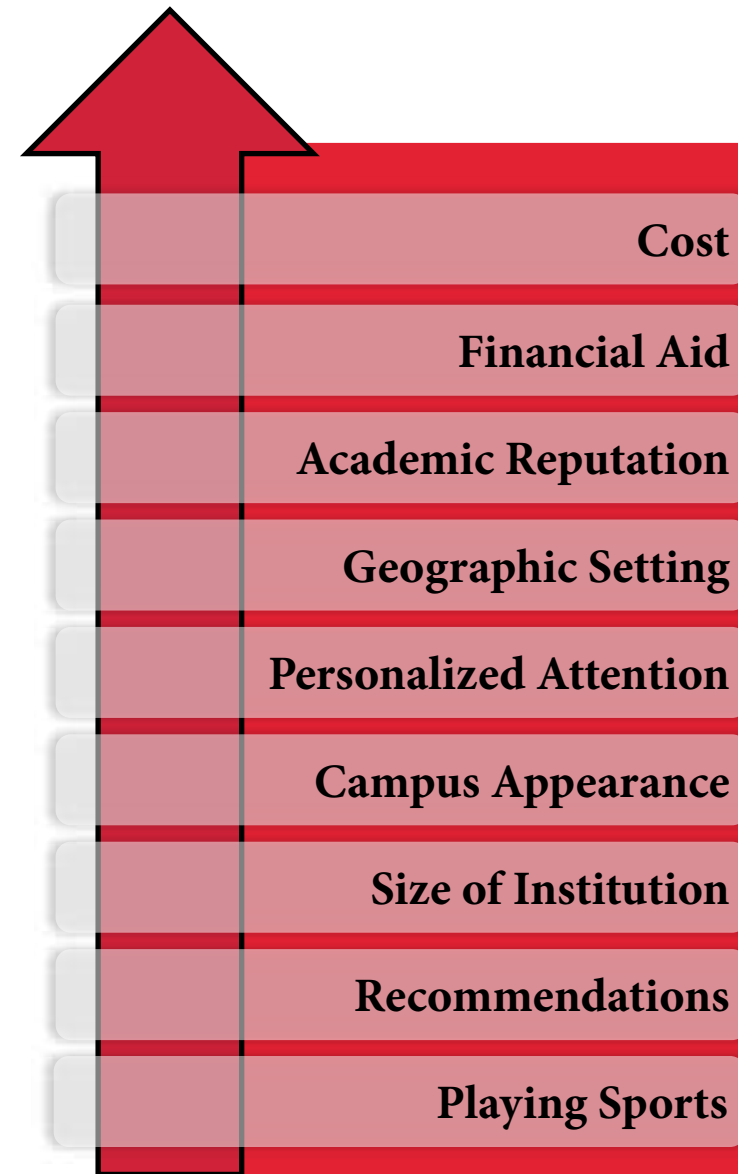
Methodology

Data were collected from several digital sources including online scholarly articles on higher education published by Noel-Levitz, a consulting company with over 2,700 U.S. campuses as clients. The Noel-Levitz data included in this report are the result of a 2010 survey of 1,000 college-bound high school students. As well, Ambidex analyzed a number of existing online sites dedicated to college recruiting and student attitudes.

Additional research findings were provided by Dr. Linda Shipley's spring 2011 Advertising and Public Relations Research course. The students spent a semester conducting a variety of quantitative and qualitative research, including focus groups with local high school and college students. The team also studied the enrollment statistics on University of Nebraska-Lincoln from its 2010 Undergraduate Admissions Report.

Key Findings

Noel-Levitz lists several characteristics that students look for in a prospective university or college. Ranked in order of importance, the following student enrollment factors help identify the most important strengths for strategically positioning CoJMC among its competition. The highlighted factors will be discussed in more detail below.



Student Enrollment Factors (ranked in order of importance):
(Noel-Levitz)

six.



RESEARCH

secondary key findings

Cost

Of the students surveyed by Noel-Levitz the current economic crisis has caused:

- 46% to reconsider the schools they would have applied to or attend
- 30% to evaluate cost including tuition and fees, then financial aid, and finally available scholarships
- 25% to avoid private school options
- 25% to decide to commute rather than live on campus and work while going to school
- 19% to consider attending a community or technical college

Academic Reputation

It is evident that academic quality is important to students. According to a report by Noel-Levitz, some have disclosed that they believe employers are more likely to hire students from one institution over another, which manifests in further misconceptions that a degree from one school is not equivalent to a degree from another that carries the same accreditation. In addition to the above concerns, students are looking to have the following questions answered by recruitment material:

- Am I getting information about curricular, extracurricular, or quality of life issues?

- Does the information I'm getting seem like a good fit for me?

- Does the portrayal seem realistic? (Chimes and Gordon)

In particular, prospective students are looking for the following strengths (Noel-Levitz):

- Excellent quality of instruction
- A variety of courses that reflect their professional interests
- Ability to experience intellectual growth
- Excellent instruction within their field of interest
- Knowledgeable, approachable academic advisors for their major
- Clear and reasonable major requirements
- Positive institutional reputation within the community
- A safe and secure campus
- A complete and informative website

It seems that students like to get their information from an institution's website. In a Noel-Levitz study, 54% ranked academic content as the most valuable information on the school's website. Students indicated that when going online they first look for the programs or degrees offered at an institution, followed by a particular program's details, and finally the school's ranking and reputation among its competition.

RESEARCH

secondary key findings

Campus Appearance | college videos

Fifty-two percent of the students in the Noel-Levitz reported having viewed videos about colleges. Forty-six percent of these students indicated that student life was the most interesting topic of the videos they watched. In addition, students mentioned that the particulars of the curriculum and immediate vicinity of the campus were also valuable.

The frequency of campus tours, traditionally encouraged by high school counselors, suggests that students appreciate the feel for what campus life is like after having been on one. Virtual tours are beneficial as well. They have not been proven to replace a campus visit, but have proven complimentary to a guided walk around campus.

Size of Institution

Many of the prospective students interviewed by Dr. Shipley's class indicated that the size of the university they planned to attend was important.

"Some people like the bigger classes or the smaller classes—I want a variety, which you can get [at UNL] rather than a high school where you know everybody. It would be good to walk around and know not a lot of people."

"...campus size, to use Texas size as an example; it's[a] huge, super-big campus... [UNL] has that kind of [big campus] feel...,but, again, you can walk around and not see someone that you just saw two seconds ago in the hall."

Geographic Setting

Noel-Levitz reports that a college's geographic setting is important to students because of the opportunities that location provides for students to develop independence. Being able to move away from home and be on their own is an attractive value for a number of high school graduates.

Personalized Attention Prior to Enrollment | direct mailings:

An article in *The Journal of College Admission* tells the story of the kinds of recruiting techniques that worked for one high school student. In the article, the student reiterated the importance of personalization of direct mail. He appreciated being treated like an adult, and welcomed the attention of personalized mailers especially ones that contained creative, relevant, concise information.

eight.



RESEARCH

secondary key findings

Other factors that are proven to contribute to a student's choice of college include:

High School Education

There are several common characteristics of high schools that have a measurable impact on students attending college. The major contributing characteristics support a curriculum and culture that echoes future college expectations. It is also important that high school staff is committed to counseling and advising students regarding their goals for attending college (McDonough).

Technology | Websites/Social Media

Ninety-two percent of students surveyed by Noel-Levitz said that they would be disappointed with a school or remove it entirely from their list if they did not find the information they needed on the school's website.

Students' Website Use: (Noel-Levitz)

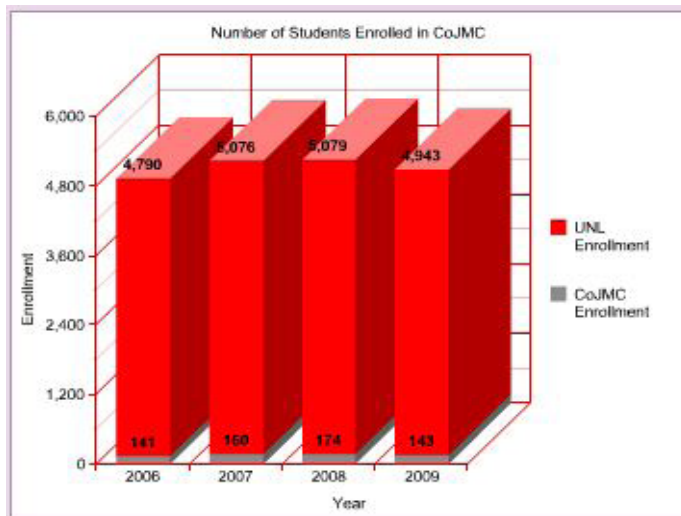
- 81% are looking for both official and unofficial content from colleges when they go online
- 76% think colleges should create their own private school networks
- 74% think colleges should have a presence on social media sites
- 65% said their opinion of a college improved because of their experience on the college's site
- 24% removed a specific college from their list of potential schools because of their experience on the website

RESEARCH

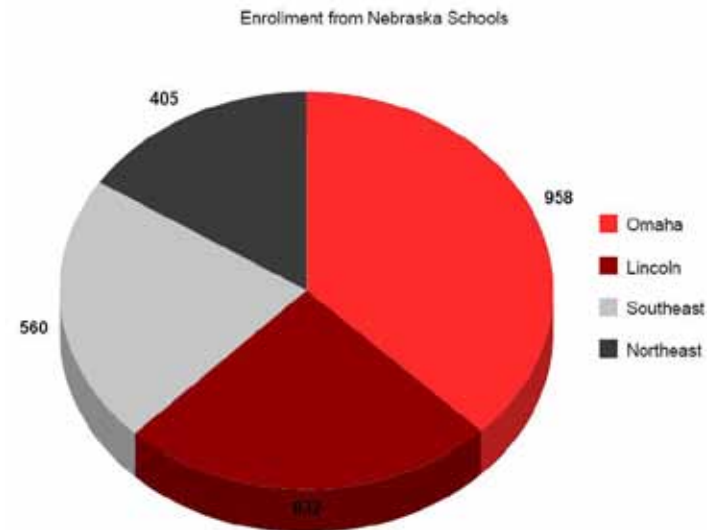
secondary key findings

Other Enrollment Data from UNL

New student enrollment trends are relatively flat for the CoJMC. According to the Annual Undergraduate Admissions 2010 Report produced by Cerveny, the peak of 174 in 2008 indicates the possibility of an economic downturn affecting students' ability to enroll in a four-year college program:



Most of the top 20 feeder high schools in Nebraska come from the Omaha-Lincoln area.



Top feeder (to UNL CoJMC) cities/areas nationally:

- Metro Kansas City
- Twin Cities
- Front Range Colorado
- Sioux Falls
- Metro Chicago
- Dallas/Fort Worth

Transfer students to UNL from Nebraska community colleges

Year	Students
2009	423
2008	392
2007	374

RESEARCH

secondary key findings

Recommendations from family/friends and high school advisors

The job-listing site called Experience lists insights into Generation Y, also known as Millennials, the generation currently entering college. The article states that 72% of this generation would have chosen different schools, majors, or careers if it were not for their role models. Role models are identified by these students as primarily professors or teachers (46%), and family members (41%). As indicated in the article, this generation would count on guidance from their role models in selecting career paths, choosing a major, and getting internships.

According to a Noel-Levitz report, parents have an especially important influence on their children. With the tools of modern technology it is common for parents to regularly communicate with their children, and take an active role in their children's life choices. Informed, aware and supportive parents can not only influence their children's college choice, but also ensure retention.

A separate Noel-Levitz study showed that 50% of the parents thought colleges should communicate directly with parents after their children have inquired. Eighty-four percent of the parents surveyed indicated e-mail as an appealing means of communication. Not surprisingly, parents appreciate intimate knowledge about a college as much as students. Specifically, parents are looking for the following information:

- Safety
- Proof of cost-efficiency
- Quality in professors, extracurricular activities, and practical majors that lead to a job
- Awareness of the value of their influence in student's career development

In particular influential parents are: (Noel-Levitz)

- Tech savvy; frequently use social media, text, and email
- More involved in college decisions when they are pushing their child to attend religious, or legacy schools
- Influenced by the current job market and their own beliefs when supporting a student's choices

RESEARCH

primary key findings

Methodology

Ambidex used the primary research findings conducted in Dr. Shipley's spring class. In addition, the team talked to friends and family members, which included students interested in CoJMC, or students with undeclared collegiate majors. Some of the experiences of students at the CoJMC were reflected as well.

The team also discussed, in detail, recruiting issues with UNL's recruiting experts, Michelle Hassler and Scott Winter. The final comments are a summary of Scott Winter's experiences as one of the key recruiters for the CoJMC.

Key Findings | Scott Winter

According to Winter, Lincoln high school seniors were interviewed and revealed that they factored proximity into their college choice. By attending UNL they would be close to home and friends. Other students chose to attend UNL because they are a family legacy of a UNL grad. We cannot overstate the issue of money to the post-economic crash students. Because of the state of the economy, the affordability of in-state tuition also played a major role in choosing to attend UNL. Finally, some chose UNL for the simple reason of wearing the Husker colors.

According to Winter, the 80-20 rule is important to remember when recruiting students. He explained that 80% of your business comes from 20% of your customers, and when applied to recruiting, it is better to put your focus on areas that are successful even if it is just to maintain awareness.

For example, the majority of recruited students at UNL come not only from Nebraska but also from the following major Midwestern

cities: Kansas City, the Twin Cities, front-range Colorado including Fort Collins and Colorado Springs, Sioux Falls, Chicago, Dallas, and Fort Worth. The best results would come from focusing efforts on high school students in those areas who participate in the following activities:

The best results would come from focusing efforts on high school students in those areas who participate in the following activities:

- Yearbook
- Newspapers
- DECA
- State High School Press Association
- National High School Press Association Conventions
- Summer Journalism workshops held around the country
- Red Letter Day



twelve.

One of the strongest selling points to potential students, according to Winter, is the Andersen Hall facility. He says that when students see the facilities and technology, and are greeted by friendly, knowledgeable faculty, they are immediately drawn to the college. He concluded that high school students like the size of the classes, appreciate one-on-one interaction with instructors, and enjoy hands-on techniques applied in the curriculum.

Sources:

www.noellevits.com

What Works: A Student and a Counselor
Explore College Recruitment, www.nacacnet.org

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McDonough, P. M. (2005, January). Counseling and College counseling In America's High Schools. NACAC.

Taylor, J., Harris, M. B., & Taylor, S. (2004). Parents Have Their Say...About their College-Age Children's Career Decisions. *JobWeb*.



SWOT ANALYSIS

strengths

College Academic Atmosphere

- Small class size (favorable student/teacher ratio)
- One-on-one time with professors • Hands-on experience
- Small, community atmosphere with big campus setting
- Strong alumni association involvement
- Award-winning programs and faculty
- Carnegie-Knight affiliation
- Only ACEJMC accredited college program in Nebraska
- One of the Big Ten “targeted” programs of excellence
- Student advisory groups
- Good website, social media presence

Academic Opportunities

- Regular study abroad programs
- Immediate entry into degree program
- Flexibility in career path choices
- Assistance in obtaining summer internships
- Competitive, award-winning curriculum
- Hearst award winners
- Highschool and professional refresher workshops
- Availability and diversity of scholarships
- High need scholarships
- Academic scholarships
- Location-based scholarships
- Freshmen learning communities
- Extracurricular activities
- Student-run advertising agency
- ABC News on campus



SWOT ANALYSIS

strengths

Big Ten Advantages

- Within Big Ten, UNL is the most affordable in campus tuition
- Big Ten conference academics will set the academic bar higher
- Big Ten is more prestigious than other conferences
- Big Ten will bring more visibility to its newest member

The Community

- Lincoln is safe and comfortable community, University and city police are present 24/7
- Historic Nebraska provides rich and inviting Midwestern culture
- UNL adjacent to beautiful downtown with shopping, dining, lodging and entertainment
- Student-friendly city with affordable rent and a variety of job opportunities
- Lincoln was named best city for college graduates by livability.com in June 2011

Facilities and Technology Offerings

- Computer labs equipped with up-to-date, relevant software packages
- Impressive high-tech converged newsroom
- Larger-than-average faculty offices
- Long building hours
- Superb Wi-Fi connections
- Convenient equipment checkout – cameras, camcorders, etc.
- Studios on site – broadcasting and photography
- Located on soon-to-be-renovated Centennial Mall

The University

- UNL is located in downtown Lincoln, Nebraska's safe and prosperous Capital City
- Campus housing has seen many improvements; conditions are good
- Innovation Campus planned for future growth and opportunities
- Husker athletic program among the finest in the country



fifteen.

SWOT ANALYSIS

weaknesses & opportunities

Key Online Opportunities

Website

- Increase website traffic (new design in progress)
- Update website information (in progress)
 - More course info
 - Video tour
- Simplified navigation (3 clicks to destination)

Weaknesses

Economics

- Limited CoJMC promotional budget precludes reaching new markets and audiences
- In-state competition: tuition and fees are more than UNK and UNO
- Difficult to calculate financial obligations (need calculator on web)
- Overall increasing costs of college: tuition, books, room and board, social, etc.

College and AAU Accreditation

- Class availability (not enough space or faculty to accommodate numbers)
- Not enough seats in each class (some classes with wait lists)
- Overload may get worse before it gets better
- Loss of Association of American Universities accreditation
- Lack of overall awareness about the CoJMC
- Lack of diversity in student/faculty populations

Transportation and Location

- Nebraska might be perceived as a “hick” state
- Andersen Hall’s location – building is on the outskirts of campus
- Nebraska’s ever-changing weather can be a challenge
- Parking is limited and can mean \$30 tickets
- Public transportation is difficult to navigate

Opportunities

General Awareness

- Collaborate with local community colleges
- Promote CoJMC features and benefits more
- Focus on new media technology
- Revamp event booth
- Partner with CoJMC alumni
- Create new student database: capture new students’ contact information to increase e-mail or texting potential
- Develop a CoJMC database of other market contacts, i.e., NHSPA, JEA
- Increase diversity within student and faculty populations



SWOT ANALYSIS

threats

Competition

- Many Big Ten and Big Twelve schools have similar programs
- Online academic institutions – easily available, more accessible, cheaper and quicker than a brick and mortar university education
- Similar majors competing (advertising vs. marketing)

Trends in education

- Increase of “free” knowledge/information on the web (self-education of principles in field)
- Loss of AAU membership
- Some trends indicate a decline in overall “value” of a college education

Economic

- Limited college budget/personnel aggressive recruiting programs
- Declining state resources to UNL
- Increasing costs of higher education limit potential students

CAMPAIGN OBJECTIVES

Client

University of Nebraska-Lincoln
College of Journalism and
Mass Communications, now
known as the CoJMC.

Client Background

The CoJMC is a nationally recognized program, where 950 undergraduate and graduate students get to practice hands-on journalism and advertising, guided by talented faculty members who have professional experience at places such as the New York Times, ABC News, Bailey Lauerman, BBDO, BBH, Swanson Russell, Colle + McVoy, McFarland, and Drier.

Overall Campaign Objectives

Marketing

- Increase the CoJMC enrollment numbers by 25%, or 25 more students in 2012 than in fall of 2011
- Increase website hits/traffic by 25%; establish a baseline in fall of 2011 and track
- Increase CoJMC awareness in designated markets by 25% (can be measured with pre-and post-campaign surveys). This can also be measured by the increase in the number of web hits and responses to direct mailings, emails, and social media messages via QR codes and other built-in direct response mechanisms.

Advertising/Communication

- Promote the benefits and strengths of the College of Journalism and Mass Communications at UNL with memorable headlines and copy
- Establish the CoJMC as an up-and-coming leader in mobile technology
- Give the CoJMC a “personality” as one who stands out among the competition
- Promote the unique features and benefits of CoJMC (that nobody else can say)
- Use messages that are short and memorable, while promoting key features and benefits
- Use other media to promote to key audiences

- Use social media to create buzz
- Develop a cohesive modern and digital look for the CoJMC that also works well with the UNL brand and toolbox
- Drive prospective students to the website and generate online traffic
- Generate a mix of materials that appeal to prospective students, their parents and advisors

The Proposition

The UNL CoJMC is a community of faculty and students who care about each other.

Positioning Statement For high school students, their parents and school administrators living in Nebraska and other Midwestern markets, the UNL CoJMC is a nationally recognized, accredited baccalaureate Journalism and Mass Communications program is the newest and most affordable in the Big Ten. Poised to become the country's premiere program in digital and mobile technology, the CoJMC's professionally trained faculty, state-of-the-art building, technology and facilities, provide students an engaging network of award-winning academics, social networking and new media technology in a safe and prosperous larger community.



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AUDIENCES

Tertiary Audience:

Local community college students with desire to pursue a journalism or advertising and public relations career; community college advisers; UNL Admissions personnel and UNL Recruiters

Demographic information

- Age: 18+
- Gender: all
- Race: any
- Ethnicity: any
- Middle income level

Geographic information

Community colleges in Nebraska and Community colleges in other key targeted cities

UNL recruiters

Primary Audience: High school students – 10th grade and above

Demographics

- Age: 15 and older
- Gender: all
- Race: any
- Ethnicity: any
- Income level: any

Geographic information

- Top 10 Nebraska high schools (“top 10 schools” determined from metro book and list of psychographic factors)
- Key cities (and Big 10) as identified by Admissions
- Denver
- Kansas City
- Dallas, Fort Worth
- Chicago
- Sioux City

Psychographic information

Students will have demonstrated an interest in journalism or advertising throughout their high school experiences. Students already have an affiliation to one or more of the following organizations and activities: FBLA, DECA, 4-H journalism, JEA, FCCLA, Speech and Debate, Journalism, Yearbook, Student Newspaper, etc.

Students are at the top of the academic spectrum, motivated, savvy and wanting to find just the right place that meets their (and their parents’) academic and social standards.

Secondary Audience: Parents/guardians and administrators/advisors of the primary audience (specifically high school counselors, FBLA, DECA, 4H journalism, JEA, Speech and Debate, and FCCLA advisors)

Demographic information

- Parents of high school students, most likely age 36 and older
- Mostly married; but could be single parent households
- Middle-to-upper income and college-oriented
- Most likely to be college-educated

Geographic information

Same areas as targeted above.

Psychographic information

Highly motivated for children to attend college; family values-oriented; if from Nebraska, most likely conservative with an appreciation or at least understanding of Nebraska values, like agriculture, strong work ethic and a religious background.



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CREATIVE BRIEF

Campaign Theme:

YOU'RE @CoJMC

While the theme might seem too simple, upon a further look at the combination the campaign's messages and tactics, the theme's flexibility and adaptability become some of its key strengths. All of the media and messages encourage the target audiences to feel like they can belong in the community at CoJMC. As a feature, the campaign logo is very versatile and reminiscent of social and mobile media, and the headlines and copy uses a "voice" that reflects the way students talk. It is smart, quirky, friendly, and tech-savvy.

Millennials

Millennials pay attention to their friends. Our millennials are smart and they value input from other students, mentors and the opinions of their closest friends and family. They're millennials "with attitude."

Brand idea

The UNL CoJMC is a strong brand that provides students an outstanding education in the areas of broadcast and print journalism, and advertising and public relations. It is Nebraska's only accredited four-year baccalaureate program and enters the Big Ten in the fall of 2011 as one of UNL's premiere colleges. The CoJMC is a community of students, faculty and staff who learn and grow academically and professionally together.

Brand personality and voice

The UNL CoJMC is a warm, inviting, creative and stimulating environment that encourages students to learn and grow, question and relate, challenge and report. We care about you. You belong. You're home. You're family. You're CoJMC.

Strategy

To be edgy and current; to create interest and buzz among the primary target market. The communication needs of the millennial generation are reflected in each piece through copy, design, and function.

Creative Tactics:

- Use quirky, grabbing headlines in all media designed to get the reader "to read the messages."
- Use quirky, grabbing headlines in all media designed to get the reader "to read more."
- You're@CoJMC logo design is versatile and reflecting the look of social media
- Use QR codes on all media to measure response and gather contact data
- Personalized direct mail postcards
- Fun giveaways (tshirt, sunglasses, magnets)
- Informational brochures
- Student newspaper/yearbook advertisements to reach the students at the high schools but to directly target students who already have an interest in journalism. (Ad revenues also help to fund high school journalism programs)
- Use UNL colors, logos and diversity statements (toolbox compatible)



twenty.

MORE ON MILLENNIALS

Millennials

Millennials are an interesting group of people. In the United States there are nearly 34 million 12 to 20 year olds. They want to be cool but embrace traditional values. They spend about 4.5 hours each day in front of screens, which includes watching TV, videos and DVDs, playing video games, surfing the Internet often while listening to music or talking on the phone. They are great at multitasking and to get their full attention, you need to capture them in innovative ways both inside and outside the home.

Therefore, traditional and non-traditional media tactics will be more effective with this generation, because they do not move fast enough for our primary audience. Ambidex recommends reaching our audience by coming at them from different directions, and to enhance traditional media there needs to be an incentive to draw millennials online to receive information about the college. Millennial teens need brand messages delivered from multiple sources. They listen to messages that talk to them on their own level and they demand that the messages come to them in their own world. For example, they want to hear a message from a friend or someone who is relatable.

twenty one.



CAMPAIGN THEME AND MEDIA

YOU'RE

@CoJMC

College of Journalism and Mass Communications



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MEDIA

Research provided us an insight into our target audiences and the type and content of messages. We also learned the most effective media mix to use.

Social Media

Research showed us that when it comes to high school students and social media, 74%, of the 1,000 surveyed, think that colleges should have a presence in social media sites. Also because 81% of these students are looking at both official and unofficial content about colleges when they are online, it would be to our client's advantage to continue to use social media for this purpose. The major social networking sites are primarily Facebook and Twitter. LinkedIn is also important because it serves as a key job-related and professional network for the alumni and the high school officials. For our client it is important to maintain a relationship with these professionals because they could recommend to the college to potential students. YouTube is useful as a social medium because it can be used to broadcast both official and unofficial video content for the CoJMC. Another advantage of social media is that it is cost effective, with the primary cost involved is paying the management and maintenance of the CoJMC's key networking sites.

Print Advertising

High school publications

Certain kinds of advertisements can also be effective methods of marketing to high school students and parents. Our decision to run ads in the high school newspapers and yearbooks can be cost-effective and will communicate directly with our target audience in their school environments, and reach high school students who are interested in journalism and mass communications. Newspaper is the CoJMC's academic tradition and, as it turns out, can be a very effective advertising medium as well. By advertising in high school print media, the CoJMC is showing support for and sending a message that they believe in and are truly invested in print media.

Direct mailers | postcards

Direct mail has shown to be an effective medium in communicating with high school students. Both the research in Dr. Shipley's class and UNL admissions reinforce this data. Research showed that 89% of the 1,000 high school students interviewed learn about school through direct mail. These easy to produce, and relatively inexpensive pieces are not only lasting but also provide a call to action that could make it possible for the CoJMC to create and maintain a relationship with the primary target audience.

Social Media

Facebook
Twitter
YouTube
LinkedIn

Advertisements

High School Newspapers
High School Yearbooks
CoJMC Alumni Newsletter

Trade Shows

Big Red Road Show

MEDIA

Database development is another consideration for the above-mentioned print media. Using QR codes in a strategic way on the print ads and direct mail postcards, the CoJMC can measure response rates and develop its own potential student database (include student e-mails, phone numbers, addresses)

Other media recommendations

CoJMC Alumni News

Advertisements placed in the CoJMC Alumni News online are cost-effective and could provide an excellent recruiting opportunity. In this case, no one would do a better job to speak for the CoJMC than our grads who have gone on to become successful professionals. Alumni can encourage their children, family, or even friends to attend the college. The personal experience of these grads, and seeing how successful they have become professionally, should serve as witness to the value of the program. Research has shown that this word-of-mouth marketing method can be very effective.

Recruiting events

The Big Red Road Show and other trade shows and student orientation events are great ways to expose the CoJMC to potential students. These events are targeted to high school students and parents. In this

setting, with the information right in front of them, this audience can be made aware of the benefits of the program and persuaded to attend the college.

Ambidex has designed a new tradeshow booth and display that is affordable and flexible. Easy to transport and to set up and take down, this display is creative and attractive. It will show the campaign message and design, images of the college and its students, and a place where some information about the CoJMC can be distributed.

Collateral

Brochures

Ambidex has designed two varieties of a collateral piece: a longer, more in-depth two-fold brochure, and an abbreviated one fold brochure. Both promote the key features and benefits of the CoJMC and are designed to be the key information pieces handed out, mailed or distributed as needed.

Business cards

Small, but mighty pieces of card stock with strategic information, special CoJMC recruiting business cards will supplement the entire campaign. Depending on the quantities ordered, the cards are very much cost-effective and very easy to hand out. They also have a call to action that will enable the CoJMC to initiate and maintain a relationship with the target audience. As seen in the design of these cards, they can be used to add a personalized touch to the process for everyone who receives one. In the grey tab on the front of the card, the individual's name can be hand-written, thus personalizing the card, letting the individual know that they belong at CoJMC, for example, "John you're @CoJMC."

twenty-four.





Element: the speech bubble

The speech bubble has become representative of social networking online. At first glance the bubble design indicates that the CoJMC is all about communication. The advantage this design brings to the table is its ability to be used as an addendum to a tagline.

Element: the tagline

For general campaign purposes Ambidex recommends the tagline "YOU'RE @CoJMC" because it brings versatility by complementing any message, speaks directly to a young audience with a hip contraction of you are and it implies the strong message of COMMUNITY. For specific campaign purposes the "YOU'RE" tagline can be replaced or expanded. For example, a tagline for a message to parents could read "You're saving money @ CoJMC." Or thank you letter to donors might end with "Your contributions are appreciated @CoJMC."

Element: @

The @ symbol in the logo promotes the unique community at the CoJMC by indicating that the words in the tagline or body copy of an advertisement are exclusive to the CoJMC. The @ symbol is also popular with new social media trends such as Twitter, and indicates at a glance to students that the College of Journalism and Mass Communications is a tech-savvy

college choice for those who want to learn more about emerging media.

Element: CoJMC

The College of Journalism and Mass Communications is abbreviated in the logo to represent current usage of the student and faculty community at the college. Extending the abbreviation for use with prospective students initiates them into the CoJMC crowd right away. Also, social trends accommodate a fast-paced life. Shortening the nomenclature further solidifies the CoJMC's enthusiasm for the emerging technologies.

Element: The QR Code graphic

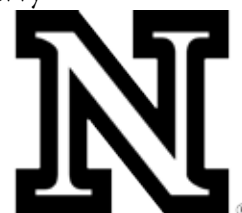
QR codes can hold key information and their ease of use makes them practical for small businesses. When you scan or read a QR code with your iPhone, Android or other camera-enabled Smartphone, you can link to digital content on the web; activate a number of phone functions including email, IM and SMS; and connect the mobile device to a web browser. Ambidex recommends that all advertising and collateral materials include a designated QR code so that the college can direct readers to key websites and collect contact information. These codes can be changed with each piece to better measure that particular piece's response rates.

The UNL College of Journalism and Mass Communications does not currently use an official logo in their promotional material. Our campaign logo is representative of social networking world of symbols and acronyms.

Each element of the logo was designed by Ambidex to be very versatile and flexible to meet the CoJMC's needs for years to come.

Type Mix:

Champagne and Limosines
Lucida Sans Unicode
Minion Pro
Pantone: 186C



twenty-five.

YOU'RE HOME @CoJMC

We're a small college within UNL. So, you'll be a big fish in our small pond. And a part of a nationally recognized program that means your talent will be recognized when you graduate. Everyone who graduates as a CoJMC major will leave with a portfolio of work you did throughout your career at the CoJMC.

Plus, you'll experience many other strong features of the CoJMC:

- Our strong national network of graduates leads to internship and job opportunities across the country
- Faculty members who have experienced success in their chosen professions before joining our team
- Travel opportunities for students looking to study abroad
- Specific scholarships available only to majors only

YOU'RE FAMILY @CoJMC

We are one of the nation's top Journalism programs, and Nebraska's only accredited program by the Accrediting Council for Education in Journalism and Mass Communications. We'll help you find internships and jobs. Our graduates have footprints across the country, working with high profile outlets like ESPN, MTV, CNN, Late Night with Conan O'Brien, The Daily Show, the Late Show with David Letterman, and CBS Evening news.

OUR MISSION @CoJMC

Our mission is to graduate highly competent professionals who have acquired communication and critical thinking skills appropriate to journalism and to advertising and public relations. We hold true to the core principles of journalism and mass communication education and as leaders of the digital communications environment. Our mission is grounded in the First Amendment of the U.S. Constitution, which gives us a unique responsibility to serve the needs of a diverse society. Through excellence in teaching and research, we educate ethical, socially responsible, well-rounded and fair-minded graduates who will carry those traits into the real world.

Nebraska COLLEGE OF JOURNALISM
LINCOLN AND MASS COMMUNICATIONS

The University of Nebraska-Lincoln is an equal opportunity educator and employer with a comprehensive plan for diversity.

YOU'RE @CoJMC

Andersen Hall is one of UNL's most impressive facilities. You'll find a community equipped with every resource needed to succeed in any of our three majors. We know technology and facilities are only a sidekick to your mind and the collaboration you will have between you and your peers. But we went all out in ensuring that you will never be left looking for something you couldn't find within our building. You will grow in Andersen. You will accomplish in Andersen. You will succeed in Andersen.

- Features of Andersen Hall include:
- 90.3 KRNU, the official UNL student radio station
 - New media print/broadcast newsroom with 25 televisions
 - Television studio for live broadcasts
 - TV production studios
 - Computer labs equipped with Macs and PCs
 - Presentation and focus group rooms with the latest technology
 - Common areas for collaboration and meetings
 - Media libraries with periodicals and reference materials
 - Non-linear Audio/Video editing suites
 - Digital video cameras available for student use
 - Internet graphics suite
 - Faculty offices adjacent to student common areas and newsroom



FIND US ONLINE AT
JOURNALISM.UNL.EDU
AND INVESTIGATE ALL
THE EXCITING OPPORTUNITIES.
IT'S TIME TO JOIN THE TEAM @CoJMC



YOU BELONG @CoJMC

THEY SAY THEY CAN'T BELIEVE THEIR
TEACHERS ARE "REAL PEOPLE"

YOU'RE @CoJMC

WE SAY OUR PROFESSORS
ARE OUR YODAS, OUR
ALBUS DUMBLEDORES, OUR
PATCHES O'HOULIHANS, AND OUR MR.
MIYAGI. THEY ARE OUR
MENTORS IN EVERY
SENSE OF THE WORD.



MAJORS

@CoJMC



BROADCASTING

Broadcast majors in the CoJMC won't sit back and wait while they hear about how other people in the industry succeed. You'll get the chance to work in real media on the cutting edge of the broadcast industry. You'll get the chance to work in news reporting and/or production both within the CoJMC and through internship opportunities. But most importantly, you'll get the chance to provide the world around you with the wisdom in which they see the world around them. You will have great opportunity and responsibility at your fingertips. What you do with it is up to you.

Our students get the chance to work with NET, an opportunity that can lead to international travel and reporting. As for every major, there are exclusive scholarships available just for broadcast students.

ADVERTISING & PR

At CoJMC, an advertising major is more than just a label. It means you'll enter a professional environment the minute you step through the doors in Andersen Hall. You'll be a part of a community that knows how to deliver effective messages to diverse audiences. You will work with real-world clients and gain invaluable hands-on experience in the strategy, production, and placement of messages. Communication paves the road to success in our business, and the collaboration with the faculty, students and technology at the CoJMC will place you miles ahead of the competition when you graduate.

NEWS-EDITORIAL

Print journalism is an evolving business and the CoJMC's Journalism major is moving fast to always stay ahead of the digital curves. We give students the opportunity to combine the pride of being a journalist with the chance to be one of the faces of the evolution of all the traditional and new media.

We are one of the best and most highly recognized print journalism programs in the United States. We have thousands of proud alumni that include such prestigious awards as the Pulitzer Prize. We'll help students find internships in major markets, including opportunities with the New York Times, Washington Post, Omaha World-Herald, and Portland Oregonian.



twenty-six.

CREATIVE one-fold brochure

The University of Nebraska-Lincoln is an equal opportunity educator and employer

Nebraska COLLEGE OF JOURNALISM

IT'S TIME TO JOIN THE TEAM
AND INVEST IN ALL
THE OPPORTUNITIES
JOURNALISM, UNL. EDU
FIND US ONLINE @COJMC

YOU'RE @COJMC

THEY SAY THEY CAN'T BELIEVE THEIR
TEACHERS ARE "REAL PEOPLE"

YOU'RE @COJMC

WE SAY OUR PROFESSORS
ARE OUR YODAS, OUR
ALBUS DUMBLEDORES, OUR
PATCHES O'HOUЛИHANS, AND OUR MR.
MIYAGI. THEY ARE OUR
MENTORS IN EVERY
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N







MAJORS @COJMC



BROADCASTING

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Our students get the chance to work with NCTE, an opportunity that can lead to international travel and reporting. As for every major, there are exclusive scholarships available just for Broadcast students.

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twenty-seven.

CREATIVE

postcard one

We are the masters of multi-tasking.

You've always heard people say to focus on one thing at a time, but we are here to tell you that isn't enough.

Once you step inside the UNL College of Journalism and Mass Communications doors at Andersen Hall, you're joining friends and faculty who understand the value of versatility.

When you leave the CoJMC, the question won't be "What can I do?", but rather, "What can't I do?"

YOU'RE @CoJMC



The University of Nebraska-Lincoln is an equal opportunity educator and employer with a comprehensive plan for diversity.



THEY SAY YOU CAN'T
TEXT AND RIDE YOUR BIKE.

YOU'RE @CoJMC

WE SAY YOU CAN
TWEET, UPDATE YOUR STATUS,
AND CHECK-IN ON FOURSQUARE
ALL WHILE DRINKING A
CARAMEL MACCHIATO & YELLING
"LOOK MA! NO HANDS!"



University of Nebraska-Lincoln



journalism.unl.edu

twenty-eight.



CREATIVE

postcard two

Your mind is the ultimate tool for building success, but at the UNL College of Journalism and Mass Communications, we understand that maximizing resources helps maximize effort and creativity.

It's not the technology that builds family at Andersen Hall, but it is the technology that lays out a blank canvas for brilliance and achievement.

Walk step by step up the four floors of our college, and we promise you'll see the diversity in digital resources and in the community around you.

And if we don't have it, it's only because YOU haven't created it yet. Be versatile. Be mobile.

YOU'RE @CoJMC



The University of Nebraska-Lincoln is an equal opportunity educator and employer with a comprehensive plan for diversity.



THEY SAY THEIR WIFI
REACHES THEIR ENTIRE CAMPUS.

YOU'RE @CoJMC

WE SAY WE'RE INVENTING
A ROBOT THAT COMMUNICATES
WITH ALIENS, KNOWS SIGN
LANGUAGE, AND CAN
SKI DOWN A BLACK DIAMOND.
WE'VE HAD WIFI SINCE THE
STONE AGE, FOR FREE.



University of Nebraska-Lincoln



journalism.unl.edu

twenty-nine.



CREATIVE postcard three

You know College will come with a price tag no matter where you choose to go. But don't you want a college that will give you something back?

At the UNL College of Journalism and Mass Communication, you aren't just paying to sit in the back of a classroom listening to someone tell you how someone else did it.

You'll be the one in front of the camera delivering the news, talking music on KRNU, or sealing the deal with a client in a PR and advertising course.

And you'll be doing it all side by side with friends with passion and focus just like you.

YOU'RE @CoJMC



The University of Nebraska-Lincoln is an equal opportunity educator and employer with a comprehensive plan for diversity.

THEY SAY COLLEGE WILL COST
YOU AN ARM AND A LEG.

YOU'RE @CoJMC

WE SAY COLLEGE WILL
SET YOU BACK A STACK OF
NOTEBOOKS, A COUPLE HUNDRED
GALLONS OF COFFEE & LATE
NIGHT STUDY SESSIONS WITH
YOUR NEW BESTIES.
KEEP YOUR APPENDAGES.



University of Nebraska-Lincoln



journalism.unl.edu



thirty.

CREATIVE postcard four

You've heard it before; location, location, location.

You're sitting there trying to decide where to go to college, but do you know where your college really is?

The UNL College of Journalism and Mass Communications stands proudly in the heart of Nebraska's capital city. You can enter our doors and accomplish great things, then leave those same doors and walk to experience Lincoln knowing home isn't far away.

Just like the students inside, Andersen Hall stands independently. We are UNL's island paradise.

YOU'RE @CJMC



The University of Nebraska-Lincoln is an equal opportunity educator and employer with a comprehensive plan for diversity.

THEY SAY THEY LIVE IN
A COLLEGE TOWN.

YOU'RE @CJMC

WE SAY WE'RE RELOCATED
WITHIN SKIPPING DISTANCE
FROM LINCOLN'S DOWNTOWN SCENE,
WITHIN SCOOTING DISTANCE
FROM NEBRASKA'S CAPITOL BUILDING,
AND WITHIN SHOUTING
DISTANCE FROM YOUR
85,000 CLOSEST FRIENDS.



University of Nebraska-Lincoln



journalism.unl.edu



thirty-one.

CREATIVE

postcard five

THEY SAY ALL THEY HAVE
IN COMMON IS THAT ONE
CLASS THEY HAVE TOGETHER.

YOU'RE @CoJMC

WE SAY CHECK OUT
OUR MATCHING TATTOOS,
SYNCHRONIZED DANCE MOVES,
AND TRIPLE BUNK BEDS.
WE ARE A COMMUNITY.



University of Nebraska-Lincoln



journalism.unl.edu

thirty-two.



CREATIVE

postcard six

We know what you think. Professors are antiques that can't let go of the old school way of doing things and they don't care who you are or what you're trying to accomplish.

But at the UNL College of Journalism and Mass Communications, you're surrounded by outstanding men and women who know how to help you succeed because they're still out in the world doing it.

It's amazing how much you can learn from a mentor who isn't afraid to learn from you. They are leaders who recognize our leadership.

They are brilliant minds who encourage our creative brilliance. And they are side by side with us ripping the door off its hinges when opportunity knocks.

And they do all of it because they are passionate about our success. YOUR success.

YOU'RE @CoJMC



The University of Nebraska-Lincoln is an equal opportunity educator and employer with a comprehensive plan for diversity.

11.

THEY SAY THEY CAN'T BELIEVE THEIR
TEACHERS ARE "REAL PEOPLE"

YOU'RE @CoJMC

WE SAY OUR PROFESSORS
ARE OUR YODAS, OUR
ALBUS DUMBLEDORES, OUR
PATCHES O'HOULIHANS, AND OUR MR.
MIYAGI. THEY ARE OUR
MENTORS IN EVERY
SENSE OF THE WORD.



University of Nebraska-Lincoln



journalism.unl.edu

thirty-three.



CREATIVE

newspaper ad one

THEY SAY YOU CAN'T
TEXT AND RIDE YOUR BIKE



journalism.unl.edu

YOU'RE @CoJMC

WE SAY YOU CAN'T TWEET,
UPDATE YOUR STATUS, AND
CHECK-IN ON FOURSQUARE
ALL WHILE DRINKING A
CARAMEL MACCHIATO & YELLING
"LOOK MA! NO HANDS!"

We are the masters of multi-tasking. You've always heard people say to focus on one thing at a time, but we are here to tell you that isn't enough. Once you step inside the UNL College of Journalism and Mass Communications doors at Andersen Hall, you're joining friends and faculty who understand the value of versatility. When you leave the CoJMC, the question won't be "What can I do?", but rather, "What can't I do?".

You're @CoJMC.



UNIVERSITY OF
Nebraska
Lincoln

COLLEGE OF JOURNALISM
AND MASS COMMUNICATIONS

thirty-four.



CREATIVE

newspaper ad two

THEY SAY COLLEGE WILL COST
YOU AN ARM AND A LEG.

journalism.unl.edu

YOU'RE @CoJMC

WE SAY COLLEGE WILL
SET YOU BACK A STACK
OF SPIRAL NOTEBOOKS,
A COUPLE HUNDRED
GALLONS OF COFFEE, &
LATE NIGHT STUDY SESSIONS
WITH YOUR NEW BESTIES.
KEEP YOUR APPENDAGES.

You know College will come with a price tag no matter where you choose to go. But don't you want a college that will give you something back? At the UNL College of Journalism and Mass Communication, you aren't just paying to sit in the back of a classroom listening to someone tell you how someone else did it. You'll be the one in front of the camera delivering the news, talking music on KRNU, or sealing the deal with a client in a PR and advertising course. And you'll be doing it all side-by-side with friends with passion and focus just like you.

You're @CoJMC.



UNIVERSITY OF
Nebraska
Lincoln

COLLEGE OF JOURNALISM
AND MASS COMMUNICATIONS

thirty-five.



THEY SAY ALL THEY HAVE
IN COMMON IS THAT ONE
CLASS THEY HAVE TOGETHER.



YOU'RE @CoJMC

WE SAY CHECK OUT
OUR MATCHING TATTOOS,
SYNCHRONIZED DANCE MOVES,
AND TRIPLE BUNK BEDS.
WE ARE A COMMUNITY.

journalism.unl.edu



UNIVERSITY OF
Nebraska
Lincoln | COLLEGE OF JOURNALISM
AND MASS COMMUNICATIONS

At the UNL College of Journalism and Mass Communications, the faces you see around you are part of a greater community. It's the crew you head downtown with after a newscast. It's your partner in the booth when you call a baseball game for KRNU. It's the family you cross your fingers with when you're pitching a Campaign to a new client. We are peers. We are co-workers. We are friends. These bonds don't break. You're @CoJMC.



thirty-six.

CREATIVE business cards



thirty-seven.

CREATIVE QR code

UNIVERSITY OF NEBRASKA-LINCOLN

Search this site, all UNL or for a person

UNL CoJMC Undergraduate Graduate Program Alumni Faculty & Staff

College of Journalism and Mass Communications

STAY CONNECTED: CoJMC Media

NEWS/NET 90.3 KRNU BLOGS f t You Tube in CoJMC

REGISTER TO RESERVE YOUR FREE CoJMC T-SHIRT, AVAILABLE TO PICK UP DURING RED LETTER DAY AT CoJMC

First Name: [] Last Name: [] Address: [] City: [] State: [] E-Mail: [] Shirt Size: []

UNL CoJMC Uni_CoJMC

Continuing the branding discussion, I share the strategies that helped me build mine, <http://t.co/qAy12VQ> 10 hours ago · reply · retweet · favorite

Enter "Face of the Fan" contest to win a chance to meet and interview the cast and filmmakers of The Amazing... <http://fb.me/KKAw2> 11 hours ago · reply · retweet

RT @sJames2 Check Olympic Day Contest to win a trip to the 2012 London. #olympicday 10 hours ago · reply · retweet

Upcoming CoJMC Events

Time	Event Title
8:00 am Jul 8th	Journalism New Student Enrollment NEBRASKA UNION
Jul 11th	Bright Lights Summer Camp ANDERSEN HALL

The Microsite and QR Codes

QR codes can be included in all promotional and advertising materials. For example we added a QR code to the postcard that is going to be sent out to all prospective students. The students will then take a picture of the QR code and it will take them to a page on the CoJMC's already existing website, such as a special microsite. There the student can enter in their information and be awarded, for example, with a free t-shirt if they come to Andersen Hall during Red Letter Day. We can then collect the email addresses and use them for future recruiting and marketing efforts.

There are many other ways to use the QR code and we suggest implementing this into all of our advertising materials.

thirty-eight.



CREATIVE giveaways



Everyone can always use another pair of sunglasses. They are an exciting promotional tool for incoming students to integrate into their everyday lives and create the opportunity for spreading the message of community among the target audience. The sunglasses also speak to the idea that the CoJMC sees things differently, and will work well as a second-tier giveaway at tradeshow. Students can sign up via the unique QR code, and pick them up when they visit the college booth.

thirty-nine.



Refrigerator magnets are a unique and fun giveaway for the students to express themselves, and reinforce the versatility of the CoJMC logo and taglines by encouraging potential students to create their own. The magnets are very cost effective and can be mailed out as a first-tier giveaway to potential students after visiting the unique URL from the QR Code on direct mail pieces or newspaper advertisements.



forty.



The 3D viewfinders are a very unique item used to engage and take advantage of student mentors and advisers, our secondary audience. Research suggests that once a student or parent sees Andersen Hall, they're hooked. The succession of 3D photos in the viewfinder is an innovative way to showcase Andersen Hall, a definite selling point in potential students' choice to attend CoJMC. Included in the reel will be photographs of the CoJMC facilities and technology, with the CoJMC bubble commenting on college life and welcoming students to the college representing the tight-knit atmosphere at the CoJMC. The viewfinder would be sent to high school counselors and advisers along with CoJMC information. The reel of photographs would be sent to potential students with the note that the photos can only be seen on their adviser's viewfinder. The students would then take the reel to them to view its contents and have the opportunity to engage in conversation about the CoJMC.



Nobody ever had too many t-shirts. Ambidex recommends a special You're@CoJMC t-shirt as a third-tier giveaway to new students. The t-shirts provide a way for incoming, registered students to express their pride in their college choice as they spend time on and off campus. In order for students to receive a t-shirt they would need to visit the CoJMC website from a QR code. Students would then receive their t-shirt on their first day of class in Andersen Hall.

CREATIVE trade show booth

The CoJMC routinely attends collegiate trade shows. As communicated by Michelle Hassler, the CoJMC would benefit from a more impressive, attention-getting display at these events.

Trade shows, such as Big Red Road Show, are a good way to reach potential students. In addition to the standard annual list of shows and events for the CoJMC, Ambidex recommends expanding the list to include those that reach community college transfer students. A good test market would be the Southeast Community College Fair. Ambidex also recommends updating the CoJMC look at these tradeshow with a new, more portable display. Something that is light, versatile, and easy to setup would attract the right kinds of students to our recruiters.



As communicated by Michelle Hassler, the CoJMC would benefit from a more impressive, attention-getting display at these events. Ambidex proposes a display that is versatile, easy to setup, functional, and attractive.



forty-three.

PUBLIC RELATIONS

social media

Social media messages and campaigns can be effective recruiting tools to bring prospective students to the CoJMC. However, social media campaigns are so new there is not really a solid, concrete method to measure their effectiveness. But, recent evidence has shown, that in support of other media such as the already established CoJMC website, social media can create buzz and enhance traffic and awareness of the already established media. But, there's a difference between having a strong social media presence and running an online social media campaign; it takes an active approach to engage the millennials.

We recommend enhancing the existing CoJMC social media efforts including Facebook, Twitter and YouTube to add to our promotional efforts for the CoJMC. We are strengthening our community of prospective and current students as well as faculty and staff by expanding our current social media presence.

We have to remember that everything won't appeal to everybody, but something will appeal to niche audiences. An effective way to produce this presence is by utilizing the social media platforms to announce events gauged around the primary audience for this campaign. Events such as Red Letter Days get prospective students into Andersen Hall; print advertisements and banners hanging in the building will get students who are visiting to like the Facebook page or follow on Twitter. Or to get them engaged, have contests for t-shirts or other mementos they can receive during their visit. These are all strategies and tactics designed to make them remember their visit to Andersen Hall.

One way to get current students, faculty, alumni and prospective students interested and engaged into the social media pages are by adding more blurbs about

what our current students doing at CoJMC -- this could be supported by photos/videos of students in the field (study abroad programs come to mind immediately).

The new videos produced by Bruce Mitchell in the spring 2011 class, can be uploaded to YouTube, and Flickr. They tell the story of the great things students here are learning and doing. These could also be posted on Facebook and announced on Twitter to increase buzz and show first hand what a prospective student could be involved in every day if they choose the CoJMC. Additionally, the Journalism Alumni News could be used to reach out to former students who are in the real world doing great things. Not only could we show prospective students what they could be doing day to day as a student, but, we could show them what they could be doing after they move on from the CoJMC with a degree. Photos, videos and stories can be posted and linked just like the current student information.



forty-four.

PUBLIC RELATIONS

social media

PR Objectives:

- Supplement other You're @ CoJMC promotional efforts
- Support and enhance new campaign messages
- Create buzz about CoJMC to existing and new markets
- Increase awareness of the CoJMC's social media presence
- Create goodwill with current and potential students and graduates of CoJMC

Online Videos

The new videos produced by Bruce Mitchell in the spring 2011 class, can be uploaded to YouTube, and Flickr. They tell the story of the great things students here are learning and doing. These could also be posted on Facebook and announced on Twitter to increase buzz and show first hand what a prospective student could be involved in every day if they choose the CoJMC. Additionally, the Journalism Alumni News could be used to reach out to former students who are in the real world doing great things. Not only could we show prospective students what they could be doing day to day as a student, but, we could show them what they could be doing after they move on from the CoJMC with a degree. Photos, videos and stories can be posted and linked just like the current student information.

The students who have visited and liked the page will see this in newsfeeds that will entice them to interact – click on the link – and learn more about CoJMC. If one person becomes interested in our college through a visit of any kind, whether over the web or in person, it is likely they will influence their friends, which will cause higher awareness in untapped media for the CoJMC.

We have to remember that there is no one rock solid way that can lock in social media marketing success; but, the more things you can offer, the more it pulls people in and gets them to click and dig deeper, the more powerful and successful it is.



forty-five.



PUBLIC RELATIONS

3-tweet contest | Twitter

YOU'RE _____



Twitter "3-Tweet @CoJMC" Contest

CoJMC is hosting a contest on twitter called "3-Tweet."

The idea of "3-Tweet" is for students of CoJMC to develop a creative phrase about CoJMC using the format: "You're _____ @CoJMC."

Example: I'm in the clouds @CoJMC

This is an engagement strategy that will get the students talking about the college, interacting with our community at CoJMC, increase followers on CoJMC's Twitter page and increase our students' social media experience and education.

Students will send their tweets to Marilyn Hahn (every day) and she will choose the best one to tweet that day and ultimately to be entered in a grand 3-Tweet contest.

At the end of each semester (fall and spring) the best one chosen will win a grand prize (the client chooses the prize).

Our goal is to link a social media event to our campaign by hosting a contest that will get the students talking about the college, interacting with our community at CoJMC, increase followers on CoJMC's Twitter page and increase our students' social media experience and education.

forty-six.



PUBLIC RELATIONS

facebook photo contest

“Places @CoJMC”

To increase the likes and fans on the CoJMC Facebook page, we recommend another engagement opportunity. Students always like to see pictures of themselves. Current and prospective students could submit a photo of themselves with a sign reading “@CoJMC.” The picture may be taken at a destination of their choice. The best creative picture with the “@CoJMC” sign will win.



The winner of the contest is determined by the number of “Likes” the photo has obtained. This contest would help drive more traffic to the CoJMC Facebook Fan Page. In order for someone to “Like” a contestant’s photo they must first be a fan of the page. Dates of the contest and prizes awarded to the winner will be decided upon by the client.

forty-seven.



PUBLIC RELATIONS

You're @CoJMC signing day



The Recommended Event Date

Red Letter Day; where students interested in the College of Journalism and Mass Communication are touring the college usually held sometime in the fall semester.

The Situation

Many of us are familiar with the press conferences highly touted high school athletes conduct to announce where they will be playing college sports. Their parents are there, maybe some coaches, sometimes a crowd of fellow students. The young player will announce his/her college choice, usually grabs a baseball cap of the school then smiles for the camera. While he/she takes pictures for the local newspapers wearing the cap that displays his/her decision.

The Set Up

Since the prospective students visiting our college are our 4-star recruits, we suggest doing something similar. Having the student sit behind a table and announce they are going to attend the University of Nebraska to be a (insert CoJMC major here) student. There would be a backdrop with the University's logo, the CoJMC logo and the academic N. The table would be set up with microphones and we would have current student volunteers sit in the "audience" and ask questions to the signee about their choice of school. There would also be video cameras and still photography so the prospective student would have a memento to take home with them.

Results

Students can sign up with their personal information so that we can send a hometown news release to their local paper that announces their choice of college (with accompanying photo), but that would also give us their email and other contact information for other recruiting items.

We can do live tweets from the event, maybe if one of the signee's has a funny quote from his or her press conference or just to get people to come check it out. We would also post photos from the day onto Facebook to get students to go onto the fan page and see their picture and check out the page itself. This interaction will raise awareness of the Facebook page, while creating buzz about the CoJMC.

forty-eight.



BUDGET BREAKDOWN

CAMPAIGN MATERIALS ESTIMATED COSTS

ITEM	QUANTITY	COST
ViewMasters and Reels	72	\$375.00 (+shipping)
T-Shirts	100	\$500.00
Sunglasses	250	\$172.50 (+shipping)
Magnets	1000	\$370.00 (+shipping)
Trade Show Display	1	\$1,200.00
H.S. Newspaper Advertisements	30	\$3,000.00
Business Cards	500+	\$500.00 +
Brochures	1000	\$185.00
Postcards	1000	\$205.00
Contingency		\$2,000.00
TOTAL:		\$8,507.50



forty-nine.

AMBIDEX

a small team with big ideas

The dozen members of Ambidex all played integral roles to form what we believe is an effective integrated marketing communications campaign that will serve the UNL College of Journalism and Mass Communications or, as we call it, the CoJMC. Like our campaign, our team was very versatile and willing to take on all challenges that came our way. “They say a campaigns class in the summer couldn’t take the heat and create a memorable campaign.” “We say this college won’t be forgetting our campaign anytime soon.”



fifty.

WITH APPRECIATION

You are the primary reasons why we are a community @CoJMC!

Acknowledgements

Dean Gary Kebbel
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