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More Than

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MORE THAN



JACKIE GAUGHAN
MULTICULTURAL CENTER



OFFICE OF ACADEMIC SUCCESS
AND INTERCULTURAL SERVICES

unitas★

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EXECUTIVE SUMMARY

The University of Nebraska-Lincoln is a dynamic institution. New building projects are springing up on campus, new leaders are beginning their terms, and enrollment continues to rise at a steady pace. Throughout this incredible period of growth, a strong student body remains at the center. Students come from every corner of the globe, and each student has a story. Those stories are woven together by the bonds of community. The University of Nebraska-Lincoln welcomes into its community all who call this university home. Andre Fortune, assistant to the Vice Chancellor of Student Affairs, director of the Office of Academic Success and Intercultural Services, and director of the Jackie Gaughan Multicultural Center, approached UNITAS with the idea for a campaign that would promote a welcoming and inclusive environment at the University of Nebraska-Lincoln.

Every task has its challenges. Some people doubt the presence of inclusion on UNL's campus because of the lack of large-scale traditional diversity that they see with their eyes. UNITAS wanted to create a campaign that proved peoples' stories went deeper than their outward appearances. Essentially, UNITAS wanted students to know that the people they see on campus are more than what meets their eyes, and that inclusion means accepting this reality and digging deeper to the true self.

UNITAS' communications efforts focus on showing what makes people more than meets the eye and on motivating people to explore what makes themselves and others unique. Our social media executions, events, and public relations spread this message in an effective and surprising way.

OUR CHALLENGE

**“THE CHALLENGE THAT WE FACE IS TO
DEVELOP A MESSAGE THAT PROMOTES A
WELCOMING CAMPUS, HELPING TO CREATE
A CULTURE OF INCLUSION AT UNL.”**

-Andre Fortune, Assistant to the Vice Chancellor for Student Affairs
Director, Office of Academic Success and Intercultural Services (OASIS)
Director, Jackie Gaughan Multicultural Center (JGMC)

JACKIE GAUGHAN MULTICULTURAL CENTER

The Jackie Gaughan Multicultural Center (JGMC) was named for Jackie Gaughan after he made the lead gift. When the endowment was announced at UNL six years ago, Gaughan stated his vision for the center: "It is my hope the new Jackie D. Gaughan Multicultural Center will provide students a place where they can come together and learn to be respectful of the many unique individuals they will encounter in their lives. I hope they grow to understand a diverse society is truly a richer place to live."

OASIS

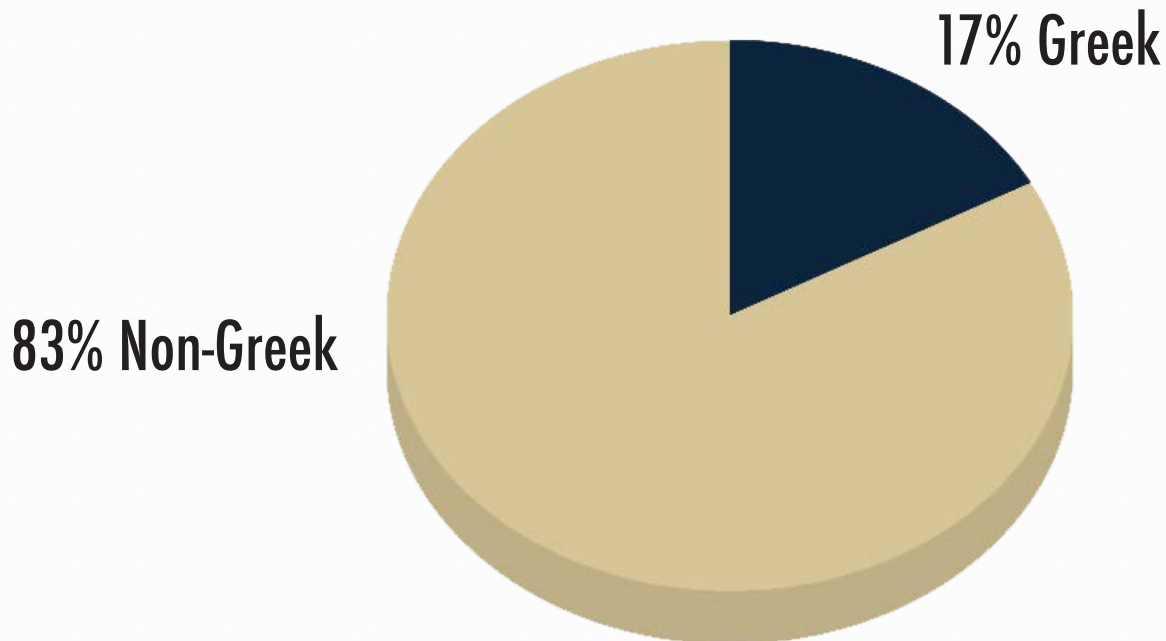
Office of Academic Success and Intercultural Services (OASIS) exists for all students but is focused on ethnic minority students and students receiving diversity enhancement scholarships. The William H. Thompson Scholars learning community, housed there, is for students who have been awarded a scholarship from the Susan T. Buffett Foundation.

RESEARCH OBJECTIVES

- To learn how the macro issue of diversity affects the UNL campus.
- To develop a better picture of the racial climate on campus.
- To learn why the multicultural center is important.
- To learn how students feel about inclusion at UNL and what some of their personal experiences are.
- To learn how and where students spend their time.
- To learn what media students use.

COMPETITORS

UNITAS identified competition as any entity that inadvertently discourages students from branching outside of their comfort zones and support systems. Examples of these include Athletics and the Greek community.



RESEARCH

SECONDARY

Secondary research was sought on topics such as: macro issues, UNL diversity issues and responses, UNL population statistics, student groups on campus, relevant advertising campaigns, and background on Jackie Gaughan Multicultural Center (JGMC) and also on Office of Academic Success and Intercultural Services (OASIS).

WE FOUND

- A large disparity exists in the minority to Caucasian student ratio.
- The Jackie Gaughan Multicultural Center has little brand messaging that is residual in UNL student minds.
- There is a plethora of culturally diverse groups on campus but little awareness about them or their objectives/purpose.

Other research topics included:
International Student Organizations
UNL Minority Enrollment
Dine, Dialogue, and Pass It On
Other university campaigns (i.e. I, too, am Harvard)

RESEARCH

PRIMARY

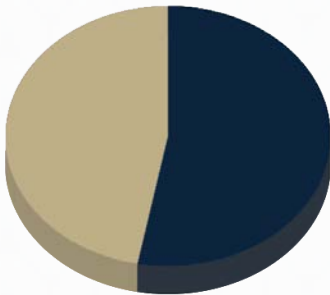
321 PEOPLE SURVEYED
247 consistent responses

38 IN-DEPTH INTERVIEWS

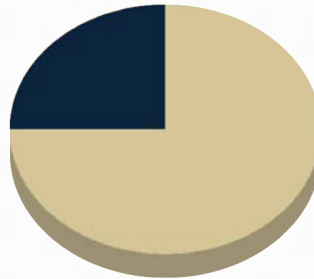


Over **80%** of students interviewed use social media and email to get information about campus news and events.

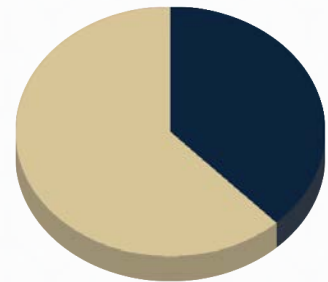
80% of students interviewed would like to see more high profile speakers at events.



53% of UNL students have heard of OASIS.



73% of UNL students have not attended any OASIS/JGMC events.



38% of UNL students feel there is a "GREAT" feeling of belongingness on campus.

RESEARCH

STRENGTHS

JACKIE GAUGHAN

Central campus location
Provides a welcoming environment
Amenities such as computers, meeting rooms
and offices, and hours
that fit student schedule

INCLUSION

Campus recruiting programs bringing new
students to UNL

WEAKNESS

JACKIE GAUGHAN

Word “multicultural” in name can
scare people away
Promotions are overlooked
Little brand awareness

INCLUSION

Small minority, overwhelming majority
People don’t want to intrude where they
feel they shouldn’t

JACKIE GAUGHAN

Become a spot on campus for positive,
inclusive experiences
Increase event awareness

INCLUSION

Potential to educate campus on diversity
Increase visibility of diversity on campus

JACKIE GAUGHAN

Competition to be heard over other
campus events
Difficult to appeal to everyone

INCLUSION

People tend to be private, keep to
themselves or only close friends
Students already spend time with other
organizations they are involved in

OPPORTUNITIES

THREATS

INSIGHTS

WHAT WE FOUND:

Students sensed a lack of diversity on campus simply because they were seeing people for what was on the outside.

Students desire more inclusion on campus.

Students often rely on comfort and familiarity; fear often keeps them from branching out.

To the students of the University of Nebraska - Lincoln, the More Than campaign is the brand of empowerment toward promoting inclusion that benefits the UNL campus because it improves understanding of individuals' differing backgrounds and cultures. The brand is welcoming, friendly, open minded, and progressive. The More Than campaign will take a niche position, focusing on increasing a sense of inclusion among individuals and encouraging people to look deeper than the stereotypes and outward appearances of people around them at the University of Nebraska.

POSITIONING STATEMENT

CREATIVE BRIEF

OUR PROPOSITION:

The More Than campaign is a vehicle to deliver messages of individuality and provide a welcoming atmosphere that models and promotes inclusion among UNL students.

TONALITY:

Honest, inspiring, and motivating.

BIG IDEA:

People should be defined by more than how they look, or where they come from, or what they do. Each student is much more than that. Inclusion is driven by looking deeper, understanding more and respecting all. This campaign will unite students and promote a culture of inclusion by encouraging them to recognize one another in an honest and authentic way.

THEME:

I am more than ____.

HASHTAG:

#MORETHAN

PRIMARY:

To create a more welcoming and inclusive campus through powerful messaging that lets students see themselves as part of the campaign, beginning in the Fall 2015 semester.

SECONDARY:

To brand The Jackie Gaughan Multicultural Center as the model for inclusive culture at UNL.

CAMPAIGN OBJECTIVES

PUBLIC RELATIONS

BIG RED WELCOME

The More Than campaign will provide a booth at Big Red Welcome. The booth will be utilized to hand out More Than wristbands, which will allow access to future events and prizes that will be announced via More Than social media. This booth will also get the More Than campaign to become more recognized on campus. All More Than merchandise will also be displayed and for purchase. It will allow opportunity to facilitate discussion about diversity and inclusion and promote JGMC and OASIS.



PUBLIC RELATIONS

VIDEO

The More Than campaign video depicts UNL students and what they feel they're more than, using the "I Am More Than_____." The video will be released during Big Red Welcome and promoted on campus during the weekend before classes and during the first week of classes. We will utilize More Than Facebook, Twitter, and Instagram pages, along with OASIS and JGMC Facebook page, UNL email, and posters throughout campus to promote the More Than campaign.



Every single one of us is more than what is on the outside, more than the label we are categorized with, more than the discrimination we face. We asked the students of UNL to express and open up about the stereotype or microaggression they are faced with each day. Answers were straight forward, honest, and heartfelt, giving us a raw view from their perspective.

Inclusion is a sense of belonging, feeling respected and valued for who you are, and it all begins with a mutual understanding for one another. Get involved with the More Than Campaign, and share your story by uploading what you are more than to Twitter, Instagram, or Facebook. Recognize yourself; recognize each other –Together We Are More. #MORETHAN

PUBLIC RELATIONS

VIDEO

PUBLIC RELATIONS

VIDEO CONTEST

A prompt following the More Than video will read, “Now create your own video and share with us what you’re more than. To enter, post it on Twitter, use #MORETHAN and tag us @UNL_MoreThan. Follow us on Facebook, Twitter, and Instagram to get more contest details!” The video contest will conclude with a screening of the winning videos at the Ross Theater followed by a panel discussion on campus inclusion.

The More Than Mix-ups will be hosted at the JGMC once or twice a month. Food will be set up inside the Gaughan to get people inside the doors. A wristband received at Big Red Welcome will be the access to these mix-ups. The mix-ups will be announced through social media posts from the More Than Facebook, Twitter, and Instagram pages. This will encourage more followers. There will also be more wristbands handed out at OASIS events to encourage more people to come to JGMC events.

PUBLIC RELATIONS

MIX-UPS

PUBLIC RELATIONS

RUN

The More Than Run will be a 5K-challenge run for UNL students and faculty in the spring. Participants can register as a group or as individuals.

Registration fee will be \$15 and will include a More Than T-shirt, More Than wristband, and More Than water bottle. The course will run through campus.

At checkpoints, participants will have the opportunity to answer questions regarding diversity and inclusion while getting snacks and drinks. The More Than logo will be displayed throughout the run on posters, drink cups, napkins, and T-shirts.



FRONT



BACK

PUBLIC RELATIONS

RUN T-SHIRT



MORE THAN

WATER BOTTLE & STICKER

The More Than stickers will be distributed to the UNL faculty in a letter. The letter will inform them of what the More Than campaign is all about. It will also give them ideas about how they can become involved. Faculty will also be encouraged to put this sticker in the window of their office, on their laptop, etc, anywhere that's highly visible and shows students they're involved.

The More Than stickers will also be distributed to students, at Big Red Welcome, at mix-ups, and the 5k run. This will also encourage students to place them on their notebooks, laptops, etc. Distributing these stickers to students and faculty, it is our hope that eventually our logo will become easily recognized by the entire UNL campus.



MORE THAN

CUPS & NAPKINS



GIVE AN EXAMPLE OF A
TIME YOU WERE AN
ADVOCATE FOR SOMEONE
OF A DIFFERENT RACE,
GENDER, SEXUAL ORIENTATION,
OR FAITH.

MORE THAN



HAVE YOU BEEN UNJUSTLY
RACIALLY STEREOTYPED? HOW
DID YOU REACT? WHAT WOULD
YOU DO IF IT HAPPENED AGAIN?

MORE THAN

MORE THAN WEBSITE



[HOME](#) [ABOUT](#) [EVENTS](#) [NEWS](#) [VIDEO](#) [CONTACT](#)

TOGETHER WE ARE MORE.

“I Am More Than _____.”

Each day we are minimized into fitting a specific stereotype or unintentionally degraded by microaggressions. The More Than Campaign exists to put an end to exclusion by creating a culture of inclusion. People are defined by more than the color of their skin, their sexual orientation, the way they speak, or where they come from. Everyone has a story to be told, this campaign is a way of giving voice to the students at the University of Nebraska Lincoln by encouraging them to tell what they are more than. Recognize yourself; recognize each other--Together We Are More.

EVENTS



UNIVERSITY LOCKUPS

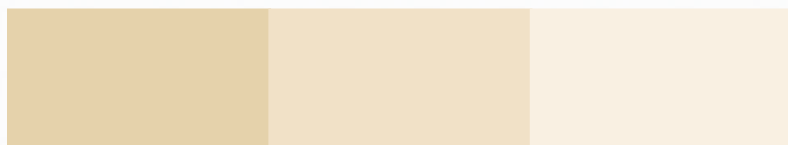


MORE THAN POSTERS

MORE THAN



#1a3c58	R: 26	G: 60	B: 88
#295474	R: 41	G: 84	B: 116
#427797	R: 66	G: 119	B: 151



#1a3c58	R: 227	G: 209	B: 171
#295474	R: 238	G: 223	B: 200
#427797	R: 247	G: 237	B: 225



#1a3c58	R: 75	G: 89	B: 98
#295474	R: 125	G: 125	B: 132
#427797	R: 149	G: 164	B: 171

LOGO

TYPEFACE: LANGDON

CONDENSED:



REVERSE:



LOGO

COLOR EXPLANATION

For the More Than campaign, Unitas decided to encompass a color scheme other than the traditional UNL scarlet and cream. The motive behind this is that eventually Unitas would like the campaign to spread to other universities in the Big Ten Conference, expanding the More Than campaign to a Together We Are More Than campaign for all Big Ten universities. This would include More Than events that bring together not only multicultural centers, but students from all Big Ten universities.

We chose navy, beige, and grey color scale because blue and yellow are opposites on the RGB color wheel; because of this they are still complementary of each other. This being said it promotes our big idea, that on the surface we might individually look very different, but when brought together we can be more alike than what meets the eye.

Unitas wants to incorporate different shades of navy, beige, and grey to represent diverse skin tones, that when brought together can work cohesively.

MEDIA OBJECTIVE

To reach 80% of 25,000 UNL students and faculty members at least 6 times during the fall 2015 semester.

FACEBOOK:

Hashtag #MoreThan, JGMC page, event pages, banners, logos, advertisements, suggested likes & promoted posts.

TWITTER:

Hashtag #MoreThan, banners, logo, suggested follows.

INSTAGRAM:

Hashtag #MoreThan, logo, event posters.

EMAILS:

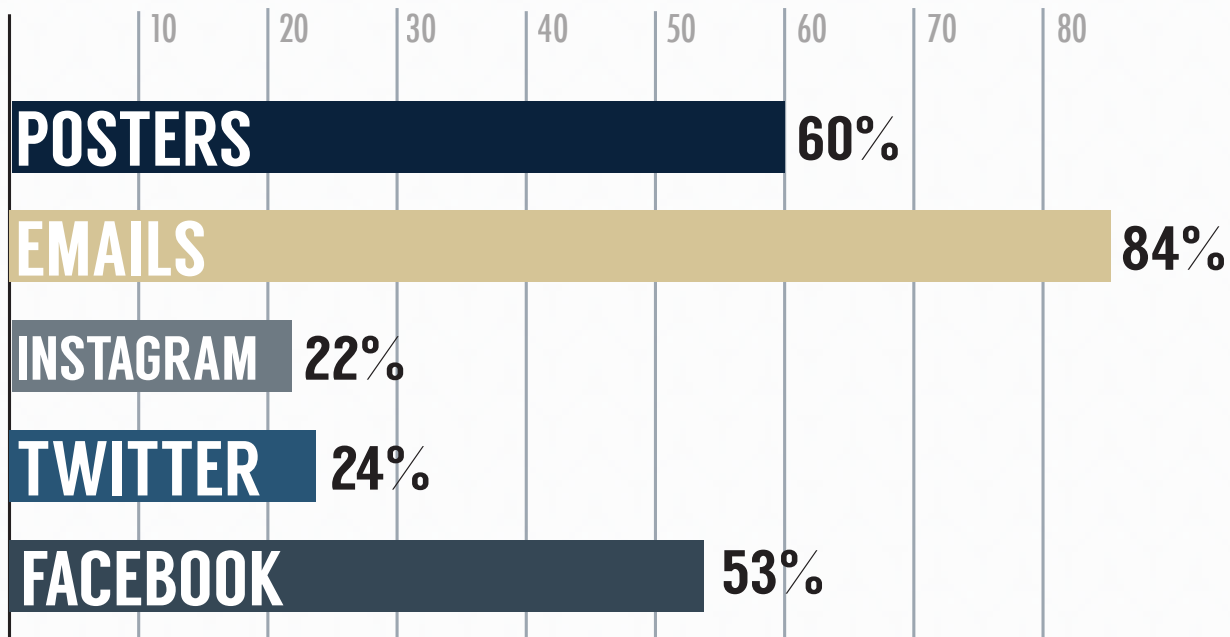
Consistent formatting for events and programs, promotional emails to supplement events.

POSTERS:

I am more than _____. #MoreThan

MEDIA RATIONALE

Based on our primary research, we found that these media are the best to get our message out to our target audience. Our audience heavily uses social media, specifically Facebook (53%), Twitter (24%), and Instagram (22%), as well as emails (84%) and posters (60%) around UNL's campus in order to find out about new events and programs.



SOCIAL MEDIA CALENDAR

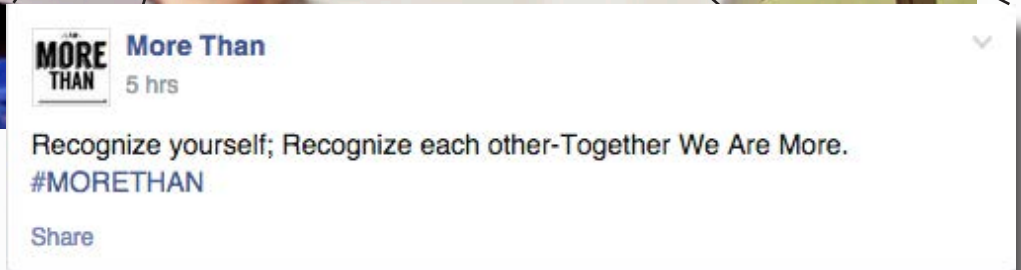
OCTOBER 2015

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 FACEBOOK: Promoting upcoming mix-up	3 TWITTER: Promoting contest information
4	5 TWITTER: ★ Promoting upcoming Run	6	7	8 INSTAGRAM: Promoting upcoming mix-up	9	10
11	12 TWITTER: ★ Promoting upcoming mix-up	13 More Than Mix-Up #1	14	15 TWITTER: Promoting contest information	16 FACEBOOK: Promoting upcoming mix-up	17
18	19 INSTAGRAM: ★ Promoting upcoming mix-up	20 INSTAGRAM: Promoting contest information	21	22 TWITTER: ★ Promoting upcoming Run	23	24
25 More Than Run	26 FACEBOOK: ★ Promoting upcoming mix-up	27	28	29 More Than Mix-Up #2	30	31 FACEBOOK: Promoting contest information

★ denotes promoted (paid) posts

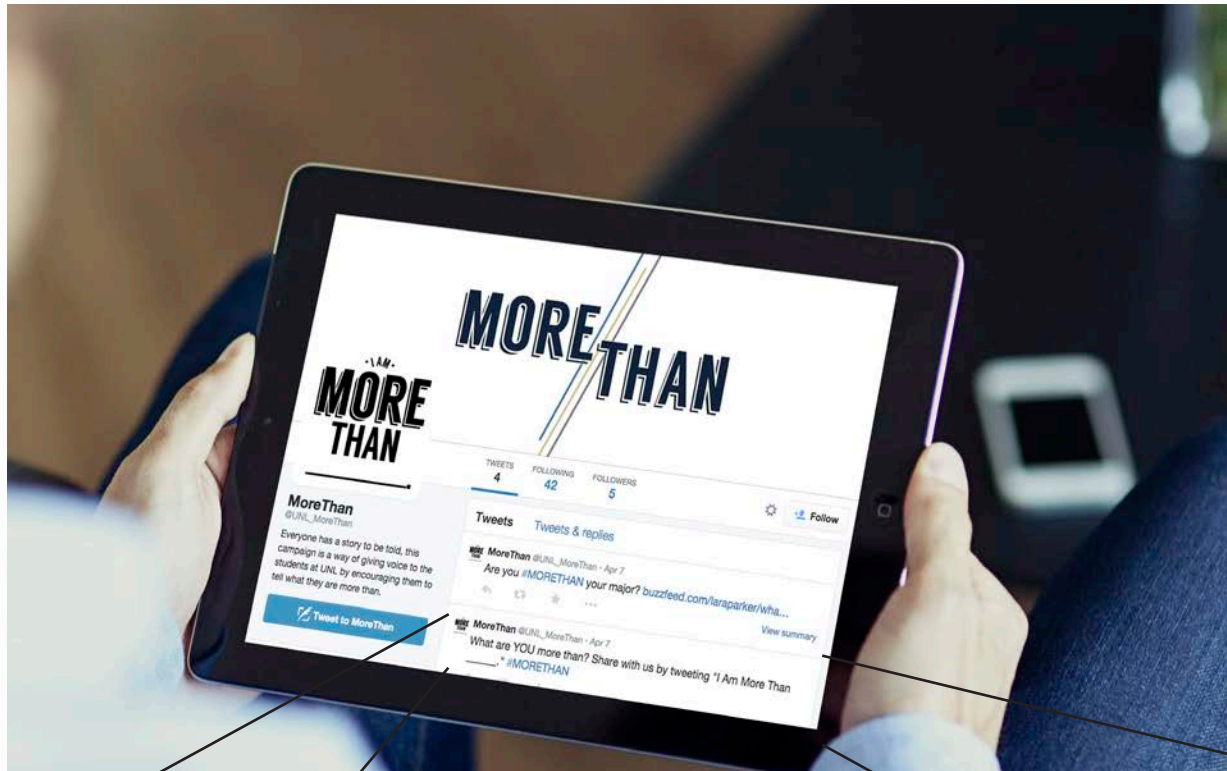
SOCIAL MEDIA

FACEBOOK



SOCIAL MEDIA

TWITTER



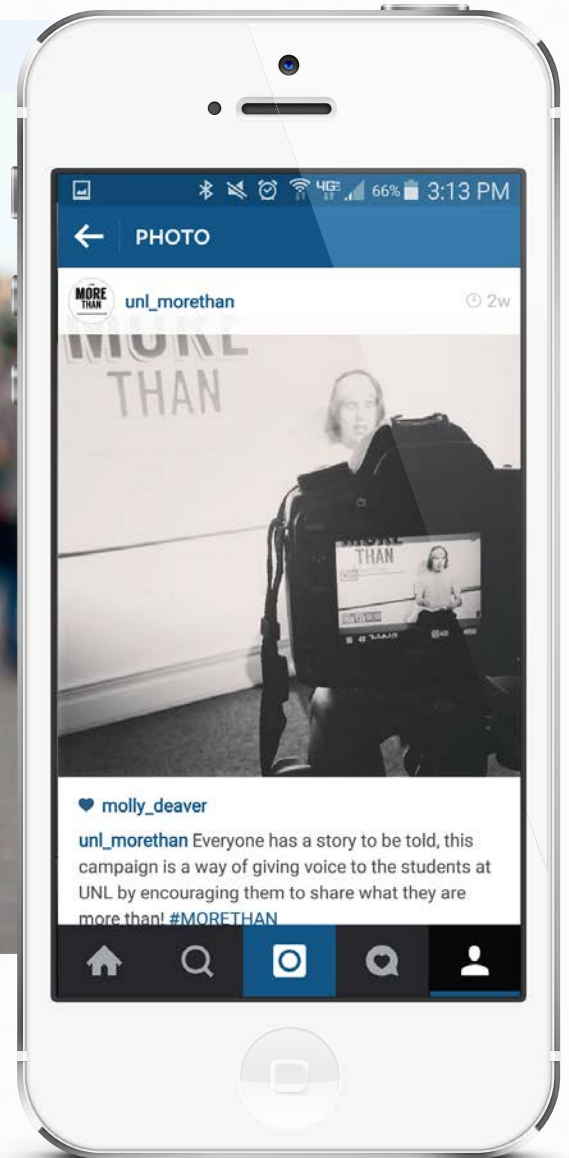
MoreThan @UNL_MoreThan · Apr 7

What are YOU more than? Share with us by tweeting "I Am More Than _____." [#MORETHAN](#)



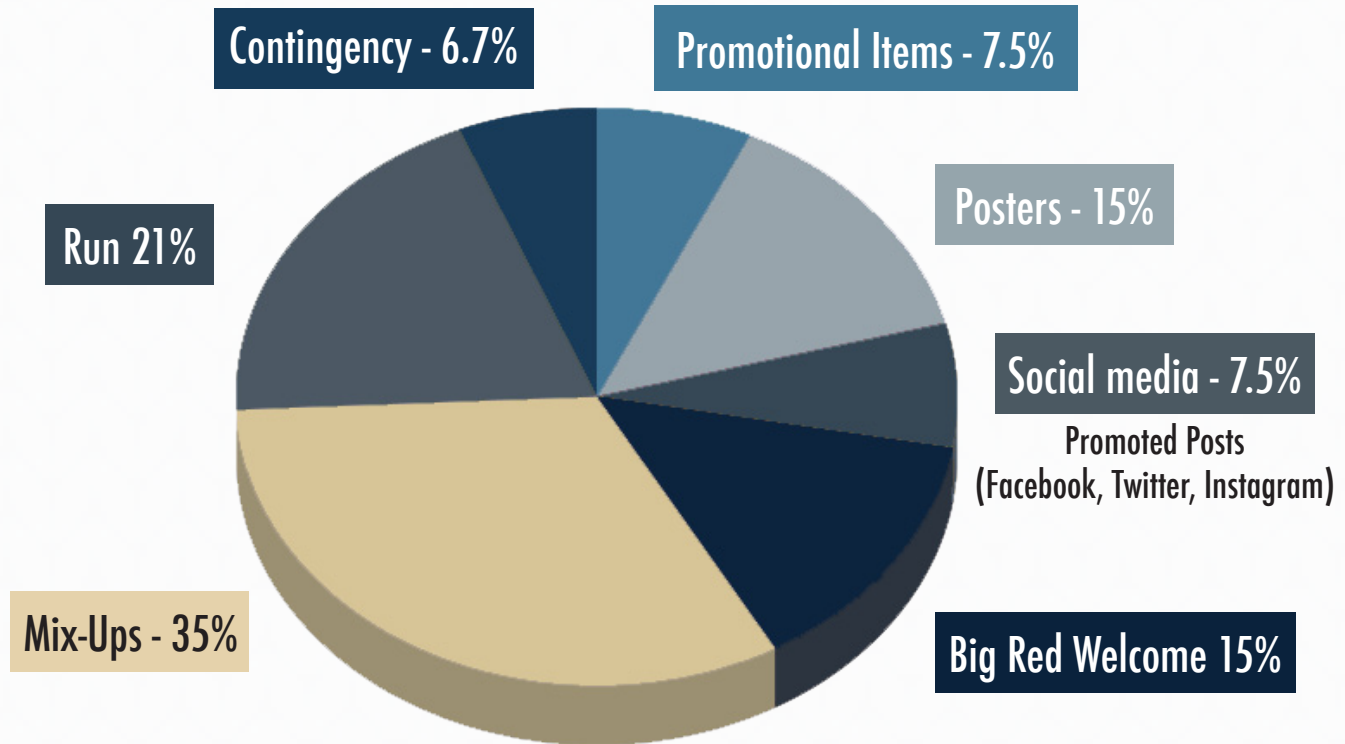
SOCIAL MEDIA

INSTAGRAM



BUDGET

With our budget of \$8,000, we plan on using the following media in order to implement our strategies and tactics.



OBJECTIVES & EVALUATIONS

Objectives	Tactics	Evaluation
PRIMARY: To create a more welcoming and inclusive campus through powerful messaging that lets students see themselves as part of the campaign, beginning in the Fall 2015 semester.	<ul style="list-style-type: none">• More Than Campaign video• College-specific posters• Social Media messaging	<ul style="list-style-type: none">• Monitor video views, social media shares, likes, and page likes• Survey student reactions to campaign• Count attendance at More Than run and video contest panel discussion
SECONDARY: To brand The Jackie Gaughan Multicultural Center as the model for inclusive culture at UNL.	Mix-up events to get people in the doors, increase attendance of Gaughan events, connect More Than campaign with the JGMC.	<ul style="list-style-type: none">• Count attendees at mix-up events• Monitor increase of attendees at Gaughan and OASIS events



Unitas (Latin)
from unus ("one") + itas.

1. oneness, unity; state of being one or undivided
2. sameness, uniformity
3. agreement, concord

Account Services ★

Joslyn Maenner - Account Executive/Research Director

Adam Weisenberger - Project Manager

Joel Girouard - Account Planner

Desiree Botica - Media Director

Molly Deaver - PR Director

Creative ★

Katie Knobbe - Copywriter

Alex Vasey - Art Director

Kyle Thompson - Designer/IT Specialist

Ramon Diaz de Leon - Designer/Film

Lucy Grant - Film