

@vicomalley
#adlaunch

LESSONS FROM AN AD LAUNCH

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TODAY'S TAKEAWAYS

- The steps needed to launch a new advertising campaign that leverages data.
- How to conduct an effective focus group and get key stakeholders on board with a new campaign.
- Ways to collect crucial information about visuals, messaging, etc.
- How to measure success of a new advertising campaign.

LESSON #1

Establish a Timeline...
...and Don't Expect to Stick to It

TIMELINE

- April Request for Proposal
- May Agency Interviews & Selection
- June Directed design, design + testing
- July Internal Focus Groups
- July Final Concepts Delivered
- July Design Round #1
- August Student and Inquiry Surveys
- September Design Round #2
- October Launch

NOPE!

RESEARCH

- Market Trends and Needs
- Competitive Analysis

CONCEPT

- RFP to Agencies
- Direction
- Copy
- Design

TESTING

- Surveys
- Focus Groups

DESIGN

- Comps & Testing

LAUNCH

- Internal
- External

MEASURE

- Response

MARKET TRENDS & NEEDS



- Where's the existing research?
 - EAB, UPCEA, evoLLLution, Ruffalo Noel Levitz, Stamats, EducationDynamics
 - Fast Company, Forbes, Entrepreneur
 - State-Specific Trends

TARGET MARKET



- Millennials...really?
- Born between 1982 and 2002.
- Our average age student: 34.
- Focus on Colorado.
- Men and Women.



Image: adage.com

Think you might be a millennial? Take the quiz: <http://www.pewresearch.org/quiz/how-millennial-are-you/>

“Despite struggling with debt, recession, and the jobs crisis, **millennials** – who will account for 75% of the workforce in 2025 – are not motivated by money. Rather, they aim to make the world more **compassionate, innovative, and sustainable.**”

—Fast Company

LESSON #2

Know Thy Competitor...
...Know Thyself

COMPETITORS



Local, Regional, and National

OVER 200 ONLINE DEGREES
ASSOCIATE | BACHELOR'S | MASTER'S

START HERE

snhu.edu

Northeastern University

Apply your passion.
Become a powerful force for a better world.

Education and Learning
Graduate Programs

GO

BEGIN A BRIGHTER FUTURE.

LEARN MORE

DANIELS
COLLEGE OF BUSINESS
UNIVERSITY OF PHOENIX

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Check out a financial plan.

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EARN YOUR DEGREE 100% ONLINE

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CSUGlobal.edu

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LESSON #3

Ideas Aren't Free

RFP & AGENCY INTERVIEWS



- Outlined our organization, target market, marketing mix, project specifications, goals, evaluation criteria.
- A whopping **THREE** responses.
- We submitted our own concept for the dean's review (...but didn't tell him it was ours).

DIRECTION, DESIGN, COPY



YOU ARE MOVING UP
 WE ARE HOLDING THE LADDER
 COLLEGE OF HUMAN MEDICINE
 MICHIGAN STATE UNIVERSITY
 humanmedicine.msu.edu

CHANGE YOUR VIEW
 It's time to change directions and take in the view you've always wanted. Find your direction in the Digital Media & Design program at University of Connecticut. This view is waiting for you at dmd.uconn.edu.

IMPACT YOUR WORLD
 snhu.edu
 See Yourself Succeed

Ad Age: News & Analysis

CHANGE YOUR VIEW
 The digital media and design program at the University of Connecticut. This view is waiting for you at dmd.uconn.edu.

Spam launches mascot to give it voice in social media
 This week, Spam and BIRDO, Minneapolis — the only agency the brand has ever had — is marking 75 years with a new campaign featuring what is still an Spam's first spokesperson. His name is Sir Cam-A-Lot, a two-and-a-half-inch tall miniature figure that the brand says will "revivise to revive the world from reviver meals." That is, if your idea of adventure is Spam and potatoes, or Spam and insurance and

LOSERS
OWN
 Still struggles, but at least Oprah admitted at her giftwrap last week that she made "101"
YAHOO!
 Lost of 2,000...but some outside analysts say that's not enough.
RICK SANTORUM
 Delusional, and still spending money on ads.

into this is technology, Walmart has traditionally been a leader in the space, using its Retail Link sales-data system, for example, to help rivals by analyzing what is in its shoppers' baskets and capitalizing on trends. But over time competitors caught up with database-driven loyalty programs that direct discounts to consumers on items that matter most to them, making them more targeted and more competitive.
 With Walmart same-store sales now starting a third straight year of decline, it's clear the retailer could use another such breakthrough or two. And it's looking to @Walmartlabs to find it.
 The retailer spent \$300 million earlier this year to buy Komini, a startup best known for an app that talks Twitter content to users' interests. The app, Tweetbot,

"IF WALMART REVOLUTIONIZED SALES DATA THROUGH RETAIL LINK, THEY SURELY CAN REVOLUTIONIZE SHOPPER DISCOUNTS."
 - Jim Salter
 Mountain View, Calif., as senior VP of e-commerce for Walmart.
 Previously, the two did a lot for Amazon, a Komini investor before the Walmart buyout. They created Jungle and sold it to Amazon in 1996, where it became the Amazon Marketplace of third-party vendors that today drives 30% of the e-tailer's sales. They also developed Amazon

job listings. "Social media and the mobile phone will have as profound an effect on the trajectory of retail in the early years of the 21st century as did the development of highways in the early part of the 20th century."
 So can @Walmartlabs let Walmart leapfrog over rivals on that road the way the retailer's past tech mastery did?
 "I hope so," Mr. Harinarayan said in an interview. "That's a tall ask. But the good news is that the scale is so large that if you can move the needle in a positive direction, the impact is large."
 Meanwhile, @Walmartlabs is mixing in some smaller ideas and projects specific to e-commerce, where the giant trails Amazon by at least six to one.
 Just closing the gap with Amazon wouldn't solve Walmart's problems.

WHO'S ON BOARD
 The startup's 18-year-old founder Brian Kling has emerged as a prominent figure in the early part of the 20th century. He's joined \$4.3 million from Hummer-Walsh, Top Ventures and Cowiell Capital. Digg founder Kevin Rose is an advisor.
PROSPECTS
 It's the games that will either embrace or reject the platform but brands will still be hot for some time. "What are we going to require for a best idea or a \$250,000?" asked Matt Stone, general partner of Public Group's Orion. "The early brands are going to have to be careful with setting those expectations."
 -Kunal Patel

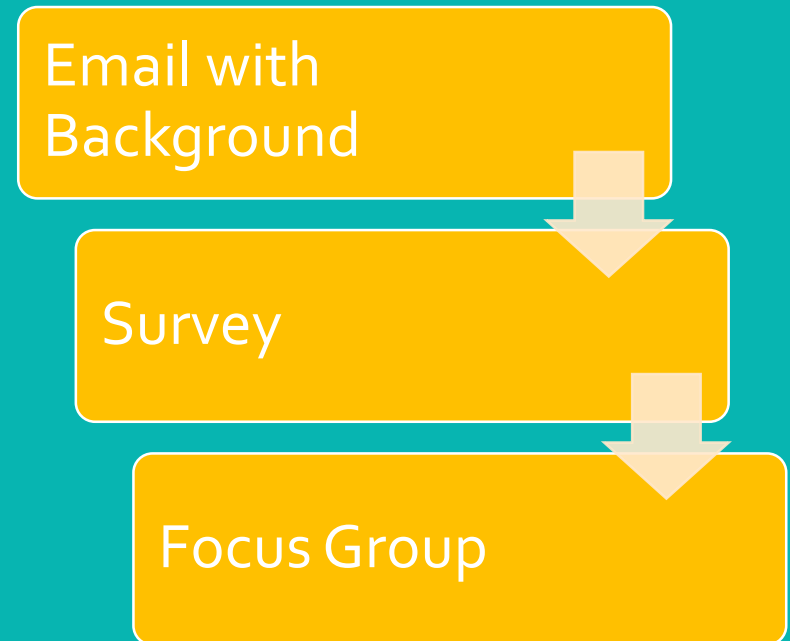
LESSON #4

Involve Your Colleagues
Early in the Process

INTERNAL TESTING



- Invited internal participants with representation of each area:
 - Student Services
 - Faculty
 - Advisor
 - Recruiter
 - Associate Dean



INTERNAL TESTING



- Overall impression of ad concept
 - Fit for Target Market
 - Clear
 - Visually Appealing
 - Informative
 - Compelling
- Images, Typography, Colors
- Key Messages, Calls to Action
- Alignment with DU Brand and University College Brand

LESSON #5

Expect Feedback to Focus on the
Details, Not the Big Picture

INTERNAL FOCUS GROUP

TESTING

Opinions Varied...

- Grammar
- Color
- Specific Graphics

Next Time...

- Better Define What I Need
- Concept First, Visuals Later
- Focus Group First, Survey Later



DESIGN RFP



- Two versions: one copy-driven, one illustration-driven
- Asked for digital banner size and/or half-page print size
- Elements to include:
 - Headline: IMPACTYOURWORLD
 - Secondary Messages
 - Logo
 - Call to Action

IMPACT YOUR WORLD

GRADUATE DEGREES AND CERTIFICATES
ONLINE AND EVENINGS

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Influence University College's New Ad Campaign

Dear Capri,

University College is in the process of developing a new national advertising campaign to generate interest in our academic programs. As someone who recently inquired about University College programs, you have an important perspective, and we want your feedback!

Please take a moment to share with us your thoughts and impressions about four design directions for a campaign. The survey takes only 10 minutes to complete.

Please access the survey via the link below - it's mobile, tablet, and desktop friendly.

Thank you for sharing your feedback. We expect to launch the campaign later this fall, so keep an eye out!

<http://uocollege.du.edu/2bGcSar>

P.S. Did you know you can begin courses this fall as a non-degree student without completing an application? Courses start September 12 - get registered [today!](#)

Take Survey



Please take a moment to share with us your thoughts and impressions about four design directions for a campaign.



TESTING: INQUIRIES

- Survey to Inquiries (n=15)
 - Person illustration considered “outdated” and “juvenile”
 - Suggestion to include “master’s degree” not “graduate degree”
 - Wanted more diversity

	Illustration	Text	Arrow	Photo
Visually Appealing	6.40	6.67	6.36	7.00
Relevant Information	6.47	6.40	5.93	6.54
I Want to See More	5.21	6.67	5.64	6.15
Attention Grabbing	5.53	6.36	6.21	6.23
Reinforces Positive Feelings	6.40	6.50	6.00	7.08
Average	6.002	6.52	6.02	6.6

Text-only and photo ads rated higher

LESSON #6

People Like People...
...and Campus Shots

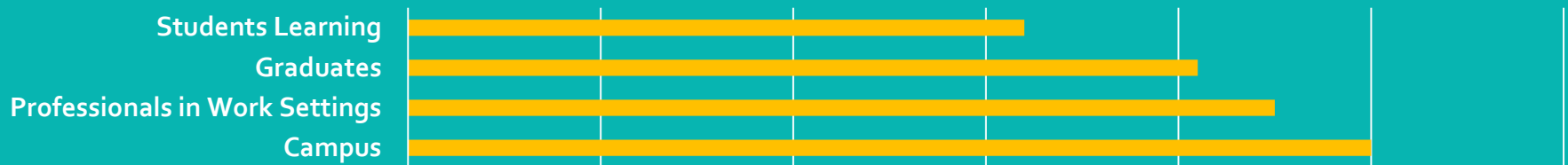
TESTING: CURRENT STUDENTS



- Survey to Current Students (n=31)
 - Illustrated ad vs. photo ad
 - 73% indicated they prefer ads with photos
 - Jumped to 82% when examples provided



Photo Types



TESTING: CURRENT STUDENTS



- “Illustrations do not acknowledge the seriousness of getting a second degree.”

“The photo ad helps me see myself in the picture vs. the cartoon.”

	Photo	Illustration
Visually Appealing	8.1	3.1
Relevant Information	6.0	6.1
I Want to See More	5.5	5.1
Attention Grabbing	7.4	3.5
Reinforces Positive Feelings	7.1	2.8
Average	6.81	4.12

LESSON #7

Launch Internally Before
Going Live in the Market

FIRED UP, READY TO GO




- Ad launch party for internal stakeholders
 - Luggage tags, notepads, pens
- Rolled out in Denver market
 - Outdoor, radio, print, digital
- Updated website and communication flows
- Added to recruitment materials and booths
- Incorporated into content strategy

An advertisement for the University of Denver's 'Impact Your World' program. The top section has a dark red background with the text 'IMPACT YOUR WORLD' in white and yellow. Below this, it says 'With a Master's Degree in Just 18 Months'. The middle section features a photograph of graduates in black caps and gowns holding red diplomas. The bottom section has a dark red background with the text 'ONLINE & EVENINGS', the University of Denver logo, and the text 'UNIVERSITY of DENVER UNIVERSITY COLLEGE' and 'LEARN MORE' in a yellow box.

**IMPACT
YOUR
WORLD**

With a Master's Degree
in Just 18 Months

ONLINE & EVENINGS

 UNIVERSITY of
DENVER
UNIVERSITY COLLEGE

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LESSON #8

Create S.M.A.R.T. Goals Up Front

MEASURING SUCCESS

LAUNCH

- Increase CTR on digital ads by .05% by Oct 2017
- Increase inquiries by 10% by Oct 2017
- Increase applications by 5% by Oct 2017

**BUILD
YOUR
FUTURE**

Master's Degrees & Certificates
Online & Evenings



Apply by July 21 to Start in Fall



UNIVERSITY of
DENVER
UNIVERSITY COLLEGE

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LESSON #9

Numbers Don't Lie...
...but Dig Deep

RESULTS...SO FAR



- Google Display CTR UP .04%
- INQ from Billboards UP 133%
- Website Traffic UP 65% yoy in fall
- Website Traffic UP 18% summer vs. fall
- Website Traffic UP 144% summer vs. winter
- Denver Post Banner CTR – No Change @ .08% summer vs. winter

An advertisement for the University of Denver. The top section has a teal background with the text "IMPACT YOUR WORLD" in white and yellow. Below this, it says "Start Your Master's or Certificate on March 27". The middle section features a photograph of three people (two women and one man) looking at a laptop. The bottom section has a teal background with the text "100% ONLINE OR EVENINGS". At the bottom left is the University of Denver logo, and at the bottom right is a yellow button with the text "LEARN MORE".

**IMPACT
YOUR
WORLD**

Start Your Master's or Certificate
on March 27

100% ONLINE OR EVENINGS

 UNIVERSITY of DENVER
UNIVERSITY COLLEGE

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LESSON #10

Maintain the Campaign

UPDATE & MAINTAIN



IMPACT YOUR WORLD

Start Your Master's or Certificate
on March 27



100% ONLINE OR EVENINGS



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DENVER
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BUILD YOUR FUTURE

Master's Degrees & Certificates
Online & Evenings



Apply by July 21 to Start in Fall



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Questions?