@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   Orientation, Design + Testing 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

RESEARCH

- Where's the existing research?

  - EAB, UPCEA, evoLLLution, Ruffalo Noel Levitz, Stamats, EducationDynamics

  - Fast Company, Forbes, Entrepreneur

  - State-Specific Trends

TARGET MARKET

RESEARCH

- Millennials...really?

- Born between 1982 and 2002.

- Our average age student: 34.

- Focus on Colorado.

- Men and Women.

Image: adage.com

"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

LESSON #3

Ideas Aren't Free

RFP & AGENCY INTERVIEWS

CONCEPT

- 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

LESSON #4

Involve Your Colleagues Early in the Process

INTERNAL TESTING

TESTING

- Invited internal participants with representation of each area:

  - Student Services
  - Faculty
  - Advisor
  - Recruiter
  - Associate Dean

Email with Background

Survey

Focus Group
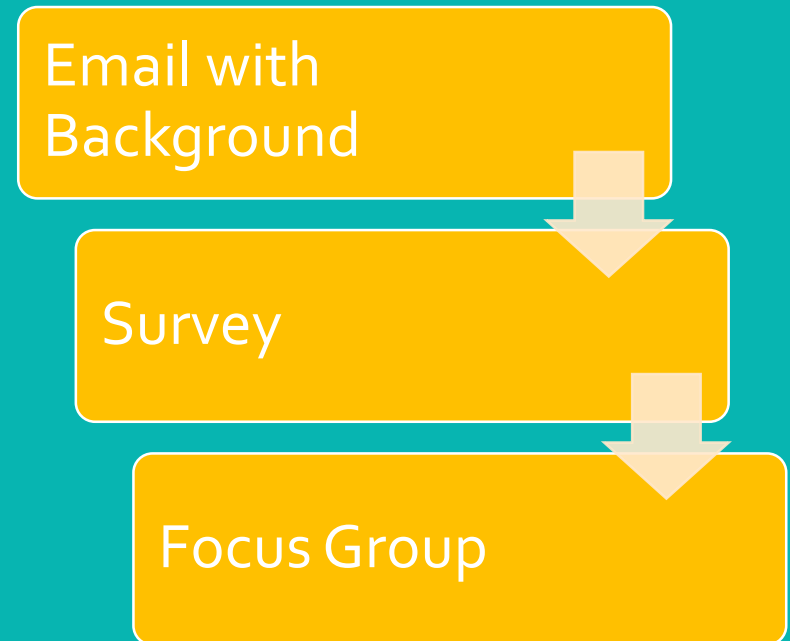
INTERNAL TESTING

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

DESIGN

- Two versions: one copy-driven, one illustration-driven

- Asked for digital banner size and/or half-page print size

- Elements to include:
  - Headline: IMPACT YOUR WORLD
  - Secondary Messages
  - Logo
  - Call to Action

IMPACT YOUR WORLD

GRADUATE DEGREES AND CERTIFICATES
ONLINE AND EVENINGS

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ONLINE & EVENINGS
FOR BUSY ADULTS

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MASTER'S DEGREES & CERTIFICATES
ONLINE & EVENINGS
FOR BUSY ADULTS

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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

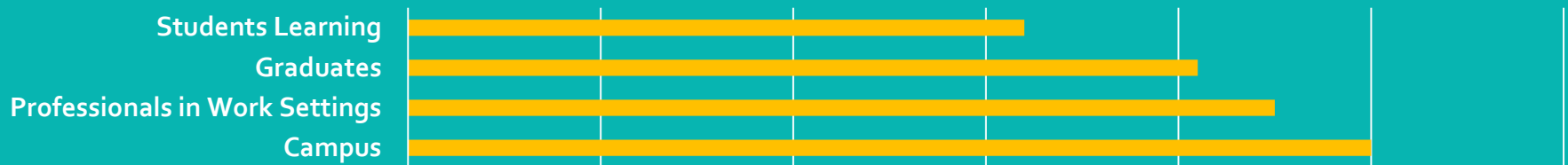People Like People…
…and Campus Shots

TESTING: CURRENT STUDENTS

TESTING

- 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

Students Learning	
Graduates	
Professionals in Work Settings	
Campus	

TESTING

- "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

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

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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

MEASURE

IMPACT YOUR WORLD

Start Your Master's or Certificate on March 27

100% ONLINE OR EVENINGS

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LESSON #10

Maintain the Campaign

UPDATE & MAINTAIN

MAINTAIN

Questions?