Launching 2017 campaigns

Senior Cabinet
February 2, 2017
Advertising Breakout

• Brand Awareness (37%) - $180,000
• Latino/Post Tradition Segments (25%) - $120,000
• Transfer Students (21%) - $100,000
• Visit Campus Strategy (16%) - $80,000
• Misc. Opportunities (1%) - $6,250
Building Brand Awareness
Building Brand Awareness

• Budget: $180,000, 37% of total advertising budget

• Goals
  • Raise awareness of NIU’s brand
  • Provide “air cover” for recruiters

• How?
  • Stage 1
    Strategic use of new spot
    OOH campaign focused on key messages
  • Stage 2
    Stories of the successes and triumphs of Faculty, Staff, Alumni and Students
Brand Campaign :60 spot
Brand Campaign :30 spot
Brand Campaign :15 spot
Brand Campaign Out Of Home

Top-ranked professors… who know your name.

Northern Illinois University | niu.edu

Dream Big. We’ll help make it come true.

Northern Illinois University | niu.edu
Brand Campaign Out Of Home

Nationally ranked programs. Personal attention.

Northern Illinois University | niu.edu

Nationally ranked programs. Personal attention.

Northern Illinois University | niu.edu
Brand Campaign Out Of Home

Real connections. Before you graduate.

Northern Illinois University | niu.edu

Your goals are unique... your education should be too!

Northern Illinois University | niu.edu
Brand Campaign Out Of Home

Small town culture. 
Big city connections.

Northern Illinois University | niu.edu

You started strong. 
Finish stronger.

Northern Illinois University | niu.edu
Transfer and Latino Segment Campaigns
Latino/Post Traditional Segment

• **Goals**
  - Raise visibility of NIU’s brand in key markets
  - Earn a greater share of key markets

• **How?**
  - Latino (included)
    - Advertise in Latino-specific media outlets
    - Geo-fence high schools and community colleges with high percentage of Latino populations
    - Realize cross-over with transfer recruitment
  
  - Post Traditional (forthcoming)
    - Geo-target area codes with high percentage of adults with some college credit, but no degree
    - Paid search
    - Degree-specific mobile ads
Transfer Segment

• Goals
  • Raise visibility of NIU’s brand in key markets
  • Improve upon Transfer recruitment

• How?
  • Ads in community college and community newspapers
  • Geo-fence campuses for mobile ads
  • LinkedIn and Facebook social ads
  • Posters for community colleges
Community College Newspapers

TRANSFER OPEN HOUSE

Finish your Degree at NIU

February 10, 2017
go.niu.edu/MCC

Northern Illinois University
Your Future. Our Focus.

[Image of two students walking outdoors with a banner promoting the Transfer Open House event at NIU.]
Pandora and iHeartRadio
Paid Social Ads

Attend our Transfer Open House to meet with counselors, receive an on-the-spot decision and more, and find out why over 50 percent of our graduating classes are transfer students.

Finish your degree at NIU. Over 50% of our graduating classes are transfer students. Attend our Transfer Open House!

Transfer Open House - Friday, February 10
Transfer Open House lets you experience our community and explore our campus as our current students do. Learn more about our nationally ranked programs, financial aid and scholarship opportunities.

NIU.EDU/TRANSFEROPENHOUSE
Mobile Ads
Posters for Community College Counselors

Finish your Degree at NIU
ATTEND A FRIDAY OPEN HOUSE

TRANSFER OPEN HOUSES
February 10, 2017
March 10, 2017

SPRING OPEN HOUSE
April 14, 2017

go.niu.edu/Transfer-OH
Visit Campus Strategy

• Goal
  • Increase visits to campus focusing those with the greatest returns

• How
  • Paid search
  • Mobile Ads
  • “Always on” Facebook carousel ad featuring (in order):
    Agenda Visits
    TGIFs
    Open Houses
    Daily Tours
Miscellaneous Projects

• Sponsorships
  • Sigma Tau Delta International Conference (English)
  • ILACHE Annual Conference (Latino Resource Center)
  • Chicago Volunteer Expo (Nonprofit and NGO Studies)
Questions?