

Board of Trustees

University Advancement Committee

Marketing Update

February 19, 2016



North Carolina Agricultural and Technical State University



Background

Spring 2014

- N.C. A&T launched the “Aggies Do” campaign, which aims to deliver cohesive messaging and positioning of the university through integrated marketing and strategic communications. The campaign incorporates the results from a brand assessment that recommended a marketing focus on:
 - » Student Recruitment
 - » Brand image/perception
 - » Alumni engagement



Background

Spring/Summer 2014

- University Relations conducted educational sessions for internal constituents
- An RFP was drafted seeking a marketing firm to develop the look and feel of the “Aggies Do” campaign



TWG Plus Selected for “Aggies Do” Campaign

Fall 2015

- TWG Plus is a full-service higher education marketing company whose approach combines data, strategy and creativity to deliver including print collateral; email and search engine optimization/search engine marketing; web design and web development; and social media strategy and implementation
- Intake Sessions
- “Discovery Day” on campus meeting with students and faculty in focus groups, touring campus and attending a men’s basketball game



TWG Plus Deliverables

- TWG Plus will deliver marketing and branding strategy and collateral in more than 20 key areas to include:
 - » Graphic Design
 - Development of two creative concepts based on the “Aggies Do” campaign to be used in all collateral
 - Brand book with sample viewbooks, billboards, advertisement and brand microsite
 - » Campus Signage
 - Design of posters, banners, floor/stair graphics, boulevard banners, building banners and lawn signage



TWG Plus Deliverables

- Advertising
 - » Advertising strategy booklet with sample executions
- New Faculty/Employee Welcome Packet
 - » Design of welcome packet with pocket folder and step inserts
- Social Media Campaigns
 - » Social media audit to set the baseline for future campaigns/social media activity, with strategy and action items for launch of new brand
- Commercial Production and Execution
 - » Creation and production of two 30 second commercials for TV/video advertising



TWG Plus Deliverables

- Search Engine Optimization (SEO)/Pay Per Click Campaign
 - » SEO audit of N.C. A&T website and online banner advertising, and remarketing campaign within a certain geographic area
- Establishment of a “college town” feel in the community
 - » Design for banners and one-sheets/inserts to be displayed and distributed in the community
- PR Collateral and Strategy
 - » Cover design and layout for A&T Today magazine and Alumni Times e-newsletter template



TWG Plus Deliverables

- STEM Collateral and Strategy
 - » STEM strategy document, focused on student search, community outreach opportunities and how to better market and promote STEM programs
 - » Design for STEM one-sheet template

- Research Collateral and Strategy
 - » Research strategy document, focused on student search marketing, community outreach and partnership opportunities, and how to better market and promote research initiatives happening on campus
 - » Design for research one-sheet template



TWG Plus Deliverables

- Land Grant University Collateral and Strategy
 - » Land grant university strategy document, focused on student search, community outreach and involvement, and how to better market and promote the agriculture, science, military science and engineering programs and opportunities offered at A&T
 - » Design for land grant one-sheet template

- Third-party Rankings and Peer Communications Placement
 - » Creation of media strategy plan for local, regional and national markets
 - » On-campus presentation of strategy plan
 - » On-campus faculty workshop



TWG Plus Deliverables

- School and College Collateral and Strategy
 - » E-newsletter template
 - » Magazine template, to include cover and one internal spread for each college/school (9 total)
 - » Strategy document for each college/school and one overall marketing overview document
 - » Poster design for each college/school based on new brand identity
 - » Pamphlet template
 - » Four-page university viewbook, design and copy based on new brand identity



TWG Plus Deliverables Timeline

- March 2016 – On-campus presentation of the two creative concepts to key stakeholder groups
- April 2016 – Delivery of final concept
- May-July – Production, roll-out of deliverables internally and staff training
- August 2016 – Faculty training, full external launch of “Aggies Do”

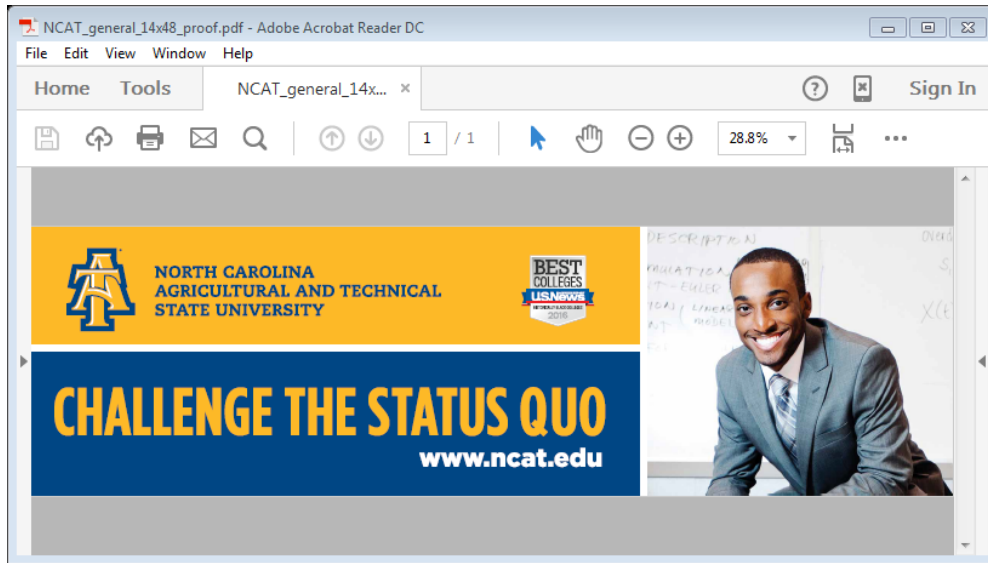


Current Marketing Efforts

- Three marketing strategies are at work simultaneously to promote the university and address the areas of student recruitment and brand/image perception until the external launch of the “Aggies Do” campaign:
 - » Corporate (student recruitment) – print, direct mail, social media and billboards in strategic locations
 - » A&T Online – a mix of print and billboard ads to promote on-line and/or distance education
 - » School of Nursing – a mix of print and radio ads to promote the nursing programs



Corporate Billboards, School of Nursing Ad





A&T Online

