INSIDE THE THINK TANK

2012 Undergraduate Enrollment Campaign

RECAP AND NEXT STEPS

SEPT 2012
TARGET AUDIENCES

Campaign focused on metro Denver

- High school students
  - Focus on five pilot schools
- Community college students preparing to transfer to a four-year school
- Veterans taking advantage of the GI bill

Vanessa, Environmental Science and Communications
Liberal Arts and Sciences
CAMPAIGN GOALS

Campaign ran mid-March through early June

- Raise awareness and clarify image of CU Denver
- Increase engagement
- Drive inquiries
MEDIA CHANNELS AND MEASUREMENTS

Media channels
- Print and outdoor
- Online
  - Banner ads
  - Google AdWords
  - Facebook ads
  - Micro site and videos
- Radio
- Cinema
- In-high school ads

Measurements
- Engagement
  - Site visits and time
  - Videos viewed, liked and shared
  - Click-thrus to sites
  - Snap tag interaction
- Site inquiries
  - Requests for information
  - E-mails
CAMPAIGN SUMMARY

Successes

- Solid foundation for next phase of campaign
- Positive response to in-school placements and radio and cinema ads
- Internal engagement and excitement
- Significant number of visits to microsite
  - Driven by multi-channel campaign

Chloe, Spanish and Sociology
Liberal Arts and Sciences
THINK TANK MICROSITE VISITS

Daily visits

- 3/12 Radio
- 3/15 Chancellor’s Communique
- 3/19 Online banners, print and transit
- 3/23 Cinema
- 3/25 Facebook
- 4/2 In-school launch

Weekly visits

- Visits
- April 2012
- May 2012
- June 2012
CAMPAIGN SUMMARY

Successes continued

- Visitors from ThinkTank microsite to ucdenver.edu seem to be a higher quality visitor
- Faculty and student videos very strong asset
- Positive feedback from students, faculty and staff in high schools

Applications from the 5 targeted high schools increased +19% versus the average of other Colorado schools of +11% between March and June 2012
CAMPAIGN SUMMARY

Areas for improvement

- Reconsider outdoor placements, did not execute as anticipated
- Deepen microsite engagement
- Enhance social media outreach
- Maintain in-school excitement over life of campaign
- Re-evaluate SnapTag usage
- Increase community college impact
- Improve balance of awareness versus direct marketing
NEXT STEPS

General

- Couple awareness with action
  - Stronger calls-to-action in ads to encourage inquiry, campus visits and applications
  - Enhance microsite content include calls-to-action; develop specific audience landing pages

- Increase time spent on ThinkTank microsite

- Continue radio and cinema for consistent presence throughout campaign; refine cinema for better context

- Replace our students in ads and incorporate faculty into campaign where possible

- Increase use of student and faculty videos
NEXT STEPS

High schools

- Roll out to additional schools in the fall; maintain the original five
- Engage high school faculty and staff before placements go live
- Continue momentum in the high schools after placements go up
- Review creative in schools to ensure highest degree of visibility and engagement
- Target parent/family influencers
NEXT STEPS

Community colleges

- Explore additional opportunities for partnership and engagement
- Improve community college placements, engagement and messages
- Focus on spring semester campaign

Military

- Refine military targeting and messages
- Develop more traditional campaign for veteran audience with increased Boots to Suits messages
QUESTIONS and DISCUSSION