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Missouri
State
UNIVERSITY

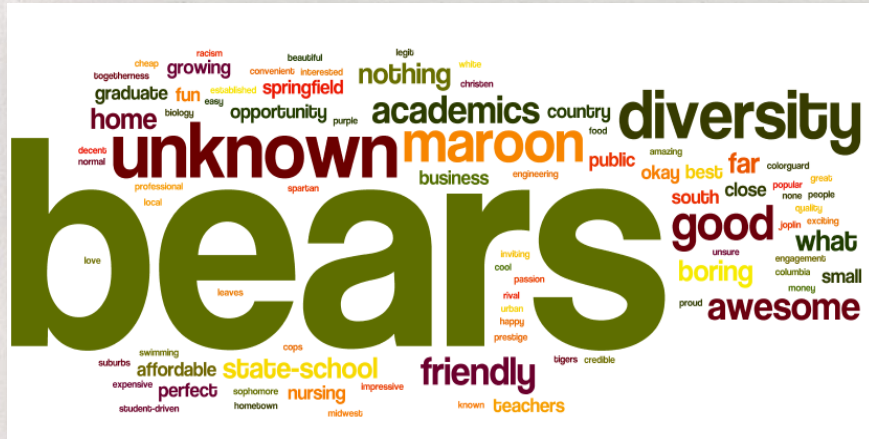
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Key Research Findings

- MSU is viewed positively and performs well among historically excluded groups (HEG).
 - Scores are consistent with scores among current audiences surveyed in the full report.
- Prospective HEG students are initially less familiar with MSU offerings than current HEG students, with high unawareness across metrics.
 - Additionally, scores among prospective HEG students are lower than scores among prospective audiences surveyed in the full report, with higher unawareness among HEG students.

Key Research Findings (continued)



Current HEG students
note MSU's diversity

Among prospective HEG
students, MSU's associations
remain relatively unknown



Key Research Findings (continued)

- Awareness of MSU's brand, mission statement, and tagline is low, particularly among prospective students.
- However, when utilized, these tools effectively boost favorability and interest.

Key Research Findings (continued)

Messages resonate across audiences and move the needle on key metrics.

- The key messages emphasize MSU's quality, affordability, and range of opportunities.
- Additionally, top messages' themes are consistent with factors that respondents view to be the most important to a college experience.

Goals

- Develop a plan to increase awareness among prospective African-American students from St. Louis and Kansas City
- Develop a plan to increase awareness among prospective Hispanic students from the southwest Missouri area

Target Audiences

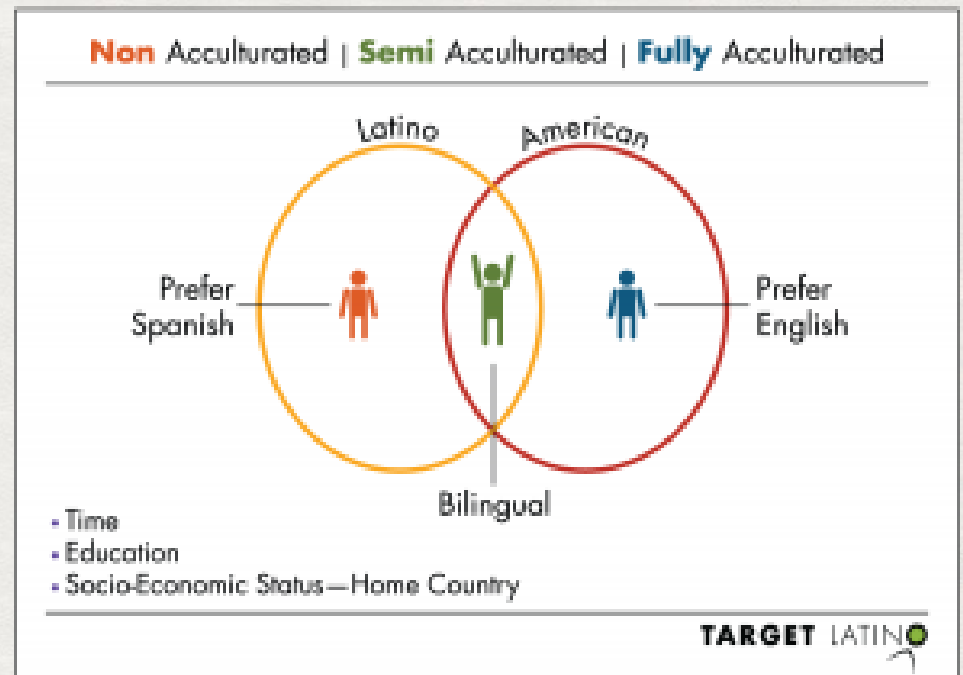
- Prospective high school students
- Parents of prospective high school students
- Current students
- Alumni
- General public

Culturally Relevant Marketing

- Goes beyond traditional efforts
- Requires thorough research and implementation
- More than changing photos or translating words
- Includes the right visuals, right text, and set within a relevant cultural background
- Culture can be a stronger communication barrier than language

Levels of Acculturation

- Non-acculturated
- Semi-acculturated
- Fully-acculturated



Top Performing Messages

- Affordability
- Programs
- Community
- Safe environment/far-reaching opportunities

Messaging

- Develop a brand that focuses on MSU's unique academic opportunities
- Capitalize on competitive advantages identified by the target audience: location, affordability, value, campus offerings, and facilities
- Provide credibility to the brand image through the success of academic programs

Competitors

Mizzou



Drury



OTC



Missouri State
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MSU - Opportunity



Media Recommendations

This media plan will seek to increase diversity in freshman enrollment at MSU.

We recommend concentrating the support in the markets where these freshmen have historically originated.

Key Targets

- Hispanic Teens
 - Southwest Missouri
 - Springfield
 - Joplin
- African-American Teens
 - Springfield
 - St. Louis
 - Kansas City

Mediamark Research & Intelligence (MRI) usage data shows which media 18-year-old minorities are consuming.

Media Usage Indices	Heavy TV	Heavy Radio	Heavy Online/Mobile	Viewed Spanish TV	Listened to Spanish Radio	Visited Spanish Websites
Hispanic 18 y.o.	14.3	115.7	141.6	455.9	458.8	588.8
African American 18 y.o.	82.6	142	152.2	117.7	9.2	12.3

Based on the MRI 2013 Doublebase study.



Usage data is very similar when looking at households where any 12-to-17-year-olds are present.

Media Usage Indices	Heavy TV	Heavy Radio	Heavy Online / Mobile	Viewed Spanish TV	Listened to Spanish Radio	Visited Spanish Websites
Hispanic Hhs with any 12-17 y.o.	59.6	112.1	81.1	629.9	664.8	664
AA Hhs with any 12-17 y.o.	137.3	140	122	52.2	24.6	56.6

Based on the MRI 2013 Doublebase study.



The recommended paid media plan would include a mix of radio, online, mobile, and outdoor to reach the target audience as efficiently and effectively as possible.

Recommended Media:

- Radio
- Online / Mobile
- Outdoor



Television:

Southwest Missouri -

- Spanish-language TV would target Hispanic teens.
- No insertable Spanish language TV/cable networks in the Joplin, Springfield, or Branson markets.

Springfield, Kansas City, and St. Louis

- Prime and cable programming reach African-American households with teens.
- Recommend including the Springfield, Kansas City, and St. Louis markets only if budget becomes available.

Estimated Television Costs:

Broadcast / Prime programming

- St. Louis: One week @ 100 GRPs = \$63,800 (six weeks = \$382,800)
- Kansas City: One week @ 100 GRPs = \$36,600 (six weeks = \$219,600)
- Springfield: One week @ 100 GRPs = \$10,700 (six weeks = \$64,200)
- Six-week broadcast total: \$666,600

Cable / Teen-targeted networks and dayparts -

- St. Louis: One week @ 100 GRPs = \$28,200 (six weeks = \$169,200)
- Kansas City: One week @ 100 GRPs = \$15,700 (six weeks = \$94,200)
- Springfield: One week @ 100 GRPs = \$4,400 (six weeks = \$26,400)
- Six-week cable total: \$289,800

Radio:

According to MRI data, both of these teen audiences are heavy consumers of radio.

Station selection -

- Latest Nielsen Audio ratings data.
- Special consideration given to formats such as Urban, Urban AC, and Spanish stations.
- Markets
 - Springfield, Joplin, St. Louis, and Kansas City

Estimated radio costs:

- 100 gross rating points per week, two weeks per month

St. Louis: One week @ 100 GRPs = \$25,400 (six weeks = \$152,400)

Kansas City: One week @ 100 GRPs = \$22,000 (six weeks = \$132,000)

Springfield: One week @ 100 GRPs = \$4,800 (six weeks = \$28,800)

Joplin: One week @ 100 GRPs = \$3,500 (six weeks = \$21,000)

Six-week total: \$334,200

Online and Mobile:

- Target Hispanic and African-American teens demographically and geographically
- Utilize desktop and mobile sites and apps
- Spanish-language sites and apps
- We recommend using a video component in addition to static banners.

Estimated online plan costs:

- Online Video & Banners: \$25,500
- Mobile Video: \$18,000
- Mobile Banners: \$ 6,000
- Spanish Language Online Video & Banners: \$ 11,000
- Spanish Language Mobile Video: \$ 8,825
- Spanish Language Mobile Banners: \$ 3,500

- Three-month total \$72,825



Streaming Radio:

Pandora Internet Radio -

- Combination of online, mobile, and radio media
- Audio of a radio spot and the visual of a banner ad on both the online and mobile platforms
- Pandora continues to be the most popular streaming music service among teens and young adults

Based on 15% share of voice against teens ages 13-18:

- Springfield: \$8,250 over three months
- St. Louis: \$12,500 over three months
- Kansas City: \$15,000 over three months
- Joplin: \$5,400 over three months
- Three-month total: \$41,150

Outdoor

We can identify billboard locations in each market that specifically reach the communities made up our target audiences, tailoring the creative message as needed.

Outdoor Cost Estimate

St. Louis

Bulletins

(large billboards – 14' x 48')

- 100 GRPs per month requires 14 units
- Monthly rate \$41,230
- Production fee for 14 units \$14,112

Posters (street level billboards – 10'5" x 22'8")

- 100 GRPs per month requires 14 units
- Monthly rate \$9,100
- Production fee for 14 units \$1,800

Kansas City

Bulletins

- 100 GRPs per month requires eight units
- Monthly rate \$28,240
- Production fee for 14 units \$8,064

Posters

- 100 GRPs per month requires 29 units
- Monthly rate \$16,240
- Production fee for 29 units \$3,200

Outdoor Cost Estimate

Springfield

Bulletins

- 100 GRPs per month requires seven units
- Monthly rate \$10,185
- Production fee for seven units \$7,056

Posters

- 100 GRPs per month requires seven units
- Monthly rate \$4,970
- Production fee for seven units \$800

Joplin

Bulletins

- 100 GRPs per month requires four units
- Monthly rate \$7,940
- Production fee for four units \$4,032

Posters

- 100 GRPs per month requires five units
- Monthly rate \$3,400
- Production fee for five units \$600

Summary of Potential Media Expenses:

Six weeks radio: \$334,200

Three months online/mobile: \$72,825

Three months streaming radio: \$41,150

12 weeks Outdoor (posters): \$107,530

Three-month Total: \$555,705

Recruitment Outreach

Hispanic Recruitment Events

- After-school/evening family sessions
- Financial aid/scholarship application assistance
- Admissions/financial aid-blended positions

Recruitment Outreach

African-American Recruitment Events

- Greek community alumni
 - Showcase success stories
 - Share Greek life experience
 - Connect with parents
- Students as admissions mentors
- ACT training sessions



Become a Host

- Yard show/Step show
- University-sponsored entertainment outside of Springfield
- Access to athletic facilities

Creative Recommendations

- Spanish-language publication
- Photography and visuals
- Diversity in general marketing materials

Measurable Outcomes

- Establish a timeline for planning and early implementation
- Track information inquiries, events' attendance, participation of alumni, and community engagement
- Monitor applications, campus visits, interest levels after hosting on-campus programs
- Track website traffic for all online minority advertising and website usage driven from those ads

Measurable Outcomes

- Conduct an ad recall survey on the targeted markets where the media buy took place to benchmark awareness
- Analyze results from the Climate Study and incorporate feedback into future marketing efforts

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