



WASHINGTON STATE
UNIVERSITY

WSU Brand Campaign Overview



Board of Regents Meeting

September 19, 2024

How we tell our story:

- Earned Media
- Owned Media
- Shared Media
- Paid Media



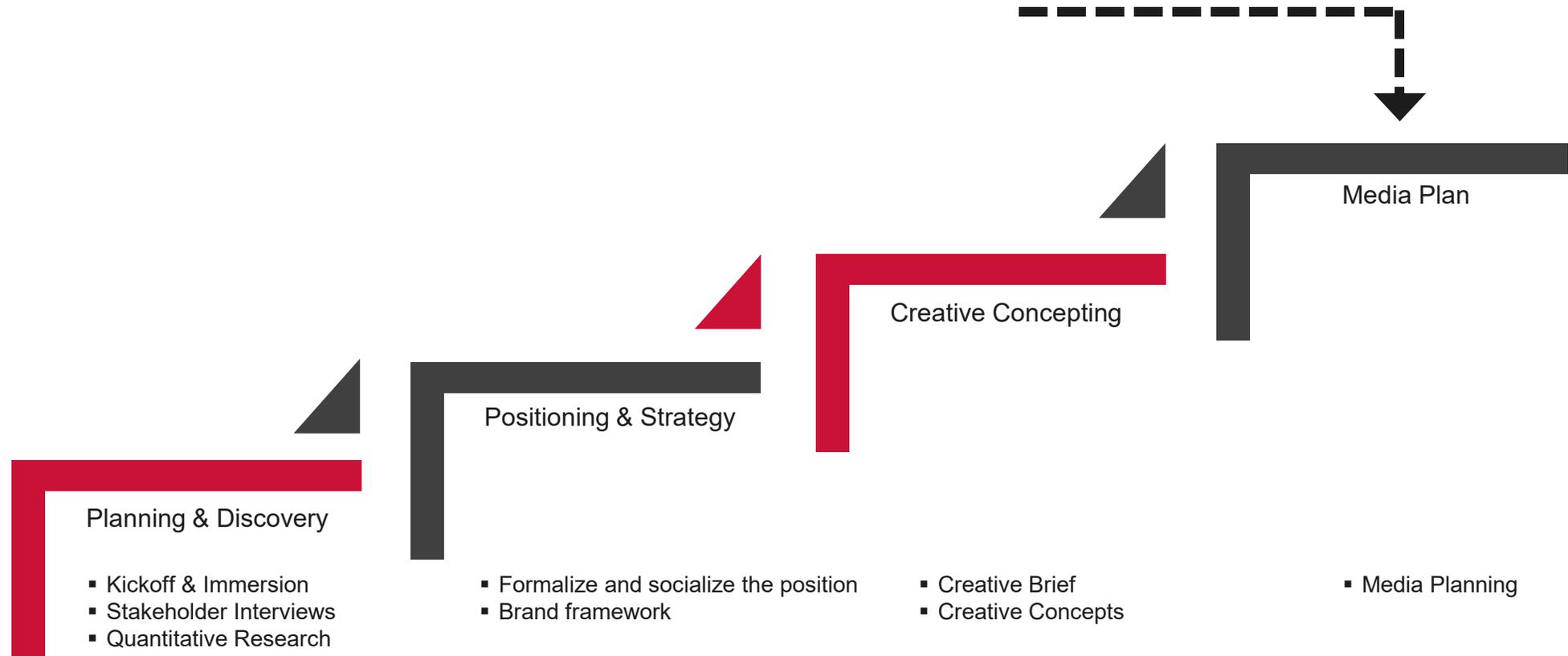
Purpose of the Brand Campaign

Develop a values-based brand position that elevates the awareness and reputation of Washington State University





The Process to Get There



QUANTITATIVE RESEARCH

- Study fielded from June 13 through July 3, 2023.
- Connected audiences were invited to take the survey via email.
- Washington resident respondents were sourced through a consumer panel.

- Separate research project with first-year students who did and did not enroll at WSU. Explored priorities when selecting a college/preferences on design. Incorporated into new admissions campaign.

6,964 total participants

- 817 current students
- 1,544 alumni
- 1,799 prospective students
- 337 faculty
- 921 staff
- 1,546 Washington residents



Brand Scorecard

	Wash. Residents	Prospects (Undergrads)	Undergrads	Grads	Faculty	Staff	Alumni
Unaided Awareness	74%						
Aided Awareness	92%						
Familiarity	70%	52%					
Net Promoter Score	13.7	13.4	23.4	8.9	-10.4	-0.1	56.1
First-choice school		33%					
Perceived quality of edu (% excellent)	20%	35%	30%	31%	12%	14%	41%
Rep. for academic excellence (% completely agree)	35% (fam)	38%	32%	26%	9%	10%	27%
Brand momentum (% gaining a lot)	23%	35%	27%	21%	5%	6%	21%
Brand trust (% trust completely)	22%	32%	24%	21%	6%	19%	27%
Overall reputation (% excellent)	36%	35%	29%	24%	6%	8%	35%
Quality of research (% excellent)	27%	32%	32%	35%	21%	33%	43%
Positively impacts the community (% agree completely)	33% (fam)	40%	38%	34%	26%	26%	49%
Good investment for the people of WA (% agree completely)	35% (fam)	38%	42%	41%	40%	29%	47%
Impact globally (% agree completely)	19% (fam)	28%	26%	22%	15%	15%	28%



POSITIONING STATEMENT

We are Washington's university, where intentional experiences lead to remarkable opportunities and innovative ideas become solutions that solve real challenges for the people of Washington and the world.

Messaging Pillars:

- Genuine problem-solvers
- Putting Washington communities first
- Network of profound impact





WASHINGTON STATE UNIVERSITY

BRAND CREATIVE



Creative ethos – go.wsu.edu landing page

HERE WE GO

For Cougs, it's always GO time, because there's too much at stake, too much to lose, so much to gain.

We GO headlong into challenges to solve problems, innovate, disrupt.

We GO in service to our communities, across Washington and around the globe. And we **GO** not only as teachers, but as learners, because education is a limitless power.

Ready? Here we GO.



WSU Brand Anthem Video



Campaign landing page

go.wsu.edu



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Ready? Here we GO.



Out of Home Execution



BOLDLY.



WASHINGTON STATE
UNIVERSITY

HERE. WE. GO.



Out of Home Execution



Out of Home Execution



HEAL.



WASHINGTON STATE
UNIVERSITY

HERE. WE. GO.



Out of Home Execution



INNOVATE.



WASHINGTON STATE
UNIVERSITY

HERE. WE. GO.

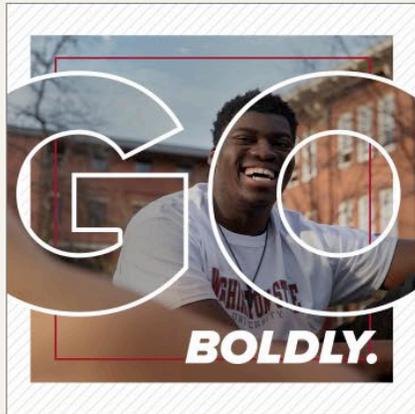


Out of Home Execution



Social Media Executions

Carousel Image 1



Carousel Image 2



Carousel Image 3



Carousel Image 4



Carousel Image 5



Social Media Executions

Frame 1



Frame 2



Frame 3



Frame 4



Frame 5



Frame 6



Frame 7



Frame 8



Frame 9



Additional Social Videos



[Click to watch "Discover"](#)



[Click to watch "We Go Together"](#)



[Click to watch "Beyond"](#)



BUDGET REQUEST

\$2.4 million annually

Would address four audience categories:

- Core brand audience
- Admissions brand audience
- Connected audiences
- Peer influencers



BUDGET ALLOCATION

\$1.7 million one-time only

Able to address two audience categories:

- Core brand
- Admissions brand

- Connected audiences
- Peer influencers





FY25 MEDIA PLAN



Plan Parameters

Timeframe:

- Launched on September 9, full fiscal-year campaign
- Support system-wide enrollment with “Mini-CTA” campaigns throughout the year

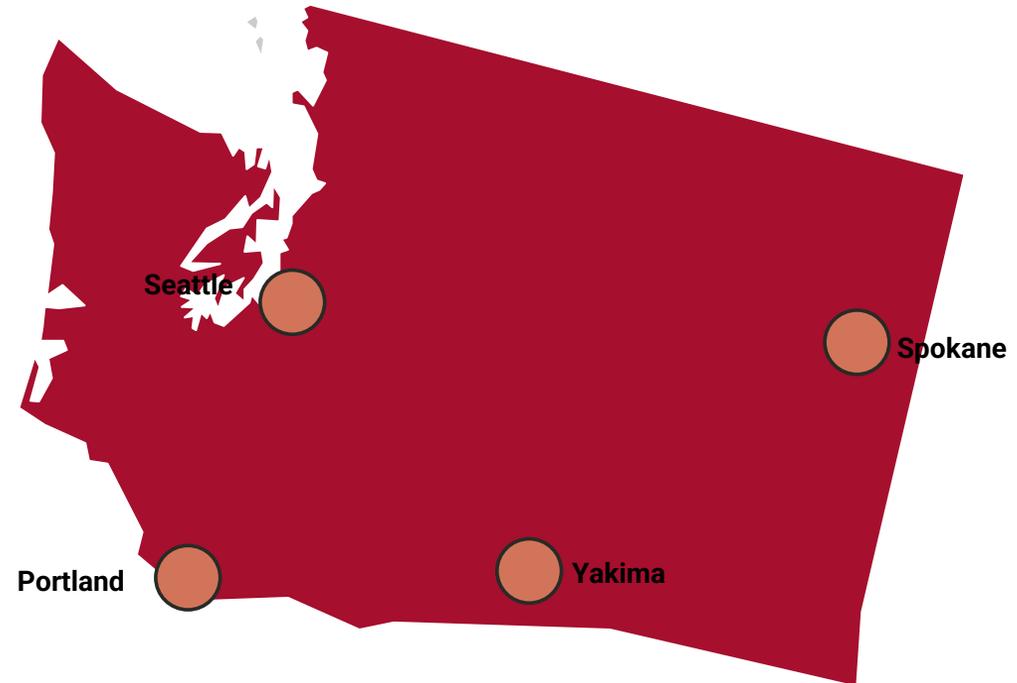


Strategic Approach

Geographic distribution

Use a layered geographic approach to incorporate activation against core audiences:

- Broadly targeted digital partnerships expanding statewide reach
- Deepest channel mix in DMAs covering the full state of Washington. Potential to include select Broadcast media and Out of Home advertising for mass reach.



CORE BRAND AUDIENCE



Goal: Increase visibility of the WSU system within the state, stimulate content consumption and improve perceptions of the university



Media Objective:

- Drive content consumption and engagement
- Prioritize delivery towards influential and qualified audiences within the state



KPIs:

- Targeted impression delivery
- Audio/Video completions
- Clicks and clickthrough rate
- Landing page traffic
- Social channel sentiment
- Sentiment/survey feedback



Campaign Timing:
September '24 – June '25

Target Audiences



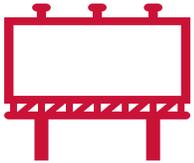
- Informed WA Public
- WA Legislature
- WA Media



Core Brand Channel Mix



Streaming Video: Leverage as the foundational awareness driver, layering broad-based demographic targeting with heavy ups against key business and legislative audiences. Combination of wide-reaching pre-roll video and device-specific Connected TV, providing a combination of high-impact visibility and frequency.



Out-of-Home Billboards: Concentrated delivery in Seattle metro, with budget accommodating 4-5 high-visibility OOH locations along the I-5 corridor and major arterials for an extended 3- to 4-month flight duration. Use OOH as a supporting tactic to reach the Seattle business community.



Social: Can be used as a statewide targeting tool reaching the informed public, business and legislative communities. Recommend focusing delivery on Meta and LinkedIn where consumption is highest among more qualified and influential audiences.



Local Media: Audience consumption is strong across many local media outlets for these segments. ROS and takeover executions on local digital outlets, including KING5, Seattle Times, Seattle PI, Seattle Business Journal will help stay top of mind with influential cohorts.





Out-of-Home (Traditional)

Approach: heavy-up visibility in the Seattle metro during campaign launch

- Application data shows the importance of King County on historical performance, while also providing opportunity for continued growth. While other digital tactics will be targeted to skew towards more selective audiences, Out of Home will help heavy up delivery in the metro and broaden the campaign reach.
- Focus will be along the I-5 corridor and major Seattle arterials using a mix of digital and static boards.
- Channel will drive a significant number of impressions for an efficient CPM while generating excitement and visibility.
- Consider a rotational program during the flight, with messaging moving to new locations throughout the flight to capture attention and continue reaching new audiences.



Parameters	
Segments:	Informed Public, Legislators, Business Community
Targeting:	Geo
Timing:	Sept - Nov
Unit:	Billboards
Markets:	Seattle Metro

Delivery Overview	
Impressions	40 million
Spend	\$200,000



Out-of-Home (Non-Traditional)



Approach: airport activation

- For an additional awareness push as well as activate fans of the brand and alumni, an airport installation at SeaTac will generate excitement and provide a photo opp and in-person engagement opportunity.
- Installation in SeaTac concourse C and in-airport digital advertising in time for holiday travel season to help boost the campaign mid-cycle and carry the effort during the December media blackout period.



Parameters

Segments: Informed Public, Legislators, Business Community, Alumni, WSU community

Targeting: Geo

Timing: Nov. – Jan.

Unit: Custom statue

Markets: Seattle Metro

Delivery Overview

Impressions 15 million

Spend \$180,000



Paid Social

Approach: create a steady drumbeat of promoted content, pulsed during key periods

Platforms:

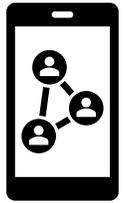
- While the informed public, business leaders and legislator audiences are heavy social users, their consumption is more condensed to fewer platforms than other audiences.
- Distribution towards these cohorts focus on Meta (Facebook), with pulsed outreach on X and LinkedIn to push timely stories or campaign updates.

Targeting:

- Platform targeting options have been reduced in recent years, however these audiences can still be reached effectively based on profile information, broad demographics, and their interests on social.
- Industry/job level targeting and high level HHI bracket information will be used as a foundational layer, with interests further informing targeting strategies.

Content:

- Utilize in-feed static and video units to drive engagement and traffic, using visuals from WSU stories and content.
- Center messaging around the unique distinction and leadership of various university research initiatives, while also showcasing positive brand, reputation-building and strategic partner content.



Parameters	
Segments:	Informed Public, Legislators, Business Community
Targeting:	Geo, Demo, Profile Attributes, Interest
Timing:	Sept-Nov, Jan-June
Unit:	Social Static/Video ads
Markets:	In-State

Delivery Overview	
Impressions	9.3 million
Spend	\$140,000



Local Media

Approach: partner with local news

- Audience development work identified how Washingtonians have a particularly strong tie to local media, with local newspaper and TV outlets making up the top media properties consumed.
- Direct partnerships with local media will prioritize unique ad executions and opportunities to maintain a higher share of voice, including roadblocks and rich media.
- Prioritize partnerships with the greatest reach (Seattle Times, KING) and opportunities to cater towards the business community (Puget Sound Business Journal)

Top Media Brands for Informed Washington Public:



Parameters	
Segments:	Policymakers, education influencers, business leaders
Targeting:	Audience + Behavioral
Timing:	Sept. – Nov.
Unit:	Display, Video, Rich Media
Markets:	In-State

Delivery Overview	
Impressions	2.5 million

SYSTEM ENROLLMENT AUDIENCE



Goal: Increase consideration for application/enrollment to WSU among Washington undergrad prospects, as well as preference for influencer audiences.

Flight media around different mindsets throughout the calendar year related to phases in enrollment journey.



Media Objective:

- Drive quality traffic to WSU application page
- Drive engagement among UG influencer audiences



KPIs:

- Application page sessions
- Application page engagement
- RFI, plan a visit, start application actions
- Cost per click
- Cost per conversion



Campaign Timing:
September '24 – June '25

Audience Phases



- Warming
- Geofencing
- College Bound Scholars
- Financial aid
- Transfer



Enrollment campaign

Warming landing page



Take your next step



[Request Info](#)

[Visit](#)

[Apply](#)

A red map of Washington State with a "go COUGS" flag on top. Six asterisks mark campus locations: WSU Vancouver, WSU Tri-Cities, WSU Pullman, WSU Spokane, WSU Everett, and WSU Global Campus. The state name "WASHINGTON STATE" is written in the center. City markers for Seattle and Olympia are also shown.

Choose Your Campus Experience

Each of our six campuses offers its own distinct student environment.

SPANISH LANGUAGE CAMPAIGN

**Goal:**

Address both the Core Brand and Enrollment Call-To-Action campaigns.

**Media Objectives:**

- Drive engagement and traffic to WSU Spanish-language brand page
- Drive quality traffic to WSU Spanish-language application page
- Drive engagement among Spanish-speaking UG influencer audiences

**Campaign Timing:**

October '24 – June '25

**Audience Phases**

- Core brand
- Warming
- College Bound Scholars
- Financial aid



SPANISH LANGUAGE CAMPAIGN

Assets:

Brand campaign

- :15, :30, :60 videos captioned in Spanish/on-screen text translated
- Social media posts translated
- Spanish-language *Here We Go* landing page
- Curated brand stories translated into Spanish

Enrollment campaign:

- Spanish-language warming social post/video/landing page
- Spanish-language financial aid social post/video/landing page
- Spanish-language College Bound social post/video/landing page

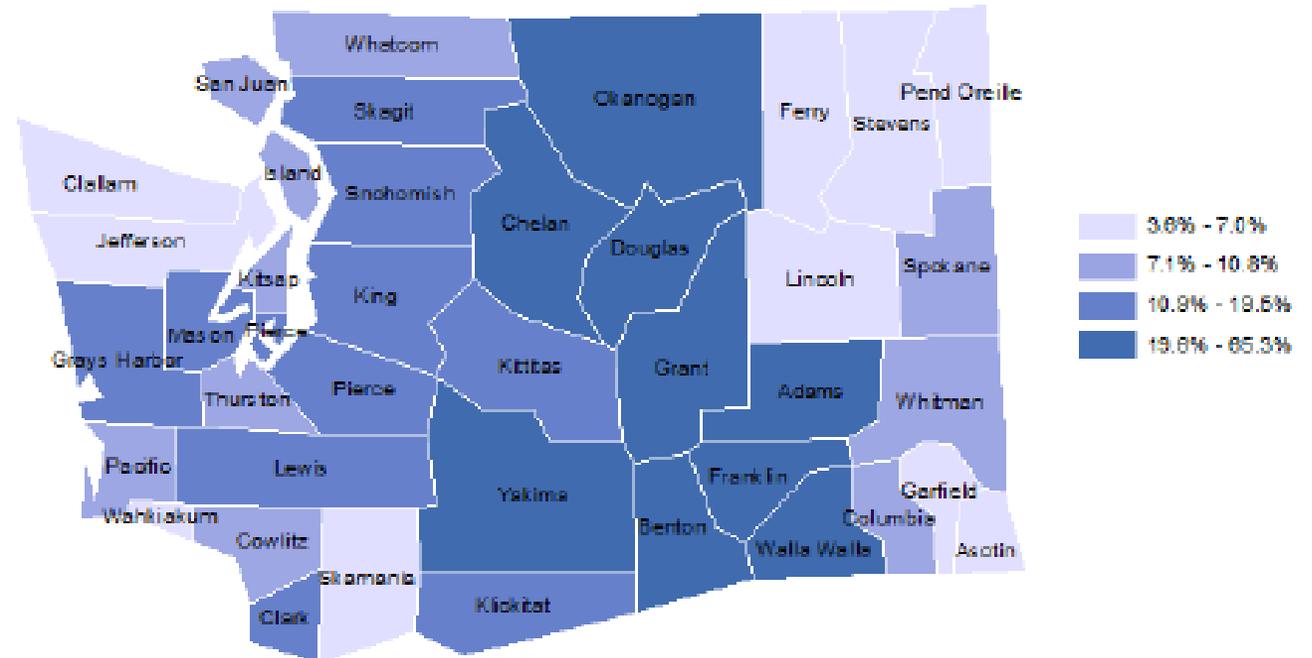


SPANISH LANGUAGE CAMPAIGN

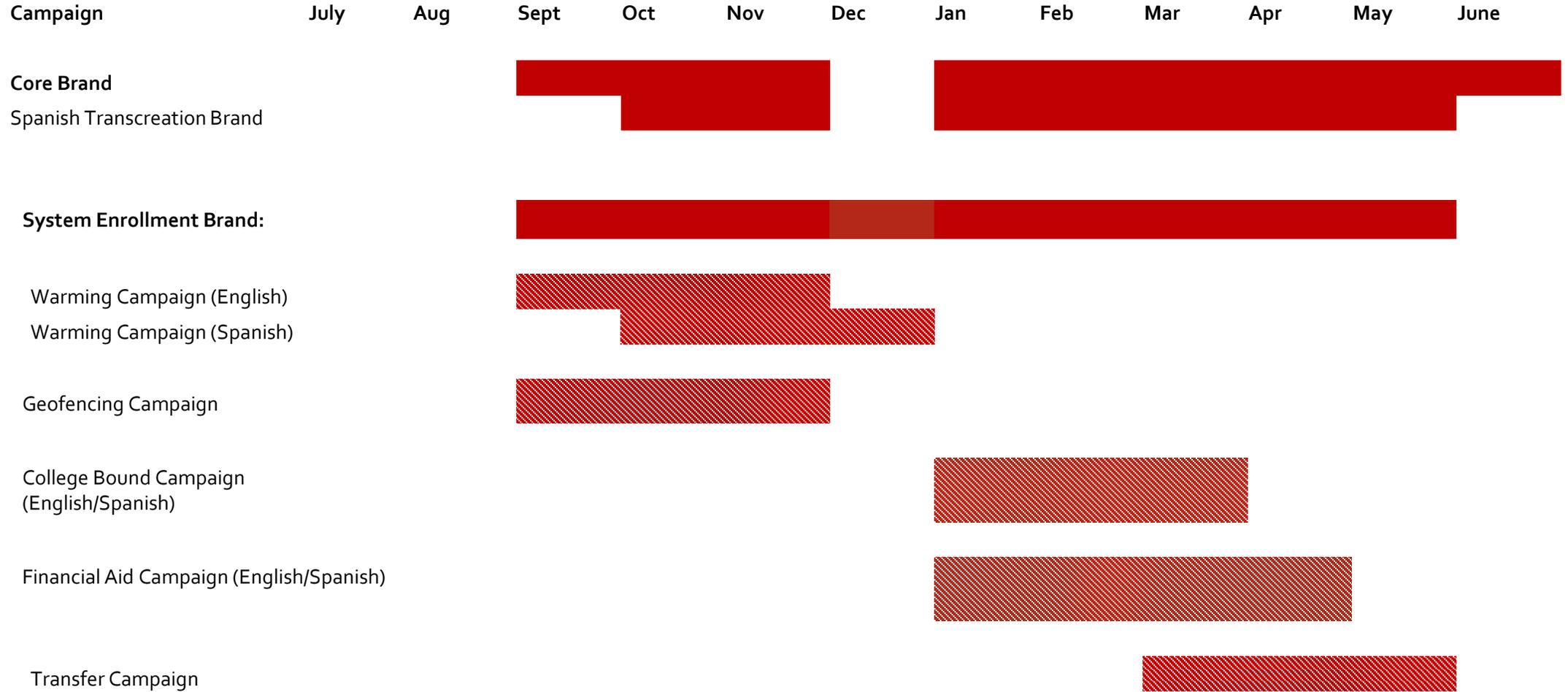


Target: Use Washington State Office of Financial Management census data to focus on counties with large Hispanic populations:

- Yakima
- Walla Walla
- Okanogan
- Chelan
- Douglas
- Grant
- Adams
- Franklin
- Benton



CAMPAIGN TIMING SUMMARY





QUESTIONS?

