

INFORMATION ITEM #1

WSU Brand Marketing Campaign Overview

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TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: Overview of WSU's recently launched brand marketing campaign

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SUPPORTING INFORMATION: Washington State University launched its first brand marketing campaign in nearly two decades on September 9, 2024. Called *Here We Go*, the campaign emphasizes WSU's far-reaching impact on research and education in Washington state and around the world.

The campaign is aimed at boosting awareness of WSU as a leader among public universities and improving perceptions of the university system. Targeting Washingtonians, key audiences include the general public as well as prospective undergraduate students and the people they rely on for college advice. Elements of the campaign will be available in Spanish.

The *Here We Go* campaign can be found in multiple locations, including social media, on billboards, and in digital ads, online video and connected TV. Photos, videos and narrative stories are being collected on a *Here We Go* campaign website.

WSU President Kirk Schulz set a strategic goal for the 2023-24 academic year of improving WSU's brand recognition and enhancing its reputation. In July, the university appropriated a one-time \$1.7 million investment to launch the paid advertising portion of this brand effort.

ATTACHMENTS: WSU brand marketing campaign slide deck