

Launching 2017 campaigns

Senior Cabinet
February 2, 2017

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Northern Illinois University
Your Future. Our Focus.



Advertising Breakout

- Brand Awareness (37%) - \$180,000
- Latino/Post Tradition Segments (25%) - \$120,000
- Transfer Students (21%) - \$100,000
- Visit Campus Strategy (16%) - \$80,000
- Misc. Opportunities (1%) - \$6,250

Building Brand Awareness



Building Brand Awareness

- Budget: \$180,000, 37% of total advertising budget
- Goals
 - Raise awareness of NIU's brand
 - Provide “air cover” for recruiters
- How?
 - Stage 1
 - Strategic use of new spot
 - OOH campaign focused on key messages
 - Stage 2
 - Stories of the successes and triumphs of Faculty, Staff, Alumni and Students

Brand Campaign :60 spot



Brand Campaign :30 spot



Brand Campaign :15 spot



Brand Campaign Out Of Home

Top-ranked professors...
who know your name.

STUDENT
FACULTY
RATIO
13:1



Northern Illinois University

| niu.edu

Dream Big.
We'll help make it come true.

Ranked Top
10%
Nationally for
Social Mobility by
CollegeNET



Northern Illinois University

| niu.edu



Brand Campaign Out Of Home

Nationally ranked programs.
Personal attention.



Northern Illinois University

| niu.edu

College of Business
Ranked Top
15%
Nationally by
Businessweek

Nationally ranked programs.
Personal attention.



Northern Illinois University

| niu.edu

College of
Engineering
and Engineering Technology
Ranked Top
35%
Nationally by
U.S. News & World Report



Brand Campaign Out Of Home

Real connections.
Before you graduate.

More than
145,000
alumni in the
Northern Illinois
Region



Northern Illinois University

| niu.edu

Your goals are unique...
your education should be too!

Make it your
own with
NIU PLUS



Northern Illinois University

| niu.edu



Brand Campaign Out Of Home

Small town culture.
Big city connections.

Just 1 hour
west of
CHICAGO



Northern Illinois University

niu.edu

You started strong.
Finish stronger.

50%
of graduating
classes are
transfer students



Northern Illinois University

niu.edu



Transfer and Latino Segment Campaigns



Latino/Post Traditional Segment

- Goals
 - Raise visibility of NIU's brand in key markets
 - Earn a greater share of key markets
- How?
 - Latino (included)
 - Advertise in Latino-specific media outlets
 - Geo-fence high schools and community colleges with high percentage of Latino populations
 - Realize cross-over with transfer recruitment
 - Post Traditional (forthcoming)
 - Geo-target area codes with high percentage of adults with some college credit, but no degree
 - Paid search
 - Degree-specific mobile ads

Transfer Segment

- Goals
 - Raise visibility of NIU's brand in key markets
 - Improve upon Transfer recruitment
- How?
 - Ads in community college and community newspapers
 - Geo-fence campuses for mobile ads
 - LinkedIn and Facebook social ads
 - Posters for community colleges

Community College Newspapers



A promotional poster for Northern Illinois University's Transfer Open House. The poster features a photograph of two young women, one Black and one Asian, smiling and looking at a laptop. The background of the photo shows autumn foliage. The poster has a red background with a black banner at the top. The text is in white and red.

TRANSFER OPEN HOUSE

**Finish your
Degree at NIU**

February 10, 2017
go.niu.edu/MCC

 **Northern Illinois University**
Your Future. Our Focus.

Pandora and iHeartRadio



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TRANSFER OPEN HOUSE

February 10, 2017

Register Today


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Register Today


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Paid Social Ads

 **Northern Illinois University** ✓
Written by Brian Stack (?) · January 27 at 4:25pm · 🌐

Attend our Transfer Open House to meet with counselors, receive an on-the-spot decision and more, and find out why over 50 percent of our graduating classes are transfer students.



Finish your Degree at NIU

Northern Illinois University

Transfer Open House - Friday, February 10

Transfer Open House lets you experience our community and explore our campus as our current students do. Learn more about our nationally ranked programs, financial aid and scholarship opportunities.

NIU.EDU/TRANSFEROPENHOUSE [Sign Up](#)

 **NIU** ✓
@NIUlive

Finish your degree at NIU. Over 50% of our graduating classes are transfer students. Attend our Transfer Open House!



Transfer Open House - 2/10/17
niu.edu [Read more](#)

LIKE
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11:01 AM · 26 Jan 2017

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Ads



Finish Your Degree at NIU
Register for our Transfer Open House on Friday, February 10.

Mobile Ads



 **Finish your Degree at NIU**
TRANSFER OPEN HOUSE
February 10, 2017 [Register Today](#)



 **Finish your Degree at NIU**
TRANSFER OPEN HOUSE
February 10, 2017 [Register Today](#)



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February 10, 2017

[Register Today](#)

 **Northern Illinois University**
Your Future. Our Focus.

Posters for Community College Counselors

**Finish your
Degree at NIU**

ATTEND A FRIDAY OPEN HOUSE



TRANSFER OPEN HOUSES
February 10, 2017
March 10, 2017

SPRING OPEN HOUSE
April 14, 2017



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University
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go.niu.edu/Transfer-OH

Visit Campus Strategy

- Goal
 - Increase visits to campus focusing those with the greatest returns
- How
 - Paid search
 - Mobile Ads
 - “Always on” Facebook carousel ad featuring (in order)
 - Agenda Visits
 - TGIFs
 - Open Houses
 - Daily Tours

Miscellaneous Projects

- Sponsorships
 - Sigma Tau Delta International Conference (English)
 - ILACHE Annual Conference (Latino Resource Center)
 - Chicago Volunteer Expo (Nonprofit and NGO Studies)

Questions?

