

Launching 2017 campaigns



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

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

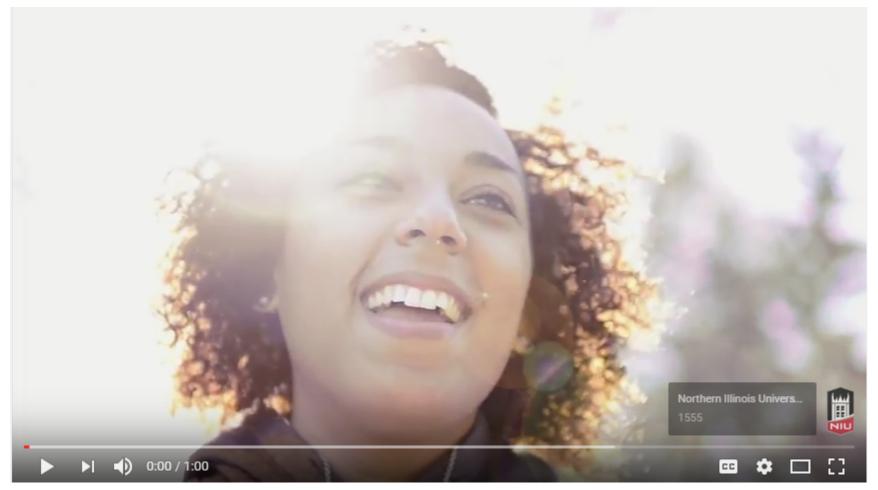
OOH campaign focused on key messages

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





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





Northern Illinois University

niu.edu

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





Northern Illinois University



Nationally ranked programs. Personal attention.





Northern Illinois University

niu.edu

Nationally ranked programs. Personal attention.





Northern Illinois University





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





Northern Illinois University



Small town culture. Big city connections.





Northern Illinois University

niu.edu

You started strong. Finish stronger.





Northern Illinois University





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



Pandora and iHeartRadio











Paid Social Ads





graduating classes are transfer students.

Attend our Transfer Open House!







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



Mobile Ads







Posters for Community College Counselors





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?

