Why do we need to invest in our message?

- Multiple competitors with deep pockets
- Expensive media market
- Proliferation of media channels
- Expanding demands on creative
- Protect and position Harper College brand message
3rd Most Expensive Market

- New York
- Los Angeles
- **Chicago**
- Philadelphia
- Dallas-Fort Worth
- San Francisco
- Boston
- Washington DC
- Atlanta
- Houston

Source: September 22, 2012 Nielsen Local Television Market Universe Estimates
Increasing Competition

- 133+ higher ed institutions actively marketing in Chicago Market
- $31 million* spent in 2012 education category (Traditional media only: newspaper, spot TV, cable TV, radio, out-of-home and magazine)

*Does not include: direct mail, postcards, e-mail, online search or display, brochures, posters, sponsorships, event promotions, etc. Source: VoiceTrak full Year 2012 report
Expanding Media Channel Choices

**Challenges**
- ↑ # of channels with lower budget
- ↑ # of creative variations
- ↓ audience attention

**Benefits**
- ↑ track daily
- ↑ monitoring/adjustment daily
- ↑ target: demo, geo, behavior, content, re-marketing
- ↑ ways to tell our story
Outdoor

- Rt 53 .3 MI n/o Euclid (digital)
- I-90 .5 MI W/O Elmhurst (digital)
- Hwy 72 E/O Bartlett
- June-August ‘13
- April –August ‘14

(Locations vary.)
Radio

- 120+ :30 spots
- Adult Spot
- FTIC Spot
- 10/15-11/4/13
  (highlight adult info session October 23 then FTIC transfer)
- 12/27-1/6/14
  (highlight class start date and website)
Variety of Program Specific Tactics

- Events
- Overview Brochures
- Direct Mail
- Daily Herald Ads
- Info Sessions
- Open Houses
- Industry Site Ads
- Social Media
- Public Relations
Digital Marketing

- Of the top 100 Google advertisers, 16 are for, or on behalf of, educational institutions.
- Those 16 advertisers alone spend an estimated $2 million a DAY.

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<th>Domain</th>
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Digital Marketing

- Online Search (MSN, Bing, Google)
- Online Content and Remarketing
- Mobile and In-App Advertising
Postcard to 180,000+ in-district residents (June ’13)
Broadcast TV Traffic Sponsorship

- WGN, NBC, CLTV, CSNC
- Slate plus :10 tag
- 138+ spots
- 10/15-11/4 & 12/27-1/6/13

Focus: October 23 Adult Info Session.
Focus: transfer benefits.
Focus: Class start date.
Comcast and Wowway Cable

- 2,000+ 30: spots
- Value add tags
- Zoned
- New Commercial developed for 2014
- :30 Brand Commercial
Going Forward...

- Continue to elevate brand
- Continue to enhance and roll out additional career and transfer campaigns
- Continue to support individual program/service requests
- On the Horizon: Inspire U (May 3), College and Career Expo (April 26), Spring High School Open House (March), Individual Career Program Info Sessions
Thank you.

- Sandie Minich
- Donna Harwood
- Mike Barzacchini