

Marketing Communications

Marketing Overview FY14
January 8, 2014

Transfer *Get Hired*
Start. Finish. Go Forward.
Get Promoted

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

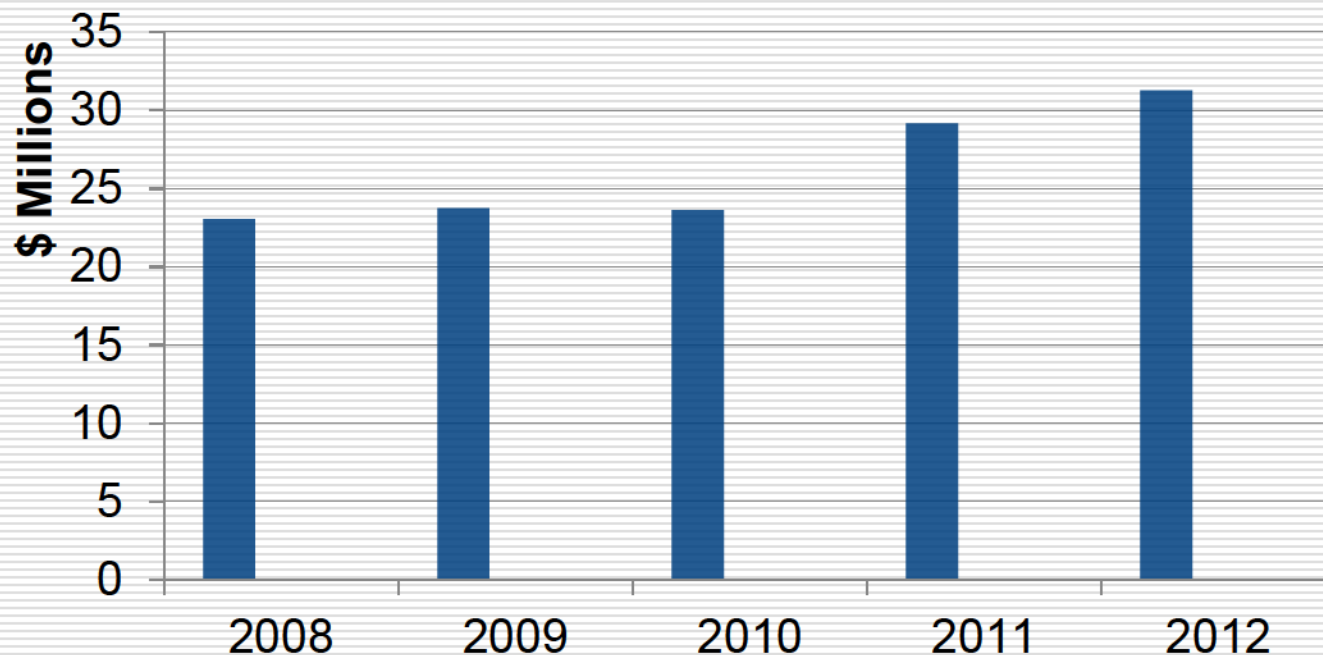
- #1 • New York
- #2 • Los Angeles
- #3 • **Chicago**
- #4 • Philadelphia
- #5 • Dallas- Fort Worth
- #6 • San Francisco
- #7 • Boston
- #8 • Washington DC
- #9 • Atlanta
- #10 • Houston





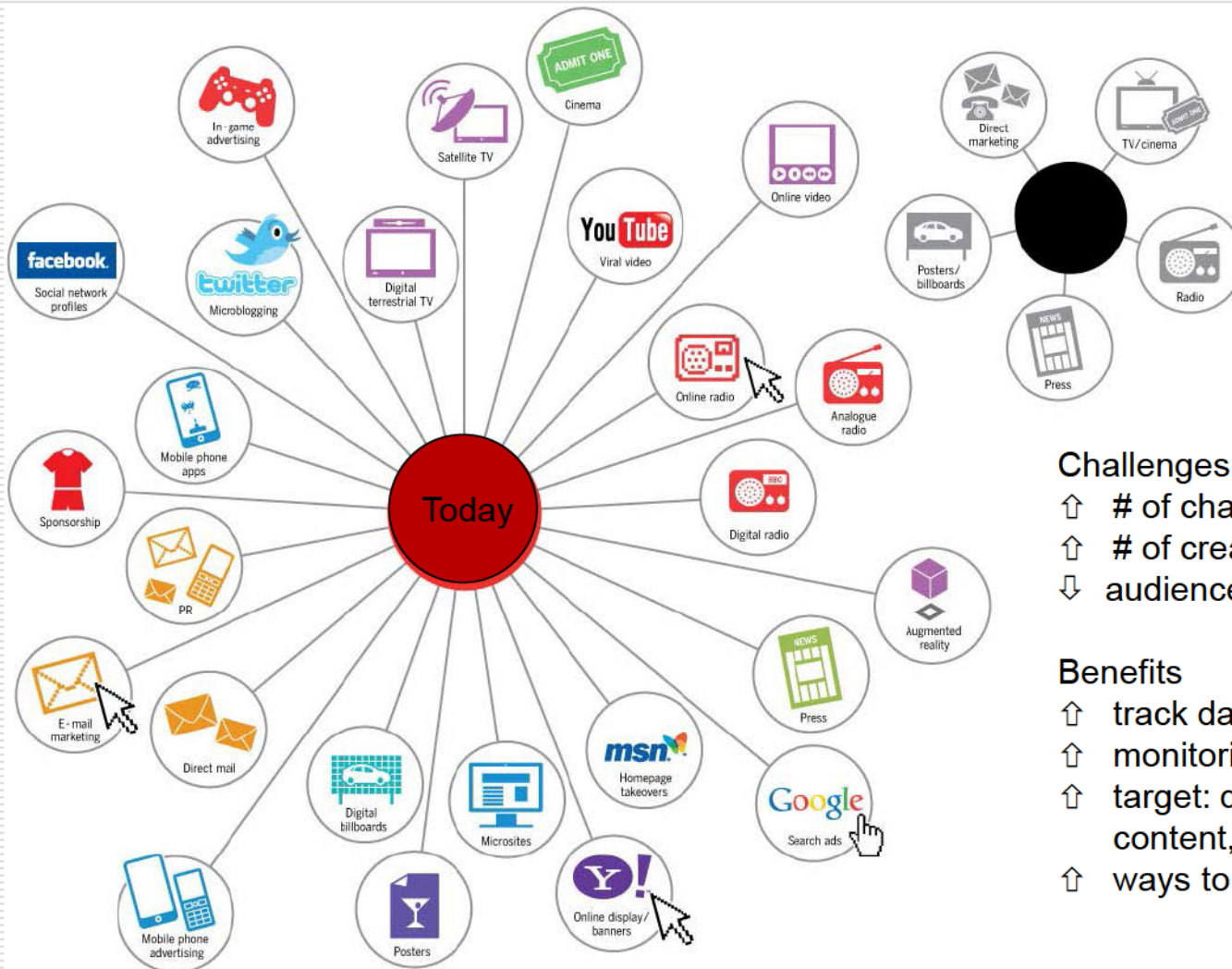
Increasing Competition

- 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.)





Harper College

GoForward®

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 web site.



ShleeNiicole

Oct 19, 10:16am via Echofon

How many times is B96 going to play the Harper college commerical.. Like seriously? Theres gotta b other school commercials besides harper.





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.

Average Time Spent per Day with Major Media by US Adults, 2010-2013

hrs:mins

	2010	2011	2012	2013
Digital	3:11	3:49	4:33	5:16
—Online*	2:22	2:33	2:27	2:19
—Mobile (nonvoice)	0:24	0:48	1:35	2:21
—Other	0:26	0:28	0:31	0:36
TV	4:24	4:34	4:38	4:31
Radio	1:36	1:34	1:32	1:26
Print**	0:50	0:44	0:38	0:32
—Newspapers	0:30	0:26	0:22	0:18
—Magazines	0:20	0:18	0:16	0:14
Other	0:45	0:37	0:28	0:20
Total	10:46	11:18	11:49	12:05

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking online while watching TV is counted as 1 hour for TV and 1 hour for online; *includes all internet activities on desktop and laptop computers; **offline reading only

Source: eMarketer, July 2013



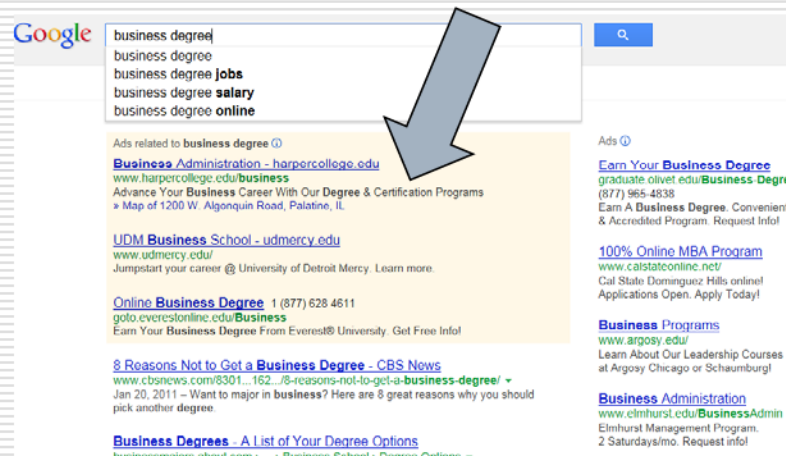
Top AdWords Spenders

SpyFu » [All SEM Top Lists](#) » Top AdWords Spenders

Rank	Domain	Daily Budget
1	geico.com	\$663,583.86
2	phoenix.edu	→ \$391,331.78
3	ask.com	\$342,994.21
4	devry.edu	\$312,143.15
5	amazon.com	\$233,847.26
6	classesusa.com	→ \$226,377.84
7	capitalone.com	\$204,331.95
8	quickenloans.com	\$197,891.50
9	google.com	\$173,294.80
10	statefarm.com	\$168,453.61
11	expedia.com	\$167,723.26
12	progressive.com	\$154,972.27
13	lendingtree.com	\$140,625.06
14	allstate.com	\$139,020.01
15	educationconnection.com	→ \$128,506.65
16	uline.com	→ \$125,880.70
17	ashford.edu	→ \$123,676.92
18	capella.edu	→ \$122,023.72
19	homedepot.com	\$121,978.33
20	citicards.com	\$119,551.05
21	itt-tech.edu	→ \$118,112.62
22	usautoinsurancenow.com	\$113,770.46
23	booking.com	\$113,286.35
24	waldenu.edu	→ \$110,020.04
25	quotelab.com	\$107,000.35
26	att.com	\$106,923.66
27	barracuda.com	\$105,260.33
28	lowes.com	\$99,395.03
29	godaddy.com	\$99,045.56
30	vistaprint.com	\$95,890.15

Digital Marketing

❑ Online Search (MSN, Bing, Google)



❑ Online Content and Remarketing

❑ Mobile and In-App Advertising

Direct Mail

□ Postcard to 180,000+ in-district residents (June '13)

your goal here
Start. Finish. Go Forward.

harpercollege.edu

START AT HARPER COLLEGE

TRANSFER: *\$68,000 IN YOUR POCKET*

Choose from 450+ popular general education (gen ed) classes offered days, evenings, on campus and online. Transfer your credits to your four-year university of choice through agreements with hundreds of prestigious universities. Complete your bachelor's degree, save up to \$68,000+ in college expenses and graduate with a diploma from your university.

GET HIRED: *OPENS DOORS*

With a career certification or degree, you'll have a competitive edge in the job market. At Harper College, you can choose from 100+ career classes, certificates and degrees that prepare you to enter the field of your choice while taking advantage of affordable tuition and world-class faculty.

GET PROMOTED: *CREDENTIALS THAT WORK*

The world never stops changing and you can't ever stop learning if you want to remain marketable. Earn a certificate in a year or less to re-career or take a class to sharpen your skills. Learn from industry-professionals and expert faculty in state-of-the-art facilities. Opportunities become realities when you're prepared to take advantage of them.

GO FORWARD

CLICK: 24/7

Find out how to take advantage of Harper's benefits. Hear what our students have to say.

- Adults visit harpercollege.edu/mysuccess
- High School students visit harpercollege.edu/myfuture

TALK: WITH US

Speak with a Harper College representative in a personal discussion focused on your interests, experience and goals. Call 847.925.6230 to schedule appointment.

VISIT: ATTEND AN INFO SESSION

Sessions are held throughout the year and focus on a range of career areas. Visit harpercollege.edu and search "Info Session" to view information sessions tailored to your particular interests.

APPLY: ONLINE

Visit harpercollege.edu and click on "Future Student" to get started.



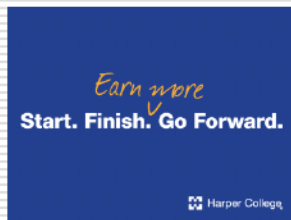
Harper College

1200 West Algonquin Road
Palatine, Illinois 60067-4798

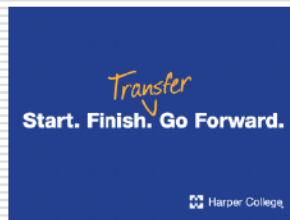
Nonprofit Organization
U.S. Postage
Paid
Palatine P&DC
Permit No. 2862

Broadcast TV Traffic Sponsorship

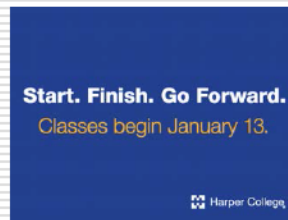
- ❑ WGN, NBC, CLTV, CSNC
- ❑ Slate plus :10 tag
- ❑ 138+ spots
- ❑ 10/15-11/4 & 12/27-1/6/13



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
- 10/15-11/4/13; 12/27-1/6/14
- New Commercial developed for 2014
- :30 Brand Commercial



Client: Harper College
Date: 10.18.13
Title: NPV0173A-HARPERBRVVanRulesH
Project:
AE: T Spanos
Producer:
Shooter:
Editor: Frith
Music/VO:



COMEDY CENTRAL



Alfonso Butera @Alfonso_Butera

Did i really just see a Harper college commercial?? Proud alum.
Expand

21h



TheRealStubbz30

May 13, 12:43pm via Twitter for An

Just saw a Harper College commercial on ESPN. Daamn steppin up Harper #USP

Retweeted by atink20

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
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Thank you.

- ☐ Sandie Minich
 - ☐ Donna Harwood
 - ☐ Mike Barzacchini
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