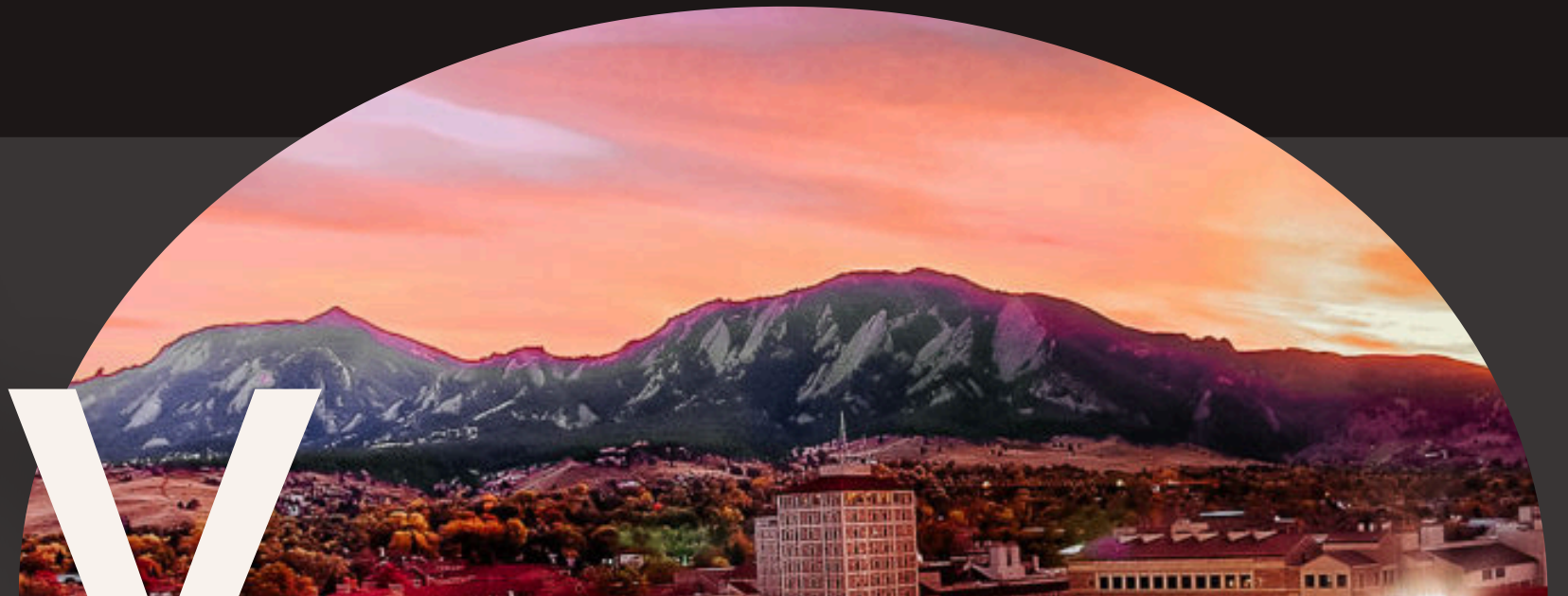


CU BOULDER

# Leaving the Big City



Presented By:

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<https://www.colorado.edu/>

# Menti



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*Before we continue please join our menti  
and answer a few survey questions.*

# Overview

*Out-of-state students from big city/urban environments seeking a high-quality education in a diverse natural environment, while also desiring an immersive, socially engaging, and welcoming college experience.*

*“We will use CU’s social media to showcase campus life with videos and poster ads, followed by YouTube ads highlighting CU’s social life, natural beauty, and academic excellence.”*

*In this presentation, we will articulate our strategic decisions and outline our plan for effectively engaging and persuading our target audience. Our approach is informed by an extensive analysis of diverse research sources, including statistical data, insights from community forums, and reputable academic publications.*

# Target Audience




*Out-of-state students from big city/urban environments seeking a high-quality education in a diverse natural environment, while also desiring an immersive, socially engaging, and welcoming college experience.*

# Target Audience



## *Factors Towards Choosing a University:*



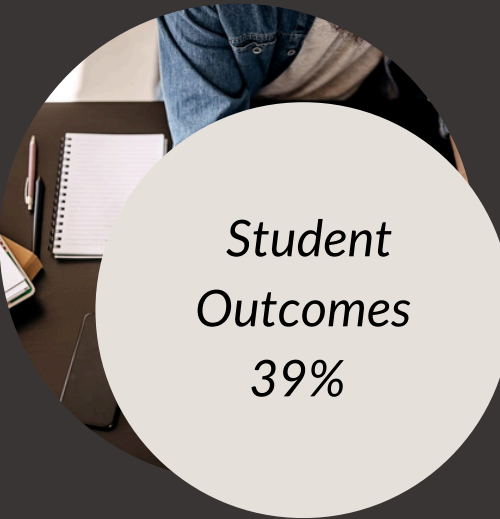
*Affordability*  
53%



*Location* 47%



*Quality of Life*  
38%



*Student  
Outcomes*  
39%

# Target Audience



*City Life Struggles / Reasons People are Leaving :*

*Relationship  
building*

*Less Space /  
Crowding*

*Day to Day  
Pace*

*Lack of  
Diverse  
Activities*

# Campaign Vision



*We will strategically utilize CU's underutilized social media platforms to engage our target audience through carefully curated video content that showcases the vibrancy of campus life. Additionally, we will integrate visually compelling poster-style advertisements on these platforms to enhance our outreach. Building on the recognition gained from social media, we will develop innovative YouTube advertisements that emphasize CU's dynamic social environment, the diverse natural beauty of its surroundings, and the university's commitment to academic excellence.*

# Campaign Vision



Media Consumption

	YouTube	TIKTok	Instagram	Snapchat	Facebook	Twitter	Twitch	WhatsApp	Reddit	Tumblr
Total	95	67	62	59	32	23	20	17	14	5
Boys	97	60	55	54	31	24	26	17	20	4
Girls	92	73	69	64	34	22	13	18	8	6
White	94	62	58	59	32	20	20	10	16	5
Black	94	81	69	59	34	31	18	19	9	4
Hispanic	95	71	68	62	32	28	22	29	14	6
Ages 13-14	94	61	45	51	23	15	17	16	8	3
15-17	95	71	73	65	39	29	22	18	19	7
Urban	95	71	70	58	40	28	15	29	13	6
Suburban	94	64	61	58	24	24	24	16	17	5
Rural	95	67	58	62	43	19	17	11	11	5
<i>Household income</i>										
< \$30,000	93	72	64	60	44	26	17	19	10	4
\$30K-\$74,999	94	68	62	57	39	24	19	19	13	7
\$75,000+	95	65	62	60	27	22	21	17	16	4

# Campaign Vision



## Priming

*“Priming occurs when exposure to an initial stimulus increases the salience and accessibility of thoughts and feelings related to that stimulus to build and automatic response to a later stimulus.”*

## ELM Peripheral Processing

*“Examines the message quickly or focuses on simple cues to help decide to accept or reject the advocated position”*

# Campaign Timeline



*We will implement simple, targeted ads across social media platforms to shape initial perceptions of our brand. These ads will be designed to be visually appealing and concise, focusing on capturing attention rather than conveying detailed information. The primary goal is to build brand awareness and create a positive, memorable impression among our audience. By gradually fostering familiarity and curiosity, these ads will lay the groundwork for deeper engagement and interest as part of our broader strategy.*

# Campaign Timeline



*Following the initial impressions created by our social media ads, we will introduce short, strategically crafted YouTube ads to further engage our audience. These ads will be more information-rich, offering key insights into our brand while maintaining a straightforward and accessible design. By striking a balance between delivering essential information and keeping the content relatable, we will ensure that the audience can easily connect the messaging to their own experiences and aspirations. This method will not only reinforce the initial perceptions but also deepen the audience's understanding and emotional connection with our brand, paving the way for long-term engagement.*

# Campaign Timeline



*We will begin by developing our social media ads, with a goal of completing them within the next **week**. Once these ads are successfully created, we will transition to producing our YouTube ads, which we plan to finish within **2 weeks** following the completion of the social media ads.*

*Overall, we anticipate completing all campaign components within **3-4 weeks**, allowing ample time for initial feedback and any necessary revisions. Simultaneously, we will be working on our proposal, which we expect to finalize **1-2 weeks** after the campaign components are completed.*

*In total, we aim to finish both the campaign components and the proposal within the next **5 weeks**.*

# Challenges & Excitement



- *Scheduling*
- *Content Agreement*
- *Communication*

*Our main challenge is scheduling, as finding meeting times amid busy commitments has been difficult. Limited communication has also led to disagreements on campaign concepts and target audience decisions.*



- *Campaign contents*
- *Research*
- *Diverse team perspective*

*Our group is excited about our campaign vision and the content we plan to create. Our research findings have heightened our enthusiasm, and our team's diversity has enhanced collaboration and creativity.*

# Thank You

*Please feel free to share any feedback, suggestions, or overall thoughts*

*Our reaserch and work cited*

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