

October 2022

3fold

Concept Presentation

SDIC Exhibit A: Strong Workforce Marketing

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Today's meeting

- Goal
 - Review creative concept options
 - Select one (1) to move forward
 - Review the proposed media strategy
 - Get approval

WHAT TO EXPECT



What's a creative concept?

- Sparks the imagination
 - Creative concepts are the first step in building the visuals for a marketing campaign
 - They are often illustrated through moodboards, pictures, and key art (key art are rough renderings of production elements)
 - They ARE conceptual thought-starters for the look and feel of the campaign
 - They are NOT executions or tactical examples of production to come in the future
- Tells the story of what can be
 - The creative concept tells the story of the creative brief in a meaningful, relevant, and unexpected way

What's a media strategy?

- The “how” and “when”
 - The media strategy shows how we'll tell the creative story and where the audience will be to hear, see, and feel it in the context of their habits and lifestyles
 - It is the through-line where all media partners and ad placements are selected
 - It is NOT a tactical plan with specs (ad specifications)

CAMPAIGN OVERVIEW



Campaign Overview

- Goal
 - Improve the public perception of community college Career Education among relevant audiences to students to enroll in the Region's community college programs and earn sustainable careers
- Objectives
 - Increase awareness of community college Career Education programs among primary target audiences
 - Bridge understanding gaps for primary target audiences
 - Build sustainable and usable communications for individual colleges and collaborators for use in the Regional campaign

Research

Regional research

- One message won't fit all
- Most profiles care about **belonging**
- It might be time to retire the student story

Macrotrends

- Democratization of skills
- Combating economic worry



Macro-campaign

Macro-campaign to appeal to ALL audiences

3fold recommends one (1) macro-campaign that will act as an umbrella to address the main messages and pain points for all relevant audiences.



Micro-campaigns

Micro-campaigns to engage individuals

In addition to the macro-campaign, 3fold recommends running five (5) parallel micro-campaigns to encourage 1:1 engagement with each audience profile using their preferred media tactics. These audience profiles are:

- Prospective student, young
- Prospect student, adult
- Parent/caretaker
- High school counselor
- Employer



Regional research

Key findings:

- One message won't fit all
- Most profiles care about the idea of **belonging**
- High school counselors could be the key to long term Career Education marketing opportunities
- It might be time to retire the student story



Target audience



Prospective student, 18-24



Prospective student, adult



Parent of HS student



HS counselor



Employer

Communications Outreach framework



CREATIVE BRIEF



THE STORY OF THE CREATIVE BRIEF

GOAL

Improve community college Career Education's perception

TARGET AUDIENCE

Improve the future adverse population's perception of the Region

PROBLEM

To the future adverse, everything feels temporary

INSIGHT

Here's the thing about temporary - it reminds us of what's permanent

SMP

Show that Career Education is built to last

ACTION

Explore what lasts

CREATIVE
CONCEPTS



Concept #1

Community Crafted

Insight: When everything feels temporary, we look for what's permanent.

Community colleges are forged by the communities they're built in - literally in the name. To be conceived, built, and maintained by the community is a legacy, a sense of permanence that close to nothing else can offer. The buildings, the landmarks, and the relationships all have fingerprints on the community and from the community. Each career born out of a community college is returned to the community.

San Diego and Imperial Counties use global perspectives and local approaches to build something **COMMUNITY CRAFTED**.

Concept #1

Community Crafted

How this ties back to the audiences

Building something together requires cooperation and empathy - pillars of the community college. Community Crafted offers the idea that the San Diego and Imperial County colleges forge what's next alongside their constituents and students. The Career Education programs are for those who want to put their fingerprints on their community and find their place in the future - both sentiments echoed by the focus groups and audience segmentation data.

Concept #1



Concept #2

The World Needs More Community

Insight: When everything feels temporary, we rely on what's permanent

What could be stronger than a web of community ties? This concept shows the dynamic, strong, and grounding nature of being tied together for the common good. A child is connected to their parent, that parent connects to a career opportunity at a community college, and that career opportunity affords that family home; that home is connected to a neighborhood. That neighborhood is connected to its town, city, county, and more. And when one connection disappears - say, the career prospect, the whole web falls loose, and the community could become the community that never was.

Because when there isn't one, there is none. **THE WORLD NEEDS MORE COMMUNITY.**

Concept #2

The World Needs More Community

How this ties back to the audiences

Each audience indicated the desire to find a sense of belonging in the context of the future of work. Whether it was a job for themselves or a family member, a candidate to an employer, or a set of colleges to their community. By showing a campaign that stresses the importance of being part of something greater, we offer the audience that we see and understand their need for permanence, stability, and connection.

Concept #2



MEDIA STRATEGY



Media goals

Goals

- Macro-campaign: Address the main messages and pain points for all relevant audience profiles
- Micro-campaigns: Encourage 1:1 engagement with each audience profile using their preferred media tactics

Macro - Media strategy

How does this apply to the target audience?

For all audiences

Strategy - Be visible in the places where they are

Launch a high reach, awareness and share of voice ad placements campaign across traditional, digital, and social media channels that will act as an umbrella to address the main messages and pain points for all relevant audiences

Strategy - Capture search interest throughout the target audience journey

Launch a supportive layer of paid search to capture upper and lower funnel search queries informed by the Macro and Micro campaigns

Macro - Media strategy

Where are the touch points?

High reach, frequency and supportive campaign channels

- Billboards
- TV / CTV
- Audio streaming
- Movie theaters
- Bars/restaurants/bathrooms
- Gas stations
- Local sponsorships and activations
- Email marketing
- Public libraries (Co-Branding / Low connectivity)
- Paid search

Micro - media strategy

How does this apply to the target audience?

For parents/caretakers

For adult students

For the students

For the employer

Strategy - align with trusted brands, placements and influencers

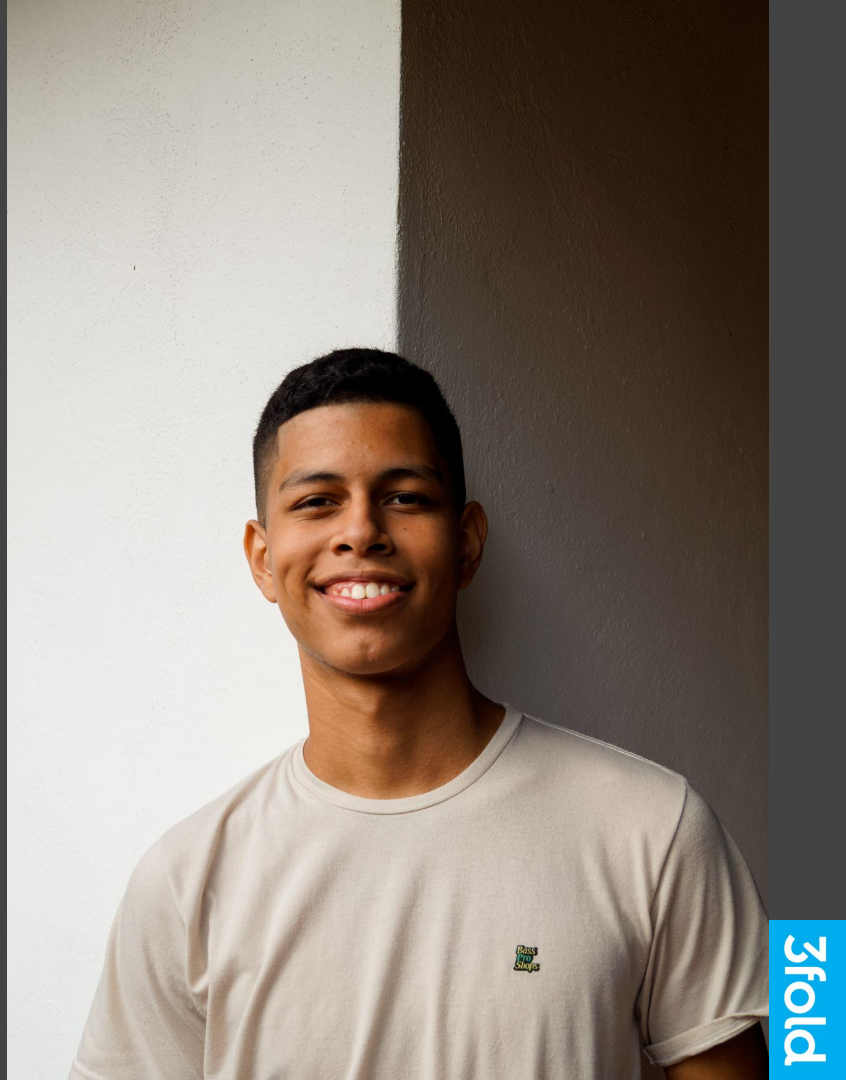
- Increase the frequency of 1:1 audience specific messaging through popular video and audio streaming, radio shows, and podcasting environments
- Engage with each micro audience on social, digital, and with localized media sponsorships and influencers that allow for 1:1 conversations that address their individual barriers or motivations

Adrian's Campaign

"There's a lot of pressure to be successful if you get a degree."

Audience profile: Prospective student, young

- Twitch/Univision/Telemundo/NBC/ABC
- Pandora (Soundcloud, Sirius XM, Stitcher)
- Audacy
- Instagram
- TikTok
- SnapChat
- IZEA influencers
- Local event sponsorships (Sports, Entertainment, News)



Candace's Campaign

"Back to school? No. That's for kids. I'm working, and I'll be fine."

Audience Profile: Prospective student, adult

- Magnite/NBC/ABC/CBS/Telemundo/Univision
- Timead/Crossings TV (Asian-American media)
- Pandora (Soundcloud, Sirius XM, Stitcher)
- Facebook
- Instagram
- IZEA influencers
- Local event sponsorships (Sports, Entertainment, News)
- Mailers (CollegeApp data)



Silvia's Campaign

"I don't care what she chooses to do - I just want her to be happy. And to decide. Soon."

Audience profile: Parent/caretaker

- NBC/ABC/CBS/KUSI/Magnite
- Audacy radio and audio streaming
- Facebook
- Instagram
- Native articles
- Parent bloggers and influencers
- Sponsored online articles from local news print publications
- Newsletter, email marketing sponsorships
- Mailers (CollegeApp data)



Chris' Campaign

"A four year just isn't for everyone, and my kids need to know they have options that are good for their futures."

Audience profile: High school counselor

- TV / CTV (Univision, Telemundo)
- Sponsored podcasts and radio spots
- Instagram
- Native content
- Sponsored articles from local news publications
- Newsletter, email marketing sponsorships



Vanessa's Campaign

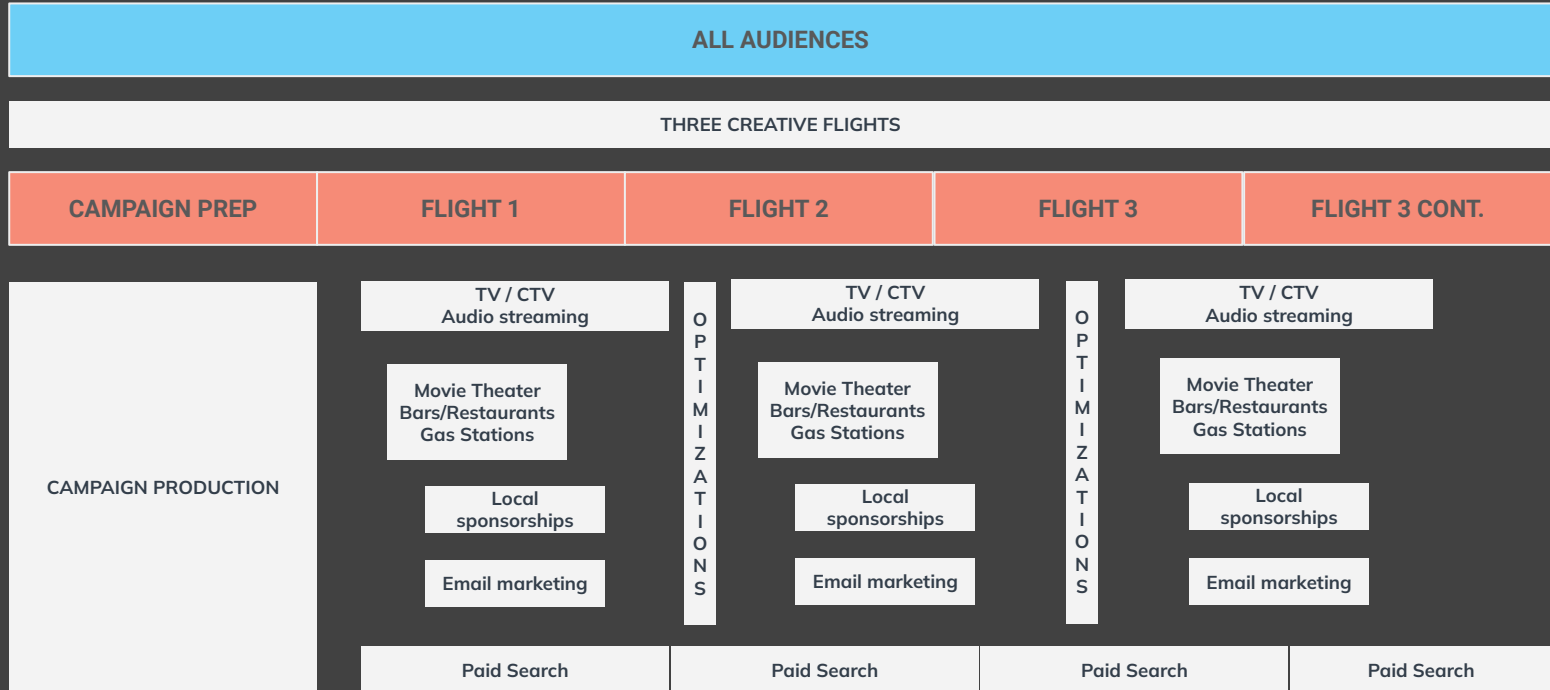
"I'm looking for a partner with the capacity to help me build a strong, future-proof workforce."

Audience profile: Employer

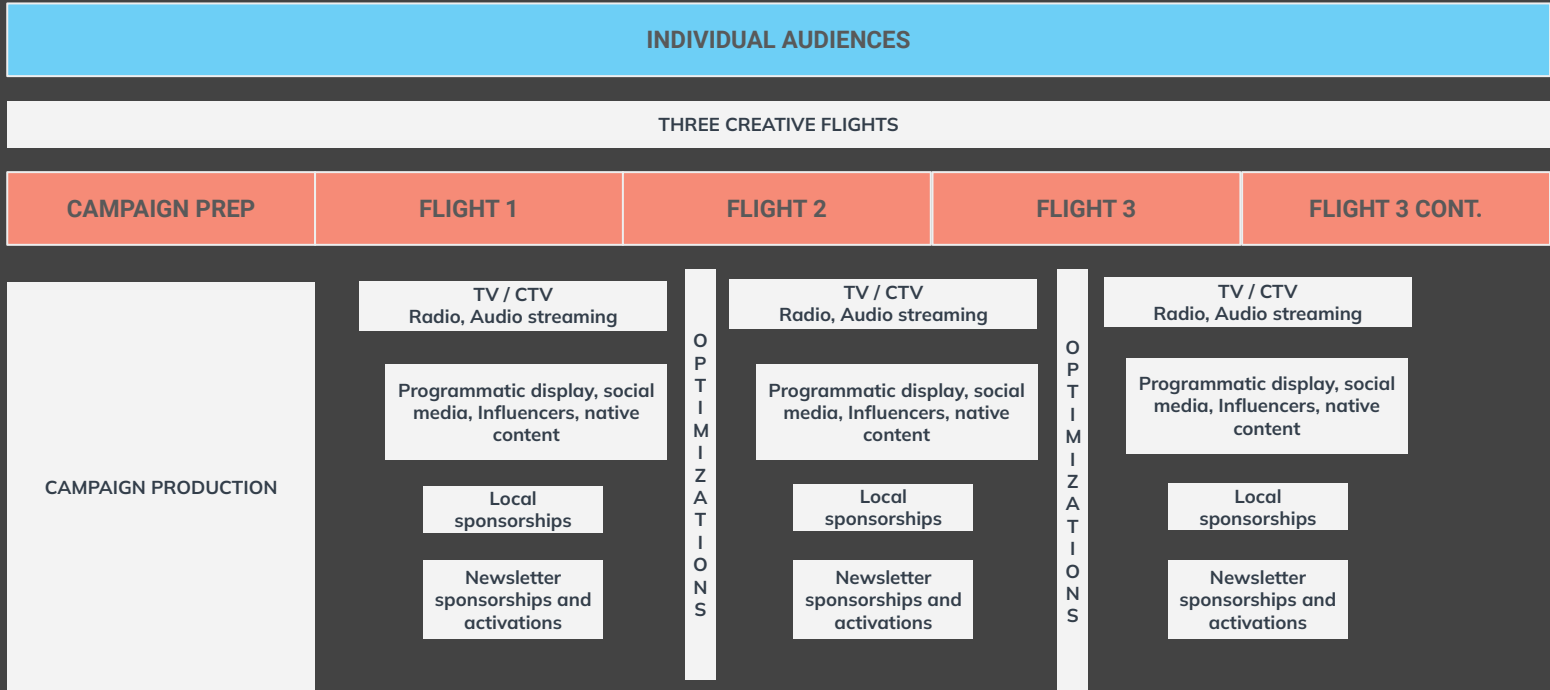
- Connected TV
- NPR
- LinkedIn
- Sponsored articles from local news publications (SD + Imperial County Biz Journal)
- Newsletter, email marketing sponsorships



Macro-campaign Flight schedule (Q1 Launch)



Micro-campaign Flight schedule (Q1 Launch)



Investment overview

All campaigns

MACRO CAMPAIGN

Macro campaign gross media budget (as % of gross media budget [GMB])

- 60%
 - 3 flights with A/B creative testing

Key performance indicators (KPIs)

- Metrics
 - Reach, impressions, share of voice

MICRO CAMPAIGN

Micro campaign gross media budget (as % of GMB)

- 30%
 - 3 flights with A/B creative testing

Key performance indicators (KPIs)

- Metrics
 - Engagements, website traffic

OTHER

Opportunity budget

- 10%

Metrics summary

How KPIs will help us reach our campaign goal

- Macro-campaign goal: Improve the Region's perception
 - Reach → The number of people the campaign finds
 - Impressions → The amount of times the people we find see the campaign
 - Objective: 5-10x frequency
 - Share of voice → Amount of market share you have compared to your competitors (varies by platform)
- Micro-campaign goal: 1:1 conversations with the audiences
 - Engagement → Clicks, views, likes, comments, shares (varies by platform)
 - Website traffic → The number of people who visit the website after engaging with an ad

NEXT STEPS



Production Scheduling

- Concept + Media Strategy Approval
 - Final approval of concepts and media plan by Marketing Committee
 - Media plan → Matrix of platforms where creative will run, including budget and flight schedules
- Scheduling of production days + CE programs with 3fold + Goodsides
 - Production will take about 1-2 days per school
 - Production → Filming, photography on campus
 - Tentatively scheduled for the end of October/Beginning of November (dependent on concept approval)
- Creative Production of Assets
 - Start creating assets for campaigns for Marketing Committee approval
 - Assets → All the elements of the ads (audio, video, visuals, copy, etc.)

3fold

Thank you