

University of Alaska

STRATEGIES 360
PRESENTATION

MARCH 2021

SE60



INTRODUCTION:
OUR TEAM



TEAM LEADS



CHARLES FEDULLO
SENIOR VICE
PRESIDENT, ALASKA



TAYLOR BICKFORD
SENIOR VICE PRESIDENT,
COMMUNICATIONS
STRATEGY



KIPEPEO "PEP"
BROWN
CHIEF CREATIVE
OFFICER

MEDIA
STRATEGY



CHRIS MUNROE
VICE PRESIDENT OF
MARKETING, ALASKA



MATT DAVIDSON
SENIOR VICE PRESIDENT,
DIGITAL MARKETING GROUP

COMMUNICATIONS &
ACCOUNT MANAGEMENT



CHANDA FILE
COMMUNICATIONS
DIRECTOR, ALASKA



SAM ERICKSON
COMMUNICATIONS
COORDINATOR, ALASKA

DESIGN LEAD



ARNOLD PHOMMAVONG
VICE PRESIDENT,
CREATIVE DIRECTOR

ADVERTISING &
STRATEGY LEAD



SUNSHINE STEVENS
VICE PRESIDENT, GROUP
CREATIVE DIRECTOR

RESEARCH

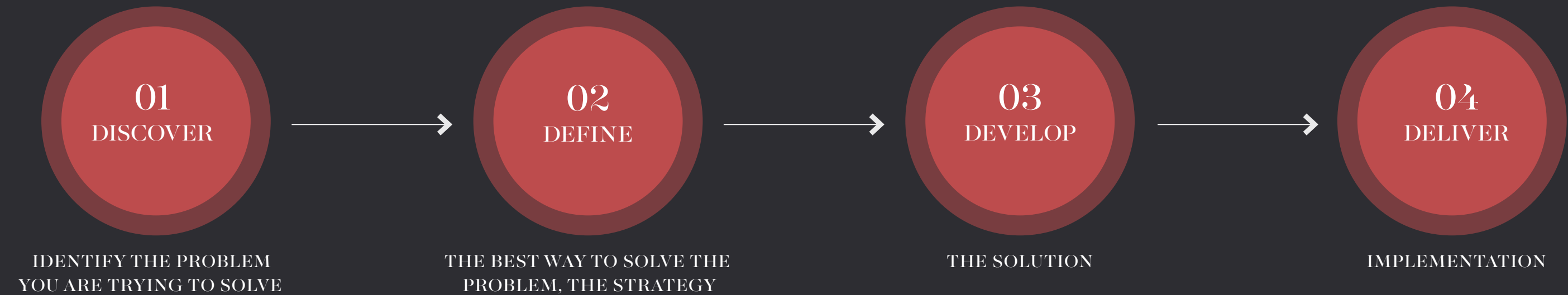


KEVIN INGHAM
SENIOR VICE
PRESIDENT, RESEARCH



BEN WINSTON
RESEARCH DIRECTOR

INTEGRATED SERVICES
PROCESS OVERVIEW



RESEARCH

Quant: Public Opinion Polling
Qual: Focus Groups

ADVERTISING

Competitive Audit
Audience Segmentation
Customer Journey

MEDIA

Media Landscape Audit
Properties Accounting
Current Audience Audit

PR/COMMUNICATIONS

Comms Audit

ADDITIONAL SERVICES NOT
INCLUDED IN THIS CHART

Brand
Cultura
Government Relations
Web Engineering

RESEARCH

Results
Final Report & Insights

ADVERTISING

Creative Brief
Marketing Plan

MEDIA

Media Strategy

PR/COMMUNICATIONS

Comms Strategy

RESEARCH

Concept Testing
Baseline Test Plan

ADVERTISING

Creative Concepts
Campaign Production

MEDIA

Media Plan

PR/COMMUNICATIONS

Message/Pitch Development
Audience Definition
Media Cultivation

RESEARCH

Begin Baselines

ADVERTISING

Campaign Toolkit
Management & Optimization

MEDIA

Campaign Traffic & Management
Live Dashboard
Reporting Strategy & Deployment

PR/COMMUNICATIONS

Launch

THE STRATEGY

The University of Alaska is
an integral, and critical, institution
for the future of Alaska.

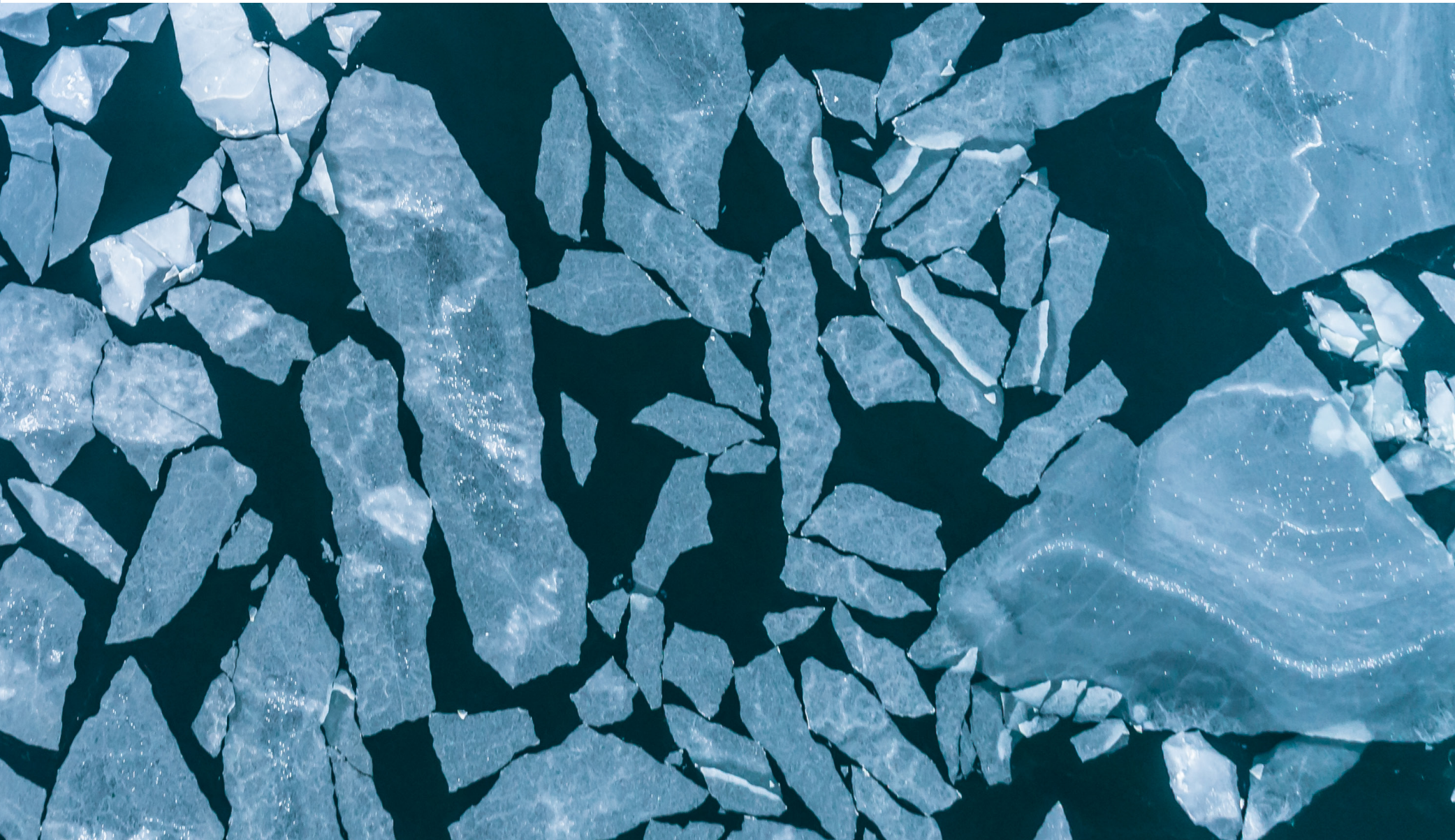


SECTION



01

TACTICS



NOTHING HERE IS NORMAL



UNIVERSITY
of ALASKA



No other institution has been more committed to Alaska over our state's modern history, and few can claim to have a bigger stake in our future than University of Alaska.

Over more than 100 years of history, the University of Alaska's commitment to our great state has never faltered, it has only grown. This unwavering dedication to future-facing efforts such as workforce development, research, and innovation are proof that Alaska, and the University of Alaska, are cut from the same stubborn cloth.

This campaign celebrates that heritage, that shared strength, vision, and character. This campaign reminds every Alaskan, alum or not, that our two destinies are intertwined, and that resilience isn't only inherited, it's learned.

There is nothing more Alaska than Alaska's University. Here, nothing is normal. We are more determined, more resilient, and more stubborn than any challenge we might face.

**WE ARE THE HOME
OF STUBBORN WONDERS.**



WE'RE STRONGER BIGGER STURDIER



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MORE STUBBORN MORE DETERMINED



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HOME OF STUBBORN WONDERS



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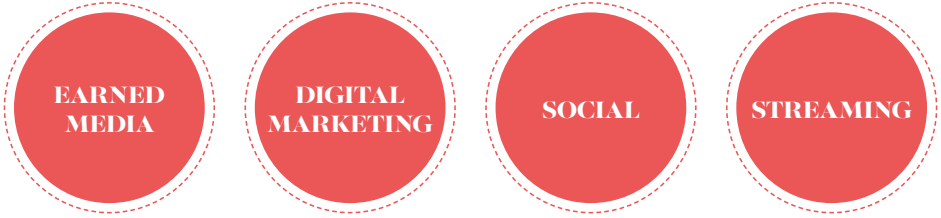
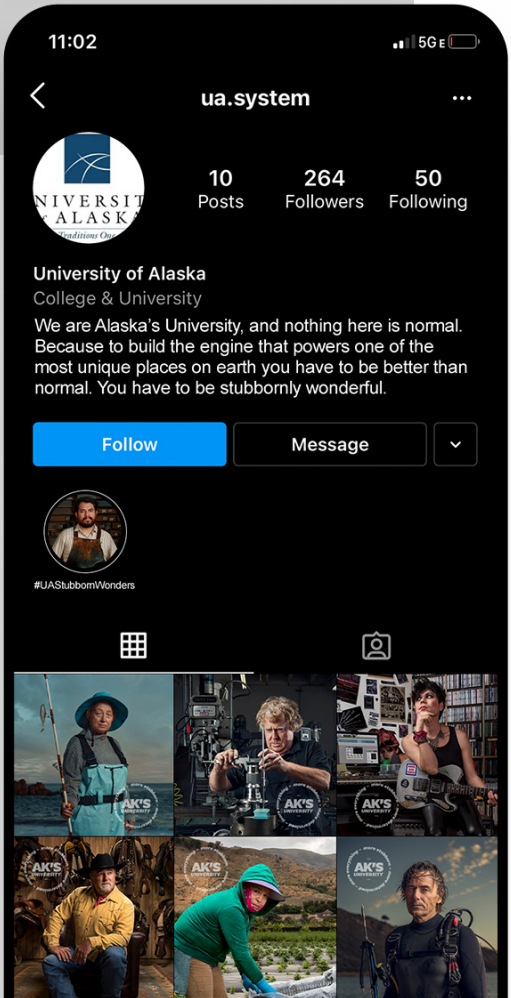




Every piece of content we deliver for this campaign will serve multiple channels, the direct mail is no exception.

A mailer could be developed to celebrate all the people, places and actions that best represent UA's "Stubborn Wonders". From distinguished alumni to researchers studying ocean-glacier heat and mass transfer, our wonders are excellent examples of UA's character and critical importance to Alaska. Every subject in the mailer would be individual pieces of social content, and potential earned media stories. For select stories small film vignettes could be created for digital placements such as pre-roll or connected TV.

S360 is well versed in direct marketing. In any election cycle our campaigns team delivers over 100 pieces of direct mail across western states to millions of households. In 2020, we developed an program for Bristol Bay Native Corporation that integrated direct mail, social, out of home and advocacy. A campaign launch packet was delivered to all 9,000 shareholders that contained masks with the campaign theme printed on them as well as a self-addressed, stamped postcard that shareholders filled out and returned so we could use their responses for content development in social media marketing. Shareholders wore the masks, of course, and posted selfies with a hashtag #BBNConnect, which amplified the campaign launch even further.





Developing video for our campaign follows our strategy, nothing developed in a vacuum.

The presented “Stubborn Wonders” anthem is only the beginning. We envision an integrated channel strategy allowing us not only a broader reach, but more importantly a deeper reach with hard to connect audiences, such as potential students or educators. Through streaming channels we will create edits for unique placement and hyper-target audiences where they spend their viewing time.

With Bristol Bay Native Corporation we implement a similar tactic, every TV spot developed is repurposed for 6 different channels (Broadcast, Display, Social, Streaming / Connected TV, Pre-Roll, OTT). This starts with script development, assuring edits of varying lengths are produced. This strategy ensures not only that our reach is double that of a traditional TV buy, but our audience reach is substantially broader beyond the traditional, older, TV viewing audience.

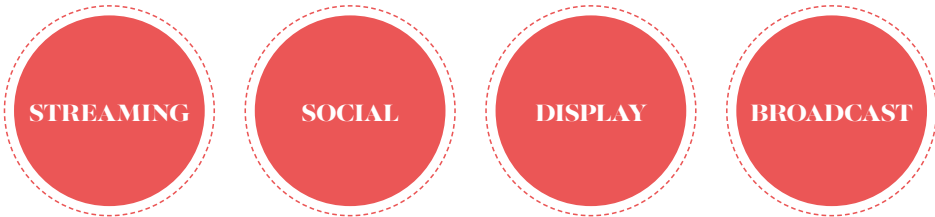
PLEASE VIEW A TONE VIDEO
AT [STRATEGIES360.COM/UA](https://strategies360.com/ua)





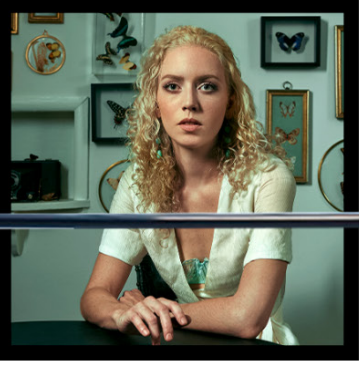
SINGLE, BOLD, VOICE OVER TO MATCH CUT

Nothing here is normal.
It's better than normal, stronger, bigger, sturdier,
more stubborn, more determined, more everything.
This place, it's where anything is possible.
40 below is nothing.
And, the sky sings.
It's where no matter what tiny corner
of the world you came from
you have a shot.
The same shot.
And this Alaska, this University of Alaska,
it's cut from the same stubborn cloth.
Creating a workforce who can weather any storm.
Researchers who lead the world.
Not the county, the continent, the hemisphere—the whole
damn marble.
And an economic engine that doesn't hum—it roars.
This is Alaska's University.
Home of Stubborn Wonders





WALL OF STUBBORN WONDERS



#UASTUBBORNWONDERS

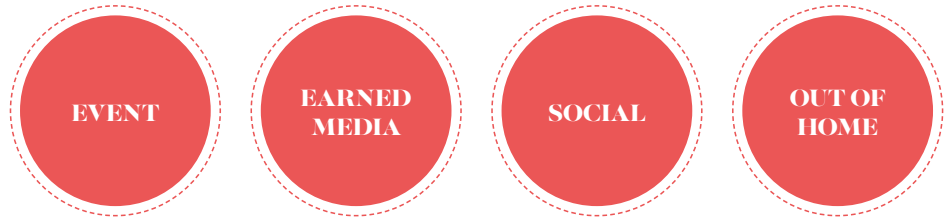


A “Wall of Stubborn Wonders” would serve as a content vehicle for the campaign.

As a disruptive, mobile installation at an airport or an event like the Fur Rondy, a Wall of Stubborn Wonders is developed for a much larger strategy. Allowing people to become a part of the campaign, share on social, and identify as a Stubborn Wonder themselves gives this content a life beyond traditional paid placements. Of course an earned media component of this traveling exhibit can’t be overlooked, and the fully integrated execution should deliver a reach far beyond traditional out-of-home.

S360 is well versed in event marketing. From statewide town hall programs in Montana, event promotion and more than five exhibits nationwide for PRISM Worldwide, and the annual Bristol Bay Wild Salmon Celebration with lawmakers in Washington D.C., we have the skills and the creativity to deliver events with lasting impact. Our event marketing services shifted during the pandemic, and we helped several Alaska Native corporations facilitate virtual annual meetings by communicating the changes to shareholders and coordinating a seamless event delivery.

With every event, our team relies on preparation and communication to create an event presence that develops a deeper relationship with the immediate audience, as well as the wider target audience.





A Guide to Local Stubborn Wonders is indicative of the inventive campaign integration you can expect from S360.

This type of program not only connects directly with our greatest advocates, alumni, it allows us to “walk the talk” and demonstrate our critical role in Alaska’s economy. The foundation of a campaign such as this would be developed through partnerships with local Chambers of Commerce or city government, then materials would be developed to share with small business to share our story. Our communications team would get to work to tell the story through earned channels while our media team would work a paid strategy (search, display, Yelp sponsorships, OOH, etc.) to support our program.

In 2020 S360 was proud to develop a marketplace to support Hawaii small businesses during the pandemic. Pop-Up Mākeke is a centralized online marketplace that supports over 400 Hawaii businesses, allowing them to grow their online sales. We ran a digital campaign focusing on six key product categories to increase exposure to the marketplace and drive sales. Our efforts were primarily focused on Facebook and Instagram, which we linked to their Shopify store, but we also ran a Search campaign to harness intent of users searching for Hawaiian products. Overall, from November-December 2020, targeted users saw our ads 937,539 times across Facebook and Google Search. From those 937,539 impressions, we generated 8,650 clicks, and \$27,265.15 in sales.



- GOVT. RELATIONS
- EARNED MEDIA
- SOCIAL
- OUT OF HOME

	APRIL				MAY					JUNE			
MONDAY	5	12	19	26	3	10	17	24	31	7	14	21	
EVENT													
PAID MEDIA					MEDIA REVIEW					MEDIA REVIEW			
VIDEO & AUDIO													
BROAD REACH TV													
- Statewide Broadcast													
- IN CINEMA													
- Gavel to Gavel													
DIGITAL TV													
- Connected TV (CTV)													
- YouTube													
- OTT													
BROADCAST RADIO													
- Statewide													
- Regional / Commercial													
- Regional / Public													
DIGITAL AUDIO													
- Statewide Streaming													
OFFLINE													
PRINT													
- REGIONAL NEWSPAPER: <ex: Juneau Empire>													
- STATEWIDE/National NESPAPER: <ex: ADN/WSJ >													
- REGIONAL MAGAZINE: <ex: Spenardian>													
- STATEWIDE MAGAZINE: <ex: ABM>													
OOH													
- Aiport													
- Public Transportation													
- Wild Posting / Mural													
- Gas Toppers / EV Station													
- Retail Small Space OOH													
EVENT													
- Events Names <ex: AFN>													
DISPLAY , SEARCH & SOCIAL													
DISPLAY													
- Static Banners													
- Video as Display													
- Lead Gen													
- Native													
SEARCH													
- SEO													
- Search Ads													
SOCIAL													
- BOOSTED Posts													
- ADVERTISEMENTS													
- LEAD GEN													
EARNED MEDIA													
PRESS													
- MONTHLY Op-Ed													
- LTE Campaign													
- Targeted Pitches													
OWNED MEDIA													
SITE(S)													
- HOUSE ADS													
- PAGE TAKEOVERS													
- ARTICLE CONTENT													
- VIDEO CONTENT													
PRINT / COMMS													
- ALUMNI MAG													
- STUDENT NEWSPAPERS													
- E NEWSLETTERS													
- ENROLLMENT RECRUITMENT CONTENT													
OOH													
- ON CAMPUS OOH													
- FLEET													
SOCIAL PROPERTIES													
- POSTS													
- ADS													
- HEADER UPDATES													
EVENTS													
- PUBLICATION / PROMOTION													
- OOH @ EVENT													
SPORTS													
- PUBLICATION / PROMOTION													
- OOH @ EVENT													

A critical “tactic” to our campaigns is a shared marketing plan.

This single point of reference for all teams not only allows us to work more nimbly as a team, but encourages the team to take advantage of every opportunity to amply our efforts. A final marketing plan is developed collaboratively at the onset of the campaign, and adjusts as the campaign rolls out. While our media strategy can’t be determined without a “discover” and “define” stages, the displayed is an example of what a UA marketing plan might look like prior to flighting being assigned.

SECTION

02

QUESTIONS

HOW WOULD YOU LEVERAGE OTHER PARTNERS, INCLUDING STATE AGENCY MARKETING CAMPAIGNS SUCH AS THE ALASKA SEAFOOD MARKETING INSTITUTE OR THE STATE TOURISM CAMPAIGN AMONG OTHERS, TO INCLUDE A HIGHER EDUCATION MESSAGE?

In essence, Stubborn Wonders IS an education, tourism, seafood, fishing, mountaineering, and anything-to-do with real Alaska campaign.

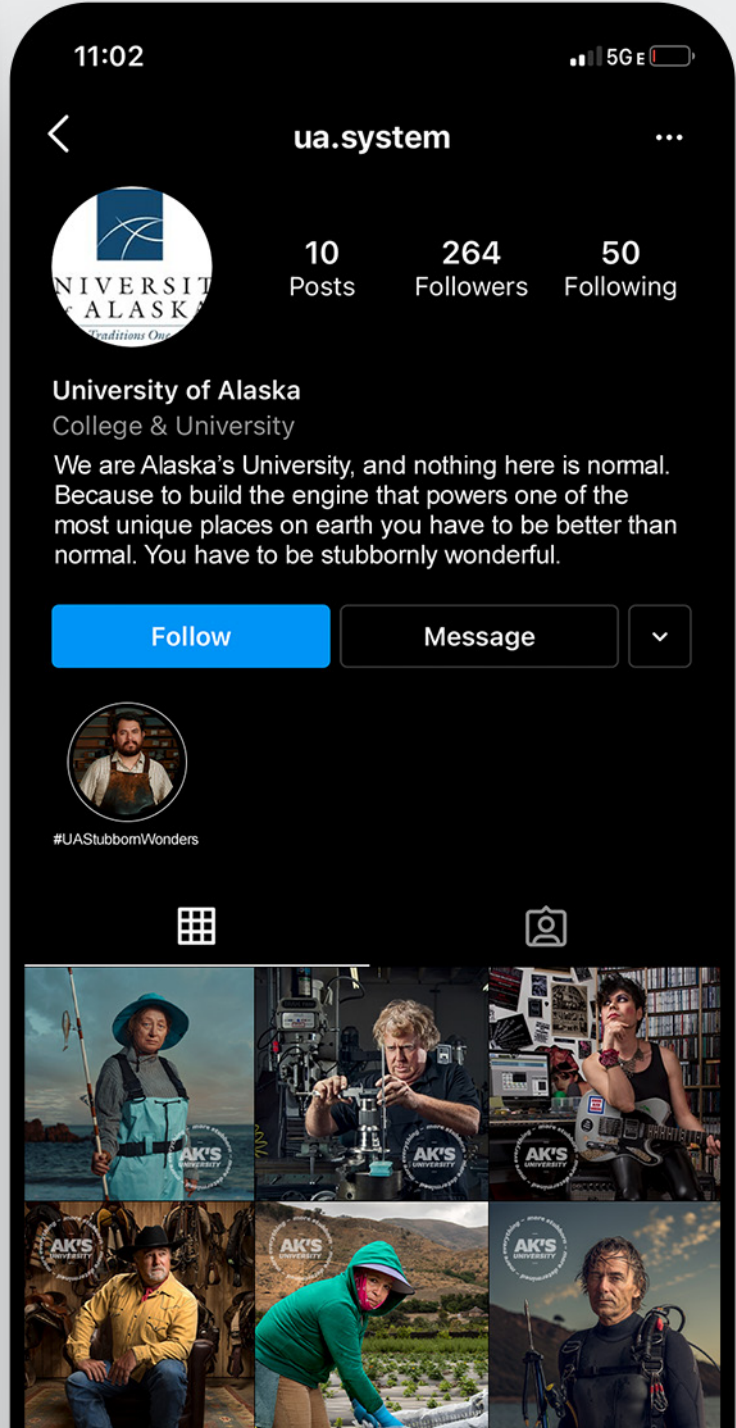
We would speak to those in Alaska and beyond with a call to action to become part of our story. That story is intertwined with all that Alaska has to offer, from incredible sights to a fishing industry unmatched in the world.

Through partnerships with other campaigns, we would amplify each other's marketing efforts. We would look to highlight the University of Alaska Stubborn Wonder subjects related to our partner organization. For instance, the incredible aurora studies research done at UAF is a natural candidate to highlight not only the unique offerings of UAF, but also the exceptional beauty only witnessed through travel to Alaska.

These partnerships could range from content and media partnerships to joint tactics. For instance, Stubborn Wonder influencer or research spotlights could be strategically identified to tie into each industry campaign. Content developed from these spotlights would cross promote both UA and the partner organization, reinforcing our integral presence in all of Alaska's economy.



HOW WOULD YOUR CAMPAIGN UTILIZE INFLUENCERS IN SOCIAL MEDIA [OR OTHER AREAS] TO AMPLIFY THE MESSAGE? BE SPECIFIC ABOUT THE STRATEGIES AND THE TACTICS YOUR FIRM WOULD EMPLOY AND PROVIDE EXAMPLES OF SUCCESS FROM YOUR PAST CAMPAIGNS.



Stubborn Wonders is tailor made for an influencer campaign.

Throughout the campaign, we would identify influencers that personify the campaign values and incorporate them into earned, paid, and owned channels in the integrated strategy. Because of the nature of the concept, our influencers can come from a broad range of disciplines, and are more likely to embody (rather than simply parrot) the proud moniker of “Stubborn Wonder.”

For a traditional influencer marketing campaign, we have an established partnership with Main Street One, one of the top influencer marketing firms in the country that was recently tasked with promoting vaccine adoption nationwide. With the largest database of influencers in the industry, especially micro and nano-influencers, Main Street One is able to identify peer to peer influencers in target audiences and in hard to reach regions, such as Alaska. Their deep bench of influencer relationship experts will enable a hands-on approach to content creation throughout the campaign.

We would, in parallel, develop an earned media influencer strategy. Considering that Alaska is not influencer-heavy (in the modern sense), this strategy would look to individuals with sway in the “offline” world. For instance, a small business person who has a limited personal social reach but substantial media influence could be a perfect fit for this strategy. With S360’s deep roots in traditional media, especially in Alaska, we would be able to amplify these influencers’ voices through both earned and paid channels.

Last fall, we were proud to partner with Bristol Bay Native Corporation in marketing the Bristol Bay Wild Salmon Celebration to business and government focused audiences. The celebration included a host of influencers, including Chef Tom Douglas, Chef Tom Colicchio, and Stefan Lessard of Dave Matthews Band. Through shared event promotions, cooking classes and exclusive access we were able to create intimate experiences for some of the most hard to reach audiences, moreover during a pandemic.

S360 was built around the original influencer marketing model - politics and government relations - and we do it everyday. Finding trusted people to amplify messaging and promote adoption of a position, a person, a movement, or a university system is our core competency as a firm.

HOW WOULD YOUR RESEARCH BE STRUCTURED TO ENSURE THAT POLLING ADDRESSES THE UNIVERSITY SYSTEM AS A WHOLE AND EACH UNIVERSITY SPECIFICALLY?

We recognize the value of understanding public opinion toward the university system as a whole as well as each institution.

We bring three initial ideas to incorporate into the research program, but suggest continued discussion with your team to ensure the research addresses your goals.

1. **Survey design.** We can structure the instrument with specific questions about each institution, in addition to the questions we plan to ask about the UA system overall. For example, this could include questions about the favorability and brand attributes for each institution, perhaps targeted to the applicable region of the state. This will be incorporated into the overall analysis as well as tailored analyses for each institution.
2. **Sampling frame.** We've suggested a representative statewide survey of 800 Alaskans but can easily reallocate some interviews to include a smaller statewide sample (say, 500-600) but targeted oversamples of the regions of interest to each institution (200-300 interviews). This would pair well with the survey instrument idea outlined above because it will increase the statistical confidence of our institution-specific questions.
3. **Surveying "base" audiences.** In addition to the statewide poll, we see value in surveying current students, alumni, and donors (depending on the availability of lists UA can provide to assist in reaching these audiences). This will add dimensionality to our statewide data by learning from those audiences who are most intimately involved with the institutions themselves and allowing for a more targeted focus on each institution. Further, it will provide rich data about the areas of convergence and divergence between different audiences' journey within the UA system, as well as differences between views of the overall system versus specific institutions.



HOW WOULD YOUR CAMPAIGN INTEGRATE THE UNIVERSITY'S OTHER CAMPAIGNS —THE PHILANTHROPIC CAMPAIGN, TEACHER EDUCATION CAMPAIGN AND THE INDUSTRY REPORTS EFFORT? BE SPECIFIC.

To implement a University of Alaska campaign geared toward improving public perception about the university, we would certainly align and coordinate our efforts with other university campaigns.

First, we want to develop and rely on a concept for our campaign that is agile, energetic, disruptive, and positive. Inherently, this concept has the flexibility to translate well into alignment with other campaigns.

For example, Stubborn Wonders is a campaign that could be easily aligned with the university's teacher education campaign. Alaska needs to invest in securing and supporting its teachers—not only are they Stubborn Wonders themselves, but they're educating our next generation of Stubborn Wonders who will continue rejuvenating our state for decades to come. The university's industry reportsprovide a multitude of data that gives us important information about the industries where UA-educated Stubborn Wonders are working, and the regions whose communities and economies they support. For example, in Anchorage and Mat-Su we could conduct targeted advertising to engage the 57% of UA construction program graduates who are now employed within the region.

Further, Stubborn Wonders clearly connects with the new philanthropic campaign's emphasis on determination, resilience, and persistence. We could identify several Stubborn Wonders who could serve as influencers for the campaign, encouraging their networks to donate and support the university.

Opportunities abound to integrate Stubborn Wonders with the university's other campaigns. We would set up collaboration sessions with the other campaign teams to identify where we can develop joint content, share tactics, and amplify each other's marketing efforts in the same way as we would for the tourism and partnership campaigns.



HOW WOULD YOUR FIRM ADDRESS THE ENROLLMENT CHALLENGES FACED BY THE UNIVERSITY? BE SPECIFIC.

Addressing the University's enrollment challenges is an area where S360 has unique experience. We will work with UA to design a campaign that focuses on enrollment as a key strategic focus for the system as a whole, and each institution specifically.

We have been working with UA on enrollment initiatives for a number of years, and in 2020 UAF reached out to us with a goal of increasing enrollment in their School of Management's programs, running hyper-targeted campaigns focused on marketing specific programs to the audiences most likely to be interested in those programs. We utilized a combination of social media, search marketing, and strategic web development to grow awareness, harness intent, and transform intent into conversions. The end result was a 17% enrollment increase at a time when the university system as a whole experienced a slight overall decrease in enrollment.

These tactics and strategies are well suited for implementation in the Stubborn Wonders campaign concept. Under the umbrella of the overall campaign, we envision developing a similar hyper targeted enrollment initiative but on a larger scale that benefits the entire university system.

Through research we would further develop our messaging strategy for prospective students and parents. This research can dovetail with message testing through our digital channels, giving us a more holistic view of our targets' motivations. We will also craft our media placement strategy with enrollment as a key priority. Our targeted approach to marketing allows us to reach prospective students directly, in addition to our broader target audiences.

Finally, we believe the creative concept itself will be a strong enrollment driver and motivator for prospective students to become part of UA. We will position UA as an integral part of the next chapter in Alaska's history, and invite others to join us in building a strong and resilient economic future we can all be proud of.



Questions?

Thank you

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