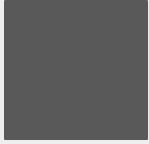


The Wolf Pack Way Marketing Initiative



Agenda



Summary of Interviews



Social Media Marketing Campaign Idea



Traditional Marketing Campaign Idea



Event Marketing Campaign Idea

Summary of Interviews

Main Discoveries:

- What is the Wolf Pack Way?
- Little Alumni Association
- Accomplishment
- What is Community?
 - Pride
 - Finding Your People

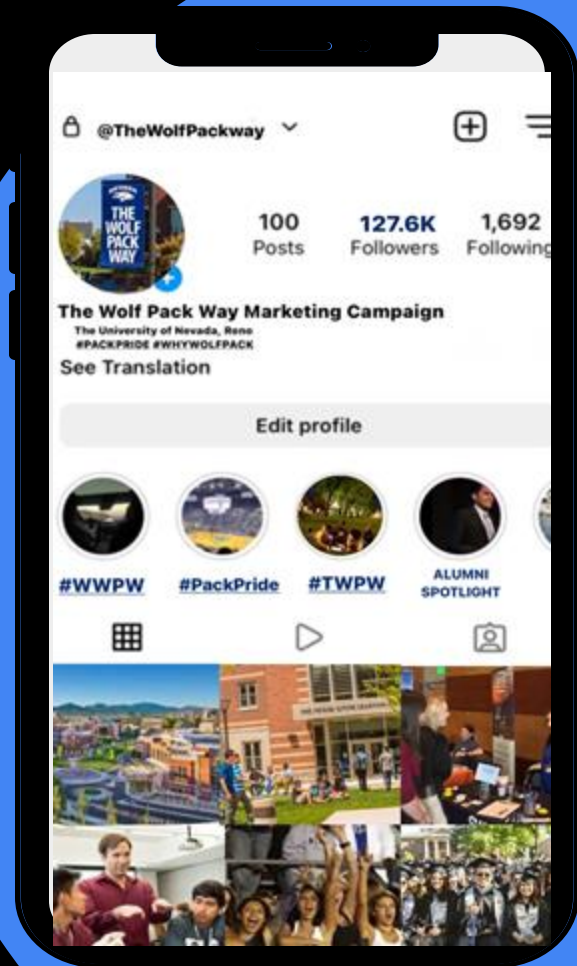


Social Media Campaign Idea:

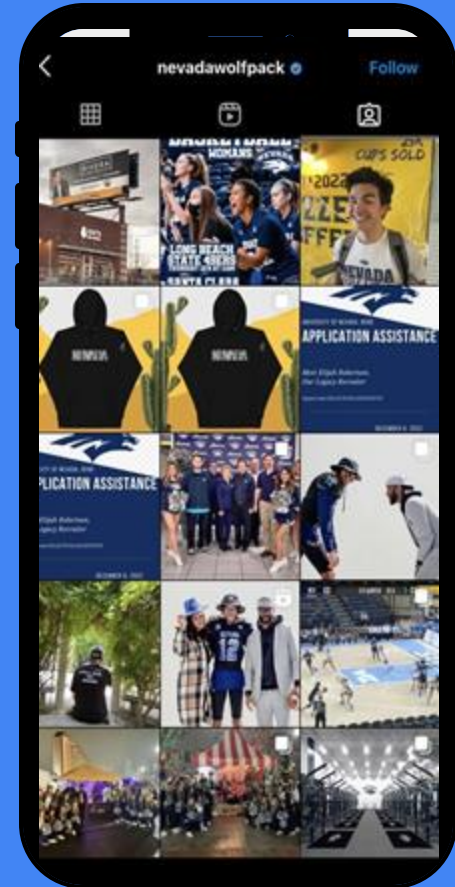
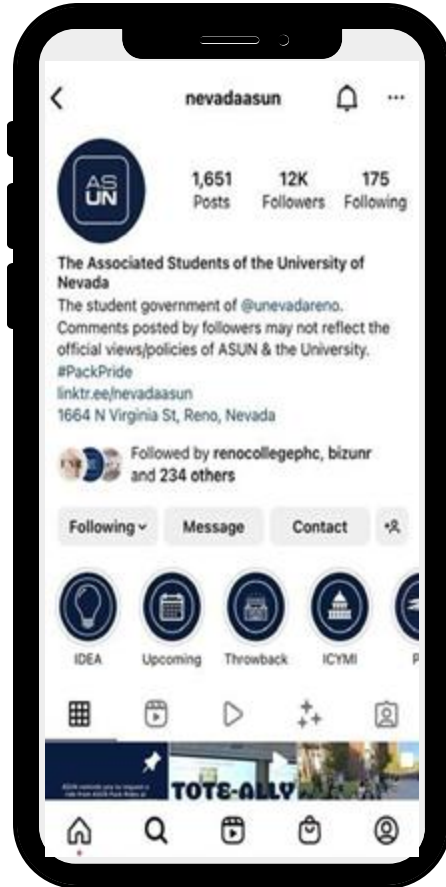
- Student-led Team, Overseen by Faculty
- Trends, Competitions, Incentives
- Balance of Information, Student Engagement, Campus Events and Information

Sources: O'Brien C. *How to Use Hashtahs Effectively in Social Media*. Jan. 8 2022. Retrieved on Dec. 6 2022.
<https://digitalmarketinginstitute.com/blog/how-to-use-hashtags-in-social-media#:~:text=Why%20are%20Hashtags%20Important%3F,views%2C%20likes%2C%20and%20shares.>

The Wolf Pack Way Instagram Page



● ● ● Collaboration: Accounts to Work With and Stem Ideas From



Reels:

- First impression
 - Event information
 - Sports highlights
 - Student Takeovers

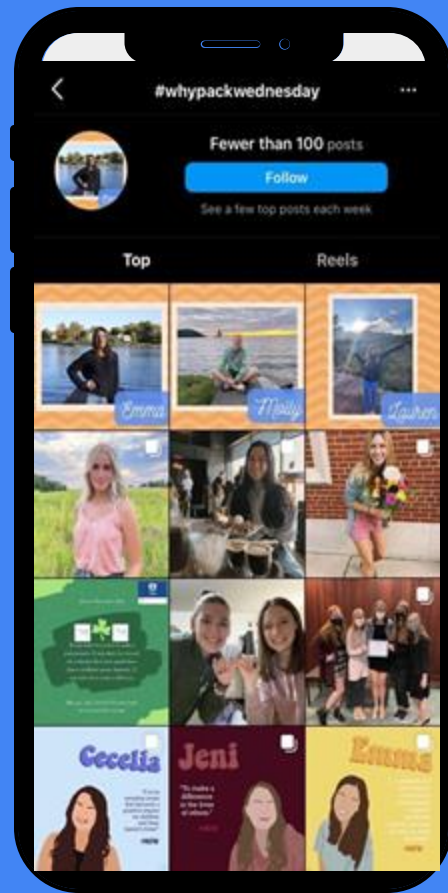
Instagram Videos:

- Detailed and realistic
 - School life
 - Campus tour
 - Alumni Career
 - Alumni Events
 - Alumni Talks
 - Multi-language

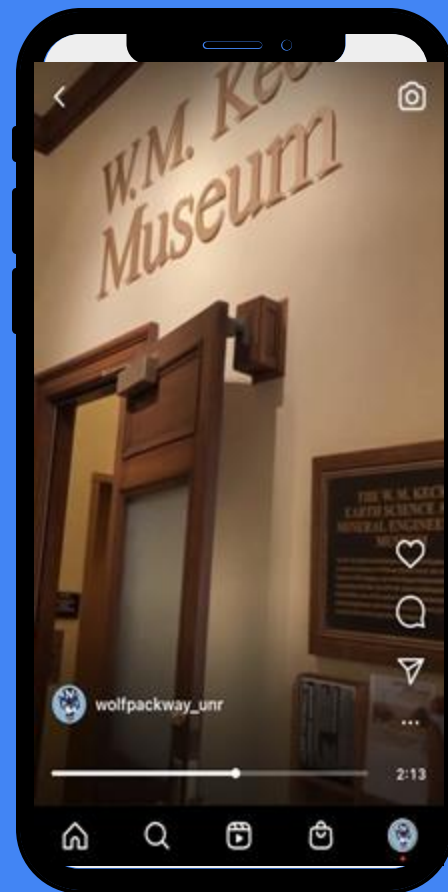
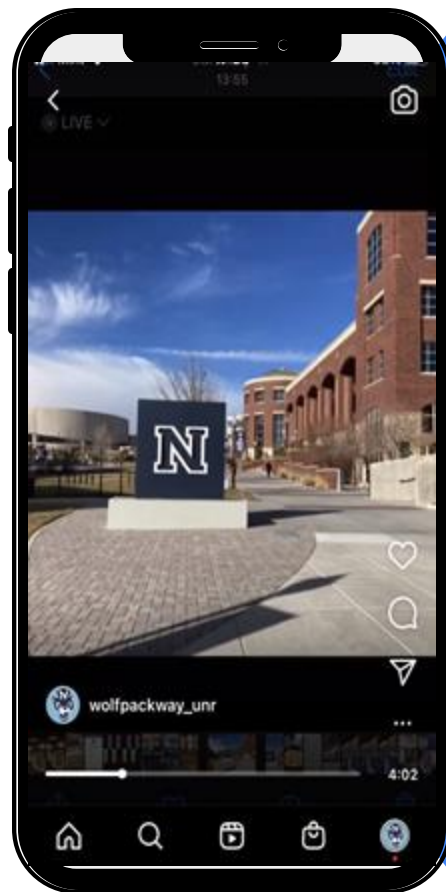
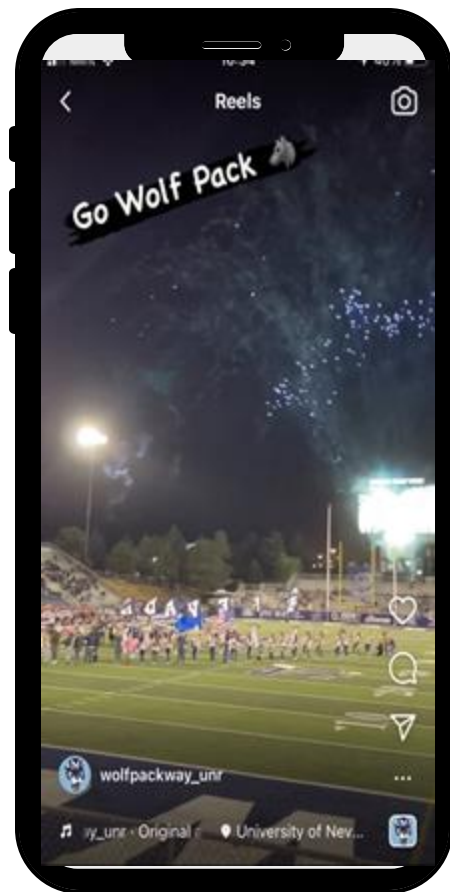
Hashtags:

- #WhyWolfPackWednesday
- #PackPride
- #TheWolfPackWay
 - 10-11 per story for highest engagement
 - 21% higher engagement with 1-2 hashtags

● ● ● Hashtag Potential: Larger Reach, "Another Platform"



● ● ● Reels and Instagram Videos



Traditional Marketing Campaign Ideas

- **Facilitate community and relay information in a quick and cost effective manner.**
- **Three highly trafficked areas where posters should be located:**
 - **The Joe Crowley Student Union**
 - **Welcome Center**
 - **Dining Area**
 - **Starbucks**
 - **Mathewson-IGT Knowledge Center**
 - **Walkway**
 - **In Library**
 - **Pennington Student Achievement Center**
 - **2nd and 3rd floor of building**
- **Many small dining locations just across the street from campus**
 - **Rick's Pizza and Beer**
 - **Insomnia Cookies**
 - **Buzzed Coffee**
 - **Raising Cane's and more.**
- **Could incentivize fundraising events**



94%

Will read and re-read poster if visually appealing



4 out 5

Will participate in advertised activity



84% of Delegates

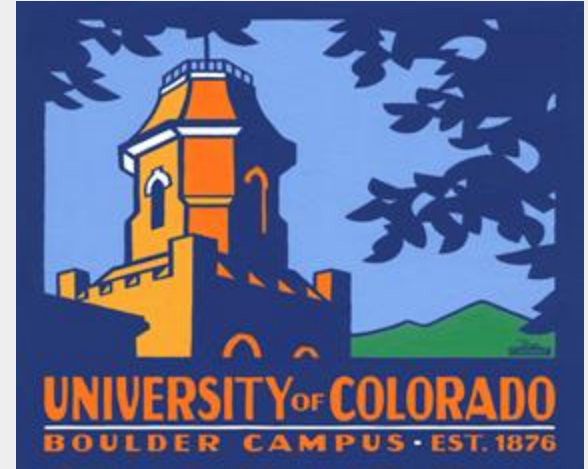
Found posters most effective than inferiors (e.g. flyers, brochures, etc.)

Sources:

Balla, Taulant. "Why Printed Posters Are Scientifically Proven to Work." *Mimeo US*, 1 Nov. 2022, <https://www.mimeo.com/blog/scientifically-proven-the-effectiveness-of-posters/>.
Rowe, Nicholas, and Dragan Ilic. "What Impact Do Posters Have on Academic Knowledge Transfer? A Pilot Survey on Author Attitudes and Experiences - BMC Medical Education." *BioMed Central*, BioMed Central, 8 Dec. 2009, <https://bmcmmeduc.biomedcentral.com/articles/10.1186/1472-6920-9-71>.

Poster Idea and Visual - Standardized Design

- Appeals to a wider audience
- Eye-catching color scheme
- Appealing style
 - Sleek
 - Lowtwait's style is reminiscent of the Pop Art Movement



Design by Steve Lowtwait

Poster Idea and Visual - Localized Design

- More personalized
- Silly and provocative
- Adds personality
- Familiar iconography



Event Marketing **TEDx**



Event marketing idea:

- On Campus
- Setting more akin to a TED presentation
 - Less intimidating
 - Effective
 - Participatory
- Housed in orientation rooms/Theater
- Alumni guest speakers

What's included?

- Branded Merchandise
 - Cookies or Agenda Calendars
- Refreshments
- Give Away

Advantages?

- Leverage engagement for social media interaction
- Creating an official event students will look forward to every time.
- Peer influence

Event Marketing

Event marketing idea:

- Off-campus
- Hosted at grand ballroom (Atlantis or Peppermill)
- UNR alumni

What's included:

- Guest speakers include Brian Sandoval, Colin Kaepernick, Catherine-Cortez Masto, and Javale McGee
- Appetizers
- Refreshments

Advantages?

- Celebrity endorsed event, draws a full crowds
- Viewers will be entertained as well as learn about the campaign
- Event is bound to be talked about among others

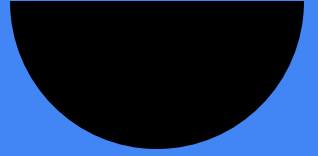


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Closing Thoughts

- Cohesion
- Consistency
- Campaign ideas supporting one another





Thank you!

Any comments, questions, or concerns?

