



*"oh, the places you'll grow!"*

## IMC PROPOSAL

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MISSOURI STATE CAREER CENTER

**Spring 2019: Advance Advertising**

# What we're all about!

*We are a full-service branding and communications agency who are committed to bringing our client's stories to life. Our mission is to help businesses grow with advertising, promotion, design, and more. Using effective and lasting marketing strategies, we help our clients build existing relationships while connecting them to new ones.*

*We are passionate about what we do and love seeing our clients thrive. We serve businesses of all types and sizes. doesn't matter if you're a local mom-and-pop or a national enterprise, we've got your back!*



*"oh, the places you'll grow!"*

# We only pick the very best!

## **Peter Beile**

Marketing: Advertising and Promotions

Avid snow skier, lover of the lakes, and Game of Thrones fanatic

## **Christina Vu-Pham**

Marketing: Advertising and Promotions

Self-proclaimed foodie, aspiring to live creatively, proud cat  
mama

## **Tyler Dinwiddie**

Marketing: Advertising and Promotions

Powerlifter, devourer of sushi, lacrosse enthusiast

## **Justin Chen**

Marketing: Advertising and Promotions

Part-time artist, MBA pursuer, soccer player

## **Zack Wilson**

Marketing: Advertising and Promotions

Professional Talker, the love child of business and theatrics, the  
hero no one asked for but came anyway

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# Executive Summary

## Client Introduction

The Missouri State University Career Center is an entity on campus dedicated to preparing and guiding students towards their future aspirations and goals, whether that would be a job or to further education.

The Career Center offers recurring events such as Fall and Spring career fairs, and regularly hosts resume checking events. With two offices on campus, the Career Center serves all students and majors of Missouri State.

## Objective

Currently the Career Center is suffering from a lack of awareness and usage among members of the student body. The goal of our advertising campaign is to raise engagement and awareness among Missouri State Sophomores and Juniors by 15%.

In addition, place a focus on raising the Career Center's follower count on Instagram by 25%. While tracking social media following is easy and straightforward, tracking in-person usage will be done by the inclusion of a sign in sheet that will track name and year.

## Background Information

Students might avoid the Career Center due to a lack of awareness about the full range of services offered and/or being afraid of taking the next step to adulthood. Finding a career is one of the final steps for a college student, by putting it off they avoid feelings of fear and uncertainty.

Additionally, a large majority of students who utilize the Career Center are driven there by word of mouth referrals from gatekeepers such as professors or advisors.

# —— Background Information ——

## Position

The weight of personal independence and responsibility is a daunting time for many college students. This is the position that the Career Center finds itself in: helping to guide students who are still trying to find a direction in life. The Career Center does this by providing a free service with personalized services.

The position of the Career Center is transparent and provides free guidance. Transparency in that there is nothing to fear and there are no grades and failure is just another step towards success. Guidance in providing a personal relationship with advisors that is individualized to help students find a career that they desire.

## Target Market

While it is desirable to reach every potential user of the Career Center, a targeted approach is necessary to drive a strong and lasting connection. We have chosen to target university students who are classified as sophomores. We want to create a lasting connection and continued guidance will be more beneficial during this stage of their college experience.

## Competitors

Primary Competitors of the Career Center includes parents, friends, Indeed, Glassdoor, and other job searching sites.

Secondary competitors such as anxiety, lack of motivation, or other daily worries pose a greater threat to growth and usage of the Career Center's services. Raising awareness about the Career Center's services is the best way to combat sources of secondary competition.

## Credibility

During the course of this project we have collected information from multiple sources in order to further understand the perception and ideas people have about the Career Center and the services that they offer. These sources include:

- class focus groups
- survey sent to current Missouri State University students
- personal experience the services of the Career Center

# Creative Strategy

## Approach and Appeal

For this campaign we have chosen a non-traditional approach in order to highlight the free and personalized services of the Career Center. One of the top reasons students don't visit the career center is due to lack of awareness. For this reason, our campaign has a focus on raising awareness among current students, with an emphasis on our target market, sophomores.

In order to bring more attention to the Career Center, we are implementing a series of illustrations, a hands-on promotional activity, and customized accessories for students.

## Advertising Channels

The following will be implemented via social and digital media:

- Scavenger Hunt
- Stickers
- Comics

## Scavenger Hunt

This is to be used in GEP classes so students could be introduced to services around campus.

The Scavenger Hunt would include the following stops:

- Bear Necessities
- Bookstore
- Career Center (either locations)

There would be an incentives including a 25% off coupon for the bookstore, 25% off coupon at bear necessities, and extra credit. By utilizing GEP classes to distribute the scavenger hunt we are using teachers, which are a gatekeeper to campus information.

# Creative Strategy

## Stickers

In order to drive word of mouth referrals and create possible buzz, we have designed stickers which would be handed out to students when they use the career center. The stickers are designed to represent the multiple colleges that Missouri State has to offer. The examples below are not limited those colleges and can be changed accordingly.





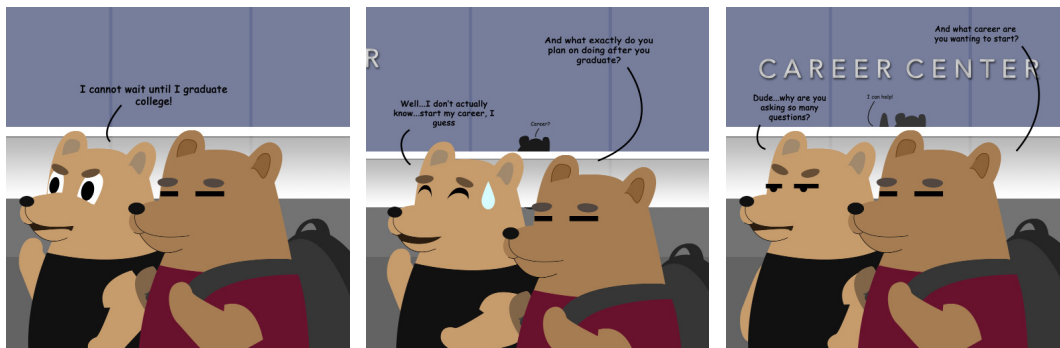
# Creative Strategy

## Comics

The comics are a way for the Career Center to put out more engaging, relatable, and humorous content on their pages. The comics would feature a Bears in situations that everyday students would encounter. The comics allow for a fun and unique way for the Career Center to engage with its followers rather than the typical “Student Models” posts that are normally seen on other University accounts.

Possible options for maintaining and creating new comics could include offering an internship to design or art students for class credit, or utilize the university’s new Integrated Service Learning platform to have art or design classes introduce a project focused on creating comics centered around the Career Center.

## Sample 1

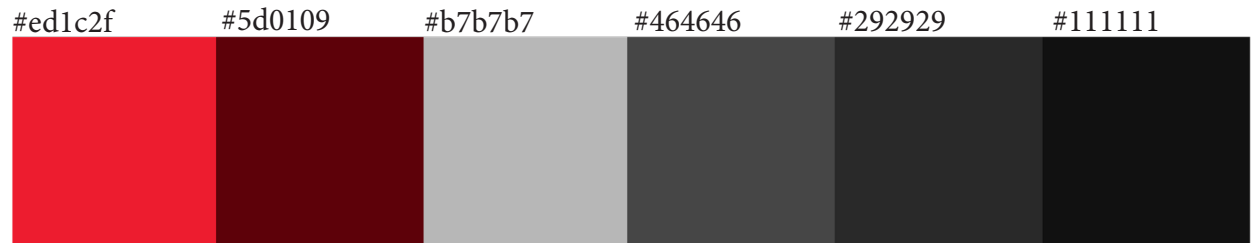


## Sample 2



# Brand Guidelines

## New Logo



**NORTHWEST**  
**ABC123**

*Variane Script*  
*abc ABC123*

## New Content

- A more humorous and friendly appeal
- More relatable content
- More narratives about the process of finding a career path
- Mascot: Gives the Career Center more personality



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# Media Strategy

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## COPE: Create One Post Everywhere

Based upon the Career Center's current size and need to focus on things other than social media we recommend a COPE strategy in order to reduce workload.

Utilize either scheduled and constant posting, or a pulsing strategy and ramp up posting around times of events.

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## Social Media

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### Instagram

- Fastest growing social media platform
- 11AM-1PM Wednesdays and Fridays
- (1-2AM): Late night scrollers
- Image based and interactive
- Stories can be saved as highlights for future users to see past activities
- Instagram stories allow for users to vote and rate posts

### Snapchat

- Post when you have events
- Quick, short information (needs to quickly grab attention)
- Flashy videos work best
- Limited text
- Geo filters allow for a quick customization on pictures and "free" promotion
- "Behind the scenes" footage

### Twitter

- Allows for easy sharing of content by users
- Noon or 5-6PM Mondays
- Twitter has built in poll creation allowing potential users to crowdsource and interact with Career Center content

### Facebook

- Currently the largest social media platform
- Declining as younger generations see it as a platform for "older people"
- 1-4PM Wednesday and Friday
- Best when using text heavy content

# Research Findings

## Focus Groups

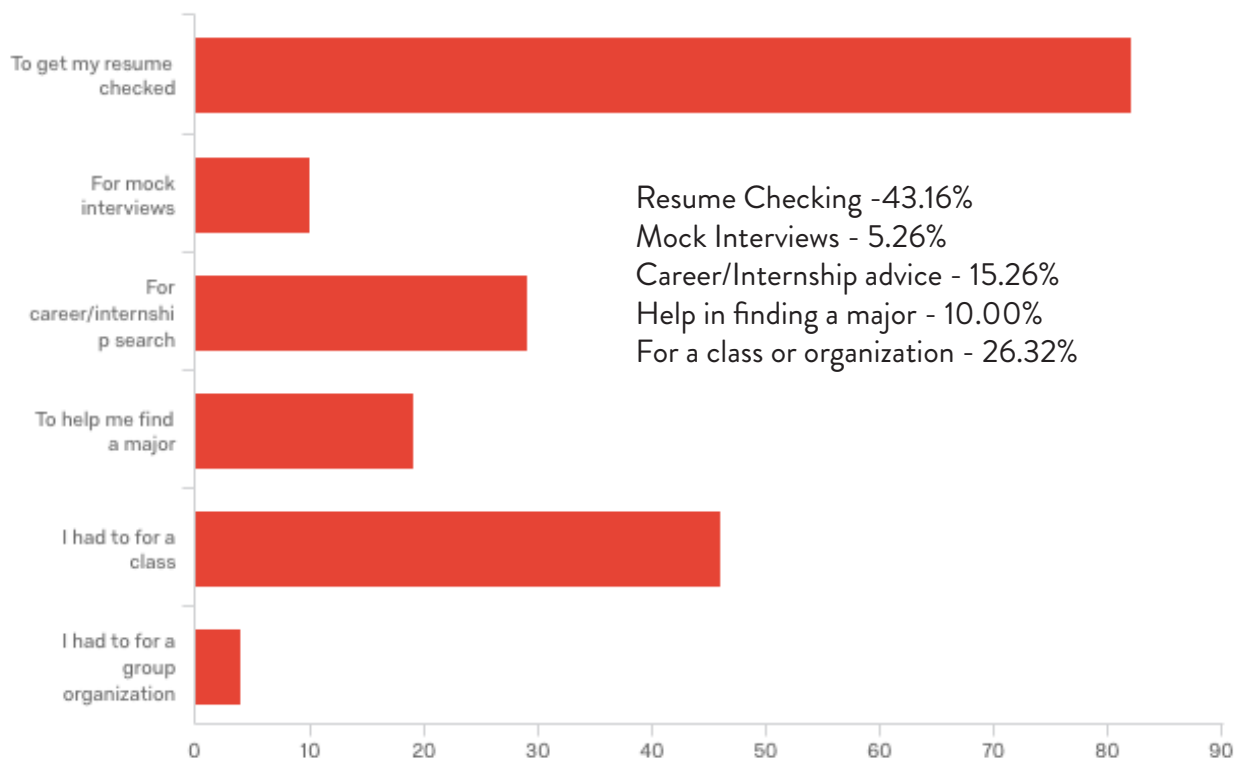
- Students from the focus group were concerned primarily with passing their classes and other current problems rather than thinking about life after college
- Most students utilize their parents, friends, or services on the Internet for career advice and job searches
- Most students were not aware of all the services that the Career Center offers
- Students are highly unaware about the number of jobs that are posted by the Career Center on a yearly basis
- Students prefer more original content on social media and in email blasts
- Students did not realize the Career Center was not only for business majors
- Students found the user interface of Jobtracks, although easy to use, not aesthetically pleasing

## Survey Findings

- 45.97% of surveyed students have been to the Career Center
- 52.61% of surveyed students have heard of the Career Center but have never utilized any of their services or been to any events.

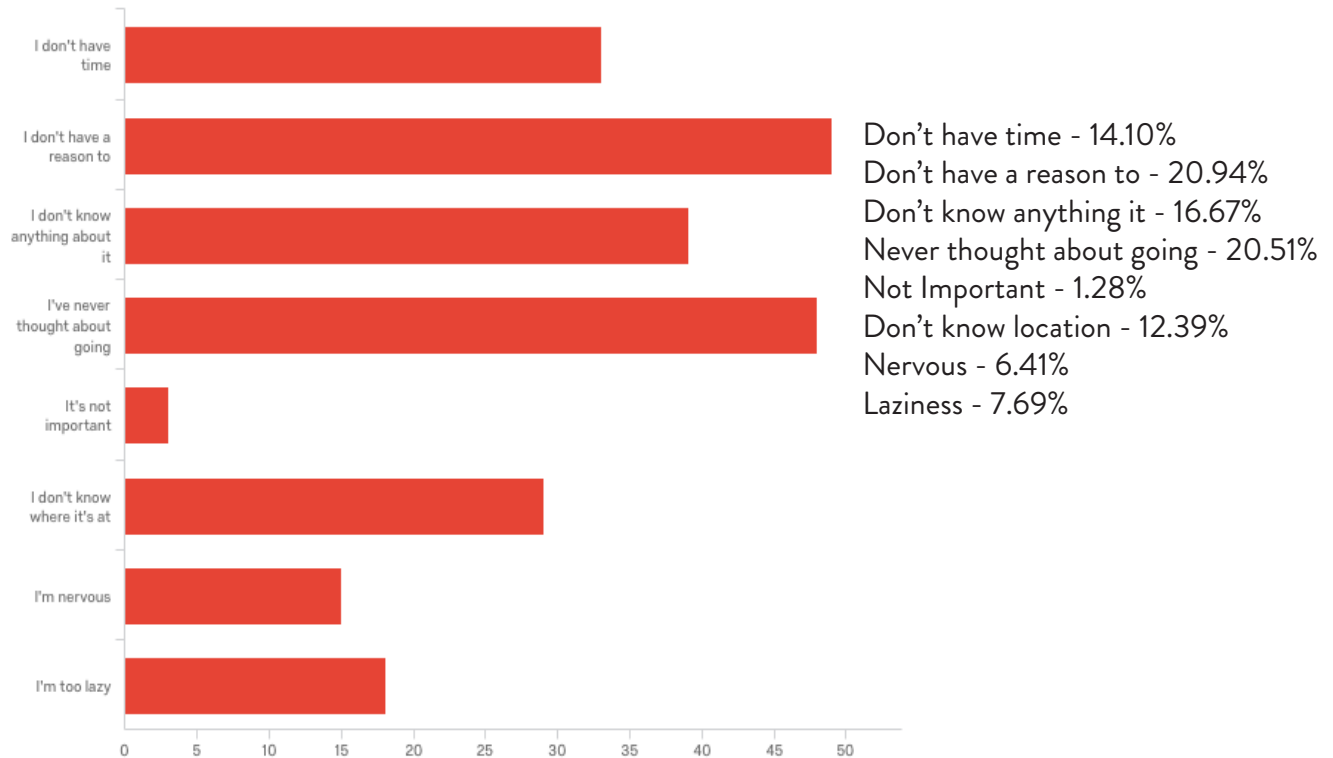
Of those who have used the Career Center 85.57% of them are somewhat, or extremely likely to recommend the Career Center to other students. Signifying that word of mouth is a powerful tool to drive people to the Career Center.

### Career Center Utilization:

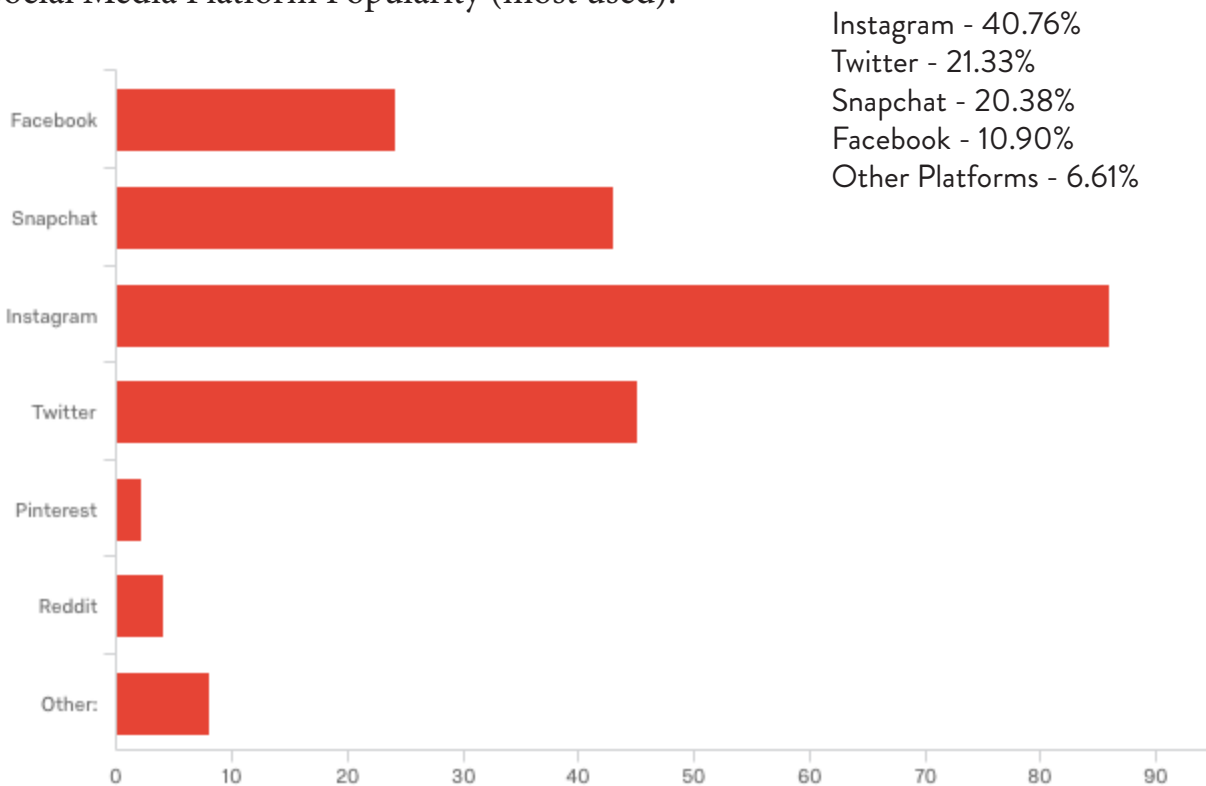


# Research Findings

## Reasons for not utilizing the Career Center:



## Social Media Platform Popularity (most used):



# Research Findings

## Social Media Content Preferences: (Cross-Tabulation with Year and Preferred Content Type)

		What type of content do you like to see on your feed? Check all that apply										Total
		Humor	Inspirational	Fun Facts	Beauty	Success Stories	Factual	Political	Sports	Art	Lifestyle	
What year are you in?	1st	4	3	3	0	2	3	3	2	3	3	4
	2nd	22	13	15	10	7	11	6	11	7	12	25
	3rd	102	57	72	42	41	37	21	57	34	81	115
	4th	39	21	25	12	19	17	10	23	9	20	45
	5th+	16	10	10	5	5	6	5	5	6	10	18
	I am an alumni	1	0	0	0	0	0	1	1	1	1	1
Total		184	104	125	69	74	74	46	99	60	127	208

Humor - 88.46%

- 100% of Freshmen
- 88% of Sophomores

Inspirational - 50%

- 75% of Freshmen
- 52% of Sophomores

Fun Facts - 60.09%

- 75% of Freshmen
- 60% of Sophomores

Lifestyle - 61.06%

- 75% of Freshmen
- 48% of Sophomores

## Other Survey Findings

- 65.24% of surveyed students like seeing illustrations or comics on social media.
- 48.34% of surveyed students place stickers on their personal belongings.
  - \* 100% Freshmen
  - \* 48% Sophomores
- 78.67% of surveyed students are currently following one or more Missouri State University social media accounts.

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# Timeline

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The timeline will provide a roadmap to follow that is a breakdown of how and when to implement marketing ideas.

Implement As Soon As Possible:

- Sign in sheet that tracks usage by students, tracking student year and major
- Finalize sticker designs and order them
- Explore the idea of adding an integrated service learning project or an internship for social media content creation

August 1st 2019:

- Finalize design of scavenger hunt punch cards and order them

August 19th 2019 (Fall classes begin):

- Implement Scavenger Hunt activity in GEP classes

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# Budget

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**Starting Budget: \$5,000**

- VistaPrint Punch Cards: 100 cards for \$16
- VistaPrint Custom Stickers: 120 stickers for approximately \$64

Remaining Budget: varies based upon order quantity

- For 500 punch cards and 600 stickers: \$400

**Remaining Budget: \$4,600**

The remaining budget could be used to pay for a student intern to create content for social media.

**\$9 an hour, 15 hours a week for 6 months = \$3240**

(Internship for class credit instead is also an option)

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# Conclusion

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Sprout Marketing will work closely with Missouri State's Career Center to create fresh and engaging content to push for an increase in student engagement.

In this advertising campaign, we have placed a priority on raising awareness of the Career Center amongst Freshmen and Sophomores. By taking on a more humorous and playful approach, the Career Center will be able to create unique content that is more relatable and interesting. This in turn will create more attention, or buzz, towards the Career Center.