

A black and white photograph of the Austin, Texas skyline under a dramatic sky filled with large, billowing clouds.

**STANFIELD** 



The University of Texas at Austin  
**Communication & Leadership**  
Moody College of Communication

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# WE ARE STANFIELD.

**DRIVEN BY DATA. POWERED BY PASSION. STRENGTHENED BY STORIES.**

STANFIELD is a full-service, Austin, Texas creative boutique where story is paramount. We believe the best part of a brand's story is never finished. So here, you and your brand aren't just another 9-5 job. We're committed to discovering, crafting, and sharing only the most creatively-riveting, business-changing ideas. No brand is too big or small, and we take immense pride in adding value to yours.

But a story is only as good as its insights. So here's what we offer: research and strategy, creative, media planning, and brand building. Innovation and collaboration are elements inherent across all of our departments, and here at STANFIELD it knows no bounds. There may only be a few of us at STANFIELD, but you can hear our work loud and clear.

Let's make something.



Eric Stanfield Stern



Niliza Ali



Sandra Cuadros



Laura Sorto



Lorena Peña



Connor Leigh



# EXECUTIVE SUMMARY.

Security over passion.

That's typically what students think when selecting a major nowadays. But there are two problems here.

One. There's a norm in society that the "right" major exists – usually something with job stability and high income. Where does this come from, you might ask? External pressures – peers, parents, and society telling you to follow that stability and income.

And two. Many students who choose a major based on their passions often experience regret post graduation because they aren't sure how to apply their degree in the real world.

Communication & Leadership (C&L) exists to alleviate the problems that arise from these "major" decisions. It's a degree that provides students with the academic and personal exploration they desire so they can apply their passions in the real world to lead positive change. At the crux of the degree lies Passion, Potential, and Purpose – each one vital to a student's journey.

**PASSION** encompasses discovery. The discovery of self. The discovery of ambitions. The discovery of everything they've always wanted to do.

**POTENTIAL** is limitless. The dreams of a student should know no bounds. C&L suits their desire for more. It's a place where they can stray from the norm.

**PURPOSE** catalyzes change. Through collaboration with the right people, students seek to positively influence the world. C&L ignites their purpose.

At a university that believes, "What Starts Here Changes The World," and in a major that's so adaptable to individuals' purposes, the outcome is clear: passionate students have the potential to change the world in the way they've imagined.

All the ingredients are in place to provide students with a terrific education; however, awareness of the degree is low. A digital presence is lacking. And many well-established leadership programs already exist.

So, we're helping C&L build its brand from the ground up.

Enter STANFIELD's game plan.

*Let's stray to discovery.*

# CAMPAIGN SCOPE.

STANFIELD is delivering a six-month long integrated creative campaign for UT Austin's C&L degree. Our proposed efforts are not intended to stand alone; rather, they have been crafted to work in sync and forge synergy. These efforts will establish C&L's brand image, increase awareness, and ultimately drive enrollment (starting in Spring 2019 once the campaign has taken full effect). We've defined our campaign's success by the following measures:

## BUSINESS



Drive enrollment

By 30 students/semester  
starting Spring 2019

\*Spring 2020 expected enrollment: 100+ students/year

## COMMUNICATION



Establish brand image +  
Increase brand awareness/engagement

4,000 microsite visitors/month;  
Attract 650 social followers





# THE PROBLEMS.

Students today are not choosing a major based on factual research and self-reflection. A College Student Journal study suggests many students are choosing a major based on influence and assumption rather than understanding and pursuing their own personal goals and values.<sup>1</sup>

The first problem:

**Pressure from peers, parents, and society pushes students to conform to the “right” major – typically a major that leads to job stability and high income.**



College majors today lack the flexibility iGens need to plan for the future. According to a December 2015 Mintel study, 41% of the 18-34 year olds interviewed chose a major based on passion and were not sure how to apply their degree in the real world, thus experiencing regret.<sup>2</sup>

The second problem:

**Students who choose a major based on passion often experience regret because they don’t know how to apply their degree in the real world.**

1. <https://dus.psu.edu/mentor/2013/06/disconnect-choosing-major/>  
2. <http://academic.mintel.com/display/717042/>



# **THE MAVERICK.**

An independent, bold iGen who strays from the norm.  
High schoolers, internal transfers (UGS + others), or external transfers  
aged 16-21.

## **THEIR X-FACTORS**

### **SELF-AWARE**

Possess an intuitive understanding of self and greater environment

### **AUTHENTIC**

Remain loyal to their ideals

### **PRAGMATIC OPTIMIST**

Driven by optimism; accomplish with sensibility

### **PASSIONATE**

Resiliently challenge the status quo

### **COLLABORATIVE COMMUNICATOR**

Give and receive constructive criticism; speak to influence

# STRAY TO DISCOVERY.



'Stray to Discovery,' the paradoxical core of the C&L degree, is the guiding term that unites our creative campaign and encompasses the 3 P's rooted within the major: Passion, Potential, and Purpose. Embarking upon C&L, Mavericks boldly set their own paths and understand it's okay to stray from the norm. Through the trial and error process, the community of collaboration, and all the different ways to contextualize the major, Mavericks experience immense self-discovery along the way. Their journey is by no means linear, but it prepares them for what's next: to lead positive change.

*Let's recap.*

# THE RECAP.

## THE PROBLEMS.

Pressure from parents, peers, and society pushes students to **conform** to the "right" major – typically one with job stability and high income.<sup>1</sup>

Students who choose a major based on passion often experience **regret** because they don't know how to apply their degree in the real world.<sup>2</sup>



## THE CONSUMER TRUTH.

According to a May 2017 Mintel study, **iGens** believe they can make the world a better place.<sup>3</sup>



## THE MARKETING TRUTH.

**Nostalgia** makes a loud statement in a world full of polished and modern messages.

Nostalgia improves positive feelings about the future.<sup>4</sup>

## THE CREATIVE SOLUTION.

1. <https://dus.psu.edu/mentor/2013/06/disconnect-choosing-major/>

2. <http://academic.mintel.com/display/717042/>

3. <http://academic.mintel.com/display/832677/?highlight#hit1>

4. <https://www.forbes.com/sites/laurenfriedman/2016/08/02/why-nostalgia-marketing-works-so-well-with-millennials-and-how-your-brand-can-benefit/#5329de403636>

# THE CREATIVE Solution.

Juxtapose childhood nostalgia with all the complexities that emerge when students begin their college career to remind them they can rediscover and apply their passions in the real world to lead positive change through Communication & Leadership.





What did you  
Want to be  
growing up?

'What did you want to be growing up?' poses the nostalgic question so many of us were asked when we were younger. It serves as an emotional spark to Mavericks, urging them to recall and follow through with their passions before external pressures swayed them to the "right" major. This campaign is meant to ignite introspection among Mavericks when they feel pressure to conform, calling on them to explore all the possibilities within Communication & Leadership.

# Print - Out Each.

**I CAN BE ANYTHING I WANT**

to be when im a BIG girl

I WANT TO BE A Ballerina

and do gymnastics and I want to be beyonce and a writer. then I want to be happy!

want to be a mom and I want to be STRONG and be wonder woman. I want to fly and fight crime.

make cool movies and star in them!!! I'll become famous then I can give all my money to CHARITY

And help all of the people that don't get enough and deserve more love and care. I want to CHANGE the world and be the first WOMAN president so i can stop Global warming and we can protect all of the animals

**PASSION.**

Kids have approximately a kajillion different passions. I hey all wanna change the world.

Go ahead and ask the fellas next to you what he or she wanted to be growing up. Or just take a gander above. We'll wait. Still passionate about it, aren't you?

Then you got older. People told you it was pointless. You couldn't sing like Beyoncé or stick the Arabian double front flip landing like Aly Raisman. You

couldn't do all that and make a difference.

But you cared. Realized the world needed more help, more compassion, better leadership.

You see, here's the thing about passion: it's life's magic pixie dust. You need to find it and hold onto it.

Because what if we said being the next pop star or two-time Olympic gymnast could actually make the world a better place? Couldn't you establish a charitable organization or speak out against body shaming, too?

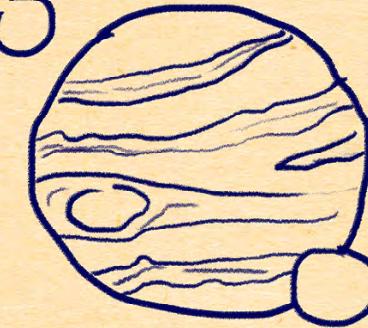
Yeah, you can do all that and make a difference, too.

Communication & Leadership, a degree that exists to help you rediscover and fulfill these passions. So here's to exploring what you really wanted to do. The possibilities are endless.

Stray to discovery.

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**I'LL o PROBABLY**



**buy JUPITER.**

**POTENTIAL.**

We can already guess what you're thinking: "This is ludicrous." And the funny thing is, well, you're right. No one in their right mind thinks they can actually buy, lease, or sublet Jupiter. So until teleportation is perfected, we'll place this longtime dream of ours on hold.

Before writing this off, let us say one quick thing. A claim like the one above carries some gravity (no pun intended). Seriously.

It's unrestricted. It's exactly what children daydream about in kindergarten during math time — how the impossible is, in fact, possible.

We know it'd be cool to fly, be part tiger, or stop time. But we're already filled with some pretty great superpowers that give us the potential to save the world. Compassion, optimism, integrity, resilience, and oh so much more.

As children, we don't let others tell us what we can and can't be or do. We're limitless. We're bold. So why should that change as we age?

Communication & Leadership, a degree that exists to help you become your best self. Because you're way more than you think you are.

The possibilities are endless.

Stray to discovery.

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**MAKE THE WORLD A BETTER Place**



**SHARE MY PB J**

Tell People to STOP being MEAN!

Feed the World

**PURPOSE.**

We're sure Maria really enjoyed the PB&J you gave her from your Batman lunchbox that one day many many years ago.

And we're sure Luke still remembers the day you stood up for him when everyone was laughing at him.

Here's a quick reminder about change: it can be big or small. So think about the changes you wanna make and write them down. Because lists give us purpose.

Allow us to get a tad scientific: When we write all our to-do's, they become tangible. And that means we are that much more likely to accomplish our goals.<sup>1</sup> Cue mind explosion.

So congratulations, mazel tov, and compliment! 'cause your 'Make the World a Better Place' list is two-thirds complete. Not too shabby if you ask us.

Now add this to your wishlist. Communication & Leadership, a degree that exists to help you finish the to-do list you started many many years ago. Stop waiting for a signal in the sky and start doing what you write.

The possibilities are endless.

Stray to discovery.

1. According to some smart guy, a study highlights strategies for achieving goals.

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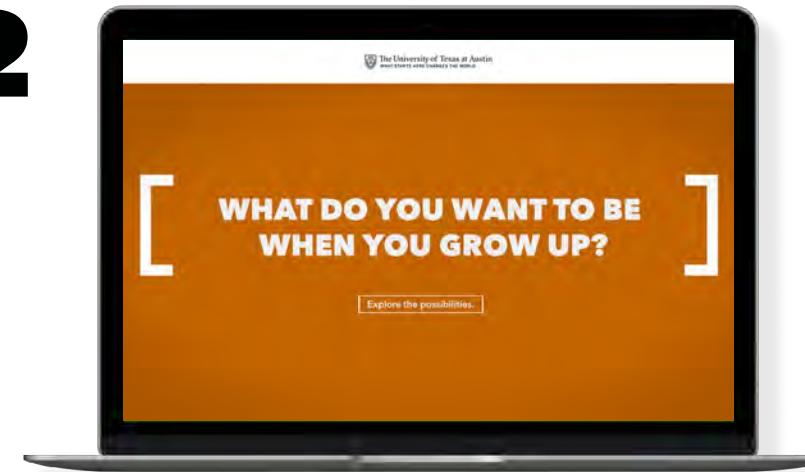
The prints revolve around the 3 P's of C&L: Passion, Potential, and Purpose. In an outreach effort, they will be modified to fit on foam boards and placed in high traffic areas around the UT campus – for example, Belo, PCL, and SAC. Further, they will be modified to create brochure leave-behinds and distributed amongst high school and college students. The prints will also be adapted for the microsite, OOH, and digital/social channels.

# MICROSITE.

1



2



3

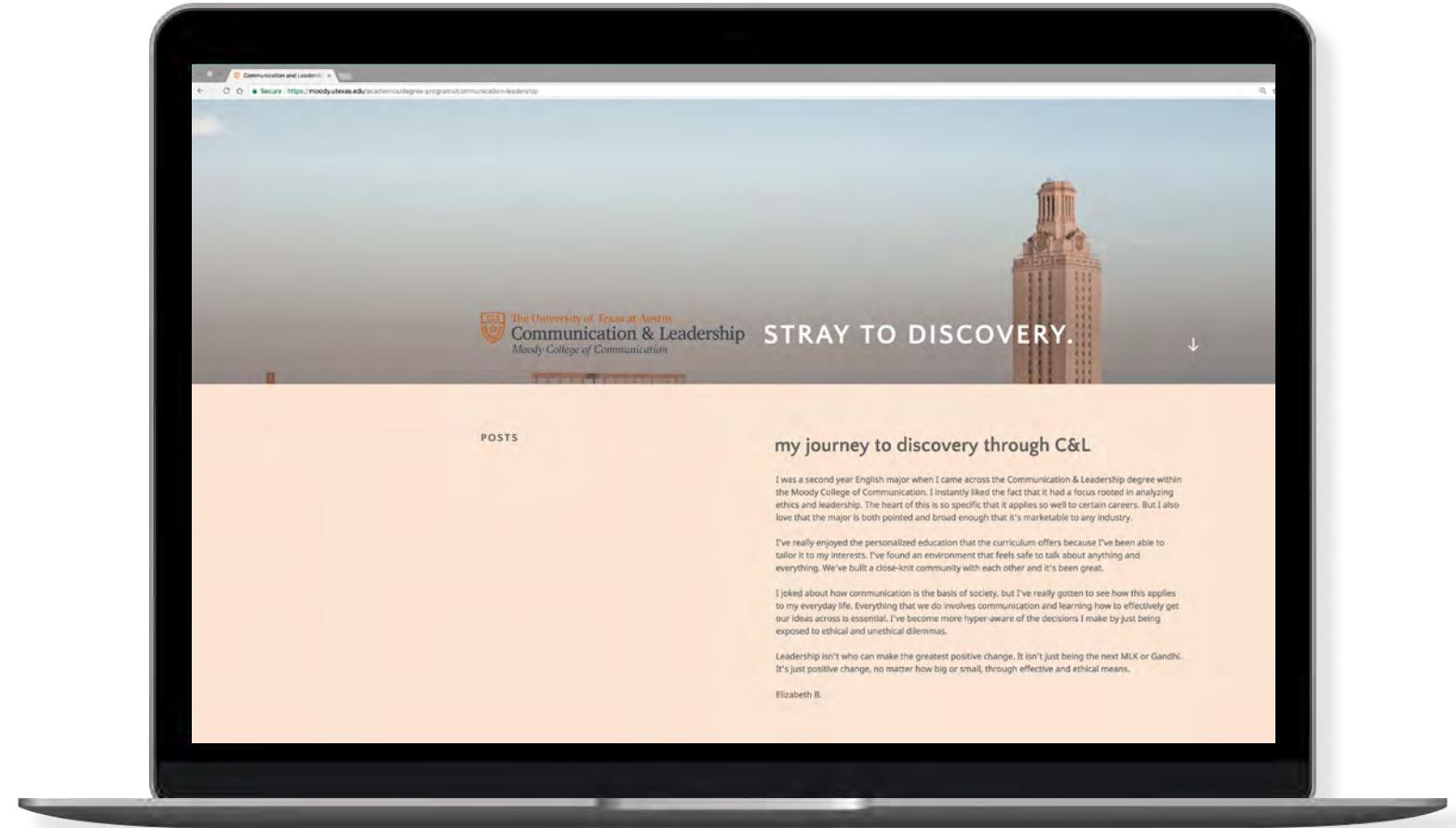


4



The microsite serves as C&L's home base where Mavericks can go to seek out information about the major. All other campaign efforts will ultimately link users back to the site. The site has a clean, modern design to keep visitors intrigued and many interactive touchpoints for them to explore, such as the randomized career generator on the landing page (see screenshots above).

# bLOG.



## My Journey to Discovery Through C&L

I was a second year English major when I came across the Communication & Leadership degree within the Moody College of Communication. I instantly liked the fact that it had a focus rooted in analyzing ethics and leadership. The heart of this is so specific that it applies so well to certain careers. But I also love that the major is both pointed and broad enough that it's marketable to any industry.

I've really enjoyed the personalized education that the curriculum offers because I've been able to tailor it to my interests. I've found an environment that feels safe to talk about anything and everything. We've built a close-knit community with each other and it's been great.

I joked about how communication is the basis of society, but I've really gotten to see how this applies to my everyday life. Everything that we do involves communication and learning how to effectively get our ideas across is essential. I've become more hyper-aware of the decisions I make by just being exposed to ethical and unethical dilemmas.

Leadership isn't who can make the greatest positive change. It's just positive change, no matter how big or small, through effective and ethical means.

Elizabeth B.

The blog is a subset of the microsite. It will create an authentic community for Mavericks to share their experiences, connect with other individuals, and examine new viewpoints. Posts will also be featured on social media to garner more impressions and spark engagement.

# OUT-OF-HOME.



The OOH message revolves around the three prints. Each print will be featured as an elevator advertisement. The creative will rotate every two months. This effort allows Mavericks to experience the message and, quite figuratively, take one step closer toward straying to discovery.

# SOCIAL.

## The Landscape

Social media is now a brand's most engaging consumer experience channel. A presence on social media has become a requirement. Just like how a few clicks connect friends, relatives, and global audiences, brands are increasingly utilizing this powerful tool to create connections with their audiences.

## Create a Brand Personality

Understand the audience. Engage with Mavericks in a way that they would respond to positively. Send a people-centric message, both within the degree and within the context of communication and leadership.

## Remember the Rule of Thirds

Don't post so much content that it pollutes your stream. Limit cross-posting (posting the same content on all platforms) by dividing the content into three main categories:

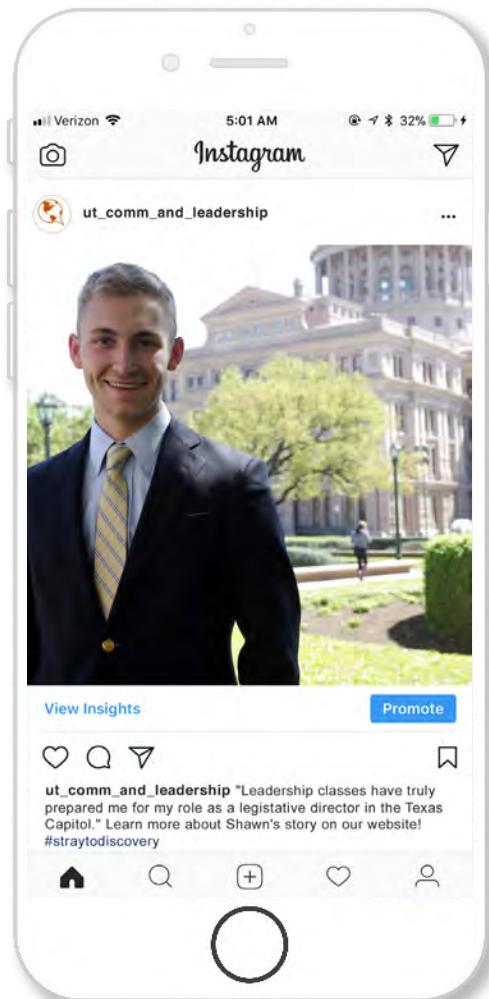
- 1/3 - findings from other sources the C&L community might find interesting
- 1/3 - content that is a celebration of the C&L community
- 1/3 - promotional content about the C&L degree



# SOCIAL AESTHETIC.



Content Post #1



Content Post #2

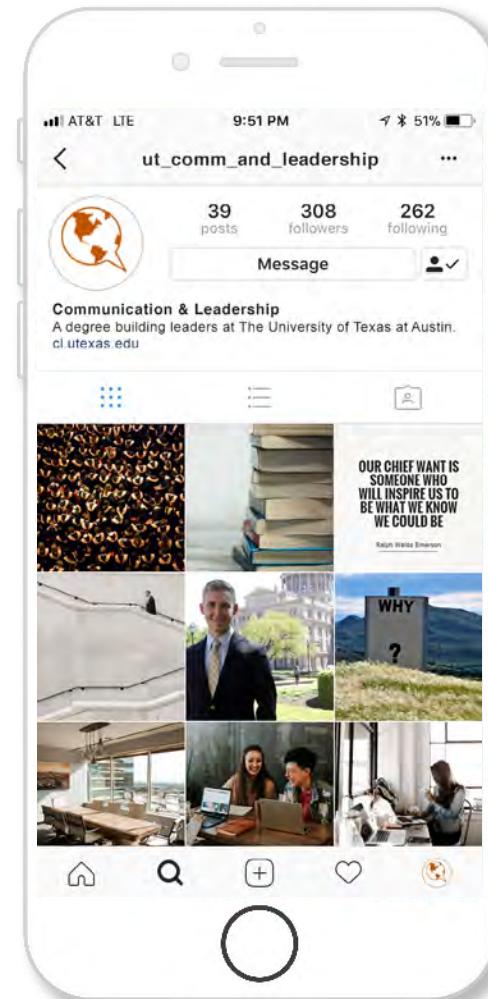


Photo Grid

# FACEBOOK CONTENT CALENDAR

DATE	CATEGORY	POST CONTENT	LINKS/IMAGE
10/14	Communication & Leadership Industry News	One lesson from Facebook's scandal is that, "Avoidant behavior allows for challenges to snowball into crises, for employees to become disgruntled and for customers and the public to lose trust."	<a href="http://money.cnn.com/2018/04/02/news/companies/facebook-leadership-opinion/index.html">http://money.cnn.com/2018/04/02/news/companies/facebook-leadership-opinion/index.html</a>
10/15	N/A	N/A	N/A
10/16	C&L Degree Promotion	We love seeing our associate director, Dr. Drumwright, being featured for her groundbreaking ideas about marketing myopia.	<a href="https://hbr.org/2016/08/a-refresher-on-marketing-myopia">https://hbr.org/2016/08/a-refresher-on-marketing-myopia</a>
10/17	N/A	N/A	N/A
10/18	Communication & Leadership Industry News	An unprecedented move has been undertaken by Starbucks executives to address ethics within the company and we couldn't be more on board.	<a href="http://money.cnn.com/2018/04/18/news/companies/starbucks-ceo-howard-schultz-kevin-johnson/index.html">http://money.cnn.com/2018/04/18/news/companies/starbucks-ceo-howard-schultz-kevin-johnson/index.html</a>
10/19	Celebration of Community	Come join the Moody College family on November 1 as we enjoy broadcasting legend, Bob Costas, speak about his sports journalism career.	<a href="https://moody.utexas.edu/centers/sports-communication-media/2018-deford-lecture">https://moody.utexas.edu/centers/sports-communication-media/2018-deford-lecture</a>
10/20	Celebration of Community	We are so excited to have so many Central Texas high school students on campus today! If you see these speech and debate students, make sure to throw a Hook 'em their way.	Picture of students and staff with speech and debate clubs

Facebook is the primary channel for potential consumers to directly communicate with C&L outside of other marketing efforts. Pages will be created for unique events, containing all necessary details in one concise location. Content should adhere to the following categories:

1. Celebration of Community; 2. Communication & Leadership Industry News; 3. C&L Degree Promotion.

# INSTAGRAM CONTENT CALENDAR

DATE	CATEGORY	POST CONTENT	IMAGE
10/14	Leadership Spotlight & Inspiration	"Our chief want is someone who will inspire us to be what we know we could be." – Ralph Waldo Emerson #straytodiscovery	Words on minimal background
10/15	Student Profile	Meet Emily. She's one of our very first graduates! Who's next? #straytodiscovery	Photo of student
10/16	C&L Degree Promotion	Learn more about yourself through our major and learn more about our major through our revamped website! Click the link in our bio to #straytodiscovery	Screenshot of career generator
10/17	Leadership Spotlight & Inspiration	One of the founders of the C&L program, Howard Prince said "There's a worldwide shortage of good leaders because there is a lack of understanding of leadership." We're going to change that. #straytodiscovery	Photo of Howard Prince
10/18	N/A	N/A	N/A
10/19	C&L Degree Promotion	Want to know what we're all about here at C&L? Check out our blog! #straytodiscovery	Someone writing on a laptop with blog opened
10/20	Student Profile	"Leadership classes have truly prepared me for my role as a legislative director in the Texas Capitol." Learn more about Shawn's story on our website! #straytodiscovery	Photo of student

Instagram complements Facebook, creating the modern, minimalistic, and energetic visual aesthetic that aims to inspire Mavericks to interact with the major. Content should adhere to the following categories:

1. Student Profile; 2. Leadership Spotlight & Inspiration; 3. C&L Degree Promotion

# SEARCH, PPC.

First, the basics. A search ad is a text-based advertisement that appears when users search terms related to one of a brand's relevant keywords. STANFIELD will utilize the Google Search Network, the premier Search Engine Marketing (SEM) platform, to connect C&L with Mavericks.

Here's the game plan for a base framework of a six-month Search campaign –

## The first half

Connection: Implement foundational efforts to ignite campaign (2 months).  
Search - *Set keywords* (see list below) linking users back to the C&L website. This effort emphasizes *creating new connections* with Mavericks about the degree.

## The second half

Escalation: Integrate new platforms to create additional interactions (2 months).  
Search - *Assess feedback* from Search Term Reports to *disassociate negative keywords* from the website, optimize microsite landing pages, and refine ad copy to increase relevance.

## Overtime

Expansion: Optimize feedback from previous steps to discover even better targeting segments (2 months).  
Search - *Continue to optimize* from detailed website analytics to *identify potential* for new, future Search efforts.

The keyword and key phrase list ensures the search ads create new connections with students. Because we're running an awareness campaign, we want C&L to appear when students are searching for keywords associated with leadership. Note how we've included the key phrase 'Jepson School of Leadership Studies.' We need to be sure C&L appears in the same context as its competition to effectively raise awareness for the degree.

\*Keyword Starter List: Communication, leadership, education, university, passion, potential, purpose, what do I want to be when I grow up?, leadership degree/major, how to be a leader, top communication schools, schools to transfer to in Texas, how to make a difference, how to discover your passion, Jepson School of Leadership Studies, Moody College of Communication, UT Austin majors, UT leadership programs, UT McCombs

## What Do You Want To Be? - The University of Texas at Austin

Ad <https://moody.utexas.edu/>  
Communication & Leadership Degree  
Rediscover Your Passion · Stray to Discovery  
Prospective Students - About the Major - Apply

## Make A Difference - The University of Texas at Austin

Ad <https://moody.utexas.edu/>  
Communication & Leadership Degree  
Harness Your Potential · Stray to Discovery  
Prospective Students - About the Major - Apply

## Be A Leader - The University of Texas at Austin

Ad <https://moody.utexas.edu/>  
Communication & Leadership Degree  
Fuel Your Purpose · Stray to Discovery  
Prospective Students - About the Major - Apply

# THE TIMELINE.

SIX-MONTH CAMPAIGN						STRATEGY NOTES
EFFORTS	15-Jul	15-Aug	15-Sep	15-Oct	15-Nov	15-Dec
<b>Microsite</b>						Developed and ready to launch on website by mid-July
<b>Blog</b>						Developed and ready to integrate into website by mid-July
<b>OOH</b>	Passion	Potential	Purpose	To begin mid-July with 2 months each allotted to Passion, Potential, and Purpose		
<b>Social</b>						Accounts/profiles created and active by mid-July
<b>Outreach</b>						To be created and distributed by mid-July (includes brochure leave-behinds, print foam boards)
<b>Search, PPC</b>	Connection	Escalation	Expansion	To begin mid-July with 2 months each allotted to Connection, Escalation, and Expansion		

\*A note: print is incorporated into Microsite, OOH, Social, Outreach

The six-month awareness campaign, beginning mid-July 2018, includes various messaging platforms and tactics. The goal is to emit a clear, consistent message throughout. OOH placements will rotate every two months to showcase each of 3 P's. The additional Search campaign will supplement all other continuous efforts and improve every 2 months with optimization.

# The budget.

## **BRONZE, \$740**

- General rebrand
- Blog
- Social media
- Outreach - print foam boards, \$180/location
- Outreach - 750 brochure leave-behinds

## **SILVER, \$6,910**

- Microsite, \$3,500
- OOH, \$1,950

## **GOLD, \$11,710**

- Search campaign, \$4,800



# SO WHAT DO YOU THINK?

There are lots of agencies out there that play the game the same way. Over and over and over again. But brands partner with STANFIELD because we're personally invested in ensuring our work challenges the status quo. Our team understands the brand's current challenges and is ready to begin implementing the proposed campaign to position the UT Austin Communication & Leadership degree as the nation's premier leadership program.

We're not here to play the same game. We're here to change it.

So here's to Passion, Potential, and Purpose. To straying to discovery.

*Ready when you are.*

**STANFIELD**<sup>(Q)</sup>