



# Let's Get Started *Fall 2023 Campaign Fact Sheet*

## OVERVIEW

The following fact sheet aims to provide CWI Community with an outline of the upcoming Fall 2023 marketing campaign. The document is broken down into the following sections:

1. **Research:** The quantitative and qualitative research done to evaluate the awareness and perception of the College of Western Idaho in the community.
2. **Strategy:** The groundwork and key insights used to create the new campaign for the Fall 2023 campaign.
3. **Campaign:** The visual assets and paid media used to generate more awareness of the college and its offerings. In addition to generating more awareness, this campaign aims to drive enrollment through targeted recruitment and retention efforts.
4. **Evaluation:** The key performance indicators used to measure the success of the campaign and to guide future campaigns.

### 1. RESEARCH

A three-month research study was conducted including staff interviews, student interviews, a community survey, industry trend analysis, and an audit of current marketing efforts to date. Upon completion of the research, the key insights were:

- We have high but **shallow awareness** in the community meaning people are aware of CWI but don't know what it offers or have any strong feelings toward the brand.
- Our audience's biggest challenge to overcome is their **self-doubt** and their lack of confidence in their ability to go to college.

### 2. STRATEGY

After the research was conducted an outline of the strategy moving forward was developed to align all efforts and define the challenge at hand:

1. **Business Problem:** With the Treasure Valley's rapid rate of growth, it is imperative CWI continues to increase enrollment, providing opportunity for students to access affordable education leading to personal empowerment and fueling an educated workforce for our community.
2. **Consumer Problem:** The combination of shallow awareness and lack of confidence has left CWI out of students' consideration set.
3. **Insight:** However, other colleges and universities aren't the competition, self-doubt is.
4. **Solution:** We need to showcase at CWI "we see you, we hear you" and CWI goes over and beyond to support its students.
5. **Consumer goal:** Through this, prospective students will feel confident in considering CWI.
6. **Business goal:** Which will help increase student enrollment.

### 3. CAMPAIGN

Our key insights helped us understand that the hardest part of college for our students is **choosing to go**. It's at the very start of their journey that they face their greatest challenge.

#### **In-Market**

March – August (initial channels will kick off March 13)

#### **Campaign Direction**

The “Let’s Get Started” campaign speaks directly with our students and provides them with the encouragement they need to start college. While other universities and colleges focus their message on diplomas and innovation, we’ll focus on getting your “start” which just so happens to be the area our students are so overwhelmed by. The highly stirring ads are meant to tap into the little voice we have in our heads that, at times, causes self-doubt. We do this because of the importance of drawing on emotions in advertising for higher recall and engagement. We’ll be inviting them in with three simple words – “Let’s get started” – for those starting out or starting something big.

#### **Paid Media**

The campaign will run on the following channels:

- TV / Connected TV
  - [Hero TV Spot](#)
- Radio / Digital Radio
- Out of Home
- Search
- Social Media
- Display

#### **Calls to Action**

Let’s Get Started and Apply Now. Campaign URL will lead to [cwi.edu/start](http://cwi.edu/start)

### 4. EVALUATION

This campaign will track the following key performance indicators to understand the success of the campaign and guide future campaigns:

- **Impressions:** The total impressions delivered over the course of the campaign and the average cost to deliver those impressions.
- **Engagements:** The number of engagements (landing page visits, form fills, actions, comments, shares, etc.) across the campaign.
- **Awareness:** The change in awareness compared to our baseline survey measured prior to the campaign.
- **Perception:** The change in perception compared to our baseline survey measured prior to the campaign.
- **Enrollment:** The change in application completions, new students registered overall growth in enrollment.

**QUESTIONS** - Audrey Eldridge, Executive Director, Communications & Marketing, [audreyeldridge@cwi.edu](mailto:audreyeldridge@cwi.edu)