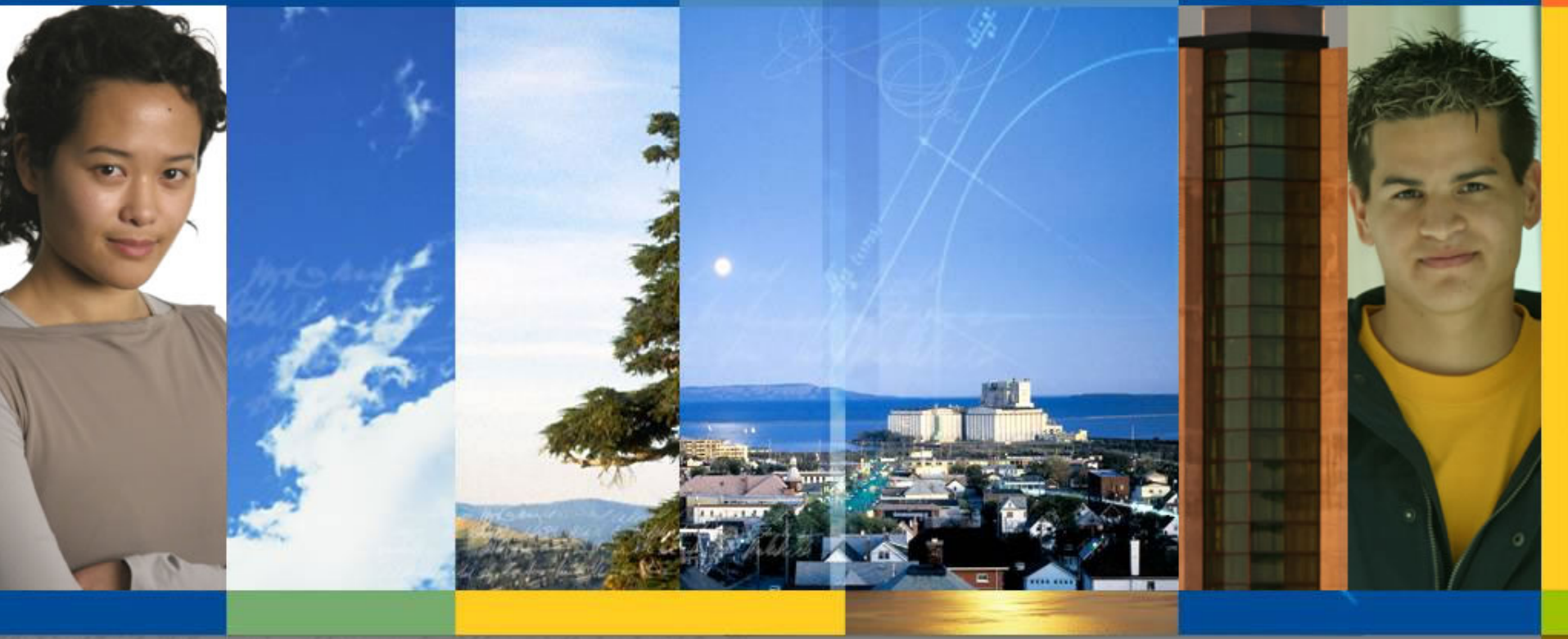
# Awareness Campaign 06/07
## (How YaleShmale put Lakehead on the Map)

Lakehead
UNIVERSITY

Presented by:
Eleanor S. Abaya, Director of Communications



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# History of Marketing Efforts

- No strategic brand-building efforts pre-2003
- Developed Visual Identity Program 2003
- Awareness campaigns since 2003
  - Primarily GTA
  - Interior transit posters and Maclean's, cinema, bus shelters, TV Guide Listings, and CIS - hockey

# First Campaign: Transit, Cinema, Print, CIS TV


At Lakehead, you will never be "just a number." We see you as a person with unique goals and abilities, and distinct potential. With smaller classes and professors who care, we will help you succeed. Come see us in Thunder Bay, Ontario. Call or visit us online to find out more.

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*Realize your potential™*

www.lakeheadu.ca

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# Second Campaign:Transit, Bus Shelters, TV Listings



# Lakehead's Challenges

- Demographic decline in NWO
- Minimal brand recognition
- Physical distance from S. Ontario a barrier
- Little differentiation
- Budget inadequate for impactful traditional media buys
- Conventional media = negligible penetration
- Results hard to measure

# Creative Challenge - Objectives

- Develop breakthrough creative – create buzz
- Encourage prospects to visit website and learn more about Lakehead
- Make Lakehead part of consideration process
- Increase brand recognition
- Raise brand profile

# Strategy

- Take campaign to streets
  - Internet and guerilla tactics
- Leverage media
- Use contest to support strategy
- Better integrate recruitment efforts with awareness building and promotions

# Creative Testing - Audience Reaction

- Random external intercepts
- Random internal groups
- Select stakeholder groups

# Due Diligence

- Trademarks
- Word search
- Legal Opinion

# Internal Buy-In

- Senior Administration
- Deans
- Board of Governors – Executive Committee
- Integrated Marketing Committee

# Decision and Implications

- Risk assessment
- Decision process

# Launch Preparation

- Roles and responsibilities
- PR and media relations
- What-if scenarios
- Process for handling stakeholder reaction
- Process for handling public response

# Timing

- Launched August 25, leading to OUF
- Three phases, 2 wks ea. for Phases 1 & 2
- Phase III/contest end January 07

# Campaign Strategy – Guerilla Tactics

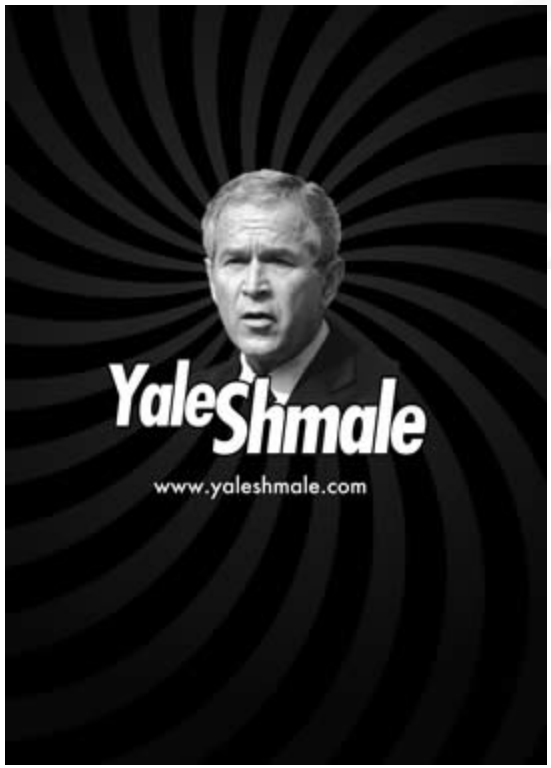
Integrated guerilla tactics, publicity, promotions

- Postering
- Microsite
- Internet Banners
- Contest
- Smart Car Promotion/Drive Bys
- T-Shirt Giveaways
- Publicity

# Campaign – Phase I

- Teaser Posters at 60 locations (unbranded)
- Microsite
- Media Kits
- Contest – Win a Smart Car 4-year lease; 2 Sony Playstations
- Web Banners


YaleShmale
www.yaleshmale.com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www.yaleshmale.com

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YaleShmale

Graduating from
an Ivy League university
doesn't mean you're smart.

If you agree click here.

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http://www.yaleshmale.com/yaleshmale.php

YaleShmale

YaleShmale

There are universities and then there are universities. So let's not beat around the bush.

Lakehead is different.

We believe the person you become after you graduate is even more important than the person you were when you enrolled.

Our professors and staff will prepare you to meet the challenges of your chosen profession.

Experience a dynamic university in a unique environment. Make the smart choice.

Go to a university that cares how well you do after you leave.

Check us out

Register to win a SMART[1] CAR lease

Win 1 of 4 Sony PSP® Systems[2]

Check out a smart university

Lakehead
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*Realize your potential*

Thunder Bay and Orillia, Ontario

Lakehead University is collecting information for the purpose of administering the "Yale Shmale" contest and to provide follow-up communications regarding Lakehead University's educational offerings. Questions may be directed to the Director, Office of Communications, Lakehead University, 955 Oliver Road, Thunder Bay, ON, P7B 5E1, or by calling (807) 343-8177.

1) smart gmbh is a 100%-owned subsidiary of DaimlerChrysler AG. Neither DaimlerChrysler AG nor North Star M.B. is a sponsor, and neither company specifically endorses the Yale Shmale promotion.

# Campaign – Phase II

- Postering - Reveal (branded)
- Microsite - Revised messaging
- Contest - Same as Phase I
- News release (2nd messaging)
- Web Banners



Lakehead
UNIVERSITY

SOMEONE.
NOT ANYONE
Unlike any other | Lakehead

BOLD.
NOT BLAH
Unlike any other | Lakehead

MAVERICK.
NOT MEDIOCRE
Unlike any other | Lakehead

SMART.
NOT SMUG
Unlike any other | Lakehead

BOLD.
NOT BLAH
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SMART.
NOT SMUG
Unlike any other | Lakehead

SOMEONE.
NOT ANYONE
Unlike any other | Lakehead


INDIE.
NOT IVY
ARE YOU
UNLIKE ANY OTHER?
CLICK HERE
unlike any other
Lakehead
UNIVERSITY


INDIE.
NOT IVY
Lakehead
UNIVERSITY
Realize your potential
Thunder Bay and Orillia, Ontario

# Campaign – Phase III

- T Shirts at OUF
- Microsite – Revised messaging
- Contest – Same as Phases I & II
- Smart Car – High school visits/OUF
- Web Banners


SMART.
NOT SMUG
Lakehead


MAVERICK.
NOT MEDIOCRE
SOMEONE.
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UNIVERSITY


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# Results - Guerilla Tactics

- Teaser posters started blogs
- Blogs and web banners created viral network
- Microsite logged over 240,000 hits, w/ 35% click-through to Recruitment site

# Results – Media Coverage

- Over $750K in 2 weeks, national/international: Reuter's, CBC, CTV, ABC, BBC
- Write-Ups in Marketing Magazine, Tor. Star, and numerous dailies and weeklies in North America
- Several TV and Radio interviews
- Strategy Magazine's Best Creative of the Month
- Turned down many more interview requests from around the world

# Results - Contest

- Contest – Close to 3000 qualified entries
- Over 900 Letters, emails, phone calls
- Smart Car winner has been drawn – to be announced soon!

# Results

- Number one topic of conversation
- Media and public reaction from around the world
- Requests to use YaleShmale as a case study
- Worldwide requests to purchase T-shirts & posters
- Offers to merchandise posters and T-shirts

# Impacts on Recruitment - 2007

- First-year applicants up 15% overall
- First choice up 12.9%
- System average increase is 5%

First time in several years Lakehead has performed higher than provincial average; results s/b taken in context with other recruitment efforts.

# Impacts on Reputation

- No known negative impacts to date
  - Monitoring impacts, if any, on image, reputation, funding, and donor support
  - Keeping close watch on stakeholder reaction long term

# Public & Stakeholder Reaction

- Public reaction accelerated Phase II
- Reaction beyond normal bounds
- Overall reaction – completely polarized!
- Internal process to handle reaction under tremendous pressure
- President, Switchboard, and Communications handled pressure extremely well

# Motivating the Team

- Response strategy
- Taking care of threats and personal attacks
- Keeping focused

# Did Lakehead Cross the Line?

- Managing stakeholder reaction
- Students, faculty, staff, alumni
- Managing Media
- Managing workload – Communications, Switchboard, Alumni Office, Recruitment Office
- President’s Office

# Overall Result

- Campaign exceeded all objectives

# Next Steps

- Build on momentum and awareness generated – people are still talking about it
- 07/08 campaign will be less provocative (hopefully equally compelling)
- We had fun while it lasted!

# Questions

- Did the White House call?
- Did Yale call?
- Who called?
- How much risk is too much?
- Has the risk paid off?
- What would we do differently?
- Would we do it again?

# Other Markets – 06/07

- TV Listings – smaller/rural markets in Southern Ontario, NWO and Winnipeg
- Transit Posters – Calgary and Edmonton

# QUESTIONS

- Questions

# THANK YOU

- Lakehead University worked with The McLellan Group and Fantail Communications on this campaign