



Creating Buy-in for a University Marketing Campaign
Designed In-house on a Decentralized Campus



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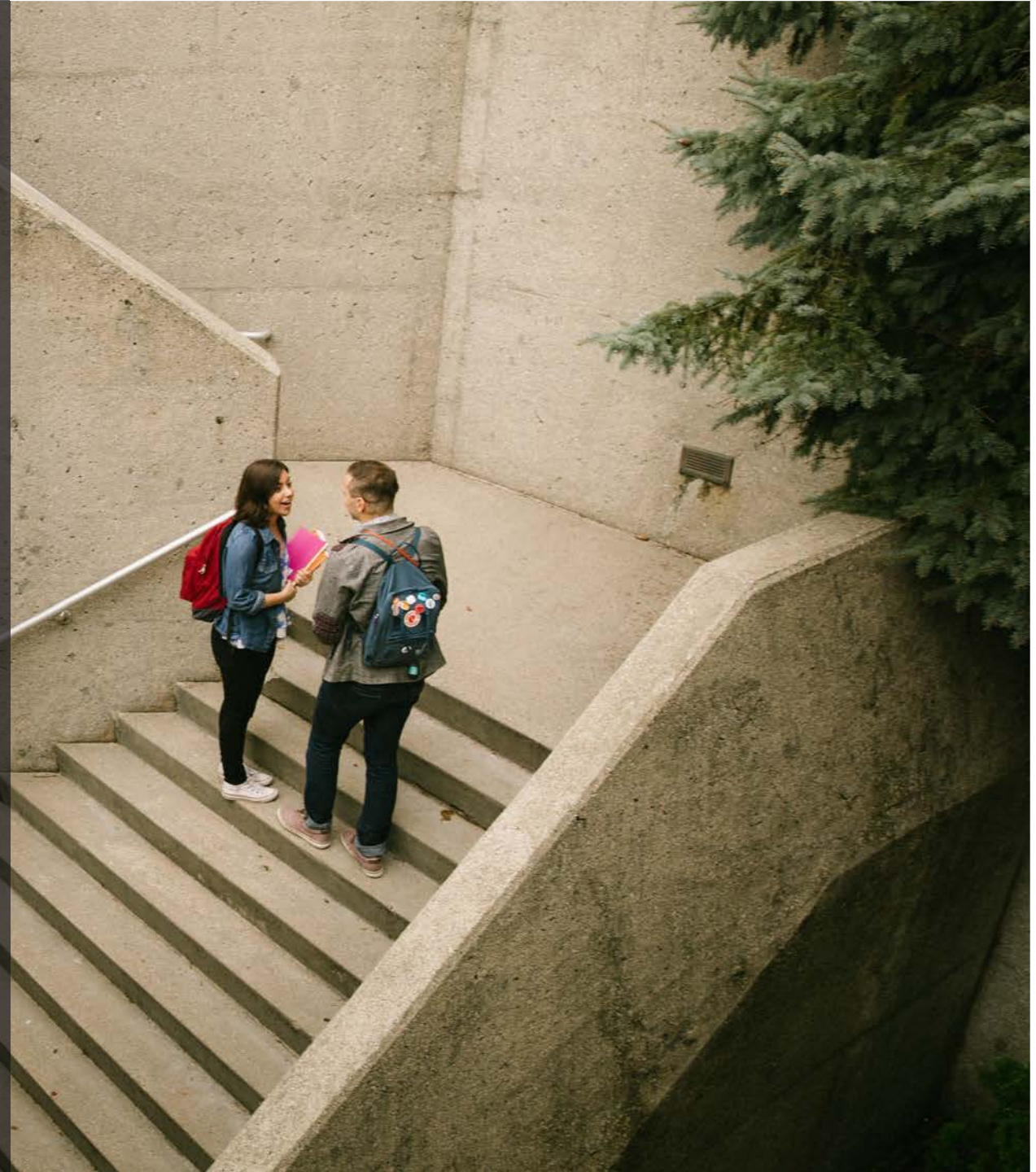
Western Michigan University

- Established in 1903
- Public university located in Kalamazoo, MI
- 23,000 students
- 256 programs (bachelor's, master's and doctoral)



Western Michigan University Marketing

- 14 University Relations staff—web, design, writing, social media and marketing
- 70 decentralized positions on campus
- Integrated Marketing and Design Team
- History of agency relationships



The image is a composite of two photographs. The left side shows a modern building interior with a large, textured stone wall on the left and a glass wall on the right. A man in a white and black shirt is sitting at a high table, working on a laptop. A woman is sitting at another table in the background. The right side shows a similar scene with a man working on a laptop at a high table, with a woman sitting at another table in the background. The overall atmosphere is bright and modern.

Covered in this Presentation

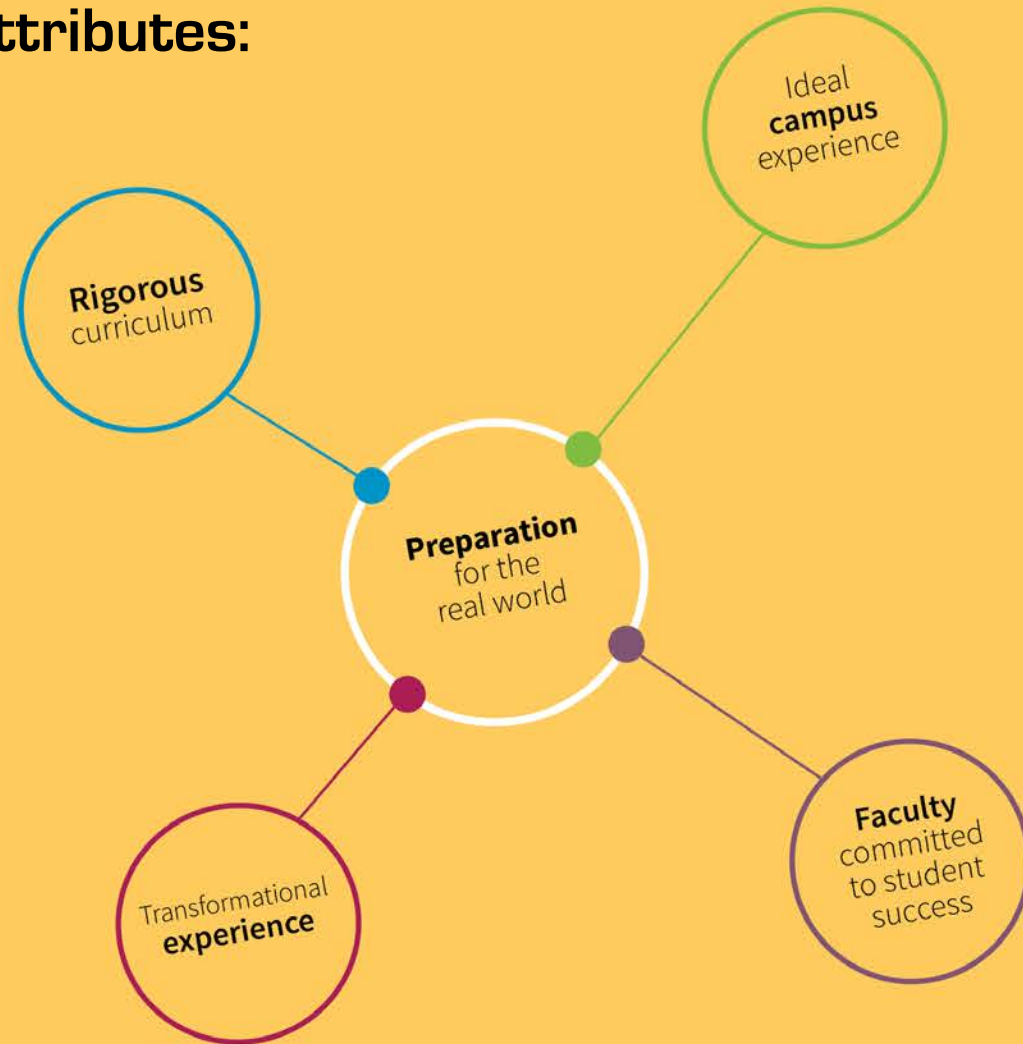
- Root in research
- Create buy-in and use the talent around you
- Don't be afraid to change/revise as you go along
- Create a flexible concept
- Test with your audience
- Create a toolbox

A young woman with curly hair, wearing a green shirt and a backpack, is looking out of a window of a Michigan University bus. The bus is dark-colored with "MICHIGAN UNIVERSITY" visible on the side. The background shows a campus setting with a paved walkway and a lamp post.

Marketing Research

- External firm hired in 2013
- Surveyed multiple audiences
- Brand perception and awareness of WMU and competitors

Brand Attributes:



Brand Book

- Distributed to all marketing personnel
- Serves as our foundation for all marketing and communication



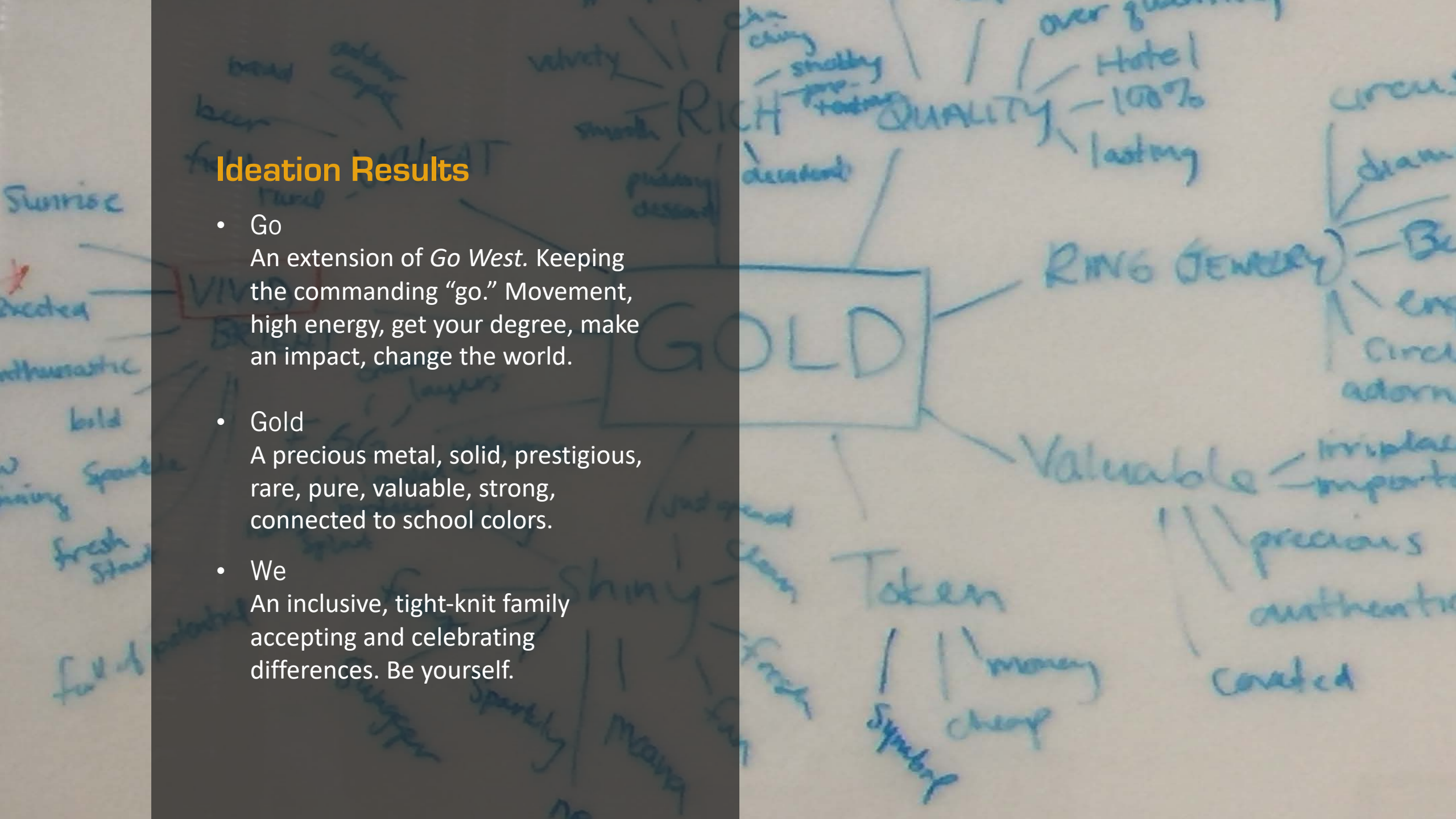
The image is a composite of two photographs of a modern building. The left side shows a close-up of the building's facade with large windows and a brick-like pattern. The right side shows a wider view of the building's corner, featuring a large, stylized 'W' logo and the text 'SHINGREN HALL' below it. The sky is blue with some clouds.

In-house Ideation

- IMDT group
- Brainstorming sessions
- Representation across campus
- Developed three themes

Ideation Results

- Go
An extension of *Go West*. Keeping the commanding “go.” Movement, high energy, get your degree, make an impact, change the world.
- Gold
A precious metal, solid, prestigious, rare, pure, valuable, strong, connected to school colors.
- We
An inclusive, tight-knit family accepting and celebrating differences. Be yourself.



Creative Development

- Using in-house designers
- Created campaigns around the themes
- Included copy, several print examples, outdoor billboard, on-campus flyer, t-shirt design



Preliminary Concepts—Text

Go your own way.

At Western Michigan University, you'll find students and faculty in motion. This is a place where people are always looking forward. Setting goals. Exploring. Creating. Inspiring. When you visit our campus, you feel the difference. This isn't about going through the motions. This is about going somewhere special. So before you make a choice, go. Go find yourself. Go reach higher. Go to the university that won't simply help you learn something, it will launch your career. Western Michigan University.

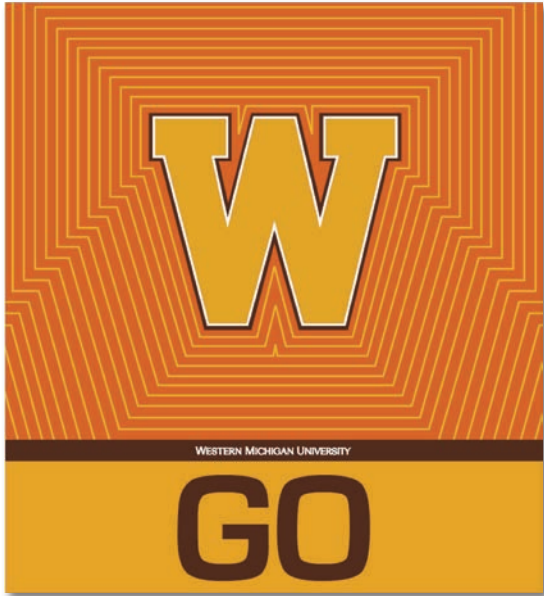
Get your gold on.

There's something about WMU. You feel it the moment you step on campus. This is different. This is special. This is the rare place where you'll not only find your major, you'll find gold. Gold in the moments and experiences you share. Gold in the ideas you explore. Gold that is at the heart of who you are and who you will become. Gold that will be with you long after you leave. So come to WMU. Reach for something higher, stronger—better. Reach for the gold.

We are better with you.

At WMU, you'll be a friend, a roommate, a neighbor, a student. And even as you discover yourself, you'll discover what it's like to be a lifelong member of the WMU community. We are from right down the block and from the other side of the world. We are thinkers and dreamers. We are scientists and artists and inventors. We are funny and serious. Grad students and undergrads. Athletes and musicians. Most important, we are people who embrace our differences even as we celebrate the common mission we share. We are here to learn, to grow, to empower each other. We are better with you.

Preliminary Concepts—Go



Viewbook cover



Publication advertisement



Outdoor board



T-shirt

Preliminary Concepts—Gold



Viewbook cover



Publication advertisement



Outdoor board



T-shirt

Preliminary Concepts—We



Viewbook cover



Publication advertisement



Outdoor board



T-shirt

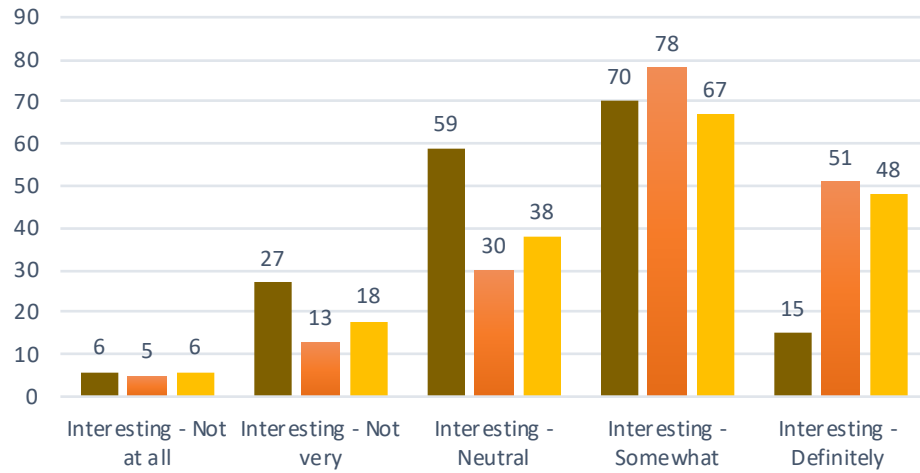
Concept testing

- Presented to IMDT group
- High school juniors and seniors
- Undergraduate marketing students
- Quantitative and qualitative research
- Which campaign was most interesting, memorable, understandable and original

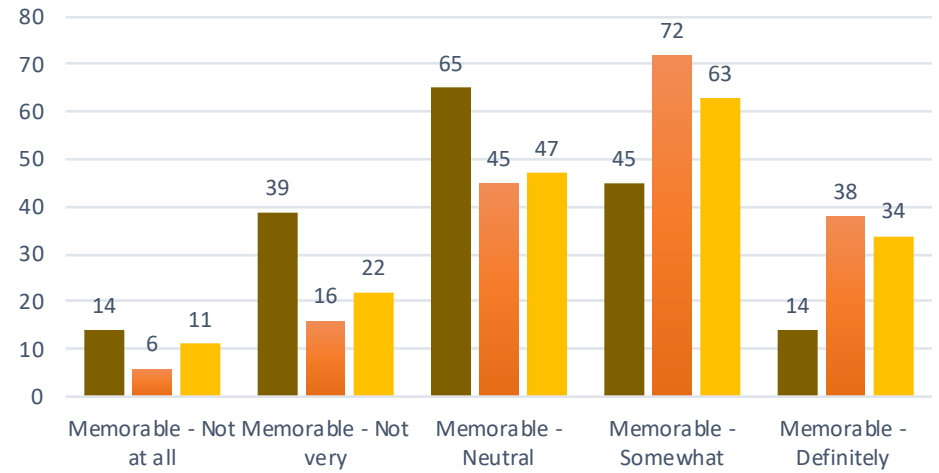




Interesting?

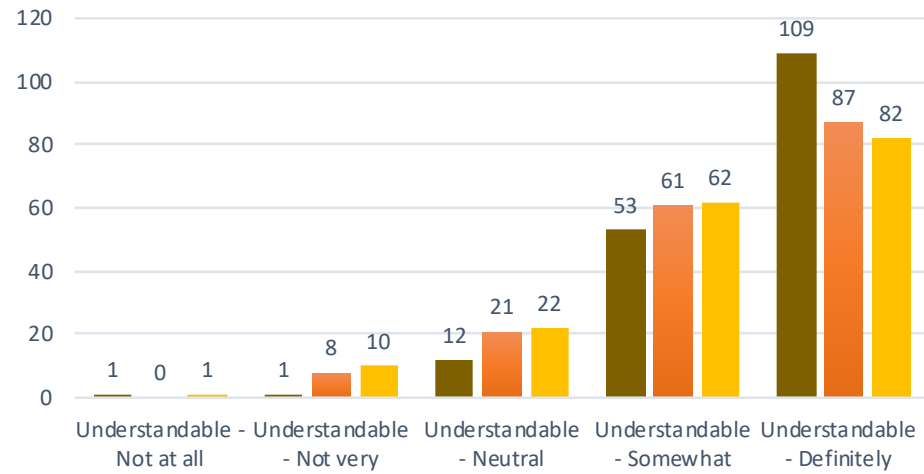


Memorable?

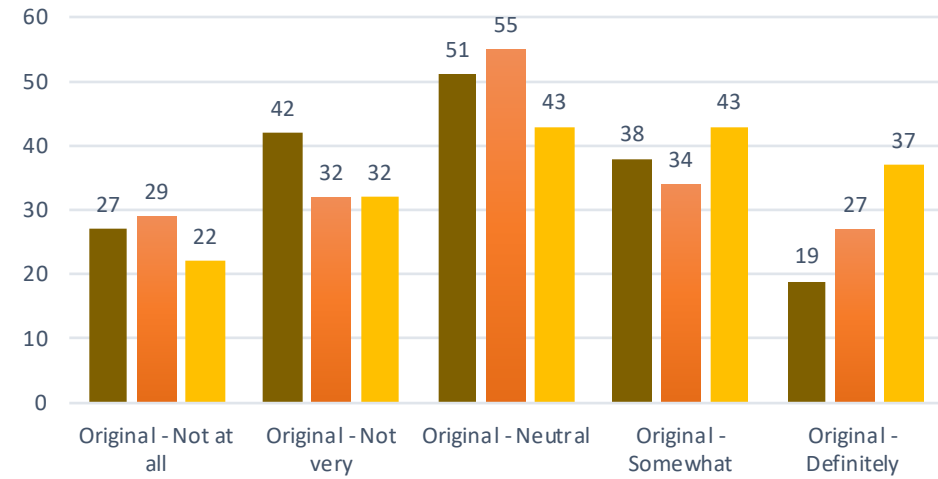




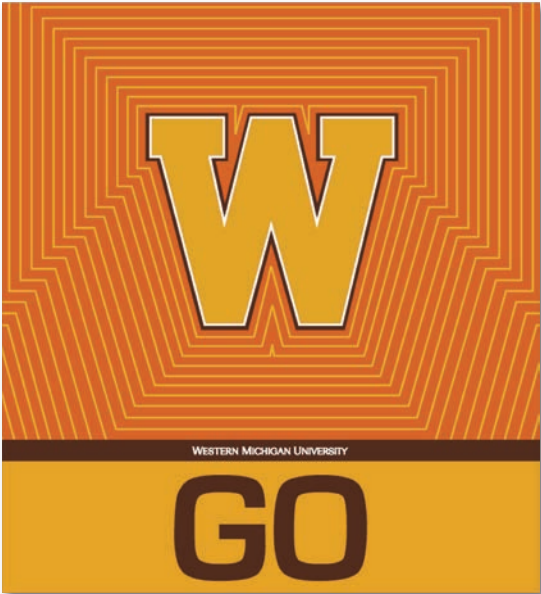
Understandable?



Original?



Which one do you like the most?



85



72



22

Other feedback:

- “I would rather see the GO campaign than the rest because of the vibrant colors, and the design looks crisper than the others. Very symmetrical and simple.”
- “I like the message of WE but the design of GO.”
- “I like GOLD. It makes you feel like you can do something great.”
- “The word GOLD means wealth and power which gives WMU a solid feeling.”
- “Best message = WE, best design = GO.”
- “GOLD has a unique message and I don’t think it has been done before. GO has a real eye-catching logo though.”

Conclusions:

GO was preferred for the creative – colors and graphics

GOLD was the preferred concept – WMU can own it

WE offered a message that was understandable and relatable

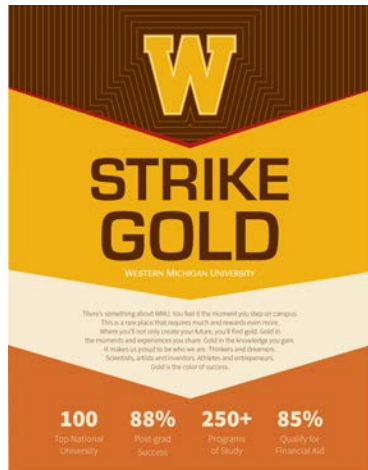
Creative Revisions

- Combining the best parts of each campaign
- Campaign guidebook
- Templates available for download
- Sample designs for other units on campus



W

Sample Designs—GOLD with bits of “Go” and “We”



Publication advertisement



Printed flyer



Outdoor board



T-shirt

GOLD Campaign Guidebook and Downloads—

wmich.edu/universityrelations/gold



- Color palette
- Fonts
- Photography style
- Text
- Art elements
- Templates

Color Palette



PMS 131

coated and
uncoated:
c0 m28 y100 k6
HSL:
hsl(41, 100%, 50%)
RGB:
rgb(255, 174, 0)
Hex:
#ffae00



PMS 4625

coated:
c0 m60 y100 k79
uncoated:
c40 m50 y70 k30
HSL:
hsl(18, 50%, 18%)
RGB:
rgb(68, 36, 22)
Hex:
#442416



PMS 7413

coated:
c15 m70 y100 k0
uncoated:
c0 m40 y90 k5
HSL:
hsl(30, 73%, 49%)
RGB:
rgb(216, 124, 33)
Hex:
#d87c21



PMS 7402

coated:
c0 m6 y38 k0
uncoated:
c2 m8 y43 k0
HSL:
hsl(49, 66%, 80%)
RGB:
rgb(237, 225, 170)
Hex:
#ede1aa



PMS 7531

coated:
c16 m28 y36 k49
uncoated:
c50 m30 y40 k30
HSL:
hsl(28, 15%, 44%)
RGB:
rgb(129, 111, 95)
Hex:
#8165f



PMS 123

coated:
c0 m21 y88 k0
uncoated:
c0 m15 y76 k0
HSL:
hsl(45, 98%, 59%)
RGB:
rgb(252, 201, 47)
Hex:
#cc92f



PMS 167

coated:
c3 m78 y100 k15
uncoated:
c55 m8 y97 k14
HSL:
hsl(20, 77%, 40%)
RGB:
rgb(180, 75, 23)
Hex:
#b44b17



PMS 874

coated:
c5 m17 y42 k14
uncoated:
c25 m33 y68 k8
HSL:
hsl(43, 39%, 60%)
RGB:
rgb(192, 170, 113)
Hex:
#c0aa71



PMS 639

coated:
c100 m1 y5 k5
uncoated:
c95 m1 y11 k2
HSL:
hsl(195, 100%, 38%)
RGB:
rgb(0, 145, 193)
Hex:
#0091c1



Accent of your choice

Campaign Fonts

SLOGAN FONT

Eurostile Bold

Eurostile Regular

BODY FONT

SourceSansPro-Black

SourceSansPro-BlackIt

SourceSansPro-Bold

SourceSansPro-BoldIt

SourceSansPro-ExtraLight

SourceSansPro-ExtraLightIt

SourceSansPro-It

SourceSansPro-Light

SourceSansPro-LightIt

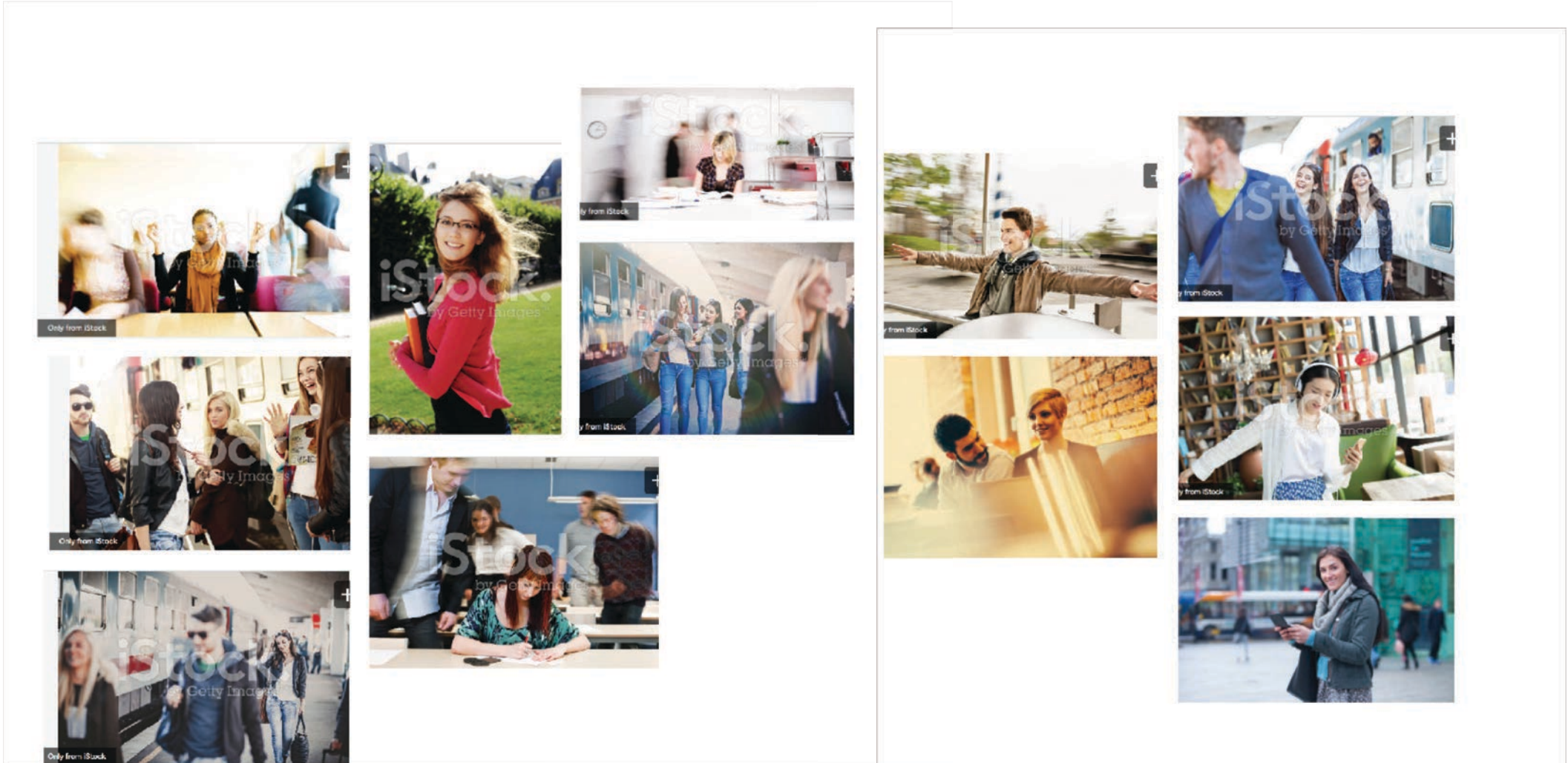
SourceSansPro-Regular

SourceSansPro-Semibold

SourceSansPro-SemiboldIt

In addition to the slogan font and body copy font, a unit may choose a third font for headlines.

Photography Style



Sample Slogans

Stay gold.

Forever gold.

Pure gold.

The gold is standard.

The power of gold.

You're gold.

Be gold.

Be the gold.

You're the gold.

We're gold.

Uncover gold.

Invent gold.

Gold. Standard.

Find your gold.

Find gold.

Make gold.

Get your gold on.

Strike gold.

Gold Power.

Gold Standard.

Choose gold.

Produce gold.

Sample Text

GOLD—Full Version

There's something about WMU. You feel it the moment you step on campus. This is a rare place that requires much and rewards even more. Where you'll not only create your future, you'll find gold—gold in the moments and experiences you share, gold in the knowledge you gain, and gold that is at the heart of who you are and who you will become.

Gold is the color of success and the attitude that binds us. It makes us proud to be who we are. From down the block and the other side of the world; we are thinkers and dreamers, scientists, artists and inventors. We are grad students and undergrads, athletes and musicians. Together we are creating better, stronger, more polished versions of each other. Together we are gold.

GOLD—Condensed Version

There's something about WMU. You feel it the moment you step on campus. Here, you'll not only create your future, you'll find gold—gold in the moments and experiences you share, gold in the knowledge you gain, and gold that is at the heart of who you are and who you will become. Come to Western Michigan University. Strike gold.

Versions Tailored for Different Audiences

- Undergraduate
- Graduate
- Extended University Programs
- International
- Alumni

Templates and Art Elements



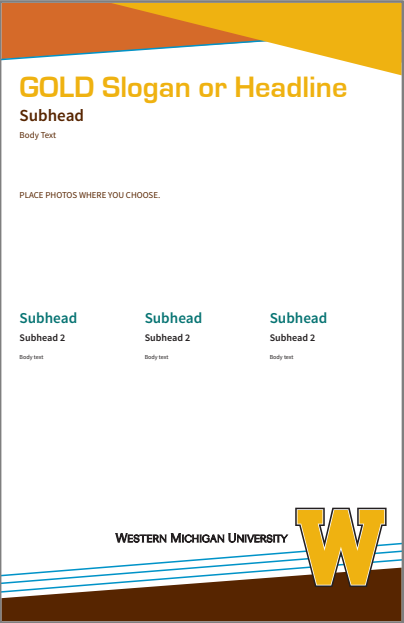
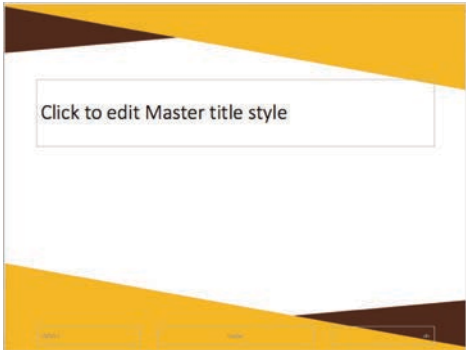
Individual art elements



Flyer



Postcard



Poster

Sample Designs for Different Audiences



Viewbook cover for college of business



Publication ad for Extended University Programs



Flyer for student affairs



Thank you card for development and alumni relations

Buy-in

- Senior Leadership
- Board of trustees
- Faculty senate
- Other campus groups



Campaign Roll-out

- External media
- On campus direct mail
- On campus “pop ups”







#VVMUisGOLD

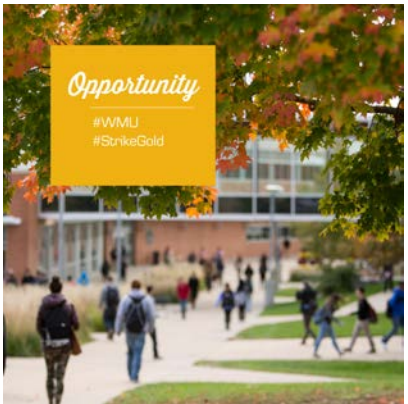
Campaign Elements

- TV spot (CASE V Silver Award)
- Outdoor
- Digital ads
- Print ads
- Viewbook
- Direct mail campaign
- Posters (CASE V Silver Award)
- Chapstick
- Chocolate
- Fun buttons
- Keychains
- Car magnets

Website Example

The image shows a screenshot of the Western Michigan University website. At the top left is the WMU logo, a large yellow 'W' followed by the text 'WESTERN MICHIGAN UNIVERSITY'. To the right is a navigation menu with links: ABOUT, A-Z, CONTACT, FIND PEOPLE, GOWMU, VISIT, and a search box labeled 'Search WMU'. Below this is a secondary menu with links: ACADEMICS, ADMISSIONS, FINANCIAL AID, STUDENT LIFE, ATHLETICS, and RESEARCH. The main content area features a large, vibrant image of a neutron star collision, with swirling orange and red patterns against a black background. Overlaid on the left side of this image is the text 'FINDING GOLD IN THE COSMOS' in large, bold, white letters. Below this title is a smaller line of text: '2016 alumnus joins scientists in chronicling first observed neutron star collision'. Underneath that is a yellow button with the text 'ABOUT IAN BROWN'. At the bottom of the page is a yellow footer bar containing four icons and their corresponding text: a pencil icon for 'Apply now', a magnifying glass icon for 'Find your major', a calculator icon for 'Estimate your costs', and a location pin icon for 'Visit campus'. There are also five small white dots in a row above the footer bar, likely serving as a carousel indicator.

Social Media Examples



Other Units on Campus



Sindecuse Health Center display and pins

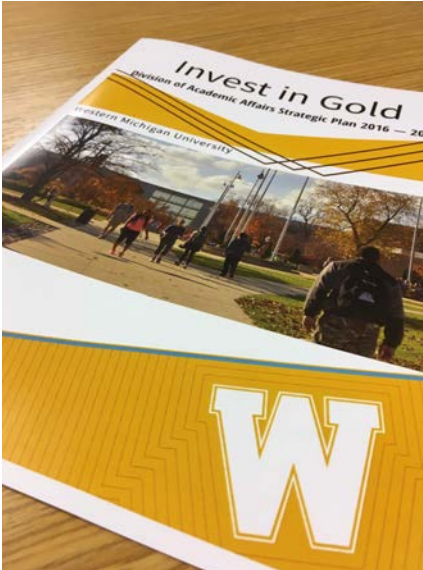
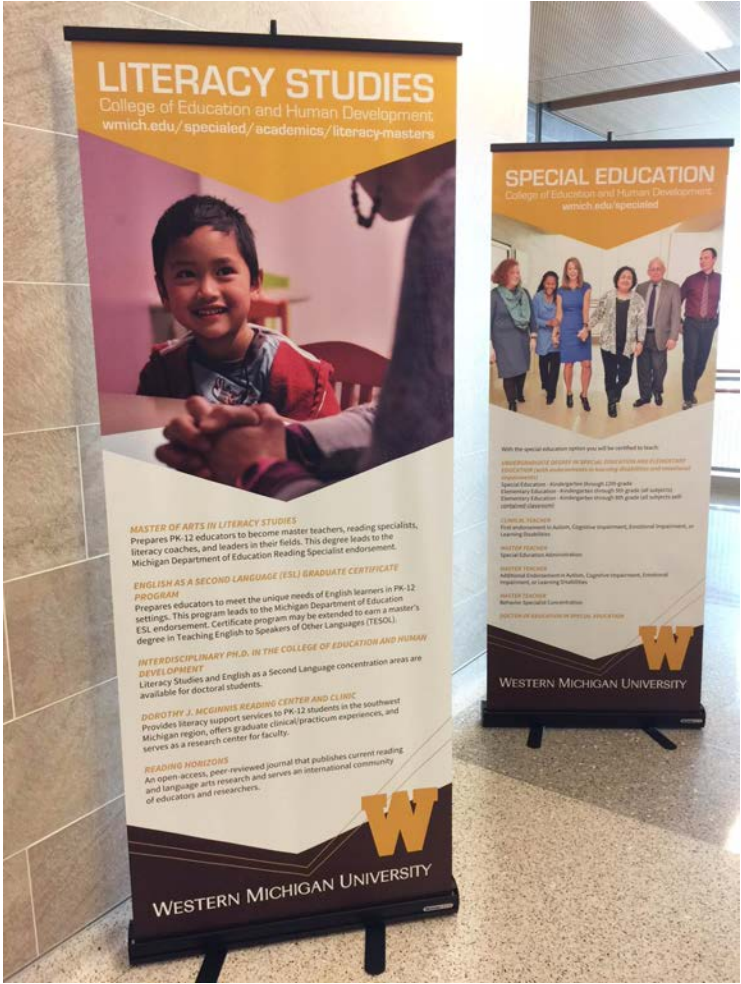


Haworth College of Business recruitment piece



College of Fine Arts recruitment materials

Other Units on Campus



Other Units on Campus

MyWMU Search

Register | Login | Help | Western Michigan University | Athletics

ABOUT US | HERITAGE HALL | ALUMNI | CONCERTS | EVENTS | STUDENTS | STORIES | GIVING

Home > Giving > WMU Giving Day 2017

GIVING

- Make a Gift
- WMU Giving Day 2017
- Payroll Deduction
- Frequently Asked Questions
- Ways to Give
- Why Give
- Where to Give
- Matching Gifts
- Planned Giving

GET READY. GIVE GOLD.

THANK YOU FOR YOUR GENEROSITY!

Since 1903, Broncos have been helping Broncos succeed at Western Michigan University. WMU Giving Day is the opportunity for Broncos to lift one another up to make WMU the institution of choice in Michigan, and to ensure that all students who seek to make a difference in the world have the opportunity to do so with an [education](#) from WMU.

If you missed your chance to be a part of WMU Giving Day, you can still [Give Gold](#) to make a difference! OR text [bronco5](#) to [41444](#) to donate \$5 to the Student Emergency Relief Fund, to help WMU students with urgent [financial](#) needs.

Office of Development and Alumni Relations online giving campaign materials



WESTERN MICHIGAN UNIVERSITY ABOUT A-Z CONTACT FIND PEOPLE GO WMU VISIT Search WMU

ACADEMICS ADMISSIONS FINANCIAL AID STUDENT LIFE ATHLETICS RESEARCH

College of Education and Human Development

HOME ABOUT ACADemics ADVISING ALUMNI FACULTY AND STAFF RESOURCES GIVING INTERN TEACHING AND CERTIFICATION NEWS SCHOLARSHIPS TECHNOLOGY RESOURCES DIRECTORY

WMU Giving Day

1,903 DONORS. 24 HOURS. GET READY. GIVE GOLD.

TEXT GIVEGOLD6 TO 71777 ON WEDNESDAY, OCTOBER 11 TO DONATE TO TEAM CEHD.

WESTERN MICHIGAN UNIVERSITY ABOUT A-Z CONTACT FIND PEOPLE GO WMU VISIT Search WMU

ACADEMICS ADMISSIONS FINANCIAL AID STUDENT LIFE ATHLETICS RESEARCH

Haworth College of Business

HOME ABOUT ACADemics ADVISING ZHANG CAREER CENTER DIGITAL BADGES FOR BUSINESS STUDENTS EVENTS GIVING RESEARCH SCHOLARSHIPS STUDENT ORGANIZATIONS DIRECTORY CONTACT US

Giving Day

JOIN THE HAWORTH COLLEGE OF BUSINESS TEAM!

Text GIVEGOLD1 to 71777



1 PREPARE

and graphics items and other content

2 SHARE

and provide us email and social media on October 11, 2017

#WMUGivingDay #GiveGold

3 GIVE GOLD

making a donation of \$5 to WMU

or text GIVEGOLD1 to 71777

TOOLKIT CONTENTS

LOGOS & TYPE

- AI, EPS
- Taglines (EPS)
- "Give Gold" (PNG)
- "Get Ready, Give Gold" (PNG)
- "1,903 Donors, 24 Hours" (PNG)
- MetroBlock (T Two (Main))
- Futura (Set Light (Body))

SOCIAL MEDIA - #WMUGIVINGDAY #GIVEGOLD

- Shareable facebook graphics
- 1800 x 1800 graphics template (PSD)
- Shareable Instagram graphics
- 1800 x 1800 graphics template (PSD)
- Shareable Twitter graphics
- 300 x 253 graphics template (PSD)

EMAIL

- 825 x 315 Email Header Template

CAMPUS TV DISPLAYS

- 1920 x 1080 graphics
- 1920 x 1080 GIF

Visit [givingday.mywmu.com](#), navigate to the Toolkit page and use password **GIVEKIT** to download.

Western Michigan University | Office of Development & Alumni Relations | WMU@WMU.com

Link for video:

<https://www.youtube.com/watch?v=wLISj0TogBs#action=share>



Key Takeaways

Root in
research

Create
buy-in and
use the
talent
around
you

Don't be
afraid to
change or
revise as
you go
along

Create a
flexible
concept

Test with
your
audience

Create a
toolbox